

SPRING NUMBER

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BOOKSELLER & STATIONER

and

MARCH

Canadian Newsdealer

1908

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

MONTREAL

TORONTO

WINNIPEG

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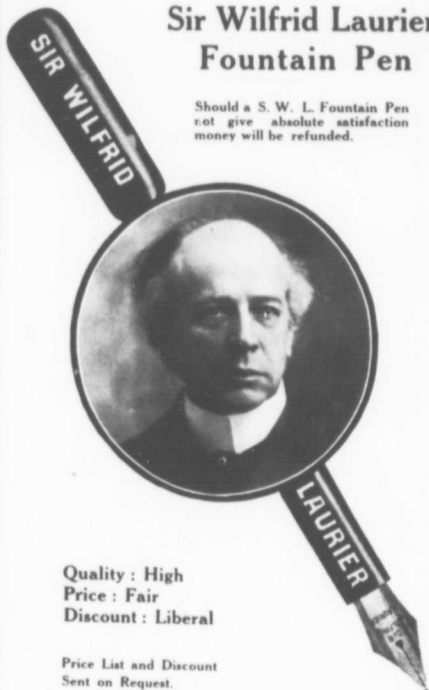
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Should a S. W. L. Fountain Pen
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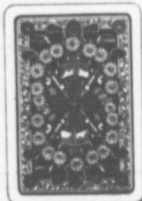
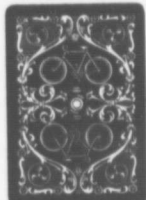
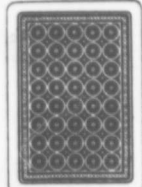
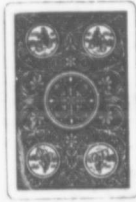
¶ We are confident the Canadian Trade will unanimously agree that we have this year assembled the brightest and most attractive range of moderate price novelties that has ever been imported into Canada. We certainly have a finer and larger variety than we have shown before, and you are cordially invited to visit any of the leading cities to inspect these samples. Displays will be made in the larger centres and you will be duly notified as in the past.

Warwick Bros. & Rutter, Limited

Import dealers
in Foreign Fancy Goods

TORONTO

BOOKSELLER AND STATIONER



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LINETTES ?

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14 x 10 $\frac{1}{4}$ extra width.
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 All Rulings 150-200, 300-400-500 pp.

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Modern methods of keeping records adapted to
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Wirt Fountain Pen—"Get the Best."

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Add TONE to Your Stationery in the OFFICE, BANK, SCHOOL or HOME by Using Only Washburn's Patent
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There is Genuine Pleasure in Their Use as Well as PERFECT SECURITY. These Fasteners are in a class by themselves. There are no others like them, therefore they can not be compared with the ordinary paper clips which depend on friction for their holding power.

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NO SLIPPING, NEVER!

Easily put on or taken off with the thumb and finger; can be used repeatedly and they always work. Made of Brass, 3 sizes. Put up in loose boxes of 100 Fasteners each. All Entering Stationers.

Send 10c for sample box of 50, assorted. Illustrated descriptive booklet free.

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THE CANADIAN PRINTER AND PUBLISHER
 Montreal Toronto Winnipeg

BOOKSELLER AND STATIONER

Waterman's Ideal Fountain Pen

The pen with  the Clip-Cap

The Kind That Made Fountain Pens a Necessity

A complete stock and good display means more now, in profits and sales, than ever before. The demand is larger and to satisfy all trade a good selection is necessary.

FALSE ECONOMY LOSES SALES AND PRESTIGE

The "Why"

A staple line that will interest more of your trade than any other one line you sell. Every one who writes is a possible purchaser and every sale made, in view of the satisfaction resulting, insures additional trade. Every year the sales increase.

The "Wherefore"

From tip to tip the entire pen is the acme of perfection in craftsmanship. Every one is **guaranteed perfect** by us. You can satisfy every writer with a Waterman's Ideal, for the everlasting, iridium pointed gold pens are made to fit the hand of every writer.

The **Spoon Feed** regulates perfectly an even and well-controlled supply of ink to the very point of the pen and insures against any overflow, as the pockets retain any surplus. The **Clip-Cap** is an individual feature, insuring the pen against loss or rolling off the desk.

The "Summary"

A small space in your store devoted to this line, using one of the handsome show cases which we furnish for displaying, will prove to be one of the most profitable departments you have—and prices are guaranteed.



A 3-DOZEN
ASSORTMENT
That
sells
for.. \$109 50
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costs
you. 73 00
Profit \$36 50
50 per cent profit
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can be made,
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Larger or smaller assortments as you desire. Every season shows extensive sales. Write for complete Catalogue to-day.

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136 St. James Street, Montreal

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A LIQUID ADHESIVE

THE BEST STICKER ON EARTH

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SOLD IN THE FOLLOWING
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for refilling 25c. or
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Write to us for wholesale price list
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THE OLD FIRM OF LYONS
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Sealing Wax

- Bank Wax
40c. to 75c. per lb.
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\$6.00 to \$12.50 per cwt.
- Engravers' Wax
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Write for samples. Sold on
import only.

Place your Spring Order direct or with your wholesaler NOW

LYONS' INK is also a good Ink

and we are open to appoint wholesale agents in the different Provinces.

MENZIES & COMPANY, Limited

Manufacturers' Agents

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Sole Canadian Agents LYONS' INK, Limited, Manchester and London, Eng.



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Calendars, Christmas Cards,
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Pictures, Picture Post Cards

Samples now ready. HOLD YOUR LARGEST order for our travellers

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Hand-made and all kinds of Flat Papers, Blotting Papers
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Envelopes, Card Boards, Fancy Card Blanks
Visiting Cards, Note Papers
and Fancy Papeteries

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MENZIES & COMPANY, Ltd.

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AN EXCLUSIVE LINE FOR

Our art publications are in a class by themselves, famed the world round for their artistic designs, beautiful colorings, profuse variety, novel ideas, charming effects and splendid values.



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Glossy Post Cards

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Dealers who stock the Davidson Lines are equipped with the best ammunition for getting the trade. Displays of the beautiful glossy finish post cards and ludicrous Tom Browne comics attract the public every time.

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1000 Designs

Celluloid Booklets

200 Designs

Tom Browne Comics

1500 Designs



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Tom Browne, whose clever designs brought him the membership in the Royal Academy, is engaged by us exclusively to paint comic post cards of clean and wholesome humor.

London=====and=====New York

Copp, Clark Co., Limited, Toronto



THE DANCERS.



AN OLD-FASHIONED GIRL.



DOLORES.



ERN.



THE OLD, OLD STORY.



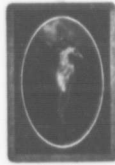
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EXPECTATION.



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SUMMER.



CAPTAIN KIDD.



AT SEA.



MOON FAIRY.

Congress Playing Cards.

(Gold edges.) Are superior in beauty and quality. The backs—a few of which are here shown—are miniature art gems in colors and gold. The faces are clear-cut and cleanly printed. Large, readable corner indexes. Look for name "Congress" on every box. Order through your jobber.

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



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MOUNTAINEER.



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BARKWOOD.



MOONLIGHT.



GOOD NIGHT.



THE HUNT.



PRISILLA.

Above designs copyright, 1909, 1910-1-4-0-0-1, by The U. S. Playing Card Co., Cincinnati, U. S. A.



The Best Tags In the World

How many tags do you sell in the course of a year? When we say "tags" we mean "Dennison's."

Remember this—Dennison invented the patent patch eyelet and made the Tag business one of profit to the Stationer. This fact is a vital one to *you*, for

Dennison's Quality Tags

are standard the world over—that's because the quality is in them—they are the best tags in the world.

It's the same with every other article of Dennison manufacture, whether Merchandise Tags, Gummed Labels, Sealing Wax, Crepe Paper, Crepe Paper Napkins (fast color), Paper Boxes or Dennison's Adhesives (Glue, Paste and Mucilage in Patent Pin Tubes), for every Dennison product is the best of its kind that can be made.

A line of Dennison goods will prove a factor in building up your business. Write to us, and we will demonstrate how Dennison can increase your profits.

Dennison Manufacturing Company
The Tag Makers

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CHICAGO,
126 FRANKLIN ST.

NEW YORK,
15 JOHN ST.

PHILADELPHIA,
1007 CHESTNUT ST.

ST. LOUIS,
413 NORTH 4TH ST.



THE
RELIABLE
SERIES
OF
CHRISTMAS AND PICTURE POST **CARDS**
BRITISH MANUFACTURE

William Ritchie and Sons, Limited
of Edinburgh, Scotland

beg to announce that their representative, Mr. H. Morrison,
is now in the Dominion with their

NEW SEASON'S PATTERNS OF
CHRISTMAS CARDS
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Large range of artistic designs worked on the latest
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POST CARDS

Expensive collection of beautiful studies in Figure, Land-
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From customer's own photographs in all the latest styles.

William Ritchie & Sons, Limited
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"It would be very difficult for any purchaser, whatever their taste may be, to inspect Messrs. Raphael Tuck and Son's novel and charming Collection without satisfying every need to the full."—*The Times*.

RAPHAEL TUCK & SONS Co.

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LONDON

PARIS

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PUBLISHERS
BY APPOINTMENT



TO THEIR MAJESTIES
THE KING & QUEEN ALEXANDRA

EASTER CARDS and NOVELTIES

This year more than ever have we aimed at producing in our *New Line of EASTER CARDS* a collection which shall continue to excel by its combination of *Good Values and Genuine Art*. It consists of *150 New Sets*, distinctive for the beauty and chastity of the designs as well as for the appropriateness of the carefully selected texts.

EASTER POST CARDS

No less than *One Hundred and Fifty* distinct packets of Easter Post Cards have been issued by us for the coming season, and testify to the immense popularity enjoyed by these dainty and inexpensive missives.

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An exceedingly choice and high-class line of Birthday Missives, consisting of no less than *150 New Sets*, containing Floral Designs of every shade and hue, delightful Views, Figures, etc., as well as reproductions of celebrated paintings, with gold beveling, embossed stamping, and "Glistening Dew" effects. Appropriate mottoes and verses.

Catalogues and Price Lists for the asking.
Send for our 1908 Catalogue and Price List of

GIFT BOOKS, TOY BOOKS, PAPER DOLLS,
PAPER TOYS, MASKS, Etc.

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ENLARGED IMPROVED REVISED
5,000 FACTS ABOUT
CANADA
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A Gateway in Old Quebec

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Canals	Militia	Religions	Wheat
Education	Marine	Ranching	Water Powers
Financial	Mining	Saskatchewan	Yukon

Compiled by

FRANK YEIGH, Toronto

Price 25 Cents

The Canadian Facts Publishing Company
 667 Spadina Ave., Toronto, Ontario

Good News for The Trade

Here is the new title page of our 1908 edition.

NOW READY

The 1907 issue, though not on the market till the late spring, went through three editions to over 20,000 copies.

Dealers who gave it a counter and window chance sold substantial quantities.

We have an attractive window bill and counter card to help in its sale.

Some dealers have booked wholesale orders from school boards, boards of trade, etc. What they did by a little hustling, others can do.

Ralph Connor says: "The book is a fine idea and will do a lot of good."

Here is the good news part of this advertisement. The trade discount last year was 40 per cent. This year it will be 50 per cent. in order to further facilitate sales.

Send for a sample order to your News Co. or

THE CANADIAN FACTS PUB. CO.
667 Spadina Avenue, TORONTO

New Tissue Napkins

We have just received a shipment of twenty new designs in Fancy Tissue Table Napkins in Floral and Plain Styles. Write for a sample set.

Duchess Tissue

The Duchess Brand of Crepe Tissue is made to retail at ten cents, allowing a satisfactory profit to the trade. Why sell brands which do not do this? Write us for prices and a sample roll of the "Duchess" to compare quality.

Warwick Bros. & Rutter, Limited

Wholesale
Manufacturing Stationers

Toronto

Bookseller and Stationer

and Canadian Newsdealer

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

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

Vol. XXIV.

MONTREAL AND TORONTO, CANADA, MARCH, 1908.

No. 3.

Some Erroneous Statements About Canadian Editions

During the course of the debate on the postal convention in the House of Commons at Ottawa on February 14, the member for South Toronto, A. C. Macdonnell, said: "There is a matter in controversy arising out of this discussion to which I wish to call attention. As the Postmaster-General, (Mr. Lemieux), knows, probably the largest publishing houses of the world are in the great cities of the United States, especially Philadelphia and Chicago. In these centres, whole editions, thousands or hundreds of thousands of copies of works of fiction or history are turned out of these large establishments and are sent to Canada in sheet form. They are bound in establishments in Toronto and other Canadian centres, being given the imprint of some Canadian publishing house.

"These works are issued as though they had been printed in Canada, whereas not a dollar has been spent in the work upon them in Canada, except on the binding. This is a great hardship to the Canadian printing trade and many allied trades. And it is not fair to the Canadian reading public to believe the work to be the product of Canadian printing offices and Canadian industry, whereas it is merely an American print bearing the imprint of a Canadian firm. I hope that will be stopped in the future and that all the work will be done in Canada."

The absurdity of these statements must strike any one who is at all familiar with the actual conditions. If Mr. Macdonnell would make some enquiries, of the Customs Department, for instance, through whose hands these sheets must pass, he would discover that instead of there being imported hundreds of thousands of copies of works of fiction or history, the total importation only amounts to a few thousand.

Does Mr. Macdonnell think for one minute that Canadian publishers are going to pay 25 per cent. duty on sheets of an edition numbering hundreds of thousands of copies, when such an edition could be set up, printed and bound here without restriction?

What can be Mr. Macdonnell's conception of the Canadian market for books, anyway? We know of only one book, the sale of which could possibly reach the hundred thousand figure in Canada, and that is the Bible, and to talk of hundreds of thousands is almost ludicrous.

Allow us to point out to Mr. Macdonnell that even United States publishers, catering to a market ten times the size of the Canadian market, are frequently accustomed to import sheets from England and that Canadian

publishers probably get more sheets from English sources than from American sources.

It only requires a rudimentary knowledge of publishing to understand that the main cost of a book lies in the production of the first copy, and that, comparatively speaking, it costs almost as much to produce five hundred copies as one thousand copies. That means that the cost per copy of an edition of 500 copies is almost twice as great as the cost per copy of an edition of one thousand copies. A publisher may produce and sell an edition of 500 copies at a heavy loss, whereas if he sold 1,000 copies he would make a profit. Many people make the mistake of assuming that the cost of an edition depends directly and in even proportion on the number of copies, supposing that one thousand copies costs just twice as much as five hundred copies. That leads them to believe that a Canadian publisher can produce and sell 1,000 copies of a book just exactly twice as profitably as 500 copies.

Canadian publishers possess the privilege of importing plates duty free and printing editions of books in Canada. This course is pursued in the case of books where the demand is known to be great, as for instance, "The Weavers," "Wings of the Morning," etc. But it is an unprofitable course in the case of small editions, and it is in such cases that the publishers import sheets. They certainly would not pay 25 per cent. duty on these sheets if that could be obviated by printing in Canada.

As to Mr. Macdonnell's contention that the public are deceived by the imprint of Canadian publishers into supposing all these books to be printed in Canada, he gives the Canadian reading public credit for less intelligence than they possess. If he will again examine some of these books, he will find that in nearly every case the printer's name appears either at the front or back of the book. If, too, he will examine copies of English and American novels, he will probably find that in most cases the printing has been done by one firm and the publishing by another, and that the names of both appear in the book. And in any case the "Made in Canada" cry should not be pressed so strongly in the matter of books, for we take it that as far as possible all restrictions on the interchange of literature between one country and another should be removed. Where would Ralph Connor, Gilbert Parker and many other Canadian writers be today if it had not been for the support of United States and English publishers and readers?

Canadian publishers are not going to go, to the expense of buying sheets from either England or the United States, paying the heavy royalties on these larger foreign

editions, paying duty, etc., so long as they can manufacture the books in Canada. But when the market is so small they have positively no other alternative. Wait until Canada has a population of twenty million people and then it will be possible to consider this question more intelligently.

To say that the importation of the sheets for the small Canadian editions of books is a great hardship to the Canadian printing trade, is misleading. Wherein would the Canadian printing trade profit, if the sheets were shut out? The printers of this country would be no better off and the binders still less so. The result would be that instead of sheets, the bound books would be brought in; for Canadian publishers cannot possibly

manufacture books, the sale of which does not exceed six or seven hundred copies.

Another feature of the case, which is indeed a puzzler, is the uncertainty surrounding the sale of a book. Would Mr. Macdonnell like to hazard a guess as to the sale of, say, the forthcoming novel by Winston Churchill? Where the matter of fifty copies this way or that, may determine the publisher's profit, what size of an edition should be produced? Suppose you produce an edition of five thousand copies and the sale falls flat and you only sell three thousand. The publisher has to face this prospect with practically every book he produces and he cannot afford to go to the expense of printing, what might be a profitable edition, if all were sold, but which would be a loss otherwise.

What The People of Winnipeg Read

By Bookworm

In conversation with a reporter recently, Librarian McCarthy gave some interesting facts as to what Winnipeggers read. One statement he made rejoiced me much—Dickens and Scott, and other authors of a generation ago, are still read in Winnipeg. The library has seven-teen copies of "A Tale of Two Cities," and fifteen of "Ivanhoe." Five complete sets of Dickens and Scott have had to be provided within the past eighteen months, and already all show signs of much usage. The Bookworm will cry "Iehabod!" no more for a while! He will cease to strew metaphorical ashes over his raven locks and intellectual brow, and to rend his garments at the declension of literary taste and the degeneracy of literary appreciation. There is hope for any generation of readers that still read Dickens and Scott!

Marie Corelli Popular.

I am sorry to see that Thackeray's novels are not so widely read as his great contemporaries. "Vanity Fair," "Pendennis," and "The Newcomes"—there are no greater novels in the language. I was surprised—and sorry, too—to find that Marie Corelli heads the list of recent writers in point of popularity. It is seldom that one of her books is found on the shelves, though the supply of copies is quite liberal. It is certainly an offset to the encouraging news that Elinor Glyn has not chased "The Wizard of the North" out of popular favor to find that there are fourteen copies of "The Sorrows of Satan" on hand at the Winnipeg Carnegie Library, and that they are in constant demand.

And George Barr McCutcheon stands next in popularity! Is this another joke? One copy of "A Daughter of Anderson Crow"—his latest breach of the peace—has been issued twelve times since November. Isn't that awful? And the library has thirty-three copies of "Jane Cable." In Heaven's name, why? Mr. McCutcheon grinds out two or three novels a year. He has to if he wants to be read, for his last book is already forgotten before the new sheets are dry from the presses.

Gilbert Parker in Demand.

Gilbert Parker is in great demand. There are twenty-seven copies of "The Weavers" at the library, and "The Seats of the Mighty" is still popular.

It is a queer commentary on popular taste in books that Harold McGrath is more widely read than Meredith Nicholson and that "Half a Rogue" should find more readers than "The Thousand and a Thousand Candles." The popular judgment of Hall Caine, too, is evidently at variance with my own, whereat I suppose "The Bookworm" should feel properly humbled. But even though

it takes a dozen copies of "The Eternal City" and a score of "The Christian" to keep abreast of the demand I shall obstinately maintain my own stiff-necked opinion, that neither of them are great novels, or destined to be long read.

Harold Bindloss and Louis Tracy are both popular authors with Carnegie book borrowers—which is not surprising, for some of their stories are rattling good yarns.

An author in whose works Winnipeggers take a personal interest is Dr. W. J. Dawson, remembered—and loved—as one of the Dr. Chapman band of missionaries. His "A Prophet in Babylon"—which is largely autobiographical—deals with one of the vital questions of to-day—the question as to whether the church, as at present organized, has outlived its usefulness and become an end, instead of a means to an end. It is not generally known, but nevertheless it is a fact, that Dr. Dawson is one of the keenest and most sympathetic of literary critics. If anyone doubts it, let him read his "Makers of Modern English" series.

Western Writers.

Naturally, tales of western frontier and pioneer life are popular among Winnipeggers. Ernest Thompson Seton, Stewart Edward White and Jack London are all widely read. So are Kipling and Mark Twain—"and that's a very good sign," as the song says.

Taken for all in all, and speaking by and large, Winnipeggers' reading will compare with that of other cities of its size in point of quality. No doubt the public libraries at Boston or Concord would show a greater appreciation of philosophy and belles lettres, but, for a thirty-year-old city, every one of whose residents is busy with material interests, the books read here are of a class that indicate solid appreciation of what is best worth both in the realms of thought and imagination.—Town Topics.

The desk calendar pad sent out by Sinclair & Valentine, of New York, manufacturers of litho and printing inks, will be very much appreciated by those fortunate enough to receive one. In addition to being a constant reminder of where to secure printing and lithographing inks, it is also a very useful memo pad.

An interesting and pretty lithographed calendar is that of the Intercolonial Railway of Canada. Twelve scenes from views of the eastern provinces are shown, and are very suggestive of the month with which they appear.

A Fine Book Store in Brantford

W. J. F. Mallagh

W. J. F. Mallagh may well be proud of the fine book and stationery store which he owns and operates in the city of Brantford. Looking at the illustration on this page, it would be hard to find its equal outside of the bigger cities. It was first occupied by Mr. Mallagh about a year ago and at the time was refitted from front to back with golden oak fittings. A modern front plate glass window with prism tops was put in and the whole area of the store, 25 x 90 ft., arranged in the latest approved style.

As the visitor enters, he finds on the right hand side three handsome glass wall-cases with cupboards underneath. The first of these cases is filled with bibles, prayer books and hymnals, in all bindings. The second contains beautifully bound volumes of the poets and

pens, while the fourth is given up to the display of "Dennison's" lines.

In the right hand corner on entering is a 10 ft. silent salesman containing leather goods for gentlemen, including wallets, bill folds, cigar cases, tobacco pouches and all such articles as are used by gentlemen. Beyond this 10 ft. case is an up-to-date magazine rack containing all the monthly magazines and beyond that again is a 10 ft. counter with all the newspapers, daily and weekly.

The rear of the store is devoted to the library department. On the left hand side are various editions suitable for either private or public libraries very orderly arranged. On the right hand side of the rear section is the office supply department with well stocked shelves of blank books and all sundry articles, such as ink, pens,



Interior View of a Fine Brantford Store
W. J. F. Mallagh, Proprietor

handsome leather editions of standard authors, while the third is filled with sundry literature.

On the left of the entrance are well-stocked shelves of all classes of stationery, principally the manufacture of the Eaton-Hurlbut Co., and added to this is a sundries dept., in which are to be found memo. books, receipt pads, and all such small stock as is ordinarily kept in a bookstore. Farther down is the school supply dept., arranged with all the text books necessary for both high school and public school students. The front section of the store extends back this far. The rear section is divided from it by a handsome grill.

Opposite the wall-cases, and in front of the shelving are four 6 ft. golden oak silent salesmen, two of these being devoted to ladies' leather goods, such as purses, satchels, hand bags, etc. The third contains fountain

pencils, letter files, envelopes, etc. The floor part of the rear half is covered with small tables devoted to picture post cards, boxed stationery and souvenir goods. The floor is covered with inlaid linoleum and a very handsome metal ceiling with oxidized gas fittings completes the furnishings.

The upstairs is used for the display of text cards, post card albums, teddy bears and such lines as are reasonable with a bookseller.

The trade should remember that handsome Easter muslin signs in colors are to be had from the Copp, Clark Co., at \$1 each. A small post card sign is stocked at 40 cents, and a larger one, same size as holiday goods sign, at \$2. A new sign is intended to help the sale of fireworks. It is large-size and costs \$2.

Running a Subscription Agency in the Book Store

The combined sales of magazines, periodicals and newspapers are a large factor in the business of the average retail bookseller and stationer. There is an ever increasing demand for reading matter of this class. New publications are continually springing up and find place on the counters of the retailer. The margin of profit, however, on a great many publications, is very small, and the dealer can little afford by lack of attention or otherwise to lose any of this profit.

Every dealer has a number of yearly subscribers to various publications. A number of stores do a large volume of business of this nature. Some have been suc-

Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
NAME						DATE						
ADDRESS												
PERSONAL						FROM	TO					
REMARKS												
JAN						JULY						
FEB						AUG						
MAR						SEPT						
APR						OCT						
MAY						NOV						
JUNE						DEC						
CHARGED FROM						CHARGED	PAID					
U. S. P. NO. 10,000, JANUARY 1910												

The Subscription Card

cessful in this department, others have lost money on it, mainly through lack of system.

Dealers running a subscription agency should have a simple system of keeping track of all subscriptions. They should know the exact date of expiration of each and every subscription.

Bookseller and Stationer has made inquiries of the systems in vogue in several stores running a subscription agency, and for the benefit of others will outline a system that has been tried and proved very successful in one of the stores doing a large business in its subscription department.

For some years a book containing the names of all subscribers was kept. We will say that it contained several hundred names. Some of the names would appear more than once, for one customer very often subscribes to more than one periodical. In a book of this kind it needed daily going over in order to weed out those subscriptions that had expired. Those subscriptions that were not renewed would be crossed out, and before long the book would contain page after page of names, the old, dead subscribers mixed in with the current business, all in one long list. In a system of this kind, in going over the names, one would very often be missed with the result that a subscription would run out without the subscriber being notified. The inadequacy of such a system resulted in the introduction of the card index system now in use in the store we speak of, possibly in others, with perfect satisfaction.

A specially printed card is used, one card being used for each subscription. If a customer subscribed for three periodicals, there would be three cards in his name. We reproduce herewith the card in use. It will be seen that provision is made for the date, subscriber's name, address, name of periodical, date of commencement and date of expiry. Printed on the lower half of the card are the twelve

months of the year and opposite each month there are a number of squares. These squares provide for the checking off of each periodical as it is delivered. If Mr. Smith takes a weekly paper, when he receives same, the date will be marked off in the square opposite the corresponding month. If he takes a monthly magazine, then only one square is needed, and each month ticked off as the magazine is delivered.

Considerable originality is shown in the line across the very top of card, when the names of the twelve months again appear. When Mr. Smith subscribes for a magazine for one year and his subscription expires in September; you would then take your scissors and cut away the eleven remaining months, leaving September projecting at the top of the card. When the cards are in the case they will be so arranged that all subscriptions expiring in September will be placed together, all in March together, and so on.

Then there is the index card, which is about a half an inch higher than the other cards. On the index card appears the names of the various publications. All your subscription cards for the Canadian Magazine would be placed behind index card bearing that name. When a new subscription comes in, fill out a card and place it in its proper place in the box. When you are ordering your periodicals, to see how many you require, simply count the number of subscription cards behind the index cards of the various periodicals.

To ascertain the subscriptions expiring in any certain month, take out the cards with that month projecting at the top and you have them all before you, each card giving the exact date of expiry.

Below is shown a sample of card that is sent out to subscribers a month in advance, notifying them of the expiration of their subscription to such and such a magazine, and stating that same will be discontinued if subscription is not renewed by a given date. Some may think that the sending out of such a card may result in the loss of several subscribers. So it may. But it is better to lose a few subscriptions than have a subscriber

.....100		
DEAR.....		
The undermentioned periodicals to which you subscribe expire with the dates given. Should you desire to continue them may we ask the favour of a prompt reply, otherwise they will be discontinued.		
Awaiting the pleasure of your further instructions.		
MAGAZINE	DATE	COST

Notification Card to Subscriber

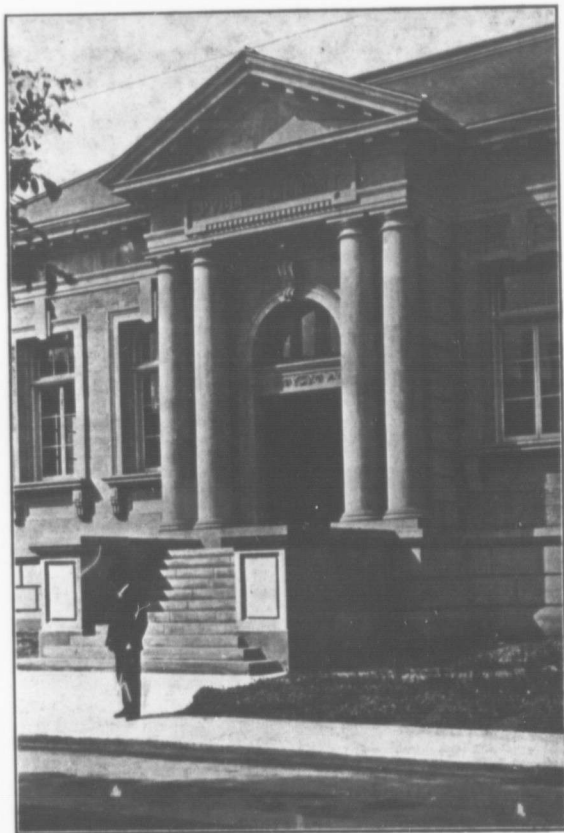
come to you, after he has received several copies of his magazine, and say to you that he never authorized the renewal of his subscription and refusing to pay for the copies he has received. This is something that frequently occurs and the dealer has to stand the loss. It will take the profit of several subscriptions to pay for the loss of one occurrence of this kind, and it is much better to take the chance of losing an odd subscription than have such a thing occur. It also impresses your customers with your business methods and lets him see that you

have a system in looking after such matters. He will repose confidence in you in other matters.

A card system as here described is always up-to-date, easy of access, and contains no dead matter, for when a subscription is discontinued, the card is taken out and destroyed. Such a system should recommend itself and cannot help being recognized as a simple, effective and up-to-date method of running a subscription agency.

THE DOMINION MAGAZINE.

The first edition of the new Canadian monthly, the Dominion Magazine, is a very creditable one indeed. The number is well printed and illustrated. The aim of this new magazine is to reflect things of purely national character, which will bring out men and women in all vocations of life who have distinguished themselves, and which will open its pages to young writers and artists within our own borders. Among the features promised



The Handsome Portal of the New Yorkville Branch of the Toronto Public Library

FINE MARCH NUMBER.

The International Studio (March) contains among its many attractive features the following illustrated articles: "Emil Fuchs Some Work in Sculpture, Medals and Portraits"; "Raeburn's Technique, Its Affinities With Modern Painting"; "A Flemish Painter, Franz Courtens"; "A Danish Painter, Peter Severin Kroyer"; "The Study of Tree Forms"; "Recent Design in Domestic Architecture"; "The New Color Photography," etc. Many plates accompany these articles

for the April number are short stories from such well known writers as Norman Dunstan and Conan Doyle, also contributions from Sir Goldwin Smith, Max Preston and Peter Clinch.

W. H. Buckley, stationer and bookseller, of Niagara Falls, Ont., reported extra big business in valentines. He also states that the call for English publications is steadily increasing month by month. Mr. Buckley has been in business in Niagara Falls for 21 years.

Monthly Reports From Trade Centres

WINNIPEG.

Annual Sales in Winnipeg Stores—Cash Sales Ahead— Clark Bros. Move—Book Travelers Here.

Winnipeg, March 2, 1908.

February was a month of sales in the Winnipeg book and stationery trade. Russell Lang & Co. conducted their annual stocktaking sale in both stores and as it was well advertised the public took good advantage of the many real bargains offered. W. A. Davis also conducted a big and successful sale in his Main Street store as he is closing it and will henceforth confine his energies to his handsome new store on Portage Avenue.

"January and February of this year have beaten all previous records for cash sales," said John A. Hart to Bookseller and Stationer. Mr. Hart is city agent for the Red Dwarf ink pencil and he reports big sales of this new line.

Clark Bros.' Co. are moving into the Hague Armington building on Portage Avenue East, where they will have much larger warehouse accommodation. Their business has grown so rapidly in recent years that their old warehouse has been too small for their purposes.

Several book travelers from Toronto have been calling on the trade recently, among others the popular "Tommy" Allen, of McLeod & Allen, and R. B. Bond, of Wm. Briggs.

MONTREAL.

Business Quiet—New Books That Sell—Some Personals.

Montreal March 9, 1908.

Retail book and stationery business continues fairly quiet, as very little new fiction is coming forward. Stocks of all lines are fairly heavy. However, while the sale of books is rather quiet, stationery and kindred lines are being offered at reductions. Picture post cards are just beginning to show results. Just now, magazine selling commences with renewed briskness. Window displays, of late, have been changed almost daily, and, broadly speaking, retail trade in both exclusive and department stores is increasing. Although business has not been up to general expectations, still, nearly every merchant states sales are ahead of the previous year. At this time of the year progressive booksellers would do well to display lines of devotional books, etc.

"Three Weeks," by Elinor Glyn, published by Duckworth, is having preference over all other books at present. "The Ancient Law," a current book, by Ellen Glasgow, published by Musson, is quite active. The feeling for "Somehow Good," by William de Morgan, published by Copp, Clark, is also strong. "The Weavers," by Sir Gilbert Parker; "The Shuttle," by F. H. Burnett and "The Broken Road," by A. E. W. Mason, are next in order.

C. J. Musson and W. C. Bell, of the Musson Book Co., Toronto, spent a month in Montreal during February and March, carrying their import line of books, calendars, and Christmas cards. They showed some very extraordinary bindings; some hand-made and very costly. They also had on hand a large range of English leather bindings, finished by their own binders. The Musson

Book Co. make a specialty of book staples, such as dictionaries, cook books, mechanical books, etc. They report that they have had remarkable success with their Canada series of juvenile books. These are volumes that are either written by Canadian authors or stories about Canada. They are also endeavoring to develop a special interest in Canadian literature, such as historical, biographical and travel.

On Friday evening, February 28th, the staff of Chapman's Bookstore, Montreal, had a sleigh drive around the mountain as a send off to Miss Alice Howarth, who left for her home in England on the twentieth of the month. On the kind invitation of Mr. and Mrs. A. T. Chapman, a most enjoyable evening was spent at their home. Miss Howarth had charge of Mr. Chapman's periodical business for the past seven years.

W. V. Thompson of the Penfold Advertising Agency, Montreal, spent a few days in Toronto towards the beginning of the month.

W. D. Millen, manager book and stationery department Henry Morgan & Co., Montreal, returned early in the month from a New York buying trip. Mr. Millen stated trade was fairly slow in New York but of late things are looking promising.

ST. JOHN, N.B.

Valentine Business Brisk—The School Book Question— Photographic Supplies in Demand—New Wall Paper Showing.

St. John, N.B., March 2, 1908.

Business with the booksellers and stationers here has been rather dull of late. The quietness was broken somewhat by St. Valentine's Day, just previous to which there was a good demand for valentines of every description, from the cheapest to the most expensive. The sale of valentines is reported to have been as good, if not better than in previous years. The "penny horrors" post card valentines and those of lace and silk, as well as hand-painted designs were disposed of.

Generally, business appears to have been very satisfactory since the first of the year, though this is always looked upon as a dull period.

Dealers are now looking forward to receipts of the newest publications which will probably awaken the slumbering literary people of this locality. The provincial elections have been occupying more attention than anything else for a month back.

Kodaks and photographers' supplies are being given a prominent place now and with the arrival of warmer and brighter weather sales in these goods are increasing.

The wall paper dealers are offering a very attractive line of new designs and as the annual spring cleaning time approaches, sales are being made in plenty.

One of the issues in the present political campaign has been the price of school books. The government claims that New Brunswick has the cheapest school books of any province in Canada, except P. E. Island, while the opposition claims that in Ontario the books are very much cheaper. Premier Robinson has stated that he intends to appoint a committee to see if the government cannot provide the books for the primary grades free of charge. The St. John Board of School Trustees at a recent meeting passed a resolution favoring free school books.

What Men in the Trade Are Doing

Alfred H. Burgoyne, bookbinder, Stratford, is dead.
T. G. S. McAmmond, bookseller and stationer, Sturgeon Falls, Ont., is dead.

J. Basil Reid, Ottawa, has disposed of his branch store in that city to E. W. Martin.

Mrs. Bixby is continuing the business of the late D. W. Bixby, of Welland, Ont.

J. R. Wells has opened a new book and stationery store at 197 King St. East, Hamilton.

Fleming H. Revell head of Fleming H. Revell Co., New York and Chicago, was a visitor in Toronto quite recently.

E. L. Christie, of Brandon, was a visitor in Toronto last month. Mr. Christie is one of the best-known western booksellers.

F. T. Waterman, president of The L. E. Waterman

Mr. Thomas is a son of A. W. Thomas, secretary-treasurer of the company.

J. E. Hodder Williams, general manager of Hodder & Staughton, London, is expected to make one of his flying trips to Canada next month.

Walter Scott, the Barrie bookseller and stationer, was a visitor last month at the Toronto office of Bookseller and Stationer. He reported Christmas business good up his way.

A. J. McCrae, Toronto, was in Montreal recently, calling on the wholesale trade. His report is that conditions in the eastern part of Canada are quite satisfactory.

B. W. Garner, stationer and bookseller, of Welland, is trying to dispose of his business. Mr. Garner, who has been in Welland for nearly 30 years, intends going west to try his luck.

Charles J. Musson and W. C. Bell, of the Musson Book Co., are at present located at the Windsor Hotel, Montreal, where they are exhibiting samples of their 1908 import lines.

Henry Brophy, manager of the Toronto News Company, has been in Ottawa lately interviewing the Postmaster-General on the postal situation. He is gratified with the result of his mission.

A. P. Reed, manager of the stationery department of the Copp, Clark Co., has been in New York, doing some buying for his house. N. A. Sinclair, of Warwick Bros. & Rutter, was also down.

Frank Wise, manager of the Macmillan Co., of Canada, has just returned to Toronto from a trip to the coast, made with the object of getting acquainted with the trade and with trade conditions in the West.

William Ritchie & Sons, Limited, of Edinburgh, are showing their samples of Christmas cards, post cards and autograph boxes to the trade. Samples are in the hands of H. Morrison, who has recently arrived in Canada.

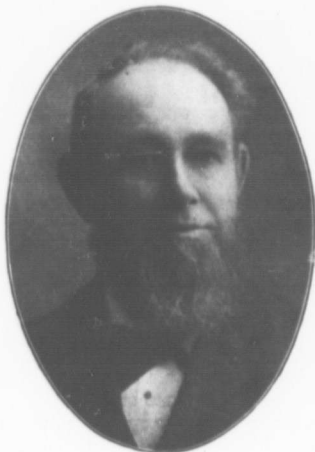
A. O. Hurst, Canadian representative of Chas. Goodall & Sons Co., is at present in Montreal, showing his goods at the Windsor Hotel. From Montreal Mr. Hurst goes east to the provinces and in May sets out on his coast trip.

J. A. Kaplansky, traveler for the Illustrated Post Card Co., Montreal, left early in the month for Ontario where he will book orders for immediate delivery. Mr. Kaplansky has with him a most complete sample assortment of Easter cards, etc.

R. A. Robertson, whose name appears on the directorate of the new wall paper company, the Reg. N. Boxer Co., Limited, which took over the Menzie Wall Paper Co., of Toronto, is a member of the Hamilton firm of Robert Duncan & Co., booksellers, stationers and printers.

Albert D. MacMullen, whose name and pleasing personality are well-known in Canada publishing circles, has been appointed vice-president of the H. M. Caldwell Co., of Boston. The action of the company in elevating Mr. MacMullen to this dignity is greatly to be commended. B. and S. congratulates him.

A. A. Hoover, who for the past few years has managed the book and stationery department of the Robert Simpson Co., Toronto, and, who, prior to that time, was on the road for Morang & Co., Toronto, has given up the book business and gone in for picture post cards. He is



B. C. FAIRFIELD

Bookseller and Stationer, St. Catharines, Ont.

Co., Limited, was in Montreal early in the month on a business trip.

Max Berovitz, Jacob Patai and Mrs. Hyman Goldman have registered at Montreal as the Dominion Leather Goods and Bookbinding Co.

W. G. Nord has been suffering with a severe attack of grippe, but is now down to business again with the Copp, Clark Co., Toronto.

M. G. Hay, of St. Thomas and R. M. Pitts, of Cornwall, were visitors to Toronto in February, going the round of the wholesale houses.

A. Roy Maedougall, manufacturers' agent, Toronto, left on Feb. 29 for Winnipeg and the west. He will be away for two or three months.

Dudley Thomas, manager of the Copp, Clark Co.'s salesroom, accompanied A. P. Reed to New York on his recent visit there, in order to get the latest selling ideas.

now manager of the picture post card department of the Pugh Mfg. Co., Toronto and has taken an interest in that business.

A very bright, neat and attractive store is that conducted by A. A. Perry of Welland, Ont. The business is that formerly owned by B. Landy, and was taken over by Mr. Perry last fall. Mr. Perry is an active young man with a thorough knowledge of the stationery business and will no doubt be successful in his new undertaking. He is fully satisfied with the results of his business to the present date.

S. Birn, of Birn Brothers, fine art publishers, 67-70 Bunhill Row, London, E.C., spent some time in Toronto last month. He went from there to Montreal and intends also visiting some of the larger United States' cities. Mr. Birn did a very successful business in Toronto and expressed himself enthusiastically over prospects in Canada. It is understood that, while in Toronto, Mr. Birn placed his goods in the hands of a capable agent.

J. A. McKenzie and S. F. Flatt, proprietor of the "Bon Ton," Fort William, Ont., advised a Bookseller and Stationer representative that their 1907 business was 25 per cent. in advance of the previous year and that Xmas trade was exceptionally good. They carry complete lines of fancy goods, stationery and china. Their news and magazine department is growing by leaps and bounds. Their store is up-to-date and centrally located.

A. Roy Macdougall, manufacturers' agent Toronto, has been appointed Canadian representative of the Arms Mfg. Co., of South Deerfield, Mass., makers of men's leather goods. This firm will celebrate its hundredth anniversary next year. The fourth generation are now in charge of the business. Few American firms have such a history. Mr. Macdougall, with the men's line of the Arms Mfg. Co., and the ladies' line of Copland & Mitchell, has a splendid combination.

Curtis W. Coe, of A. C. McClurg & Co., Chicago, was a visitor to Toronto last month, whither he came to place some Canadian editions of his firm's spring books. From Toronto, Mr. Coe went to the Northwestern States and Winnipeg. In conversation with Bookseller and Stationer, he remarked that last season's business had been excellent, his firm selling no fewer than 12,500 copies of "The Weavers" in Chicago alone, and other books in proportion. He pointed out that at the time of the depression in 1893 and 1894 the book business had never been better, and he looked for the same results at the present time. People who usually bought jewelry, now spend their money on books, which are in quite as good taste and cost much less.

One of the oldest and best stationery stores in the Niagara District is that of B. C. Fairfield & Son, of St. Catharines, Ont. The business was established by Mr. Fairfield in 1862. In 1901 his son, G. H. Fairfield, was taken into partnership. The store is situated at 79 St. Paul Street, which is the main street of the city. A circulating library is run in connection with the business and has proved very successful, all of the best and latest literature being at the disposal of their readers. The month of January is usually a quiet one with stationers, but not so with this firm, for their volume of business for January of this year was greater than that of the corresponding month of previous years. They also reported unusually good sale in valentines. Mr. Fairfield, senior, has for a number of years been a member of the Public School Board; he is also secretary-treasurer of the Grimsby Park Company, which position he has occupied for thirty years.

THE LATE JOHN CAMERON.

Contributed by W. L. Edmonds, General Manager.

John Cameron, who for twenty years was on the advertising and subscription staffs of the MacLean Publishing Company, died at his home, Durham, Ont., on Monday, February 24. He was 76 years of age.

Mr. Cameron was well known by the business men of Canada, and particularly by those in Ontario, to which province his territory had been chiefly confined during the last few years. During the twenty years of his service he not only several times covered Canada from ocean to ocean soliciting subscriptions for the MacLean trade newspapers, but he visited Great Britain and the West Indies with the same end in view. His trip to the West Indies was taken three years ago. His health was failing at the time and the company insisted that he make the journey. He would only go, however, on condition he was permitted to solicit subscriptions. He not only visited the principal islands, but spent some time in British Guiana, on the mainland. How thorough his work was may be gathered from the fact that before he was away a month he sent a rush order for more subscription blanks. The supply he had taken with him was exhausted.

This was typical of the man. He could not rest. His heart was in his work up to the very last. Work was as breath to his body. Last winter the company wished to send him to Florida for a rest. "What is the use of my going there," he remarked to the writer when the subject was broached. "I'm afraid I won't be able to get many subscriptions there." And because he did not think Florida was a good subscription field he would not go there for his health. He simply could not be induced to take a rest for purely rest's sake. Five years ago the company proposed to retire him on full pay, but he scorned the idea.

Mr. Cameron was a persistent as well as a hard worker. He had faith in the MacLean trade newspapers and firmly believed it was in the best interests of the retailers that they should read them and that manufacturers and wholesalers should advertise in their columns. He was nothing short of an enthusiast in this respect.

Mr. Cameron was one of the most likeable of men. He was as true as steel. No one can remember him saying an unkind word of anyone. He was always looking at the best side of people, not at their worst. Those who knew him loved him. He did not blow hot one day and cold the next. He was always the same. The MacLean Publishing Company will miss him, not only as a valued and trusted employe, but what is more valuable still, also as a trusted and tried friend.

Deceased was unwell the greater part of last year. He spent the summer in Muskoka, but in September he insisted on again taking the road in quest of advertising, but was only out a few days when he had to give up and return to his home in Durham. A few weeks ago he was stricken with paralysis from which he never rallied. His remains were interred in Durham on February 27.

COMMANDMENT POST CARDS.

The Ten Commandments on post cards is a new series carried by the Copp, Clark Co., Toronto. The card is printed in seven colors and gold and embossed, on heavy, high-finished stock. They breathe the spirit of the text and bring to one's mind the subject illustrated in a clear and vivid manner. The entire work has been treated in a reverent spirit and will be a source of satisfaction to all persons religiously inclined, no matter what their denomination may be. Each set is in a fine illustrated wrapper.

Editorial Chronicle & Comment



THE RE-MAILING PRIVILEGE.

It is with pleasure that we record in this issue the action of the Canadian Government in granting the re-mailing privilege to United States periodicals. We have all along been strongly opposed to a policy, which has hindered the distribution of American magazines in this country, particularly the high-grade literary, technical and trade publications. While the privilege of mailing to Canada from the place of publication at the cent a pound rate has not been granted, still by sending periodicals into Canada in bulk, publishers can get the lower rate here for distribution purposes and that is a big concession.

COURTESY IN LETTER-WRITING.

One of the greatest failings observable in the average merchant, so far as letter-writing is concerned, is, in our opinion, a lack of courtesy in handling business correspondence. A merchant is not going to lose by replying promptly to every letter that comes to him, which requires a reply, nor will he err very much if he acknowledges the receipt of letters that do not seem to need a response. It is just a case of putting yourself in the other fellow's place and asking yourself how you would like to be treated if you were he. Then we are sure there would be fewer delays in answering letters and less unpleasantness all round. The man who is prompt and courteous in replying to his correspondents is the gainer as compared with the procrastinating and uncivil letter-writer. The whole world is influenced favorably by the courteous man. And, moreover, one can never tell when the exercise of a little courtesy will not bring back a far larger reward in proportion. You can never tell when you are being discussed by others and every good point in your character will be made use of in your favor. And of these good points in the business world promptitude and courtesy in letter-writing are in the forefront.

PRACTISE OPTIMISM.

It's a bold front that will win the day and an optimistic demeanor inspires confidence everywhere. The traveling men have a fine chance to carry on a crusade of optimism to-day. Spread hope wherever you go, and don't let your customers suppose for one minute that prospects are utterly and absolutely bad. That won't help things one bit.

And, merchants, don't let the public get the idea that you are feeling the stress of hard times. Even if you

are feeling depressed, don't show it. Give the people some live talk in your advertisements, shake up your stock, sacrifice shelf-worn goods and keep on smiling.

And the big men, wholesalers and publishers, who have been first and foremost in this talk about the way to be optimistic, practise what you preach. Show the trade that you believe what you say. Don't talk loud one minute about the necessity of keeping up appearances and next minute cut out your advertising appropriation. That's poor policy. Bigger space is what you ought to buy.

COPYING A GOOD THING.

Quite a number of Canadian newspapers, including the Medicine Hat Times, Belmont News, North Augusta Citizen, Stirling News-Argus, Zurich Herald, Ingersoll Chronicle, Prince Edward Island Agriculturist, Tillsonburg Observer, Woodstock, N.B., Dispatch, Preston Progress, Treherne Times, Strathcona Plaindealer, Haldimand Advocate, and, no doubt, many others have within the past month done us the honor of copying some of our remarks on the subject of advertising. This is just what we want. The more newspapers that take up the campaign on behalf of good advertising, the better, and any Canadian newspaper is welcome to excerpt passages from our paper for this purpose.

To booksellers we would say, be friendly with the newspaper publisher. Do some advertising in his paper. First, because advertising is good for trade. Second, because it will make the publisher disposed to do you favors in return. The power of the press is a great thing and it is better to have it for you than against you.

GETTING DATA ABOUT BOOKS.

The Publishers' Weekly, that efficient bibliographer of American books, has been complaining about the difficulties it encounters in securing necessary information from certain publishers. Says the editor:

"We strive in season and out of season to obtain information about publications that should come to us unsolicited from the publisher. We are forced to intrude and often to bother the publisher before his book is ready, for we cannot depend upon it that when that book is out, it will reach us. Some publishers resent our professional zeal. One publisher wrote us only recently that he wished we would not trouble him; it was our place to know what was published, that he could not afford

editorial copies, but, of course, expected us to get his books on free record as the Weekly promises to do. We realize that every book cannot be sent, although we are willing to return any book a publisher designates, and greatly prefer to do this and make sure of the title accurately transcribed; but with the immense distances and heavy express rates and wear and tear of packing and shipping it is not always practical. But every publisher could make a memorandum that the moment he publishes a book, a correct transcript of the title, including other bibliographical data and the price, shall go to the Publishers' Weekly."

So far as The Bookseller and Stationer is concerned, we must say that, while our Canadian publishers are most courteous in supplying us with information, yet some of them do not seem to realize the importance of having accurate lists of their books appear in our columns. We are trying now in a humble way to do for Canadian books, what the Publishers' Weekly is doing for American books, and the Publishers' Circular for English books. But we find it at times very difficult to get information from certain quarters. Will not all the Canadian publishers help us in the task which we have undertaken?

SIGN ADVERTISING.

One of the most simple and cheapest forms of advertising and yet one which is in a great many cases lamentably neglected, is that of the sign. In the cities this is usually well taken advantage of, and the astonishing growth in the number of illuminated signs advertising all lines of business during the last year or so attests the value of this medium. But in the country districts many a good opportunity is wasted and many a dollar lost through neglect of this form of commercial publicity.

How often you see a factory adjacent to a railway where a sign would be a very valuable adjunct, but the firm appears nameless and travelers cannot even gather a hint as to the variety of goods manufactured. How different this is from other firms who rent sections of farmers' fields and sides of their barns and miles of fences to display their product.

In the smaller towns store after store is signless and to a stranger the only way to find out what class of goods is handled is to step inside and inquire.

But the sign should be fresh-looking and attractive. An old, worn-out sign over a really attractive store is worse than none at all.

DISCOURTESY BRINGS RETRIBUTION.

There are a lot of people in this world who render themselves obnoxious by their habits of "butting-in" and forever bothering other people. Particularly is this the case in the business world, where canvassers of all sorts are perpetually worrying merchants and manufacturers. Safeguards against such people are necessary, else the long-suffering merchant would be worried to death. But

our plea is that these safeguards be such as to accomplish their purpose with the least possible injury to the feelings of the canvassers aforesaid. One can never tell when injuries will be required.

A little thought on the part of merchants and others who feel inclined to be uncivil and discourteous to canvassers will convince them, that it would be to their interest to err on the side of leniency rather than severity. It is possible to be firm and refuse courteously. It is unnecessary to be a boor when you turn down a traveler or other canvasser.

The man who is treated discourteously, unless he be an angel, will harbor ill-feelings against the man who insulted him, and whenever an opportunity comes to discriminate against him or to speak ill of him, depend upon it he will do it. It may not be to-morrow or this year, but it will be some time. Scoffers may be inclined to doubt this, but in most cases it will work out, and, from personal experience, we know of men, who have lost splendid business connections because at one time or another, they were guilty of discourtesy to some one, who later had it in his power to confer a favor.

CONFIDENCE AND ITS FUNCTION.

Few of us, possibly, appreciate the extent to which modern business success is dependent upon mutual confidence. Business interests have become so closely interwoven during recent years that one branch of trade is almost an essential part of another, and the whole business fabric is built up and maintained in its integrity by the adhesion of all the branches, each of which must perform its function.

It can easily be seen, therefore, that should any branch of business lose confidence in conditions and in the ability of another order to carry out its part, the whole system must suffer.

If, for instance, the artisan or the farmer should lose confidence in the ability in the one case, of the manufacturer to continuously employ his labor, or on the other, of the demand for the farm produce, the result will be that they, being consumers, as well as producers, will curtail their buying, and the retailer will suffer, and in turn, the wholesaler and manufacturer, and the business life will stagnate.

Canada is suffering now, not seriously, but she is suffering, because of a lack of confidence. A sentiment has been created, no one knows just how or why; a sentiment of depression, and business has been affected as a result.

There is no reason why Canadians should not exercise the utmost confidence in the future. The slight trouble has been largely of a sympathetic nature, and has not developed because of any fundamental defect in Canadian conditions.

Do not let us be a drag on the wheels of commerce by thinking or speaking in a pessimistic vein. We can inspire confidence by our attitude as well as create a lack of it.

Let us be a motor rather than a drag.

THREE NOVELS OF NOTE

From our exceptionally Strong Spring List

UPTON SINCLAIR'S
THE METROPOLIS

This book, we expect, will cause just as great a sensation as Mr. Sinclair's "**The Jungle.**" In that book Mr. Sinclair showed how the American "Kings of Finance" get their wealth. In "The Metropolis" he shows how they spend it. It is a startling expose of our modern civilization, and although Mr. Sinclair has a deeper purpose in writing this than to simply entertain, he never lets his story lag for a moment.

CLOTH ONLY, \$1.25

LOUIS TRACY'S
THE RED YEAR

So eminent an authority as Lord Roberts has said that this is the finest description of the Indian mutiny ever written. Everybody who has read it says that it is the best story Tracy has written. It is sure to be a big seller with you.

CLOTH, \$1.25.

PAPER, 75c.

HAROLD BELL WRIGHT'S
THE SHEPHERD OF THE HILLS

When a book by an almost unknown author sells to the extent of 100,000 copies in a little more than two months, it must possess more than ordinary merit. "The Shepherd of the Hills," which was the surprise of the book world last fall, is a book that will delight every reader. It is a book you can recommend to every customer without the fear of disappointing any of them.

CLOTH, \$1.25.

PAPER, 75c.

Write to-day for our complete order list of books that sell.

McLeod & Allen, 42 Adelaide St. West, Toronto, Ont.

News of the Book World

CURRENT BOOK NEWS.

Robert Barr's "The Measure of the Rule," a story with plot interest centred in Toronto, will be published this month by McLeod & Allen.

A new book by J. M. Barrie, being a sequel to "The Little White Bird," is said to be on the way. It will probably be called "When Wendy Grew Up."

In May the Copp, Clark Co. will have ready a Canadian edition of "The Profligate," by Arthur Hornblow, author of "The Lion and the Mouse." The book will be published in cloth only at \$1.50.

A full stock of Captain F. S. Brereton's books for boys is kept by the Canadian agents for his books, the Copp, Clark Co. The latest titles are: "With Wolsley to Kumasi" and "A Soldier of Japan."

A new book by Robert W. Chambers is always an event. The announcement has just been made by McLeod & Allen that in May they will publish Chambers' latest work of fiction, "Some Ladies in Haste."

Houghton, Mifflin & Co., Boston, have in preparation a new novel by Mary Johnston, author of "To Have and to Hold," the scene of which is laid in Virginia in the days of Thomas Jefferson. It will appear late in the summer.

The Copp, Clark Co. expect to publish this month paper editions of "Diana," Miss Moberley's best story; "The Shepherd of the Stars," Mrs. Campbell's popular story of Morocco and "The Lodestar," by Max Pemberton. (75 cents each.)

The first part of the series of fortnightly issues of Cassell & Co.'s "Women of All Nations," is now ready. This serial publication will consist of 24 parts, all profusely illustrated and printed on high quality paper. A bright cover renders the parts easily salable. Newsdealers should push it.

A popular-priced edition of Louis Tracy's "Captain of the Kansas," will be issued on April 1 by McLeod & Allen, in paper at 25 cents and cloth at 50 cents. They will also publish shortly a cheap edition of the same author's "King of Diamonds," which has been out of print for two years.

Among recent noteworthy publications of the MacMillan Co. of Canada are: "The Golden Hynde and Other Poems" by Alfred Noyes, the third volume of the Eversley Tennyson, containing "Enoch Arden," and volume five of the Cambridge Modern History, dealing with the age of Louis XIV.

The Copp, Clark Co. report a good demand for the Boy's Friend Library, a series of paper-covered books, to retail at ten cents. The books are of English publication and are of a superior type to those usually published at this price. School stories and tales of adventure predominate in the series.

A fine list of new sixpennies have been imported by Cassell & Co., Toronto, for summer retailing, numbering some 66 titles. These sixpennies compare most favorably

with any on the market. The stories are by prominent writers, covers are attractive and the books will undoubtedly prove most salable.

Of their spring list of fiction announced in the last issue of Bookseller and Stationer, Cassell & Co., Toronto, have now in stock "Vayenne," by Percy James Brebner; "Wheels of Anarchy," by Max Pemberton and "The Pauper of Park Lane," by William Le Queux. These books are cloth-bound and retail at \$1.25.

This month's list of fiction publications, by William Briggs, will include "Beau Brocade," by Baroness Orczy; "The Flower of the Orange," by Agnes and Egerton Castle; "Jack Spurlock," by G. H. Lorimer; and "Exton Manor," by Archibald Marshall, besides those books elsewhere referred to.

"The Last Egyptian," the anonymous story to be published by William Briggs in April is to have some sensational advertising. Life-size papier-mache camels will be supplied free to booksellers, who buy a certain number of copies of the book. The cover design and illustrations in color are most striking.

The MacMillan Co. of Canada have just published "The Iron Heel," by Jack London, the story of a Social Revolution. They expect to issue this month Mrs. Everard Cote's new novel, "A Canadian Girl in London." Winston Churchill's "Mr. Crew's Career" and F. M. Crawford's "Prima Donna" will not be ready until May.

William Briggs announces for early publication: "Old Wives for New," a novel dealing with the marriage question, by David Graham Phillips, author of "Light-fingered Gentry," etc. He has also arranged to publish this month the Canadian edition of Randall Parrish's new novel, "Prisoners of Chance," a breezy prairie story.

Cassell & Co., Toronto, expect to have ready in July their New Century Shakespeare in forty volumes, cloth and leather. This is one of the company's most important ventures and at 25 and 50 cents the volumes of the series are wonders. By May seventy titles of the People's Library will be in the stock room of Cassell & Co., Toronto.

"Somehow Good," by William De Morgan, which the Copp, Clark Co. brought out on February 25, started well and sales have been quite up to expectations. "The Weavers," by Gilbert Parker and "The Shuttle" by Mrs. Burnett still continue to sell in quantities, while there is still quite an appreciable demand for "The Conspirators," by E. P. Oppenheim and "Carette of Sark," by John Oxenham.

The Musson Book Co. have now ready five of their spring books and these will be followed during the course of the next month or two by a long list of other titles, making up one of the best spring lists they have ever published. The books ready are: "The Politician," by Antonio Fogazzaro; "Dr. Ellen," by Juliet W. Tomkins; "The Ancient Law," by Ellen Glasgow; "Mrs. Essington, the Merry Widow," by E. and L. Chamberlain and "Laid Up in Lavender," by Stanley J. Weyman.

A Page About Books by Canadian Writers

Many New Publications

New novels may be looked for this year from Ralph Connor, R. E. Knowles and Marian Keith, all three stay-at-home Canadian writers, whose work is very popular in this country.

Volume XII. of the "Review of Historical Publications Relating to Canada" edited by Prof. G. M. Wrong and Librarian H. H. Langton of the University of Toronto, is now on the press and will be issued shortly.

E. J. Kylie, lecturer in history at the University of Toronto, is preparing a life of "St. Boniface" for the series of King's Classics published by De La More of London, England. Mr. Kylie was the first Flavelle Scholar at Oxford University.

The fame of the singer of "The Songs of a Sourdough," Robert W. Service, has spread far afield and the papers now announce that Ernest Shipman, the New York theatrical manager, has become so infatuated with his songs that he has requested him to write a play.

The important work by Lawrence J. Burpee of Ottawa, entitled "In Search of the Western Sea," which was announced last fall, will not be ready, according to the publishers, the Musson Book Company, until late in the spring. It will be a fine volume, well illustrated and will sell at \$5, net.

"Democracy, Education and the New Dispensation" is the title of a pamphlet which William Briggs has published for its author, J. D. Logan, M.A. (Dal. Univ.), Ph.D. (Harvard Univ.). An epistolary introduction is addressed to Hon. W. S. Fielding and President R. A. Falconer of Toronto University.

Quite half of Charles Mair's forthcoming book, "Through the Mackenzie Basin," will be taken up by Roderick MacFarlane's "Notes on the Mammals and Birds of Northern Canada." Mr. MacFarlane is ex-chief factor of the Hudson's Bay Company and a nature-lover of note. The book will be ready early in April.

Marian Keith (Miss Esther Miller of Orillia) whose "Duncan Polite" and "Silver Maple" created such a favorable impression among Canadian readers, will have ready shortly a new story which the Westminster Co. will issue in the early summer. It will be called "Treasure Valley" and will deal with life in an Ontario town.

"A Canadian Manoir and its Seigniors" is the interesting title of a book by Professor George M. Wrong of Toronto University, which will probably appear this summer. It is the story of the Manoir at Murray Bay, Quebec, covering a period from 1762 to 1815 and has been compiled from unprinted materials, which Professor Wrong has unearthed.

Father Morice, O.M.I., whose history of British Columbia was issued a few years ago, has published a new work in French, entitled "Dictionnaire Historique des Canadiens et des Metis Francais de l'Ouest." The book has been well printed by Laflamme & Proulx of Quebec, and is quite an imposing volume. Father Morice is at present resident at Kamloops, B.C.

A new edition of Dr. Dunlop's "Recollections of the American War," which was published originally in the Literary Garland, and which was republished in book form by the Historical Publishing Co., of Toronto, in 1905, is to be brought out shortly by the same publishers. Dr. A. H. U. Colquhoun, who has unearthed some

fresh material about Dr. Dunlop, is preparing a new biographical introduction, which will add greatly to the value of the new edition.

Archib P. McKishnie, of Chatham, whose novel "Glad Linkum" was one of last year's Canadian books, writes to his publishers that a New York theatrical syndicate is arranging to have his book dramatized, intending to put it on the stage next fall. The work of dramatization will probably be placed in the hands of George Ade, whose comedies are familiar to playgoers.

Volume VIII. of "The Documentary History of the Campaigns Upon the Niagara Frontier in 1812-14" has recently been published by the Lundy's Lane Historical Society. This volume covers the months of October, November and December, 1813. The work of collecting the documents and editing them has been done by Lieut.-Col. E. Craikshank, F.R.S.C., who has evidently gone to great trouble in gathering them together. The volume contains 300 pages with map. The printing has been done by the Welland Tribune.

Arthur Stringer, who is making quite a name for himself as a novelist, having already written at least three stories, has a new book on the McClure Company's spring list, which will appear early in April. The title is "The Under Groove," and the story deals with the experiences of a kind of superior "Raffles," about whom a mystery exists throughout the book. While it is distinctly not another "wire-tapper" book, the electric element enters into the present work more or less and always with novelty of invention.

Cy Warman, the famous writer of railway stories, who makes his home in London, Ontario, has recently completed a volume of stories in a somewhat different vein, which will be published this spring by McLeod & Allen of Toronto, in Canada, and by H. M. Caldwell Co. of Boston, in the United States. The book will bear the title "Weiga of Temagami and Other Canadian Tales," which expresses very well what its contents will be. From a bookmaking standpoint it will be a handsome production, elaborately illustrated. Mr. Warman is not only a good story-writer, but a good story-teller as well, and his after-dinner speeches are always popular. He is on friendly terms with all the big railway men of America and is, in fact, a genuine good fellow.

The Champlain Society, of which B. E. Walker, Toronto, is president, Professor G. M. Wrong, secretary, and Dr. James Bain, treasurer, is at present engaged in publishing three important historical works relating to Canada. The first of these, Professor Ganong's translation of Nicolas Deny's "Description Geographique et Historique des costes de l'Amerique Septentrionale, avec l'Histoire naturelle du pais," will be ready for distribution very soon now. This work was originally published in 1672 in Paris. A Dutch translation was published in 1688, but there has never been an English translation. The second volume of Lescaobot's "History of New France," translated by W. L. Grant, M.A., and Professor Munro's volume of documents relating to seigniorial tenure in Canada will be issued this year. Major W. Wood of Quebec, has almost ready his volume on the early navigation of the St. Lawrence, containing the log books of early navigators, never before printed. The laudable work of the Champlain Society in putting these valuable historical works in permanent form is greatly to be commended.



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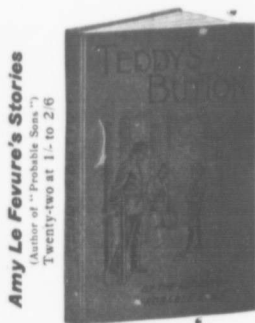
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THE CHILDREN'S ENCYCLOPAEDIA.

One of the wonderful publications of the day is the "Children's Encyclopaedia," which the Amalgamated Press, Limited, announce in this issue of Bookseller and Stationer. It will be issued in about forty fortnightly parts at sevenpence each, the first part appearing about March 20. The scope of the work is immense. It will provide children with the whole sum of human knowledge in simple and entertaining form. It will not be like a school book but will be more like a story book and in that way will meet with the approval of the young folks. Parents are urged to make use of this charming work for the entertainment and instruction of their children. Booksellers and newsdealers are advised to introduce it to their clientele at once.

TWO RECENT BOOKS.

THE LADY OF THE MOUNT.—By Frederic S. Isham. The Bobbs-Merrill Co., Indianapolis. \$1.25. The author of this pretty romance has found his materials in the troublous times just preceding the outbreak of the French Revolution. The Governor of the Mount, a petty sovereign within his own domains, and his beautiful daughter hold mimic court on one of the islands of Northwestern France until overwhelmed in the general uprising, when the lady is rescued by the Black Seigneur, a lover in disguise. The book is well written and gives a vivid picture of the chivalrous times with which it deals.

THOMAS ALVA EDISON.—By Francis Arthur Jones. Thomas Y. Crowell & Co., New York. \$2. A most unique biography of a very remarkable man. Edison's

whole life seems to consist of one long series of inventions, wide in their scope and almost inexhaustible in their variety. The story reads like the record of a neeromancer. But back of the brilliant results of his genius, with which we are chiefly captivated, there lies the patient industry and untiring energy which call forth admiration for the man who has perhaps conferred more lasting benefits upon the present generation than any man of his time. The book is profusely illustrated and should have a wide circulation.

SOME MISCELLANEOUS BOOKS.

"Baby Dear," a chronicle of baby's first year, is an elaborate volume, printed in colors, in which mothers can record the memorable events of their baby's first year. It retails at \$1.25.

"The Wife: Her Book," by Hadyn Brown, is an entirely new work by a well known writer of medical manuals. From this book the wife will be able to gain valuable information, imparted in a kindly, considerate and delicate manner. Cloth, \$1.

"Our Bird Comrades," by Leander S. Keyser, contains a large number of handsome colored plates. It retails at \$1.25.

For Easter and Lenten devotions, "At the Feet of Jesus" is an appropriate little volume, daintily bound in purple and gold. 25 cents.

"Echoes of the Sanctuary" is a volume of devotional thoughts for every day of the year. It also retails at \$1.25. For all these books the Copp, Clark Co. are agents and carry stock.

Books of the Month

HOYLE'S STANDARD GAMES.—Chicago: Laird & Lee. 348 pages. Paper cover, 25 cents. Special decorative board cover, 75 cents. This edition gives many old favorite games and many new ones as well, including bridge, 500, skat, hearts, etc. A standard work of reference.

HOW TO BE HAPPY.—By Grace Gold. Chicago: Laird & Lee. Cloth, \$1.00. Special paper covers, 25 cents. 336 pages. Extracts from the world's greatest poets, philosophers, orators and authors. A book that can be read at any time and at any page. Full-page half-tone frontispiece and many special illustrations.

THE MAKING OF THE MILLENIUM.—By Frank Rosewater. Cloth, \$1.00. Century Publishing Co., Omaha, Neb. The author attempts in novel form to erect a plan of a future state of society which he calls Centrism in opposition to Socialism, discarding the principles of the latter as unworkable. The work is erudite but interesting to students of the future of society.

THE GREAT SALVATION.—A gospel for the day. By Rev. P. Wilson, M.A., Edinburgh: Oliphant, Anderson & Ferrier. Cloth, 3s. 6d. net. The author sets forth in untechnical language the need of salvation and God's grace in supplying that need. The book is the outcome of a series of lectures delivered by request, to students attending the Training Institute of the Edinburgh Presbytery of the United Free Church.

DO IT NOW.—By Peter Keary. London: C. Arthur Pearson, Limited. Paper covers, 1s. This is No. 3 in the Success Library. It contains hundreds of short, pithy articles on that phase of success, which depends on promptitude. Mr. Keary writes incisively and introduces a great deal of illustrative matter that gives a personal interest to his book. It is an admirable little volume to take up and open at random, for there is not a page in it that does not contain some words of wisdom.

PAPER MILL CHEMIST.—By Henry P. Stevens, M.A., Ph.D., F.I.C. Scott, Greenwood & Son, 8 Broadway, Ludgate Hill, London, E.C. 7s. 6d. net. Post free abroad 7s. 10d. This book provides in handy form the necessary information for carrying out chemical and physical tests on paper and the raw materials used in its manufacture and supplies in a convenient form those analytical and practical paper-making data which may be useful for purposes of reference.

FIRST FOLIO SHAKESPEARE. Three new volumes.

The Tempest, The Tragedie of Othello, The Winter's Tale. Edited with notes, introduction, list of variorum readings, and selected criticism, by Charlotte Porter and Helen A. Clarke, New York: Thomas Y. Crowell & Co. 16 mo. Cloth, 75 cents. Limp leather, \$1.00. The work of publishing this admirable and scholarly little edition of Shakespeare goes steadily forward and three new volumes are now added to the set. The first folio text, which gives the original spelling and punctuation, is reproduced in handy form.

FIVE-MINUTE OBJECT SERMONS TO CHILDREN.—By Sylvanus Stall, D.D. New revised edition. 253 pages, silk finished cloth, gold top, \$1.00 set. William Briggs, Toronto. This book is not only splendidly suited for the nursery on Sunday afternoons and "mother's hour" around the evening lamp, but it is also invaluable to ministers, teachers and all who would hold the key to the most successful manner of interesting, impressing and edifying the young. It is captivating even to the mind of an adult.

THE WORLD'S AWAKENING.—By "Navarehus." Toronto: Copp, Clark. Cloth, \$1.25. A serious forecast of a great world upheaval to take place in 1920. The National Labor Party is in power; ornaments have been reduced and the story opens with the speech of the British Prime Minister at the Peace Congress, which is interrupted by the news of a sudden attack on Sydney by the Japanese fleet. The cry of "Asia for the Asiatics" rings round the world, revolts break out in India and Egypt and war is declared between Germany and Holland. The book is thoroughly authoritative and not merely sensational.

SOMEHOW GOOD.—By William de Morgan. The Copp, Clark Co., Toronto. \$1.25. A very remarkable book and quite off the lines of the ordinary modern novel. Mr. de Morgan is no imitator. There is originality on every page. His style is unique and every word tells. His characters live and they are staged with wonderful dramatic and scenic effect. The story begins with a catastrophe which involves a curious psychological problem whose solution lasts throughout the book. If there is a touch of Dickens in the author's discursive style, one is equally reminded of Browning in his treatment of certain moral questions and heredity. As in real life, so in this book, there is an undercurrent of sadness which is, however, brightened by the lively pranks of that original young lady, Sally, who comes nearest to being the heroine. For the reader of literary taste a real treat is in store in the perusal of "Somehow Good."

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BUSTER BROWN'S MAXIMS FOR MEN. By R. F. Outcault. London and Edinburgh: W. & R. Chambers. Paper covers, 1s. net. Sixty of the familiar tail-pieces of Buster Brown's adventures, reproduced in facsimile.

JEFFERIES' NATURE BOOKS. Three volumes. New York: Thomas Y. Crowell & Co. Cloth, each 75 cts. Limp leather, each \$1.00. Jefferies was to England what Thoreau was to America, with an added poetical and spiritual quality which the latter lacked. The three volumes in the set, "Nature Near London," "The Life of the Fields," and "The Open Air," are choice specimens of book-making.

GEORGE MORLAND. His Life and Works. By George C. Williamson, Litt.D. London: George Bell & Sons. Cloth, 7s. 6d. net. The latest addition to the British Artists Series. Morland, whose death occurred in 1804, was the subject of four biographies, none of which are easily accessible to-day. The present volume gives his life and work in convenient form, illustrated with a great many of his pictures.

HOW TO MASTER THE ENGLISH BIBLE. By James M. Gray, D.D. Edinburgh and London: Oliphant, Anderson & Ferrier. Cloth, 1s. net. An explanation of the synthetic method of Bible study, which has revolutionized the work of the Church, Sunday schools, prayer meetings, etc.

BROWN'S SHIP'S ACCOUNTS and Captain's Letter Writer. By J. W. Anderson. Glasgow: James Brown & Son. Cloth, 2s. 6d. A book of useful information on the subjects indicated, with specimens of accounts, together with other useful information for young masters.

NEVER: Being Some Manners for the Multitude. By Walter Emanuel. Illustrated by John Hassall. London: Sir Isaac Pitman & Sons, Ltd. Paper cover, 1s. net. An amusing little book that provides fun on every page by a ridiculous twisting of the conventionalities.

TRUE LOVERS' TREASURY. Edited by Carrie Thompson Lowell. Boston: Dana Estes & Co. Cloth, \$1.50. The fourth volume in the Lovers' Treasury Series, dealing with celebrated lovers and love scenes described in poetry and art. Thirty-two half-tone reproductions of celebrated paintings and a handsome white and gold binding add to the attractiveness of the volume.

SOCIAL TRACTS FOR THE TIMES. III. Christianity and Our Wages System. By S. E. Keeble. IV. Character and Democracy. By James Ramsay MacDonald, M.P. One penny each. London: Robert Culley, 2 Castle St., City Rd., and 26 Paternoster Row, E.C.

ABE MARTIN'S ALMANACK. By Kin Hubbard. Indianapolis: The Bobbs-Merrill Co. Cloth. As its name would indicate, this volume is full of the homely wit that bubbles from the lips of the rustic humorist. The pages are embellished with caricatures and the calendar proper, divided into weeks, appears on the right hand side. The book is calculated to provide many amusing hours during 1908.

THE SCARLET SHADOW. By Walter Hurt. The Appeal Publishing Company, Girard, Kansas. Cloth, \$1.50. This book is a story of the great Colorado conspiracy, written by a journalist of high standing in the western states, who, as a newspaper reporter, has gathered a mass of interesting information, and compiled it into a story live with facts illustrating the rottenness of political life in the western states,

showing how both men and women voters have been debauched in order to carry Colorado for the mine owners. The book will be decidedly interesting reading for any who were interested in the Moyer, Haywood and Pettibone trial, in which a Canadian, Harry Orchard, startled the world by a confession of a series of horrible murders, and who during the course of the trial, was shown to have been the most monumental liar the world has yet produced.

NOTES.

The latest fiction publications of the Copp, Clark Co. include "The Square Peg," by W. E. Norris; "The Light Eternal," by Peter Rossegger and "The World's Awakening," by an anonymous writer. All three are issued in cloth and paper at \$1.25 and 75 cents respectively.

McLeod & Allen have just issued Upton Sinclair's new book, "The Metropolis," which they expect will have as big a run as "The Jungle." The whole of the first edition was taken up before publication. They have also brought out recently "For Jacinta," by Harold Hindless and "The Lady of the Mount," by Frederic Isham.

This month the Copp, Clark Co. will issue a Canadian edition of "Told in the Hills," by Marah Ellis Ryan, a story of the Canadian Northwest. It will be issued in cloth only at \$1.50. Other March novels will be: "Craven Fortune," by F. M. White and "The Missioner," by E. P. Oppenheim, issued in cloth at \$1.25 and paper at 75 cents. "The Woman in the Way," by William Le Queux, will also be ready soon.

Henry Frowde's Canadian branch will publish on April 15 "Get Rich Quick Wallingford," a series of sketches which have been appearing for some time past in the Saturday Evening Post of Philadelphia. George H. Lorimer, editor of the Post, commenting on them, says that nothing that has appeared in the Post has ever caused so much comment. Advance orders for almost the entire first edition have now been booked.

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A MAGAZINE INDEX

Mr. Bookseller, wouldn't it greatly increase your magazine sale if you could show your customers at a glance what the magazines of the month contained in their line. It would result in their buying two periodicals where they usually took one. By this method they get the magazines they want, while formerly they bought at random, and before they knew exactly what the publications contained.

But how are you going to obtain this information for them? Not by having them go through every publication. That would take up too much of their time, as well as yours. The Busy Man's Magazine gives a classified index of what all other magazines of the month contain. April Busy Man's shows what's in the other April magazines.

See that you keep Busy Man's on hand. Let your patrons look through it. It will increase your magazine sales. If you haven't it, return the attached coupon.

..... 1908.

BUSY MAN'S MAGAZINE.

Toronto.

Kindly forward copies of The Busy Man's Magazine each month on a fully returnable basis.

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Name

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Spring Fiction, 1908

		Cloth.	Paper.
SOMEHOW GOOD	Wm. De Morgan	\$1.25	
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THE COUNT'S CHAUFFEUR ..	Wm. Le Queux.
THE HELPMATE	May Sinclair.
DIANA	Miss L. G. Moberley.

Miscellaneous

BABY DEAR: A RECORD OF BABY'S FIRST YEAR	
Adah Louise Sutton. Illust. by Miss Greenland	\$1.25
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TASTY ENTREES	Miss C. L. Howland
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28 Titles on the List—New titles are being constantly added.

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Toronto

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CHRISTMAS CARDS
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1908-9

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IT WILL PAY YOU

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CHRISTMAS CARDS and CALENDARS designed by artists of renown always have the largest sale, as the selection of such indicates a refined and cultured taste.

SAMPLES will be shown by our different representatives about 1st April, when the Trade will have an opportunity of selecting the most ATTRACTIVE and SALEABLE goods ever offered by

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These are high-grade papeteries, very attractively put up in all sizes of boxes, with all the newest styles of envelopes, to sell at popular prices.

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Powers Paper Company
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Post Card Albums

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The covers are very attractively designed and immediately catch the fancy of the post card collector. Every album well bound, the leaves having open slits to receive the cards. Sell these albums and your customer gets the

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The Canadian Newsdealers' Page

Re-mailing Privilege Granted to U.S. Periodicals

At One Cent Per Pound

Daily newspapers mailed from Canada to the United States and vice-versa can now be forwarded at the rate of one cent per pound, instead of four cents per pound, the rate in force since May 8, 1907. Weekly and monthly publications must still pay four cents a pound when mailed from the country of publication to the other country, but they are privileged to apply for admission to the mails of the other country at the lower rate, and, if permission is granted, can be shipped in by mail or express and re-mailed at one cent per pound.

The Toronto Weekly Globe was probably the first Toronto publication to apply to Washington for the re-mailing privilege. This was promptly granted, and the Globe is now being sent in bulk to the Buffalo post office and mailed from there to the United States subscribers at the rate of one cent per pound. The Daily Globe is mailed from Toronto at this rate to all U. S. subscribers.

Mr. Lemieux's Views.

Mr. Lemieux, Postmaster-General, discussing the question with the Ottawa correspondent of Bookseller and Stationer, explained the effect of the change as follows:

"As regards the convention existing between the United States and Canada in regard to newspapers and periodicals which has recently been amended, I may state that no change has been made as regards that convention, except in reference to the daily newspapers which are now mailed from the office of publication in either country to the address of the legitimate subscriber in the other. Under the convention which existed up to May last newspapers and periodicals of either country were despatched to the other at the domestic rates of either. In May last this price was increased from the domestic rates to the definite rate of 1c per four ounces or four cents per pound. The reason for the abrogation of the old conditions and the establishment of the new was due largely to the different classification which existed in the two countries; the classification in the United States being much looser and broader than that of Canada, with the result that many classes of printed matter, not recognized in Canada as newspapers or entitled to any privileges, were being granted access to the mails of the United States as newspapers or second-class matter, and these were circulated throughout Canada under the terms of the treaty. Canada was thus in the position, under the treaty, of discriminating against her own people in favor of foreign countries, and being made the dumping ground for thousands of tons of printed matter from the United States under the rate of one cent per pound of second-class or newspaper matter which should have paid printed matter rate of 1c per two ounces. In many cases this was nothing less than advertising matter circulated without subscribers. This was contrary to the spirit of the Canadian Postal Act and practice. Such matter is now, under the new conditions, absolutely de-

barred from entering the Canadian mails, except at the higher rate, and since that date the Canadian mails have been purged from all such objectionable matter.

A Privilege to All the World.

"There has been no change in the treaty as regards the weekly and monthly newspapers and periodicals posted in one country and despatched to the other and the rate still remains four cents per pound. The exchange as regards weekly and monthly periodicals between the two countries can also be made under a privilege granted by Canada to all countries of the world; these monthly and weekly periodicals and journals being brought into Canada by express or freight and mailed at a fixed rate in Canada to bona fide subscribers. This is a privilege granted to the whole world, and is subject to the same restrictions as Canadian publications, and subject to Canadian regulations.

"Thus, instead of Canada being called upon to accept the classification of foreign countries for the matter that enters its mails, the Canadian Post Office Department itself controls them. This is the fundamental difference between the old and the new conditions. Under the old conditions Canada exercised no control, but had to accept the classification of another country to the detriment of its own business and to the prejudice of its own citizens. Under the present conditions, as above stated, it has supreme control and receives the revenue and can accept where conditions do not violate its regulations and reject where they do. This department is in exactly the same position now as regards control, and has the same power to shut out objectionable classes of matter as effectively as it had before the change was made in regard to the rate on the daily papers."

British Magazines.

The changes of last year in the British postal rates have led to a remarkable increase in the circulation of British literature in Canada. The Postmaster-General declares that this increase amounts to at least 100 per cent. At the same time it cannot be overlooked that there is a certain class of undesirable British publications which is now enjoying the benefit of the reduced rates of postage. No attempt is made by the British authorities to censor this class of publication. The officials of the general post office in London have always taken the ground that the rate on this class of literature, 8 cents a pound, is in itself an effective barrier to circulation through the mails, but in actual practice this is not the case, as large quantities of this stuff are being sent to the colonies. It may be, to guard against the continuance of the practice, that our postal authorities will ask the general post office to take steps to free the mails of this class of publication.

Attitude of Canadian Publishers.

The Canadian Printer and Publisher, organ of the Canadian publishing interests, and issued by the publish-

ers of The Bookseller and Stationer, had the following utterance on the postal situation in its last issue:

"The announcement that the rate of one cent per pound has been restored to daily newspapers passing to and from the United States, is a vindication of the policy pursued by this paper in consistently opposing the unjust increase of last year. As we have frequently pointed out, the Postmaster-General, Hon. Mr. Lemieux, new to his department, made the change at the instigation of his officials, who were not far-sighted enough to realize the consequences. Since then, such pressure has been brought to bear on the department, both by this paper and other interests affected, that Hon. Mr. Lemieux has at length realized where he had been led astray by his advisers, and has graciously conceded that a mistake had been made by restoring the old order to daily newspapers.

"A concession has likewise been made in the case of weeklies. The unfairness of the whole arrangement was nowhere more evident than in the suddenness of the change. A warning of only a few months was given, with the result that publishers had to pay increased postage on many subscriptions, which did not expire for seven or more months after the increase went into force. Notice has now been given that publishers are to be refunded this extra postage.

"Surely the incompetence evident in the whole affair must impress itself on the observer. This floundering around by the officials, attempting an immature policy and being forced to reverse their line of action inside a year, is not very creditable to Canada. After this we hope Hon. Mr. Lemieux will use his own judgment in such matters and we feel sure that similar unfortunate results will not be evident.

"But even the refund to the weeklies will not repay actual loss, to say nothing of the annoyance, worry and correspondence to which they were subjected. Many old subscribers were lost. What about a refund of postage for 1908. Can those affected depend upon it?"

A JUBILEE NUMBER.

The Jubilee Number of The Bookseller, 12 Warwick Lane, Paternoster Row, London, England, celebrating its fiftieth anniversary, merits warm praise. It contains historical matter of exceeding interest to the trade, arranged attractively under suitable headings. The record of the publishing houses is most valuable, giving in concise form short biographical and historical sketches of all the important firms. Bookseller and Stationer congratulates its contemporary on the completion of its fiftieth year and wishes it continued success in the future.

IF YOU WANT

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

IF YOU WANT

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

IF YOU WANT

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

Specimen Copy FREE on Application.

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

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

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

Ainslee's Magazine has always been on the side of the news-trade. It was the first magazine to successfully establish a fifteen cent retail price, for which newsdealers everywhere should be truly grateful. For stories that vibrate with life and vigor, AINSLEE'S has no equal. It is certainly the biggest fifteen cents' worth of entertaining fiction ever offered to the reading public. Trade price 15c. *Fully returnable.* Advertising matter sent free upon request. AINSLEE MAGAZINE COMPANY, 79 SEVENTH AVE., NEW YORK CITY.

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

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

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

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

The Mining Journal

(ESTABLISHED 1855)

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

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

POPULAR CALENDARS.

Young Bros.' calendars of the last two years have met with such great success that this year they are making a special effort to outdo themselves. Their line is full of good things at popular prices, particularly 25 cent lines. The local view and maple leaf designs are very prominent and are bound to have a greater sale than ever.

SOMETHING NEW.

On the inside back cover of this issue is illustrated a very seasonable article which will prove a boon to a great many retailers. It is a contrivance for the display of rubber balls, of all sizes. The revolving rack will be the means of showing them to advantage and supply a long felt want in this respect. This is the first thing of the kind we have seen in Canada.

EASTER POST CARDS.

The Copp, Clark Co., of Toronto, are showing a splendid line of Easter post cards and novelties. The line includes flat and embossed florals, miniature landscapes and crosses. Silk and satin post cards, showing chicken and rabbit designs are also in evidence. Their Swiss series of post cards should be in good demand. The series, which appears in black and white and hand-colored, comprises 37 subjects, all specially appropriate for Easter trade, but no wording appears on the cards expressive of that particular season, which makes them distinctly neutral, and gives them a selling value for any time of the year.

POPULAR PICTURES.

The Copp, Clark Co. are now showing the Scribner picture publications for the spring of 1908. The line includes "A Romance in Four Pictures," by Harrison Fisher, four of the most successful of Mr. Fisher's recent drawings; also pictures by Alonzo Kimball, Francis Day, and Grace G. Wiederseim.

LEAP YEAR CARD.

Leap year comes in post cards are having a big sale. The line shown by the Copp, Clark Co. is a very attractive one, including as it does 24 up-to-date subjects painted by the best American artists.

Everybody's Magazine tells of a mail order carriage house which got an order for a vehicle from a man who had not yet paid for his last shipment.

"We will be glad to ship your order as soon as you make remittance for your bill now standing," wrote the firm.

The answer came back by return mail: "Sorry," wrote the facetious farmer, "but I can't wait that long!"

Canadian Machinery and Manufacturing News—The only mechanical paper published in Canada. Of interest to heads of manufacturing concerns, superintendents, foremen, machinists, electricians, engineers, etc. Are there not a large number in your town who would become regular buyers or subscribers? Seven and a half cents to the dealer, ten cents retail. Yearly subscriptions 75 cents to the dealer, \$1.00 to subscriber. *Returnable.* CANADIAN MACHINERY, 10 FRONT ST. EAST, TORONTO.

The Most Wonderful Thing in Periodical Literature

This is a bold claim to make for a new publication, but those responsible for the issue of the "Children's Encyclopaedia" are confident that every claim they make will be heartily endorsed by the hundreds of thousands of people with whom they expect the work to find favor. The "Children's Encyclopaedia" is the story of everything from the beginning, told for a child.

**It is the first attempt that has ever been made to tell the whole sum
of human knowledge so that a child may understand.**

Nothing can be more false in its purpose than to imagine that it has come to seek to cram the mind of the child with things that children need not know. It cannot be urged against this book that it has come to steal away the joys of childhood. It has come, indeed, to bring more joy to childhood because it tells a story that will never fail for children who will never tire.

It is quite impossible in this small space to give any adequate idea of the wonderful variety and the extraordinary interest of the contents of the book, but the following tabulation of the sections of life and thought with which it deals outlines the plan and scope of the work.

The Child's Own Book of Life.
The Child's Story of the Earth.
The Child's Book of Animal Life.
The Child's Book of Nature.
The Child's Book of Countries.
The Child's Book of History.
The Child's Book of Stories.
The Child's Book of Nursery Rhymes.
The Child's Book of Poetry.

Things to Make and Things to Do.
The Child's Book of Bible Stories.
The Child's Story of Famous Books.
The Child's Book of Familiar Things.
The Child's Book of School Lessons.
The Child's Book of Good Counsel.
The Child's Book of Great Men and
Women.

THE "Children's Encyclopaedia"

will be published in England in about forty fortnightly parts at sevenpence each, the first part appearing on March 20th. The new work will be very extensively advertised and there seems every reason to suppose that both in the Old Country and in Canada there will be a repetition of the success which has been enjoyed by previous publications under the same auspices.

Write to-day for Specimen copy and terms to:—

**J. R. IRWIN, Harmsworth Publications,
22 Yonge St. Arcade, Toronto, Canada**

PUBLISHERS:

AMALGAMATED PRESS LTD.

Export Dept., Carmelite House, London, England



Stationery Department



STYLES NOW IN VOGUE IN CORRECT STATIONERY.

By Permission from American Stationer.

Stationers are asked many times a day about what is proper for this or that purpose. If they are able to answer correctly it helps the sale of the goods wanted and sometimes will make a permanent customer out of a transient. A few hints are given herewith which are the latest and best ideas in the stationery mentioned.

There are two new English sizes in wedding stationery. The sheets are almost square with an envelope a

ber arrival. One of these cards is attached to the parents' joint card, the latest fad being to use a row of pink where the birth of a boy is announced, and a delicate shade of "baby blue" for a girl.

Social Correspondence.

Plain white or grey unruled sheets folding once into their envelopes, and black ink, are the latest approved materials for social correspondence. There is no objection to be urged against the varieties of pretty stationery now manufactured in soft tones of blue, grey, green and buff, and in assorted sizes of sheet and envelope; but it is very bad taste to use paper of startling indigo, red, yellow or lilac hue, with a highly glazed finish and edging, folded into envelopes of outlandish shapes, and written upon with purple, blue or white ink.

A Lady's Stationery.

Preferably a lady's stationery is never perfumed; but if any fragrance is desired it should be of a delicate, almost elusive quality. Dignified middle-aged or elderly ladies most appropriately use in their correspondence Irish linen or banknote paper in white, grey or grey-blue.

Novelty Papers.

Correspondence paper is less formal, and permits almost any variation of lettering, stamping, tints, and sizes within certain reasonable bounds. One of the decided novelties of the season is a hand-made imported paper, into the texture of each sheet of which is woven a real flower. Another novelty is the sheet of note paper made up of a folded oblong of imported hand-made linen, the rough deckle edges running around three sides. Such papers are frequently water-marked with a border design in Greek squares, and are die-stamped with a monogram in the same design, giving a subtle unity. Coats of arms,



Three Special Papereries—Handled by A. Roy MacDougall

trifle larger in shape than the regulation sizes which have been running for the past several years. The sheet for the English invitation size measures 5 7/16x6 1-8 and is called the Colonia. The envelope for this size measures 3 1/2x5 1/2 with an outside which fits closely. The announcement size is a trifle smaller, the sheet measuring 5 3/16x5 3/4, and the envelope 3 1-16x5 3-8. According to the latest English styles the stock used should be seventy-pound grey white vellum finish for the sheet and inside envelope. The outer envelope should be sixty pounds.

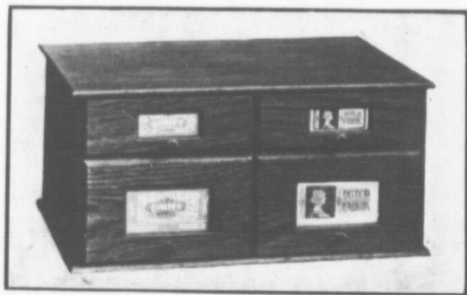
Wedding Invitations.

The correct wedding note of invitation of to-day is definitely limited to plain, heavy, white hand-made paper, slightly oblong, to fold once, and is restricted to certain forms of wording and engraving. Solid or shaded Old English text, or a French script lettering appears very often on fine stationery, but generally the ordinary script is used, as the other letters are much more costly to produce. French script differs from the ordinary kind in that the letters are square, heavily accented, and do not join one another.

Black-shaded Old English, black and shaded Roman and French script are the smart types for visiting cards. Block or Gothic lettering is also employed sparingly, except on note paper and business stationery. A rule insisted on by the best authorities is that only a single style of lettering shall be used on one card or invitation, but the same style letter may be employed in various sizes. Visiting cards are now small, women's being nearly square and men's oblong. The name is given in full, with the street and number in the lower right-hand corner. Numbers are always spelled out in full, even though two lines are necessary.

Birth Announcements.

Birth announcement cards come in wee slips of paste-board with the newcomer's name and the day of his or



Buntie, G. J. Cabinet for Counter Note Paper and Envelopes

monograms, initials, dainty art nouveau effects in color and other designs are stamped on correspondence paper. Dies are stamped on the first page, instead of the fourth. Almost no restrictions of color are imposed; gold and silver may be used, or deep embossing without color. Tinted correspondence papers have been rather overdone, and taste now leans toward plain white, or delicate shades of grey or buff. Some

late grey-white papers are being shown, with a texture like linen. Several sizes of correspondence paper are used, but all fold only once and go into an oblong envelope, never a square one.

Stationery for Men.

If it is ill-advised for a woman to use a pronounced style of stationery, for men anything but the most plain and simple is quite inexcusable. Grey-blue banknote, linen or cream-laid papers, all severely plain, are the only varieties permitted a man in his social correspondence. The sheets must not be ruled, and should fold once into their envelopes. In a man's stationery perfume is wholly discounted. Whatever his business stationery may be, every man can afford to keep by him a certain amount of good paper for all his social correspondence, since it is not permissible for him to use his office paper in answering a woman's notes or invitations. At clubs, a plain paper, simply stamped with the name of the organization, is usually provided.

ADVANCE IN SCHOOL CRAYONS.

The manufacturers of school crayons announce a rise in price to take effect immediately. The increase is due to the greater cost of materials entering into the manufacture of the goods. Retailers would do well to provide for this increase and advise their customers of the reason for the advance.

BIG STATIONERY LINE.

The range of samples of notepapers and papeteries manufactured by the Powers Paper Co. and sold in Canada by A. Roy Macdougall, Toronto, is almost bewildering in its extent. Hundreds and hundreds of boxes, all different, are included in the range.

The holiday samples this year are particularly pleasing, many of the boxes being artistically far in advance of anything yet produced by the Powers Paper Co. Boxes range in price at retail all the way from 25 cents to \$6.50. To describe the line with any degree of detail would be impossible. Floral designs are seen in profusion; imitation wood and leather designs are intermingled with picture tops, etc.

In the juvenile department, the range is equally impressive. A myriad of shapes and designs are shown, all

calculated to please the child mind. Tiny boxes, medium-size boxes and big boxes are shown.

In the staple department, Mr. Macdougall is specializing in twelve special lines, three of which are illustrated. All these can be had in nine sizes, and in each case with five different styles of envelope. One of the new sizes, which is meeting with great success is the Derby. A striking new box is the Canadian Fabric. On each box is attached a Canadian view, which lends to the interest.

Probably nothing is more needed in the general run of stationery stores than a handy, compact and systematic method of keeping stock of matched note paper and envelopes for counter trade.

This demand, which can surely be termed "a long felt want," has induced Buntin, Gillies & Co., Hamilton, to get out a series of cabinets, one of which we illustrate herewith.

These cases are of oak, handsomely finished, and will prove an ornament to the very finest stores. They are fitted with dustproof drawers, arranged in tiers, the smaller upper one for paper, and a larger one for envelopes, below.

There are three sizes, containing respectively two, four and six drawers.

These cabinets have been made with an eye more to perfection than economy, but by making a large quantity, the cost has been kept down, and the proposition under which they are placed is most generous. The cases are given free to dealers, who can order a reasonable quantity of stock of paper and envelopes for early delivery, or sold (conditionally) at the nominal price of \$2 for the small size, \$3 for the middle size, and \$4 for the large, the entire charge to be refunded when the purchaser has bought \$20, \$30, or \$40 worth of the several lines represented.

Self interests will prompt every dealer to comply with the two conditions, the first of which is that the cases be placed on a counter or shelf, conveniently for the serving of customers, the second that no stock be kept therein except Dimity, Dutch Fabric, Old Hampshire Bond, or other of the well known lines made by Buntin, Gillies & Co.

Further details will be sent on application.

We Appreciate

our customers' wants and look after them fully and promptly, not in the papers alone, but by careful, painstaking, faithful and prompt filling of orders. You do not know how much this means to you unless you have had our services. Our reputation depends not only on the best qualities, but on the style of them and on the perfect and prompt manufacture of them.

GEO. B. HURD & CO.

Fine Paper Manufacturers

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



WE WILL ONLY SUGGEST

that when you order
your next stock of

Inks and Adhesives

you insist upon getting

CARTER'S

Their attractiveness makes
customers, their quality
holds them.

The recognized standard
ink for general office and
home use is

**CARTER'S
Writing Fluid**

Free Flowing, Easy on the Eyes

Permanent

A Quick Seller Attractive Package

The Carter's Ink Co.

BOSTON CHICAGO MONTREAL



No. 11

IMPORTANT

Dear Mr. Stationer,

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

Faithfully yours,

Waverley Works, **MACHIVEN & CAMERON,**
Edinburgh. Limited

**SPENCERIAN
STEEL PENS.**

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

THE BEST

Works: **BIRMINGHAM, ENGLAND**

*Imported by all the leading stationers in
Canada.*

Proprietors: **Spencerian Pen Co., New York**

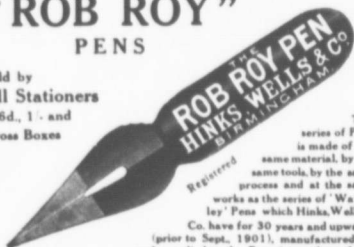
**JOHN HEATH'S
PENS**

A good pen is a good servant and
John Heath's Pens are made to serve!
Always ready and always willing.
They were first 43 years ago, and are still
leading the way. British-made of British
steel. Write for samples.

LONDON AGENCY
8 St. Bride St., LONDON, E.C. 4
Telephone Pen registered in Canada.

**"ROB ROY"
PENS**

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



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

HINKS, WELLS & CO. BIRMINGHAM, ENGLAND

The most popular pens are
ESTERBROOK'S

MADE IN ALL STYLES



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

CANADIAN AGENTS:
THE BROWN BROS., LIMITED
TORONTO.

*Persons addressing advertisers will
kindly mention having seen their ad-
vertisement in this paper.*

Fancy Goods, Toys, Dolls, for Import

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

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

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

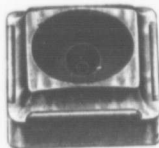
SMITH, DAVIDSON & WRIGHT, Limited
Fancy Goods Importers VANCOUVER



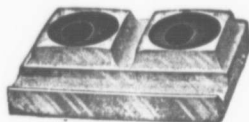
No. 0 Victor
No. 1 Victor

The Victor Inkstand

THE VICTOR is the latest creation in the now popular type of non-automatic inkstands. For several years the tendency has been toward a complete revolution in the style of wells which have been on the market, and following our policy of keeping our products up-to-date, we have produced the Victor which we illustrate herewith.



For sale by all
Leading Jobbers
of Canada



C. H. Numan Co.
Sole Manfrs.
New York

HIGGINS' TAURINE MUCILAGE



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

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

HIGGINS' AMERICAN DRAWING INKS BLACKS AND COLORS

The Standard Liquid Drawing Inks of the World

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

Western Booksellers and Stationers

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

Clark Bros. & Co., Limited, Winnipeg, Man.
WHOLESALE STATIONERS

Photo Supply Department

A NEW PLATE.

In photography, either as a profession or a hobby, the great aim of the makers of both cameras and materials has always been to minimize labor and simplify all work and processes. One of the greatest strides recently in this direction is undoubtedly the Wellington "Watalu" plate, which requires nothing but plain water for development. This is a backed plate, the backing being composed of suitable developing material, which not only makes the plate non-halative, but does away with the necessity of the worker handling any of the usual messy chemicals. The advantages of this plate to even constant workers must be readily seen.

However, the "Watalu" plate is only one of the many excellent photo specialties made by the house of Wellington, and any worker at the art of photography cannot do better than give the Wellington plates, papers and films a trial.

ADD TO YOUR PROFITS.

Supposing that, with little or no extra trouble or expense, you could increase the sales in your store, say even five per cent., would you be willing to make the trial if we could prove that an increase of this kind could actually be made? Supposing, for instance, that you kept something in your store that every tourist needed, don't you think that when they came in for this particular commodity they could be persuaded to make other purchases? Even if they did not make the purchase at the time they would come back to your store when they needed them.

Don't you see what a great advantage you would have over your competitors, if you would stock up now, before the tourist season begins, with a side line that would make it absolutely necessary for almost every tourist, visiting your city, town or village, to purchase?

No progressive, up-to-date druggist, bookseller or stationer should be without photo supplies. Strangers, such as tourists, are constantly needing supplies of these, and, if they know that you keep them, they will be more lavish in taking photographs of your locality. It's the fear of running out of supplies that makes it necessary for many tourists to miss the chance of taking photographs of the places they visit. It's very annoying to a tourist to feel that he has to limit his photography, simply through the fear of not being able to get enough supplies in your town to carry him through.

It's about the best form of advertising that your locality can get to have photographs made of all the places of interest around your town. Tourists take these photographs away with them to show them to friends. This not only advertises your locality, but, indirectly, your supplies. When one tourist is advising a friend to visit a locality, where he has been, he will, at the same time, let him know that he need not burden himself with photo supplies, as these can be secured from you. There are numbers of people in your neighborhood who would buy cameras if they could get their photo supplies from you. More people do not possess cameras, because they can't conveniently renew their supplies where they live. When they want photo supplies, they've got to send away

for them, and this means extra trouble, and often considerable inconvenience. The advantage of handling photo supplies as a side line is, that no technical knowledge concerning them is necessary, anyone anywhere can easily handle them.

Something in the way of photo supplies that will appeal very strongly to anyone who possesses a camera, but particularly to the tourist, is the new "Watalu" self-developing plate. The great feature about this plate is its simplicity. Absolutely no chemicals are required for its complete development. All that is required is pure water. It's claimed to be the only plate made in the world to-day that does not require the use of chemicals. To use it, practically no instructions are necessary. These plates will appeal especially to tourists, as they enable them to develop their plates anywhere without the use of chemicals of any kind.



A CANADIAN AUTHOR.

C. G. D. Roberts, in Camp Attire.

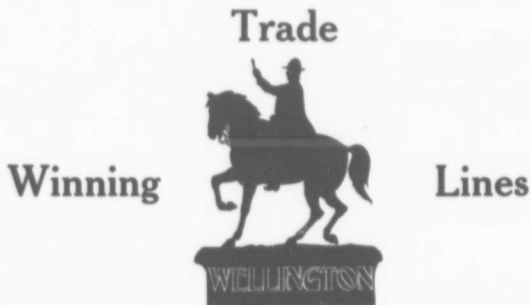
Courtesy
L. C. Page & Co.

VICTORY FOR NEWSDEALERS.

Henry Brophy, of the Toronto News Company, returned to Toronto last week from Ottawa, where he had been endeavoring to secure some concessions for newsdealers under the new postal regulations. His mission was successful and Canadian newsdealers will be able to mail American periodicals, which have been duly registered at the Post Office Department at Ottawa as second-class matter, at the rate of one cent per pound. This concession was not easily won and Mr. Brophy had to put up a strong fight for it. Even at that, newsdealers must give the authorities access to their books and prove that every copy mailed goes to a bona fide subscriber.

Last May, when the increased postage was placed on American periodicals, Mr. Brophy urged the Government to grant the re-mailing privilege but he was refused. Since then evidently the Post Office Department have come to view matters in a different light.

Great strictness will be exercised in admitting American periodicals to the second-class rating and applications will be taken up one at a time. It is understood that up to the present time Collier's Weekly is the only publication which has been granted this privilege and its Canadian edition will shortly be printed in Canada.



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

"Wellington" Photo Supplies

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

Write us for particulars.

WARD & COMPANY

13 St. John Street, MONTREAL

"Sports" Playing Cards



LACROSSE DESIGN.

THE BEST VALUE
IN THE MARKET.

ONE OF MANY
VARIETIES

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

SPECIAL CARD FOR
WHIST PLAYERS

Colonial Whist

We are headquarters for PLAYING CARDS
MADE IN CANADA.

Style and finish equal to Imported Cards.

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

The UNION CARD & PAPER CO.,
Limited
MONTREAL.

Quality Papers!

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

PROVINCIAL BOND

White and Tints

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

PROVINCIAL BOND

Azure

17 x 28—28, 32 and 36 lbs.
21 x 32—58 lbs.
23 x 36—72 lbs.

COVER PAPER

SNOWFLAKE

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

ADELIA

Fine White Wave, Double
Gap and Falls
and variety of other lines.

The Northern Mills Pulp and Paper Co.

278 St. Paul Street

MILLS:
St. Adèle, Que.

MONTREAL

The McCorkle Platinums

From Tide Rock Studio
CAPE ELIZABETH, MAINE

Travelling Salesman, or
JOBBER
wanted for the line in
CANADA
Exclusive rights to a
responsible and
Hustling Representative

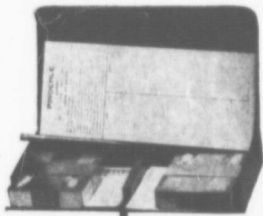
A FULL LINE OF HAND COLORED
AND URANIUM TONED PLATI-
NUMS FROM 25 CENTS TO \$8.00
EACH. SEND FOR SAMPLE. NO
CATALOGUE. : : : : :

C. F. RUMPP & SONS

MANUFACTURERS AND EXPORTERS OF



Fancy Leatherware



Pinochle Card Sets
Writing Cases, Traveling Accessories
Hand Bags, Dressing Cases, etc.

Philadelphia, Pa., U.S.A.

New York Salesrooms, 683 and 685 Broadway

Relating To Spring, 1908

The most successful year of our history has passed—successful not only in the increased volume of business, but also in the promptness of deliveries and the unusual satisfaction of our customers with the merchandise.

Encouraged by the liberal support of our many friends we have re-doubled our efforts for the spring season 1908.

We have bought with discriminating care goods most adapted to Canadian trade, in price, quality and style.

We can help you in the spring buying, and your consideration in the showing of our lines will be appreciated.

We are direct importers of Chinese Fireworks. Also large importers of Spanish and German Condensed Fireworks and Fancy Matches.

Selling agents for Hand's Domestic Fireworks.

Remember we are headquarters for Fireworks of all kinds, Flags and Japanese Lanterns.

The Sutcliffe-Edmison Co.
LIMITED

WHOLESALE FANCY GOODS

76 YORK STREET, TORONTO, ONT.

YOUNG BROS.

Manufacturers of Fancy Goods

Our representatives
are now showing

CALENDARS

for 1909

A large and very clever line to
retail at from 10c. to \$3.00 each

Every Calendar typically
Canadian. Many with local
views and maple leaves.

Mail Enquiries will receive Prompt Attention.

107-109 Church St., - TORONTO

Fancy Goods and Notions

PRICES UNCHANGED.

From interviews with leading manufacturers of small leather lines, it is apparent that prices will not be any lower for goods of equal quality over last season. There will be no price reductions, but better values may be offered by reason of improved methods of construction. Reports from retailers generally indicate that stocks are in fair shape, with a considerable amount of high-grade goods carried over and cheap and medium grade lines well cleaned up. A normal trade is anticipated for some weeks yet, but with the commercial skies clearer the spirit of optimism which is prevailing will do much to stimulate business. The salesmen who went out on the road during the past month did much to stimulate confidence in the direction of restoring things to a normal basis.

Concerning spring lines in bags, there is little that is radically new. Makers have held back in the direction of new creations, in view of the business uncertainty. As noted, hand bags and vanities will be good, and the strap pocketbook or ladies' hand purse have an augmented run of favor. But in all lines the staple sellers of last season are the chief numbers.

TRADE CONDITIONS.

The past month has been one of activity for the manufacturers of fancy goods. They have been busy preparing new samples for the traveler, with which they expect to tempt the wary buyer. Travelers for these houses are now taking orders for spring and summer delivery. There is no doubt but that travelers will find business good, for the stock of the retailer was pretty well depleted after the holiday trade. Hard times may have been the cry from one end of the country to the other, but it seemed to effect the holiday trade very little, for from all reports there was a greater volume of trade in fancy goods, this past season, than ever before.

The indications are that the variation in styles for leather goods during the coming year will be in material and finish rather than in form. Hand bags will undoubtedly continue staple, and the 1908 lines show little variation from previous styles. It is believed the medium priced goods will be most in demand and makers are making their efforts along this line. It is generally believed that stocks are lower than they have been in years and that before long some heavy buying will be necessary to meet the ordinary requirements of trade.

BIGGER AND BETTER THAN EVER.

1908 sees an important development in the import business of Warwick Bros. & Rutter, Limited, Toronto. It has been found necessary to secure a new show-room in order to accommodate the vast array of samples, collected from all parts of Europe and America by the firm's buyers. The show-room in the big warehouse on King Street west, which two or three years ago was

considered large enough for many years to come has proved quite inadequate and premises with three times the floor space have had to be secured in the Rea Building on Spadina Avenue.

The work of collecting and arranging the samples has been so heavy, there being double the number shown last year, that it has been deemed advisable to hold the opening a little later than usual. On or about March 20, is the date proposed but the exact date will be announced by special invitation a little later on.

The new show-room is divided into three separate sections, two lighted by daylight and the centre one by electric lights. An elaborate scheme of decoration in red, white and blue bunting has been arranged, converting what would otherwise be a dingy flat into a place of light and beauty. Display stands to suit the various articles have been constructed and adorned with appropriate coverings. These stands are laid out in such



From Warwick Bros. & Rutter's Import Line of Fancy Goods

a way that customers pass from one to another with the least possible expenditure of effort.

And now as to the samples themselves—the jewels in this elaborate setting. To say that they number twice the quantity shown last year will convey a faint idea of what the display is like. The favorites of last year are again to the fore in greater numbers and variety. New lines vie with them in attracting attention, while the old reliables are still to be seen in great profusion.

Let us pass along down the aisles and pick out here and there from the vast array, some of the more striking articles. Here to one side is a line of metal tables and jardiniere stands. These took extremely well in 1907 and the 1908 is finer still. There are also to be seen metal stand smokers in spun brass and copper and old copper

(Continued on Page 58.)



Picture Post Cards



How To Keep Alive The Post Card Trade

Some Pointers

There are certain lines of goods carried by the stationer that find a ready sale, without continual displaying and pushing; but this is not so in the case of the picture post card. If this department is not kept thoroughly alive, sales will show a decrease. While the profit in cards is not what it was a few years ago, it is still sufficient to induce every dealer to give special care and attention to this department of their business.

Keep Up Prices.

The average card of to-day retails at the rate of two for five cents while some of the higher class cards sell as high as five and ten cents each. There is no reason why these prices should not be maintained for the general public are prepared and ready to pay a fair price, and the better class of cards are those in greatest favor. The man that cuts his prices and sells on a close margin is not only injuring the trade at large, but also injuring his own business, for any advantage he may gain will be but temporary. A dealer that continues to sell cards at a cut rate, will in time, be met by his competitor, who will be forced to sell at the same prices. When this takes place the stores are again on similar footing and the trade at large as well as the individual dealer, suffers a loss that will be hard to regain.

Buy Suitable Cards.

In buying cards the dealer should always bear in mind the class of people he is catering to, and not necessarily buy those cards that appeal most strongly to his own taste, but try to select subjects that will appeal to his particular trade.

When you are overstocked with cards, do not be content to try and dispose of what you have and stop buying. You will find it will help wonderfully in reducing your old stock to add a few of the new cards as they come out. Very often an attractive offer can be made by combining the old and the new.

Displaying Cards.

No particular rules can be laid down in regard to the display of cards, for conditions vary to a great extent. Try, however, to make your display as attractive as possible. Keep the different classes of cards separated, local views in one stand, comies in another and so on. In this way it is an easy matter for one to locate the class of card desired. A person very often goes into a store and finds the cards displayed in trays, no attempt being made to keep cards classified. If, on looking over a few of the cards, he does not see the particular kind of card he wishes, he will become discouraged and go out without making a purchase. If the cards are properly classified, however, the customer will soon see what he is looking for, and very often other cards that interest him.

For counters, racks and stands are good, while holders are the most suited for wall and window display. Cards in themselves are ornamental and with a little judgment and taste attractive displays can easily be arranged.

Change Displays.

It is worth while changing your display every week, especially your window. When a window display is allowed to stand for a month or more, as is often the case, the passers-by naturally lose all interest in that window. On the other hand, the window that is changed frequently is a constant attraction and that store will get the trade of those that are looking for the latest in cards, for they expect to find there, something they could not get in the other store.

To dealers that carry a large stock a good plan that will bring results is the displaying of one style of card at a time. Select one style for your window and have the same style prominently displayed inside, showing every series in that particular card. After a week or ten days a change is made. The style which has been featured will be put back in stock and something new shown. While only one style at a time is used as a primary feature, other cards are displayed in a secondary manner, but classified just as carefully. The effect of this kind of display is most harmonious and pleasing; new comers are attracted, interested and held. The stock always appears new. These methods are known and used in progressive stores and experience shows that they result in increased sales, and that is what we are all looking for.

The using of printed circulars is also beneficial when coupled with good newspaper advertising. When you buy a new series of cards, have a neat circular printed, giving a short description of the cards, and try and show a half-tone reproduction of one of the best subjects in the series. Also announce the new series in the paper. Very often the manufacturer will be glad to furnish you with cuts for they usually have them for use in their catalogues.

Prizes for Collections.

Another plan that has been productive of good results, especially in England, is the offering of special prizes for the best collection of cards. One or more prizes might be offered for the best collection secured from the beginning of June till the end of September, this would take in the summer season. Let it be well known that you are giving a prize and what it is. This would not only increase the sale of cards, but of albums also. A competition of this nature would appeal to a great many, for it is a striking fact that if one spends an evening



BUY DIRECT
From the **MANUFACTURER**
and save the middleman's profit

SAMPLES
FREE to those who
mean business.

Local View Post Cards and
Souvenir Novelties made to order

OUR Ideas are at your service.

O.K. PRESS WINNIPEG
544 Main St.

"ORIGINAL" KENDALL

Souvenir Post Cards

250 all different sample
cards \$2.50 prepaid.

M. C. B. KLEIN
Ridgefield Park, New Jersey, U.S.A.



**"The Hit
of the
Season
and the
biggest
kind
of sellers
every-
where"**

We are the Canadian
Selling Agents for the

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

PRICE, \$2.50 PER HUNDRED
Quantity prices on application

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

"PICTURES" are always an attraction, as well as
"MONEY-MAKERS." We handle only the best and
most popular subjects at prices that are "RIGHT."
Write us for particulars. We want your business.

When writing to advertisers, kindly mention having seen the advertisement in this paper.

with a friend, there will be some member of the family that will have a post card album to interest you.

Accommodation for Writing.

Every store handling cards, should have some kind of accommodation where cards can be written and addressed. This is an important factor. A person going into a store and buying a few cards, very often wants to address and mail them at once. A desk with a pen and ink, specially for this purpose will be greatly appreciated by customers. A neat sign should be hung over the desk, worded something after this fashion. "This writing desk is for your convenience." This will make customers feel at home. A store with this convenience will get the preference on every occasion.

A great many dealers have the idea that the post card is losing ground. This is not so, on the contrary, it is gaining. The individual store may not be selling as many, but you must remember that when two years ago yours was probably the only store in the neighborhood handling cards, to-day you perhaps have opposition in a number of stores, such as druggists and tobacconists. If you were to take the combined sales of these stores with your own you would find that there are more being sold than ever before.

"PICTURES AND POST CARDS."

The C. H. Snyder Co., Toronto, are headquarters for the celebrated "Boileau Head Post Cards." They are also handling a very select line of popular priced pictures, all good sellers. As an inducement to stationers

to handle this profitable line they are making a special cash offer of a portfolio of prints containing 25 popular subjects, no two alike for \$5. Express prepaid to any part of the Dominion. Goods not proving satisfactory can be returned at their expense and money will be cheerfully refunded.

FINE LOCAL VIEW CARDS.

Bookseller and Stationer has received several samples of plain and colored post cards from Otto Leder, manufacturer, of Dresden, Germany. The class of work turned out by this firm is equal to anything seen on the market. Owing to the enormous increase in their output they now have facilities for doing this work at greatly reduced prices, still maintaining the high standard of work. Local view cards are manufactured from the customer's own photographs.

NEW PREMISES.

The Valentine & Sons Publishing Co., Limited, Coristine Building, Montreal, have moved into larger and commodious quarters in the same building. The Toronto house also have moved into larger premises at 77 Bay Street.

An important development of the post card trade with this firm is that they have organized a regular mail order department and any well-known house in the trade sending for a sample costing \$1 will be sent a sample set of 100 cards, special series, no two cards alike.

Books of private greeting Christmas cards will be

EASTER POST CARDS

Where genuine merit is a consideration the three following assortments of Easter Cards offer you the best value on the market.

Assortment No. 1

A large variety of subjects, coloring dainty and attractive.

75c. per 100

Assortment No. 2

Embossed and flat, lithographed in artistic colors, big assortment of designs.

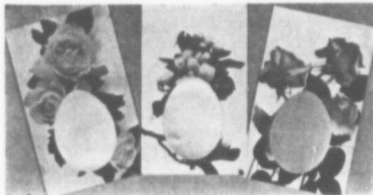
\$1.00 per 100

Assortment No. 3

Unquestionably the most artistic Easter line shown this season and a bargain at

\$1.20 per 100

Padded Silk Easter Eggs and Crosses



A variety of colors is used in the silk—the flowers used as background are of natural coloring—together a striking and artistic card. Price, \$5.00 per 100

ASK FOR OUR NEW CATALOGUE

MACFARLANE & CO., 60 Front Street West, TORONTO

in the hands of the travelers in the course of the month. These cards are stocked and printed in Canada.

Owing to the growing success of this firm they have been granted the sole concession for the sale of post cards in the Franco-British Exhibition to be held in London this year. The Edinburgh Exhibition to be held in Edinburgh has also been secured at considerable expense.

earned his nickname. He was formerly publisher of the "Nickel Magazine" and manager of the New England Newspaper Syndicate.

The accompanying cut has been extensively used by Mr. Kendall in advertising his job printing. "Have an advertising head do your printing and plan your advertising," is the motto which the cut seeks to drive home.



NEW WINNIPEG NOVELTY BUSINESS.

The O. K. Press are a new Winnipeg novelty concern manufacturing picture post cards and other novelties for the book and stationery trade. The firm gets its name from "Original" Kendall, its proprietor, a hustling New Englander, who came to Winnipeg in 1906 and has well

A beautiful collection of post card albums in fine suede and other bindings is being shown the Canadian trade this season by A. Roy Maedougall, Toronto, and his eastern representative, W. J. Brady. The albums are the product of Dow & Lester, London, England and are splendid examples of high-class English workmanship.

The Calgary News will not hear of any such thing as hard times, and exhorts the people of Eastern Canada to cheer up. It goes on to say that any person who can do any personal thinking with himself should realize that the fear of the future is unjustified by the Dominion's present circumstances—and conditions would soon become better if the people—who would have a "bad times" funeral, corpse or no corpse—would once get it out of their heads that, times were going to be worse. Every product the country has to offer is fetching a high price. And, moreover, there is no real scarcity of products. The purchasing power of last harvest has not had its full effect. But nothing is positively wrong with present conditions. Cheer up, weak eastern cities. The full future contains much to be thankful for, and the country should be full of confidence.



Brighten up your store
and increase your business
by ordering new stock of



Valentine's Picture Post Cards

"The Post Cards of Perfection."

Here are some Spring Lines for your Post Card Trade

Easter Greeting Cards

Immense variety at popular prices,
including

The Photochrome Series of Easter
Lambs, Chickens and Angels.

Canadian Homestead Post Cards

Winter—Loading Food for the
Cattle, Loading Cordwood, Stacking
Cordwood, Returning From the
Woods, Splitting Firewood, Bringing
in the Firewood.

Spring—Harroving, Filling the
Seed Boxes, Feeding the Sheep,
Afternoon Refreshments, A Little
Refresher, The Thirsty Plowman.

Summer—Starting Out on the
Day's Toil, Ready for the Day's
Work, At Work in the Fields, Load-
ing Hay, Lunch in the Field, Straw-
berry Picking.

Fall—Picking Apples, Gathering
Grapes, The Farmer's Daughter,
Picking Corn, The Sporting Girl,
Preparing for Thanksgiving Day.

New Effects in Enammo

Studies of Cats—Who's to Blame?
Don't Be Shy, Who Said Milk? Little
Vandals, The Foster Mother, Little
Imps.

This line also comprises everything
that is pleasing in Dogs, Horses, Deer,
etc.

Moonlight Series of Cities, Lakes
and Mountains.

Everything you need in the line.

Studies in Gold Panel

Cat Series—Some More Milk,
Please! Who's This? Darby and Joan.

Animal Studies—The Geography
Class, Doubtful Visitors, Remember-
ing Old Friends, Rover's Playmates,
Who's to Blame? Dignity and Impu-
dence.

Flowers—Complete Sets of Every
Description.

Gallery Pictures—A Gale, Thurs-
day, Between Two Fires, The Gleam-
ers, A Summer Night, A Good Story.

Latest Ideas in Gloss Effects

Types of the British Navy—June,
built 1757; Victory, built 1765; Royal
Charles, built 1672; Great Harry,
built 1514; Dreadnought, built 1906;
Queen, built 1225.

Hunting Scenes—Gone Away, A
Dash Across Country, A Stiff Jump,
The Meet, A Plucky Rider, Up a
Tree.

Highland Soldiers—Cameron High-
lander, Argyll and Sutherland High-
lander, Seaforth Highlander.

Highland Cattle—Children of the
Mist, Mountain Solitudes, Land of
the Mountain.

Race Horses—A close finish, At
the Post, The Parade, The First
Fence, The Water Jump, A Spill.

At the Party—A Series of Six
Cards.

Get Our Samples and Catalogues
To-day.



The
VALENTINE & SONS
PUBLISHING CO. Ltd.
77 Bay St.
Toronto

Coristine Bldg.
Montreal



Scotch, Irish and Welsh Song Books, Pocket Editions
of Burns and Scott, Children's Gift Books, Birthday
Books, all beautifully bound and illustrated.

BOOKSELLER AND STATIONER

ANOTHER WATERMAN HELP.

The L. E. Waterman Co., of Canada, Ltd., 136 St. James Street, Montreal, have always made it a point to co-operate fully with the retail distributor of Waterman's Ideal Fountain Pens. Their latest showcase, supplied to dealers, solves successfully the problem of the easy selling of fountain pen inks. The case is made so as to allow of the ink display on either side of the assortment of fountain pens. The particulars will gladly be given upon request.

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

**SUNBONNET
VALENTINE
and EASTER
POST CARDS**



**\$1.00 PER
100
PREPAID**

**\$10.00 PER
1000
PREPAID**



The demand for something different is fully appeased with our Sunbonnet Valentine and Easter Post Cards. A welcome break-away from the rabbit with a German pipe in the mouth, or some other design distinctly foreign. Americans are big enough in this industry to create styles of their own, and we therefore offer you this strictly American Valentine and Easter Post Card line.

Our New Catalogue is Ready

**ALFRED HOLZMAN CO.
CHICAGO, ILL.**

EUROPEAN POST CARD CO.

146 St. James Street, MONTREAL

TO THE TRADE

Largest Assortment of FANCY CARDS, ALBUMS, and JEWELLING POWDERS always in stock at the **EUROPEAN POST CARD CO.**

Prompt and careful attention to enquiries. Wholesale only.

CALENDAR PADS

DO NOT FORGET TO WRITE

DAVID FORREST, 13 St. John St., MONTREAL

for samples and prices of above. Canadian Agent for the Sullivan Printing Works Co., Cincinnati, O.

Picture

Made to order only according to instructions supplied.

Specialties: Modern Helio-type styles, plain and coloured.

Post Very fine make First class Goods only.

Well known for efficiency and high-class workmanship.

Cards

Otto Leder

Dresden 7 Saxony

Picture Post Card Manufacturer. WHOLESALE EXPORT



ONLY FOR WHOLESALE DEALERS AND POST CARD PUBLISHERS

MARKE & SOHN

Graphic Art Works

DRESDEN-A. Wintergartenstr. 74

MANUFACTURE:

PICTURE POST CARDS

MADE AFTER YOUR OWN PHOTOS

AS A SPECIALTY WE MAKE

COLLOTYPE, COLOURED COLLOTYPE, DOUBLE TONE, HAND COLORED, GLAZED and AUTOTYPE POST CARDS, VIEW ALBUMS, ALBUMS

Ask for samples and quotations

W. NEUMANN & CO.,

Wasserthorstrasse 42, Berlin, S. 42

High-class Collotype Printers

SPECIALTY: **Collotype Postcards** TO ORDER

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

**Glossy Collotype Cards
Photochrom Collotype Cards**

ALL KINDS OF VIEW-ALBUMS AND SAMPLE SHEETS

CHEAPEST PRICES.

WHOLESALE AND EXPORT ONLY

POSTAL CARDS

L'Original Rg.
197 East St. Catherine Street
MONTREAL

No agencies or travellers.
Write direct to us.
Largest assortment of French Cards
from 50c. to \$7.50 a 100 always
in stock.

**Hair Cards, Birds, Birthday
Cards (French and English)
Good French Comics.**

Catalogue Ready

12 Famous BOILEAU Heads



In Color

To Retail at
Five Cents

The
Most Unique,
Attractive
and Salable
Set of
**POST
CARDS**
Ever
Published

Copyright 1907.

Reinthal and Newman, Publishers

Picture Novelties of Interest to Live Stationers and Art Dealers

106 WEST 29th STREET, NEW YORK.

Our Easter Assortments

\$1.00 Assortment

80 EASTER POST CARDS

NO TWO ALIKE

SELL 2 FOR 5c.

Sent anywhere in Canada, charges prepaid, for \$1.00. You get \$2.00 or them

\$2.00 Assortment

140 EASTER POST CARDS

116 SELL AT 2 FOR 5c.

24 SELL AT 5c.

100 DIFFERENT SUBJECTS

Sent anywhere in Canada, charges prepaid, for \$2.00. You get \$4.10 for them.

TERMS—Net Cash with Order, or if you are already a customer of ours, Net 30 days. Can ship order in 24 hours. Send in your orders early and get your share of the trade. Valentine Post Card trade was big. Easter trade promises to be bigger.

THE PUGH MFG. CO.

33 CHURCH STREET,

TORONTO, CANADA

LARGEST JOBBERS OF POST CARDS IN CANADA

Music and Musical Instruments

"CANNING," NOT "COPYING."

Interpretations of copyright laws frequently surprise the mere common sense layman. The Supreme Court of the United States has affirmed the decision of the lower tribunals that a composer or owner of copyright on his music has no protection against any one who chooses to reproduce it by means of perforated rolls or disks.

No one, of course, may, without his consent, sell his composition in sheet form, as the letter of the law protects him against "copies," but it was held by lower federal courts, and is now conclusively affirmed, that rolls or discs by which his music is reproduced are not "copies" of it, and therefore he has no protection against them!

MUSIC BUSINESS AT FORMER LEVEL.

The music business in both specialty and department stores has again reached its former level. Publishers are now bringing out the "hits" which they had been keeping for the busy season. Vocal and instrumental compositions are all seen in abundance.

The Jerome H. Remick & Co., New York, are again to the fore—Williams' and Van Alstyne's song, "I'm Afraid to Come in the Dark," is a comic song and is rapidly making a hit in Canada. "My Irish Fluffy Ruffles," introduced by Miss Blanche Ring in "The Gay White Way," is also prominent. Two instrumental pieces are "The Radium Dance," by Jean Schwartz and "The Festive Flea," by Milton W. Lusk.

One of the biggest hits which The Delmar Music Company, Montreal, have ever published is "In Dear Old Sweetheart Days," by Edward Michael and Allan Murray. This song is one of the latest publications and is already being sung by professionals in both the United States and Canada. Further, this song has one of the most attractive title pages seen on a popular song for some time.

Charles K. Harris, New York, has a good thing in "I'm starving for one sight of you." Both words and melody are very pretty.

"Plaيدا," instrumental tone poem by Robert A. Keiser, is published by Will Wood, New York.

"I'm Looking for the Man That Wrote the Merry Widow Waltz," by Selden and Furth, is published by Shapiro, music publisher. This song is very pleasing in parts.

Vandersloot Music Publishing Co., Williamsport, have two good instrumental compositions in "Walbrook Waltzes," by Marion Howard and "The Pacifier," by Harry Lincoln.

The great baseball song, "Brother Noah Gave Out Checks for Rain," by Arthur Longbrake, is making good, as is "In Dear Old Dixie Land," by Browning and Rounds. Both of these publications are published by Jos. Morris, Philadelphia.

"When Uncle Sammy Sings the Marseillaise," by

Jones and Wade is being sung with success by Henri Leoni in "The Parisian Model." This song is published by Jos. W. Stern & Co., New York, as is "A Waltz Dream," by Oscar Straus.

Hiland Music Publishers, Helf & Hagar Co., New York, have two good things in "When Its Moonlight, Mary Darling," "Neath the Old Grape Arbor Shade," by Costello and Helf and "My Marianina," by Jas. Brook, man.

F. B. Haviland & Co., New York, have an especially good number in "Monkey Land," by Drislane and Morse. "I Want to be a Merry, Merry Widow," by Madden and Morse, while not as yet introduced in Canada, is expected to sell well later on.

The York Music Co., New York, have two good pieces in "Smarty," by Jack Norworth and Albert von Tilzer and "Sweetheart," by Lamb and Tilzer.

COPYRIGHTS.

The Festive Flea. (Characteristic piece.) By M. W. Lusk. Jerome H. Remick & Company, Detroit, Michigan, U.S.A.

What the Doctor Recommends. (Song.) Words and music by Samuel Kismet. Harry H. Sparks, Toronto, Ont.

When We're Parted, My Love and I. (Song.) Words by A. E. West. Music by Wm. Shannon. Wm. Shannon, Montreal, Que.

Sahara. (Song.) Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Company, New York, N.Y., U.S.A.

There Never Was a Girl Like You. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Company, New York, N.Y., U.S.A.

Selection from the Musical play: "The Merry Widow." Music by Franz Lehár. Selected and Arranged by H. M. Higgs. Chappell and Company, Ltd., London, England.

Home. From the Musical Play: "The Merry Widow." Song. Words by Adrian Ross. Music by Franz Lehár. Arranged for the Piano by H. M. Higgs. Chappell and Company, Limited, London, England.

The Merry Widow March. By Franz Lehár. Arranged for the Piano by H. M. Higgs. Chappell and Company, Limited, London, England.

Prince Imperial. March Two-Step. By C. E. Duble. Vandersloot Music Publishing Company, Williamsport, Pennsylvania, U.S.A.

Walbrook Waltzes. By Marion Howard. Vandersloot Music Publishing Company, Williamsport, Pennsylvania, U.S.A.

In Dear Old Sweetheart Days. Song. Words by Edward Michael. Music by Allan Murray. The Delmar Music Company, Montreal, Que.

O Canada. A National Hymn. Melody by C. Lavallee. Arranged for Chorus by W. H. Neidlinger. French Text by the Honorable Judge Routhier; English Text by W. H. Neidlinger. Whaley, Royce & Company, Limited, Toronto, Ont.

Stone's Barn Dance. By F. S. Stone. (Music.) Jerome H. Remick & Company, Detroit, Michigan, U.S.A.



HOW TO GET REGULAR CUSTOMERS

is a problem which perhaps has long occupied your mind. That problem has been solved by the "BERLINER" Gramophone and the "VICTOR" Talking Machine. They bring business and keep customers. They get the people into your store in shoals. The people buy more than Gramophones and records. Every line you carry is made more profitable by handling the "BERLINER" and the "VICTOR."

Write for special booksellers information to any one of the following who is nearest to your locality:

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

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

POPULARITY OF NOVELISTS.

The Nottingham librarian, Mr. Potter Biscoe, has been testing the relative popularity of novelists with his readers. He and his staff classified the first 500 novels which they issued from their central library on the day it re-opened after the summer stock-taking. Works by 167 novelists were included in the 500 volumes which, when they were tabulated, showed a marked change in the relative popularity of writers of fiction as compared with a few years ago—so far as Nottingham (the town of lace, "lams," and goose fairs) is concerned. Mr. Rider Haggard was first, with twenty-five issues out of the whole 500, and after him came Miss Marie Corelli, with twenty. Sir Arthur Conan Doyle had fifteen, and there were fourteen issues of the writings of Mr. G. A. Henty and Mr. Joseph Hocking. Then came Mr. Charles Garvice, with thirteen issues, Miss Carey and Mr. Fergus Hume with eleven each, and Miss Bradon. Mr. Nat. Gould, and Mr. E. Phillips Oppenheim, with nine each. Mr. Le Queux was asked for eight times. Mr. Silas Hocking, Mrs. Hungerford and Miss Adeline Sergeant seven times, Miss Edna Lyall, Mrs. I. T. Meade and Miss Florence Warden six times, and Mrs. Alexander, Mr. Guy Boothby, Mr. Max Pemberton, "Rita," John Strange Winter, and "Curtis Yorke" five times.—Stationery Trades Journal.

A NEW CAMERA CLUB.

Arrangements are now under way to organize an amateur camera club in Winnipeg. Upon the formation of the club regular meetings will be held, at which lectures, demonstrations and exhibitions will be given. Much helpful information can be secured by amateurs, whether they be well advanced in the art or just beginners, by becoming members of such clubs, as they secure the best information obtainable at a minimum cost.



THE TELEPHONE

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

LONG DISTANCE TELEPHONE SERVICE

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

THE BELL TELEPHONE COMPANY OF CANADA

WESTERN ASSURANCE COMPANY.

Incorporated 1881

FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

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

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

THE METROPOLITAN BANK

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

We Solicit Your Account

GENERAL BANKING BUSINESS

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

SAVINGS DEPARTMENT

open at all branches.
Interest allowed on all deposits of one dollar and upwards.

British America Assurance Co., Ltd.

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

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Sir Henry M. Pallat, E. R. Wood.

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

CAPITAL \$1,400,000.00
ASSETS 2,162,753.85
LOSSES PAID SINCE ORGANIZATION, 20,833,820.00

BIGGER AND BETTER THAN EVER.

(Continued from Page 49.)

jardinières, umbrella stands in metal and spun brass ferneries.

A stand devoted entirely to inlaid wood goods attracts attention. Here are shown almost every conceivable article: clocks, picture frames, ink-stands, jewel boxes, trays, etc. The delicate workmanship shown commends them to the connoisseur.

Leather traveling sets, traveling bags and suit cases are a strong line. The fittings in some of these can be slipped out and form toilet stands for a lady's use. These are particularly designed for traveling purposes.

China takes up a great deal of space. There are the makes of many famous manufacturers. Traviata china is seen in the latest blue coloring; Sylvia china appears in a rich dark brown; Tapestry china contains striking new effects with ornamental beading; Variegated or rainbow china is a new make, seen last year in pottery only; Bisque china is handsome in its imitation of ivory.

Pottery in many fancy designs is also shown. Les Yoclines pottery is entirely new in brownish and reddish green.

Metal goods occupy great space. There are electrical fixtures in bronze statuary with silk shades and fringe, spun brass and copper goods in neck-sacks, smokers' sun-

pass from the leather into the paper. Through several repetitions of this process, the grease spots may be removed without changing the color or appearance of the leather. Another process consists in preparing a dough composed of one part cooked mashed potatoes and one part mustard flour, prepared with turpentine. This preparation is put on the grease spot and allowed to dry. When dry it is rubbed off and the spots are cleaned with a rag which has been dipped into wine vinegar; finally luke-warm water is used to wash out.

BUSINESS CONFIDENCE.

The surest way of a retailer securing the full share of his trade is to appear confident. One of the useful outward signs of this feeling, is judicious newspaper advertising. In this connection the L. E. Waterman Co. of Canada, Limited, Montreal, who firmly believe that in so-called times of depression standard goods are the readiest sellers, are offering additional aids for retailers' advertising.

One of their new electros, which is reproduced, will



THE

"Shrimp"

is a new "Ink Pencil," three inches long when closed,—suitable length for vest pocket or ladies' purse—finely made from red polished vulcanite. It is fitted with a platinum point and needle, and the needle is arranged on a silver yoke and gold spring. This prevents any possibility of leaking when upside down or in any other position.

It will last forever, fits any hand, and does away entirely with a lead pencil and its necessary sharpening.

FOR SALE BY

be gladly sent upon request; it exploits the "Shrimp," a new ink pencil.

For inside display purposes and for windows a very large display card is also being sent to dealers.

dries, candlesticks, etc., French bronzes on bronze bases, ferneries in brass, jardinières in solid brass, etc.

Armour for wall decorations, so much seen last year, is again shown. Automobile clocks, as illustrated, are novelties. Leather goods in great profusion, including the new Merry Widow ladies' bag, fill many stands.

These are but a few of the many articles shown. The trade will do well to arrange to inspect the display personally for only in that way can a proper estimate of the scope of the show be secured.

WHAT TO DO WHEN LEATHER GOODS ARE SOILED

Leather goods frequently get soiled from handling. Light colors are especially subject to such defects. Even the natural oil of the hands will sometimes cause discolorations on delicate shades.

Oil and grease spots can be removed by any of the fat dissolving liquids, such as benzine, ether, etc., but as they affect the color more or less, and are highly combustible, it is not always advisable to use them. The spots, if not very large, can be removed by laying on a fresh piece of blotting paper and then pressing with a hot iron. The heat dissolves the grease and causes it to

Ottawa reported the sale of valentines this year to be the largest in the history of the stationery trade. From observations, our correspondent says:

"The demand is growing for a higher class of goods, for the sentimental rather than the comical. Perhaps, the world is growing more charitable; at all events the comic valentine with its horrible exaggerations and wilful misrepresentations, is not nearly so much sought after as it was in the barbaric days of old. One stationer attributed the decline in popularity of the funny (?) valentine to the fact that comic post cards are sold the year round, thus destroying the effect of the valentine."

Scribner Picture Publications

SPRING OF 1908



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RIVALS

A Romance in Four Pictures

By

Harrison Fisher

Four of the Most Successful of
Mr. Fisher's Recent Drawings.

Four pictures in colors, 12 x 16 in., on mounts
19 x 24 in. Price per set, boxed, - - \$3.00



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ENGAGEMENT DAYS



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MY CHAUFFEUR

Alonzo Kimball "VIRGINIA"

Francis Day
"MY CHAUFFEUR"

Reproduced in colors, about 10 x 14 in.
Price, 50 Cents.



COPYRIGHT 1908 BY CHARLES SCRIBNER'S SONS

VIRGINIA



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RIVALS
By FRANCIS DAY

TWO POPULAR PICTURES
Grace G. Wiederseim
"BLOW"

Francis Day
"RIVALS"

Reproduced in Photogravure, 7 x 9 in.
Price, 25 Cents.



COPYRIGHT 1908 BY CHARLES SCRIBNER'S SONS

"BLOW"
By GRACE G. WIEDERSEIM

SOLE AGENTS FOR CANADA:

THE COPP, CLARK COMPANY, LIMITED

64 and 66 Front Street West, TORONTO

PAYSON'S INDELIBLE INK



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

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

IMPORT COSTS

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

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

Full Bound Leather, Limp.

Price, \$1.50.

A specimen sheet will be sent upon application.

**The Canadian Customs
Tariff of 1907**

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

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

Tariff changes, 1904, Dumping Clause, Extracts from Customs and Tariff Act.

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

Weights, Excise Duties, Ports of Entry, Outports, Preventive Stations, Wharfage Rates, etc.

Tables showing the Customs Value of Foreign Currencies, Sterling Money, Francs and German Marks reduced to dollars and cents.

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

F-Cap Bvo. Cloth.

Price, 50c.

Morton, Phillips & Co.

Publishers

115 Notre Dame St. West, MONTREAL

HOTEL DIRECTORY

WINDSOR HOTEL

HAMILTON, BERMUDA

This house is pleasantly and conveniently situated on the East side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNICOLL, Prop.

**TOWER HOTEL GEORGETOWN
DEMERRARA**

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.

**WOODSIDE BOARDING
HOUSE**

Corner of Main and Lamaha Streets
GEORGETOWN, DEMERRARA

Cool and airy Bedrooms. Excellent Cuisine. Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage Solicited. Managers, E. COYMAN.

VICTORIA LODGE

HAMILTON, BERMUDA

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

WINTER RESORT

QUEEN'S PARK HOTEL

PORT OF SPAIN, TRINIDAD, B.W.I.
JOHN McEWEN, Manager. For Rates, etc.
apply Trinidad Shipping and Trading Co.,
25 Broadway, New York.

THE GRAND UNION

The most popular hotel in
OTTAWA, Ont. JAMES K. FAIRLEY, Prop.

DOMINION HOUSE

W. H. DURHAM, Proprietor

RENFREW, ONTARIO

The most popular Hotel in the Ottawa Valley.

HALIFAX HOTEL

HALIFAX, N.S.

HOTEL IMPERIAL Large Sample Rooms

Steam Heated and Gas Lit
GEO. W. WEBSTER, Prop., Swift Current, Sask.

ACCOUNTANTS AND AUDITORS

JENKINS & HARDY
Assesses, Chartered Accountants, Estate and
Fire Insurance Agents, 115 Toronto St., Toronto.
40 Temple Building, Montreal.

The Topaz Pencil

As good as any at any price
Better than any at the same price.

H B-- H -- HH -- HHH -- B

— AND —

Indelible Copying.

Write for Samples to

Warwick Bros. & Rutter, Limited
Wholesale Stationers, TORONTO.

**THREE FREE
INSERTIONS**

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

**The Bookseller
and Stationer**

Toronto Montreal Winnipeg

BOY WANTED

ANY BOY in every town and village in Canada can earn many dollars by selling our publications among his neighbors and relatives and business men.



YOU can begin at once. No money needed to start. We will provide you with capital. A watch to the boy who does good work, as special prize.

Write at once to

THE MACLEAN PUBLISHING CO.
10 Front St. E., TORONTO



SPRING TRADE.

Wall paper sales are heavier in the spring than at any other season of the year. Are you going to get your share of the coming season's trade? You will not do so if some extra effort is not made on your part. The manufacturers have given the dealer a greater variety in designs and styles than ever before, and dealers should have very little difficulty in choosing lines to suit their particular trade. Most dealers have of course, already bought their stock, and they should now devise some plan whereby they can increase their sales.

Use space in your local paper for advertising. Be careful in the wording of your advertisement and make it as interesting to the reader as possible. The advertising columns of the newspapers of to-day are widely read, especially by the women folk, and it is the women that generally do the selecting and buying of wall paper.

Your advertising should be followed up by the issuing of a neatly printed circular and delivered to every home in the vicinity. Describe fully on the circular some of the lines you are carrying and quoting the price. This plan should bring results; but do not let your customers find you unprepared. Bring your wall paper into prominence in your store, and have the necessary space in which to show your goods to intending purchasers. For a time give your entire window to the display of wall paper, changing the styles frequently.

To be a successful salesman of wall paper, a man should know his stock thoroughly and the different styles suitable for certain conditions. In the January issue of Bookseller and Stationer, we gave an article on the rules for selecting wall paper. Dealers should read these rules again and freshen their memories, to be in a position to make suggestions to the customer, who very often appeals to your judgment. If you please them on one occasion, they will not forget it, but will come to you for future buying.

WALL PAPER TRANSFER.

Montreal capitalists organized as the Reg. N. Boxer Co., Limited, have bought the business of the Menzie Wall Paper Co., Limited, Toronto. It is their intention to improve the plant and extend the connection of the old concern. The new firm is already laying plans with this in view. The officers of the concern are as follows: Reg. N. Boxer, President and General Manager; F. C. Hanson, Vice-President; F. Melvin Hulbis, Secretary-Treasurer, and the remaining directors are S. S. Boxer and H. Watson.

R. N. Boxer, the general manager, has had a varied experience in the wall paper business and is well known in that trade. F. C. Hanson was formerly a traveler for the imported wall paper business of R. N. Boxer, while Mr. E. Melvin Hulbis was of the office staff of the Watson, Foster Co., Limited, wall paper manufacturers, Montreal. S. S. Boxer and H. Watson, pioneers in the wall

Haven't you found that when you get a customer to once use Staunton Wall Papers he is never satisfied to have you sell him any other?

Staunton's Limited

931 Yonge St.

Toronto

paper business are directors of the Watson Foster Co., Limited, Montreal.

When R. N. Boxer was asked if the new concern had any direct connection with the Watson, Foster Co., Limited, Montreal, he stated positively "Our relations with the Watson, Foster Co., Limited, will, we trust, be amicable, but not more so than with any other of the wall paper concerns. The policy of this concern will be entirely independent."

The Canadian wall paper industry is expanding rapidly and the new concern will carry on with increased energy the well established trade of the old Menzie concern.

The business of the Menzie Company was taken over by the Boxer Company on February 15, and the factory is now being operated by the new concern, which has no connection with the former owners. The head office will be located in Toronto, where the executive officers will reside. Downtown offices will be secured in the near future.

JOINT AGENTS FOR BLACKIE.

In the last issue of Bookseller and Stationer, the statement was made that the Copp, Clark Co., Toronto, were exclusive agents in Canada for the publications of Blackie & Sons, Glasgow. This was incorrect, as William Briggs is joint agent with the Copp, Clark Co. for these books, though the latter firm have the exclusive handling of certain titles, notably the boys' books by Captain F. S. Brereton. The trade will kindly note this correction.

Best Selling Books of the Month

Belleville.

1. Satan Sanderson. By H. E. Rives. McLeod.
2. The Weavers. By Sir Gilbert Parker. Copp.
3. Beth Norvell. By R. Parrish. Briggs.
4. The Daughter of Anderson Crow. By G. B. McCutcheon. Briggs.
5. The Red Year. By L. Tracy. McLeod.
6. The Romance of an Old-Fashioned Gentleman. By F. H. Smith. McLeod.

Calgary.

1. Rosalind at Red Gate. By M. Nicholson. McLeod.
2. Red Year. By Louis Tracy. McLeod.
3. Joseph Vance. By Wm. De Morgan. Frowde.
4. The Weavers. By Sir Gilbert Parker. Copp.
5. Three Weeks. By Elinor Glyn. Duffield.
6. The Ancient Law. By Ellen Glasgow. Musson.

Charlottetown.

1. Walled In. By E. S. Phelps. Harpers.
2. Daughter of Anderson Crow. By G. B. McCutcheon. Briggs.
3. The Weavers. By Sir Gilbert Parker. Copp.
4. Sherrod. By G. B. McCutcheon. Dodds.
5. The Iron Lord. By S. R. Crockett. Macmillan.

Hamilton.

1. The Shuttle. By F. H. Burnett. Copp.
2. The Weavers. By Sir Gilbert Parker. Copp.
3. Joseph Vance. By William De Morgan. Frowde.
4. The Red Year. By Louis Tracy. McLeod.
5. The Ancient Law. By Ellen Glasgow. Musson.
6. The Shepherd of the Hills. By H. B. Wright. McLeod.

Kingston.

1. Songs of a Sourdough. By R. W. Service. Briggs.
2. The Shuttle. By F. H. Burnett. Copp.
3. The Weavers. By Sir Gilbert Parker. Copp.
4. Bud. By N. Munro. Harpers.
5. Black Bag. By L. J. Vance. McLeod.
6. Lady of Decoration. By F. Little. Musson.

Moncton.

1. Three Weeks. By Elinor Glyn. Duffield.
2. The Weavers. By Sir Gilbert Parker. Copp.
3. The Shuttle. By F. H. Burnett. Copp.
4. Stopping Lady. By M. Hewlett. Briggs.
5. Alice-for-Short. By Wm. De Morgan. Frowde.
6. Fruit of the Tree. By E. Wharton. McLeod.

Montreal.

1. Three Weeks. By Elinor Glyn. Duffield.
2. The Ancient Law. By Ellen Glasgow. Musson.
3. Somehow Good. By Wm. De Morgan. Copp.
4. The Weavers. By Sir Gilbert Parker. Copp.
5. The Shuttle. By F. H. Burnett. Copp.
6. The Broken Road. By A. E. W. Mason. McLeod.

Ottawa.

1. The Shuttle. By F. H. Burnett. Copp.
2. The Red Year. By L. Tracy. McLeod.
3. Songs of a Sourdough. By R. W. Service. Briggs.

4. Light-Fingered Gentry. By D. G. Phillips. Briggs.
5. Are you a Bromide? By G. Burgess. Huebsch.
6. The Weavers. By Sir Gilbert Parker. Copp.

Peterboro.

1. Three Weeks. By Elinor Glyn. Duffield.
2. Rosalind at Red Gate. By M. Nicholson. McLeod.
3. The Shuttle. By F. H. Burnett. Copp.
4. The Weavers. By Sir Gilbert Parker. Copp.
5. Satan Sanderson. By H. E. Rives. McLeod.

Port Arthur.

1. The Weavers. By Sir Gilbert Parker. Copp.
2. The Shuttle. By F. H. Burnett. Copp.
3. The Dawn at Shanty Bay. By R. E. Knowles. Frowde.
4. Three Weeks. By Elinor Glyn. Duffield.
5. A Prophet in Babylon. By W. J. Dawson. Frowde.
6. The Spoilers. By R. Beach. Harpers.

Quebec.

1. The Shepherd of the Hills. By H. B. Wright.
2. The Halo. By Baroness Von Hutten. Briggs.
3. The Trampled Cross. By J. Hocking. Copp.
4. The Fruit of the Tree. By E. Wharton. McLeod.
5. Alice-for-Short. By Wm. De Morgan. Frowde.
6. The Brass Bowl. By L. J. Vance. McLeod.

St. Catharines.

1. The Weavers. By Sir Gilbert Parker. Copp.
2. The Shuttle. By F. H. Burnett. Copp.
3. Black Bag. By L. J. Vance. McLeod.
4. The Red Year. By L. Tracy. McLeod.
5. For Jacinta. By H. Bindloss. McLeod.
6. Younger Set. By R. W. Chambers. McLeod.

Toronto.

1. Three Weeks. By Elinor Glyn. Duffield.
2. The Red Year. By L. Tracy. McLeod.
3. The Shuttle. By F. H. Burnett. Copp.
4. Fruit of the Tree. By E. Wharton. McLeod.
5. The Weavers. By Sir Gilbert Parker. Copp.
6. Alice-for-Short. By Wm. De Morgan. Frowde.

Winnipeg.

1. The Weavers. By Sir Gilbert Parker. Copp.
2. Prophet in Babylon. By W. J. Dawson. Frowde.
3. The Shuttle. By F. H. Burnett. Copp.
4. Lady of Decoration. By F. Little. Musson.
5. Songs of a Sourdough. By R. W. Service. Briggs.
6. Satan Sanderson. By H. E. Rives. McLeod.

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Condensed or "Want" Advertisements

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

RATES.

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

Five cents additional each insertion where box number is desired.

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

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

AGENTS WANTED.

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

A WELL KNOWN ENGLISH FIRM OF Christmas and post card publishers require some smart salesmen for their Canadian Branch; only those actually engaged in this trade need trouble to apply. Confidential, care of BOOKSELLER AND STATIONER, Toronto, giving full particulars, experience, etc. (1f)

ARTICLES FOR SALE.

Don't keep any fixtures or goods around your store for which you have no farther use. They are worth more to-day than they will be a year hence. Don't keep money tied up which you could use to secure discounts from your wholesaler.

BOOKS FOR SALE.

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

BRAND NEW, 30 VOLUME CLOTH EDITION de Luxe set, World's Great Classics, cost \$75, will sell for \$40. J. E. Mason, care Thos. Wheatley, Sarnia. (2)

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

BOOKS IN FOREIGN LANGUAGES

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

BOOK PLATES (EX LIBRIS)

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

BOOKS WANTED.

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

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

DACK NUMBERS OF BOOKSELLER AND STATIONER published prior to 1906. Any parties possessing such and wishing to dispose of same are invited to correspond with the publishers, 10 Front St. East, Toronto.

BUSINESS CHANCE.

BRITISH COLUMBIA OR WESTERN BOOK- seller wishing to dispose of business, will do well to correspond with buyer giving particulars. Address Box 1116, San Diego, California. (4)

BUSINESSES FOR SALE.

Somewhere in Canada is a man who is looking for just such a proposition as you have to offer. Our "For Sale" department brings together buyer and seller, and enables them to do business although they may be thousands of miles apart.

A RETAIL BOOK BUSINESS WITH LARGE connection and doing a good trade in church and college books in one of the best cities in Canada; stock, about \$10,000; splendid opportunity for good bookman. Apply to Box 37, BOOKSELLER AND STATIONER, Toronto.

DIARIES

B. W. HUEBSCH, 150 NASSAU ST., N.Y., annual and perpetual year books; a popular diary. (12)

ITALIAN BOOKS

FRANCESCO TOCCI, 520 BROADWAY, New York. Italian books—Printer and Publisher; importer and manufacturer of accordions, guitars, mandolins, etc. (12)

INFORMATION WANTED.

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

KODAKS.

I CARRY THE LARGEST STOCK OF KODAKS and Photographic Supplies in British Columbia. Write for catalogue. Will Margen, the Kodak Specialist, Vancouver, B.C. (13)

MISCELLANEOUS

SALESMAN TO CARRY SIDE LINE OF postcards, calendars and novelty pictures; weighs less than 10 pounds, assures good returns; state references, territory and present connections. Reithal & Newman, 106 West 20th St., New York. (1)

PARTNERSHIP WANTED IN AN ESTAB- LISHED book, stationery or office supply business by young man with considerably experience; give some particulars re business and state amount of capital required. B. S., care BOOKSELLER AND STATIONER. (1)

ENGLISH AND UNITED STATES FIRMS desiring Canadian representation should communicate with the editor of BOOKSELLER AND STATIONER, Toronto.

THE PERRY PICTURES, EXTENSIVELY advertised. Millions sold. Very popular. Send 4 cents in stamps for illustrated catalogue and prices to the trade. Perry Pictures Co., Box 440, Malden, Mass. (12)

POST CARDS

BARGAINS IN COLORED SOUVENIR POST cards post free—100 Canada, 60c., 75c.; 100 combs, 35c.; 100 tinseled, \$1.00; 100 novelty, \$1.; 100 flowers, 60c., 75c.; \$1.; 100 foreign, 75c.; \$1.; 100 bathing girls, \$1.; 100 birthday, \$1. W. R. Adams, Toronto. (3)

SITUATIONS VACANT.

You want a manager or a clerk. Here is the place to let your wants be known to just the class of people you require.

THE EDITOR OF BOOKSELLER AND STATIONER wants correspondents in all the larger cities of the Dominion. Apply, stating qualifications, 10 Front St. East, Toronto.

SITUATION WANTED

WANTED—POSITION IN RETAIL BOOK, stationery and wallpaper business, Toronto or Hamilton, preferred. Eight years' experience. Box 80, BOOKSELLER AND STATIONER, Toronto.

SOLICITORS WANTED.

WANTED THROUGHOUT CANADA, bright, active canvassers for "Starvation Ho!" Splendid opportunity for introducing the only Western standard sized monthly magazine published in Canada. Write Manager, Circulation Department, Vancouver, B.C. (4)

BOOKSELLER & STATIONER OF CANADA

Published on the second Wednesday of every month.

The Maclean Publishing Co., Limited

President, John Bayne Maclean
Vice-President, W. L. Edmonds
Managing-Editor, W. A. Craik

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RECENT CANADIAN COPYRIGHTS.

Registered at Ottawa, during February, 1908.

Practical and Theoretical Geometry. Part III. By A. H. McDougall, B.A. (Book.) The Copp, Clark Company, Limited, Toronto, Ont.

A Canadian History for Boys and Girls. By Emily P. Weaver. Revised and enlarged with new series of illustrations. The Copp, Clark Company, Limited, and William Briggs, Toronto, Ont.

The Makers of Canada: Sir John A. Macdonald. By George R. Parkin. (Book.) Morang & Company, Limited, Toronto, Ont.

The Red Year. A story of the Indian Mutiny. By Louis Tracy. McLeod & Allen, Toronto, Ont.

The Canadian Parliamentary Guide and Work of General Reference for the Dominion of Canada, 1908. (Book.) Ernest John Chambers, Ottawa, Ont.

Craig's Importers Advance Tables on Franks, Marks, and Kronens. By John Craig. (Book.) John Craig, Montreal, Que.

Canadian Business Manual, January, 1908. (Booklet.) F. L. Davis, Montreal, Que.

Graphic Work Book, with Introduction. By R. A. Gray, B.A. The Copp, Clark Company Limited, Toronto, Ont.

Dictionnaire Historique des Canadiens et des Metis Francais de l'Ouest. Par le R. P. A. G. Morice, O.M.I. (Livre.) Rev. Pere A. G. Morice, O.M.I., Kamloops.

Les Memoires de Louis Cyr, l'Homme le Plus Fort du Monde. (Ouvrage litteraire.) Publie dans "La Presse." Montreal, Que. (Droit Temporaire d'Anteur.) A. Berthiaume, Montreal, Que.

The Sanctuary Lamp: or, Guide to the True Religion. (Booklet.) Elizabeth Delaney, Toronto, Ont.

The Halifax Financial Calendar 1908. (Book.) Norman Binmore, Montreal, Que.

The Vancouver—Victoria Financial Calendar, 1908. (Book.) Norman Binmore, Montreal, Que.

Photos and Pictures.

The Ski Club at Lake Manitou. (Photo.) Wm. Norman & Son, Montreal, Que.

A Little Boy Holding a Football Behind His Back. (Picture.) The Toronto Lithographing Company, Limited, Toronto, Ont.

This case Will Be Settled Out of Court. (Picture.) The Toronto Lithographing Company, Limited, Toronto, Ont.

Presbyterian Church, St. George. (Postal Card.) Frank Hurdall, Paris, Ont.

Picture of An Indian. The Toronto Lithographing Company, Limited, Toronto, Ont.

Ottawa, 1908. (Picture.) J. Lovell Wiseman, Montreal, Que.

Niagara Falls. (Photo.) Galbraith Photo Co., Toronto, Ont.

Music.

While the Village Bells Were Ringing Far Away. (Song.) Words and music by R. C. Steer. Harry H. Sparks, Toronto, Ont.

Vilia. (Song.) Music by Franz Lehar. Arranged for the piano by H. M. Higgs. Chappell and Company, Limited, London, England.

The Merry Widow. (Valse.) By Franz Lehar. Arranged by Leonard Williams. Edited by H. M. Higgs. Chappell and Company, Limited, London, England.

Prince Charming. (Ballet Petite.) By W. C. Powell. Jerome H. Remick & Company, Detroit, Michigan, U.S.A.

Vinita. (Intermezzo.) For piano. By Van Alstyne and Butler. Jerome H. Remick & Company, Detroit, Michigan, U.S.A.

Miscellaneous.

Leap Year. (Cut.) Ernest J. Clare, Toronto, Ont.

In Memoriam, Edward Hanlan. (Poem.) John W. Campbell, Toronto, Ont.

City of Hull. (Mappe.) Ernest Eugene Cinq-Mars, Hull, Que.

Map of the Town of Toronto Junction. Charles Herbert Macdonald, Toronto, Ont.

Portfolio of Alphabets, Designs, Layouts, etc., used in Conjunction with Manual of Instruction in Showcard Writing. P. Thompson Company, Toronto Ont.

Interim Copyrights.

Quebec and Lake St. John Railway map showing the location of leased and unleased fish and game territories. (Divided into squares one mile each, their vertical sides being north and south.) P. Jobidon, Quebec, Que.

Map of portion of New Westminster district and adjacent islands. The Vancouver Map and Blue Print Company, Vancouver, British Columbia.

Maxwell Smith's map showing the fruit growing districts of British Columbia. Maxwell Smith, Vancouver, British Columbia.

Ontario Reports Annotated. By Walter Edwin Lear. (Book.) Walter Edwin Lear, Brighton, Ont.

The Ionian Funeral March. Arranged by Henry Albert Stares, W.O. Bandmaster Ninety-First Regiment Canadian Highlanders. Henry Albert Stares, Hamilton, Ont.

Valse a ma Bien-Aimee. (Musique.) Lucien Vigroux, Montreal, Que.

Eastern League Schedule for 1908. (Book.) Edward Maek, Toronto, Ont.



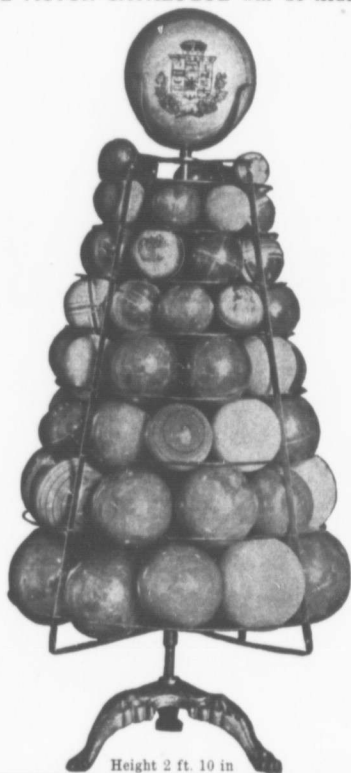
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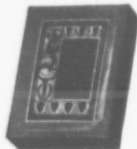
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