

# BOOKSELLER & STATIONER

and

## Canadian Newsdealer

Official Organ of the Canadian Book, Stationery and Publishing Trades Association.

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

MONTREAL, 232 McGill St.

TORONTO, 10 Front St. East.

WINNIPEG, 521 Union Bank Building.

LONDON, ENG., 22 Fleet St. E.C.

PUBLICATION OFFICE: TORONTO, DECEMBER, 1908.

### Here's a Good Proposition

You know as well as we do that those stationers and dealers who want to get real money returns from a well organized special department for

### CARBON PAPERS and RIBBONS

don't try to sell cheap and inferior goods. They get the best with a reputation behind them.

Over fifty-two years of successful experience has made the name of "Underwood" a positive selling force. You control our lines. Write us now about our profit-bearing proposition to agents. We want to tell you all about our special publicity campaign that's going to help get business for those dealers who handle our goods.

### JOHN UNDERWOOD & Co

90 Richmond St. East

NEW YORK

TORONTO

LONDON, ENG.

### Time's Getting Short

It's now or never on Christmas Goods

#### Sir Wilfrid Laurier Fountain Pen

The ideal Xmas Gift.

#### Christmas Books in French for old and young.

#### Religious Articles

May you enjoy a record Holiday Trade

PROMPT SHIPMENTS, and SATIS-  
FACTORY GOODS.

Catalogue of Religious Goods upon request.

#### LIBRAIRIE BEAUCHEMIN, LIMITED

Established 1842

Wholesale Booksellers and Stationers

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

# Just Ready "Woto" Bridge Sets



## WOTO BRIDGE SETS

No. 2—price, \$4.00 per dozen  
No. 4— " \$7.80 " "

Bridge Score  
Pads

Tally Cards

Seals

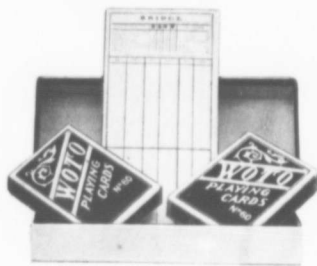
Counters

Chips

Tassels

and all kinds of Playing Cards.

The "Woto" bridge sets have been put up for the convenience and advantage of the retail dealer, even more so than for the card player. These sets are made in two sizes, No. 2 contains two packs of regular Woto cards and a woto bridge score pad and retails at **fifty** cents per set. No. 4 contains four packs of Woto cards and a Woto score pad and retails at **\$1.00** per set. These prices are the regular retail prices of the cards alone, so that the public have apparently all the advantage, but the trade make larger sales, give excellent value and make satisfactory profits.



A sample set mailed on request.

## Warwick Bros. & Rutter, Limited

Wholesale  
Manufacturing Stationers

Toronto

BOOKSELLER AND STATIONER



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

# A.W. FABER.

ESTABLISHED 1761.

## RUBBER WORKS

ELASTIC BANDS



ERASIVE RUBBER



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

41 - 47 DICKERSON STREET AND 68 - 88 HECKER STREET

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



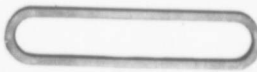
51



20



7080



50 X



5



83



7085

## FOUNTAIN PENS

Under your own imprint.

We are the largest manufacturers of FOUNTAIN PENS for special imprint orders, in AMERICA.

We manufacture only a high-grade article in Fountain Pens. Every line we make is notably of the finest workmanship and highest quality, and we guarantee absolutely every pen that leaves our factory.



Any reliable firm cannot be too particular about the kind of a Fountain Pen they place their own name or trade mark upon.

Before you contract for Fountain Pens under your own imprint for the coming holiday trade and for the year 1909, it will certainly pay you to call and see us or have us submit samples.

### SANFORD & BENNETT CO.

Manufacturers of Fountain, Stylographic and Gold Pens  
For Foreign and Domestic Trade

Patentees of the "Autopen" (Self Filler), the "Gravity Stylo Pen" and the "Commercial Fountain Pen"

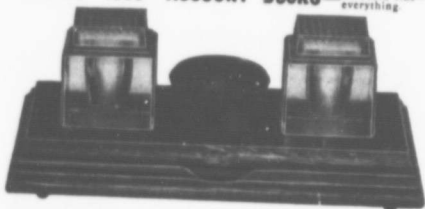
Jewelers' Court, 51-53 Maiden Lane, NEW YORK



BOOKSELLER AND STATIONER

## Stationery Stock Complete

DIARIES—1909—ACCOUNT BOOKS—Standard line—  
everything



**INKSTANDS**—Own make unsurpassed style or value.

**FOUNTAIN—STYLO or INK PENS**

Writs—Modern  
best made.



**DAVIDS'**—Writing, Carmine and  
Fountain Pen Inks.



O.K. Paper  
Fasteners—

New Modern—  
"B" Pen Clip.

**WASTE and DOCUMENT BASKETS**  
Complete Stationery House.

Everything required for sorting up stock.

**BROWN BROS.** Limited

Manufacturing Stationers

TORONTO

**WESTERN** Incorporated  
1881  
ASSURANCE  
COMPANY.

**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

**British America Assurance Company**

A. D. 1833

**FIRE & MARINE**

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President; W. R. Brock, Vice-President  
Robert Bickerdike, M. F., W. B. Meikle, E. W. Cox, Geo. A. Morrow,  
D. B. Hanna, Augustus Myers, John Hoskin, K.C., L.L.D.  
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.  
Sir Henry M. Pellatt, E. B. Wood.

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

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

**THE METROPOLITAN**

Capital Paid Up \$1,000,000.00 **BANK** Reserve Fund and  
Undivided Profits \$1,241,532.26

Every Department of Banking conducted with satisfac-  
tion and absolute security.

Accounts of Individuals, Firms and Corporations  
solicited.

**SAVINGS DEPARTMENT**

\$1.00 or more opens an account. Interest allowed from  
date of deposit and compounded FOUR times  
a year. No delay in withdrawal.

**DRY  
GOODS  
REVIEW**

10 Front St. East

TORONTO

**Would You Know**

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

Subscription, \$2.00 a year.

Sample copies, 25 cents.



## An Important Ruling Affecting All Manufacturers and Shippers

The Chairman of the Official Classification Committee on behalf of the Transportation Companies operating in Official Classification Territory, has issued the following ruling, which is of vital importance to every Manufacturer and Shipper.

RULE 3— Each package, bundle or piece of less than carload freight must be plainly marked by brush, stencil, pasted



**LABEL** or **TAG**

securely fastened showing the name of consignee and the name of the station, town or city and the State to which destined.

In view of the above ruling, Stationers and Printers will find it to the interest of their own profit account, as well as to the best interests of their trade, to sell the *best tags procurable*—Dennison's Standard Shipping Tags.

The Tag in its perfected form is due to the genius of Dennison. No other manufacturer *has made or can make* a Tag to compete with Dennison Tag Quality. The same applies to Labels, for the manufacture of Tags and Labels for the safe shipping of merchandise has been the business of our company for over half a century.

Our facilities for meeting all Tag and Label requirements are the *best in the world*. Dennison Tags and Labels are the World's Standard.

*For samples, information and prices address our nearest store. Or if located in any of the cities named below, our representative will call on request.*

### Dennison Manufacturing Company

*The Tag Makers*

BOSTON  
26 Franklin St.

NEW YORK  
Uptown Store, TWENTY-SEVENTH ST.,  
Between 8th Ave. and Broadway.

PHILADELPHIA  
1007 Chestnut St

CHICAGO  
23-25 Randolph St.

TORONTO  
333 Traders' Bank Bldg.

ST. LOUIS  
413 North 4th St.

# "I am Billiken"

"The-God-of-things-as-they-ought-to-be"



Reg. U. S. Patent Office Copyright, 1908  
By The Robertson's Guild,  
The Billiken Co., Old Colony Bldg., Chicago.  
Billiken Sales Co., 90 Center St., New York.

My believers are *everywhere*. I bring *luck*—chase away the *blues*—dissolve *frowns*—turn *winter* into *springtime*. You *have* to laugh when I *grin*. I make you *happier*—you *can't* smile and be *down-cast* all at *once*. I'm *all over* the land—*thousands* of men and of women believe in me. I do not *sell* myself—I only *visit*. When I *come* I stay a *hundred years*. Misfortune, grief, hard knocks, the house-*maid's* knee, dyspepsia, alimony and mothers-in-law *disappear* on my *arrival*.

I banish *care* with a *grin*—I turn *leaden skies* into bright *sunshine*. I sit upon a throne and rule the world of *better things*.

If you want *prosperity*, get *me* into your store—I'm the *twin-brother* to a *bank balance*. I do not *claim* magic power, but *everywhere*, *everyone* says I'm more potent than a rabbit's foot in the hind pocket of a seventh son of a seventh son.

I'm the sworn *enemy of grouches*. But if you don't want to see *me* grouchy, beware of mixing up with false Gods who try to *steal* my prestige. I am the *original* Luck Charmer, born a million yesterdays ago, and brought back to earth to *average* things up after last year's financial panic and this year's presidential muss.

The moment I enter your door, you're *vaccinated* against *bad accounts* and *dull days*. Your customers will take me *home* the moment I catch their eye, but you'd better write to me *at once* and arrange for my *coming*. My headquarters are in Chicago, at the Old Colony Building, and I am also to be found at 90 Center Street in New York. Write to me at once and learn all about me. Send for my portrait and my history.

ADDRESS ALL COMMUNICATIONS TO

The Billiken Co., 470 Old Colony Bldg.,  
Chicago, Ill.

OR

The Billiken Sales Co., 90 Center Street,  
New York City

# Two Specials



## Chancellor Fountain Pens

The Chancellor Self-filling Pen is one of the latest improved self-filling pens on the market. The regular list price in the United States of this pen is \$2.50 each.

The Chancellor Non-leakable Pen is made with a patent cap so that it may be carried point down or in any way desired without leaking and is always ready for use. United States price \$2.00 each. Fully guaranteed.

Our price for either line, \$6.00 per dozen.

Write for Samples.

### Warwick Bros. & Rutter, Limited

Wholesale  
Manufacturing Stationers

Toronto

## HIGGINS' OFFICE PASTE



A PURE, equalment, white paste, semi-fluid or midway between a fluid mucilage and a non-fluid or set-paste. It spreads with great ease and smoothness, catches quickly, dries readily, has great adhesive power, and does not wear the paper. Very popular for general office or home use. The brush-holding device (our own patent) forms an attractive method of holding the brush for display. In use, the brush is withdrawn, the inner disk or lining of the cap removed and the brush passed up vertically through the cap. In this position it can be

adjusted to any desired height with reference to contents, thus always insuring the proper quantity of paste on the brush. It is a splendid general paste, put up in a novel, practical and beautiful manner.

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.

## DAVID'S CELEBRATED INK

Unsurpassed for  
Quality and Value

Electro-Chemical  
BLUE BLACK  
FOUNTAIN PEN  
CARMINE

Manufactured by  
Thaddeus Davids Co.  
New York. Established 1825

## BROWN BROS.

Limited  
Canadian Agents, Toronto





**THE DAVIS  
SANITARY  
CIGAR REST**

*Patented in United States  
and Canada*

**Something New!**

An Indispensable Fixture for  
Every Smoker's Desk and  
Reading Table.

**A Combination Cigar Rest,  
Ash Tray, Paper Weight,  
and Ornament as well.**

This rest is meeting with large sales in the United States. Every office that buys a sample, fits out every desk with one of these rests. **A Splendid Christmas Gift.**

In preference to laying the lighted cigar on edge of desk, place the fire end in Cigar Rest, and there will be no cigar ashes on your desk, and your partly smoked cigar is not falling on the floor or being mixed up with papers, and can be found when wanted.

The cross-bars on the bottom of inner cup serve to remove the ashes when cigar is dropped into the rest, ashes falling into receptacle below. To empty receptacle remove inner cup. Finished in aluminum with nickel plated inner cup and decorated as shown in cut.

This novelty is the biggest little **ADVERTISER** manufactured. Also makes a nice gift. By mail, **25 cents**, 4 cents extra for postage. **WE SOLICIT THE TRADE.** Agents in touch with souvenir dealers should include this big seller.

MANUFACTURED BY

**UPTON, DAVIS & SAUNDERS**  
Office, 404 Third Street, MARQUETTE, MICH., U.S.A.

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



**Fine Leather Goods**



**DRESSING CASE**

**Writing Cases, Pocket Books, Hand Bags,  
Music Rolls, Cigar Cases,  
Photo Frames, etc.**

**Philadelphia, Pa., U.S.A.**  
New York Salesrooms, 683 and 685 Broadway



**FANCY  
CALENDAR PADS**

We were the first to place on the market a line of Fancy Calendar Pads, and because we made something good we built up a good trade in them.

Each year we have excelled the previous year's line. This year we have the best line on the market without any exception.

We will cheerfully send you a sample folder of these goods if you will write us about it.

THE  
**CHAS. H. ELLIOTT  
COMPANY**  
17th and Lehigh Avenue,  
No. PHILADELPHIA, PA.

**"Sports" Playing Cards**

The Best Value in the Market



Leaders in a second grade — Good Luck and St. Lawrence

**LACROSSE DESIGN**

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  
Coated Litho. and Book Papers**

FOR SAMPLES AND PRICES APPLY  
**CONSOLIDATED LITHOGRAPHING AND MANUFACTURING CO., LIMITED**  
Successors to The Union Card and Paper Company, Montreal



## 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

**Absolutely New!**



## Carter's Glue Pencil

An instant success wherever an adhesive is used. Prevents cockling and drawing and

**Mounts Prints Flat**

Carter's Glue is the strongest adhesive known and in Carter's Glue Pencil is

**Best for Mending Things**

**THE CARTER'S INK COMPANY**

BOSTON

NEW YORK

CHICAGO

MONTREAL

## Representative Wanted for Canada

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

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

## HOLIDAY LINES

We have a complete and well assorted stock of—

Fancy Goods  
Toys, Dolls  
Toy Books  
Drawing Slates  
Purses

Pipes, Pouches  
Knives  
Scissors  
Mouth Organs  
Combs

Hair Brushes  
Christmas Cards  
Calendars  
Christmas Post Cards  
Papeteries, etc., etc.

Sorting up orders will receive most careful attention

Order early and get best selection

**Smith, Davidson & Wright, Limited**

*Wholesale Stationery  
and Fancy Goods*

VANCOUVER, B.C.

BOOKSELLER AND STATIONER

MONTREAL  
HEADQUARTERS,  
136 St. James St.



The starting of the large Waterman's Ideal plant in St. Lambert marks the growth and development of an industry of personal interest to the entire trade. The new plant with the well-established organization assure the production of the most perfect and practical writing instrument the world has ever known as well as the broad, careful and prompt attention to the demands of the trade of all Canada.

# Waterman's Ideal Fountain Pen

(Made in St. Lambert, P.Q.)

## The New Plant

Concrete construction,  
light, airy, and ab-  
solutely fireproof.  
25,000 square feet  
floor space.  
Capacity over 400  
employees.  
300 horse-power  
electrical equipment  
Ink storage capac-  
ity 5,000 Gross.



NEW FACTORY AT ST. LAMBERT, QUE.

## The Greatest Fountain Pen Plant and Organization in the World

places at the disposal of the trade of Canada every part of the co-operation which we are prepared to extend for the furtherance of the sale of Waterman's Ideals. The Christmas advertising is enormous for this line which affords the cheapest good present that any one can give. Write for complete information to-day and get your share of the Christmas trade. Our complete new catalogues sent on request also Xmas issue of our house organ, the Pen Prophet. Replete with items of trade interest.

L. E. Waterman Company, Limited, 136 St. James St., Montreal, New York, London, Paris.



# 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.

TORONTO, CANADA, DECEMBER, 1908.

No. 12.

## Serious Situation for Creditors

Unregistered Securities Have Preference Over Other Debts—The Poole Case Once More.

If the decision of the Court of Appeal in the action of Mrs. J. R. Johnston vs. Osler Wade, a case arising out of the failure of the Poole Publishing Co., Limited, Toronto, of which Mr. Wade was assignee, is allowed to stand, it may seriously affect business credit, especially of joint stock companies. The circumstances connected with the suit are interesting. It appears the solicitors of the plaintiff devised a form of security known as a floating security, which in reality is as effective as a chattel mortgage and has many of the attributes of such a document. This particular form or charge does not need to be registered, in fact, may be absolutely secret and yet cannot be set aside.

When an assignment was made by the Poole Publishing Company, Mrs. Johnston claimed preference over other creditors because of this unregistered security or blanket mortgage, so to speak. They contended the legality of the security, but Mr. Justice MacMahon decided against them.

As this deprived the other creditors of a share in the Poole Publishing Company's estate, they appealed the judgment and carried it to the Court of Appeal.

The case was argued last March and has been under deliberation by the court ever since. Four of the judges of the Court of Appeal handed out judgments in the matter dismissing the creditors' appeal, Mr. Justice Garrow dissenting from the majority of the court. It is understood that the creditors will not take the matter to the Supreme Court, so that the law may now be regarded as settled on that point.

### Far-Reaching Effects.

This case is one of the most important and far-reaching in its effects that has come before the courts in recent years, and may unsettle for the time being commercial credits which are based largely upon the necessity for registration and consequent publicity in case of mortgages, transfers, etc., on goods and chattels.

Osler Wade, assignee of the Poole Co., states that if this decision is allowed to stand, and a precedent is thereby established in the case of joint stock companies, who may issue bonds to raise money, or effect a floating unregistered security, there is great danger. Mr. Wade says that he will take immediate steps in the interests of the mercantile world to bring the matter to the notice of the Attorney-General's Department, with the object of secur-

ing an amendment to the Bill of Sale and Chattel Mortgage Act, and requiring the registration of all documents of this character, or any charges or liens of the nature referred to.

The great danger lies in the fact that one creditor desiring to obtain security without the knowledge of other creditors can do so. Joint stock concerns could practically hypothecate their assets to any creditor without registration of the document, which is the only protection and safeguard that others have.

### A Silent Partner.

In the case of Mrs. Johnston, it is said she was practically a silent partner in the Poole Company. She periodically supplied them with capital and in return the company assigned all their assets to her. The amount of indebtedness fluctuated from time to time and when the concern went under she stepped in and said, "The whole belongs to me, it was my money that ran it."

Mr. A. F. Lobb, K.C., asked about the recent decision, said law was developed by a process of evolution and that new points were cropping up and defects being discovered, which were remedied from time to time. Legislation could not be framed too far in advance, otherwise it might be pernicious in character.

Some years ago it was enacted that all chattel mortgages, bills of sale, etc., should be registered. This looked like some protection for all creditors. In a year or two the Act was got around or side-stepped by a purchaser of goods or a borrower of money not giving a chattel mortgage as security, but merely signing an agreement to give such a mortgage when required. Of course, this agreement held good so far as the parties signing it were concerned, without registration, as it was not within the Act, but what about other creditors, men who sold goods to the storekeeper, who advanced money, etc.? The Act was then further amended for the safeguarding of all parties by requiring that any agreements to give a bill of sale or chattel mortgage should be registered.

What is wanted now is the insertion of such a clause in the statutes covering all cases of joint stock companies, their chattels, etc. It is likely that, as this point has been brought to light, the necessary legislation will be granted next session to make the securities valid in any and every case which may arise like that of Johnston vs. Wade. (Poole Publishing Co.)



Interior of Miss Goodeve's Store in Woodstock.

## One of Ontario's Largest Bookstores Owned by a Woman

How Miss Goodeve, of Woodstock, Ont., has Built up an Extensive Business  
— Some Methods Adopted by her in the Management of the Different Departments.

The largest book and stationery business in the province conducted by a woman is probably the Oxford Book Store in Woodstock, Ont. This establishment is owned and managed by Miss Agnes Goodeve. Miss Goodeve runs her business on somewhat original lines and has made a success of those departments to which she devotes special attention. Some years ago she learned the trade in Mitchell with R. O. Smith, now of Orillia. Coming to Woodstock, she entered into partnership with Mr. Smith, the firm name being R. O. Smith & Co. After his removal from the capital of Oxford to Orillia, the business was carried on under the name of the Oxford Book Store, A. Goodeve, proprietor.

### An Attractive Store.

Miss Goodeve likes the stationery business. She does not branch into any side lines, sticking exclusively to books, stationery, wall paper, room mouldings, pictures and picture framing. She makes a specialty of office stationery, handling a big stock of blank books.

The store is 100 feet deep and 20 feet wide, with a nice plate glass front and a representative stock amounting to \$10,000 to \$12,000 according to the period of the year.

She does not handle toys because she says there is no money in them. A few years ago she gave them up after a more or less unsatisfactory experience. She also considers the new end of the business a most unremunerative one from the financial end. By the time the papers are delivered and the wages of the boys paid, there is no profit in this department.

"Why do you not give it up?" was asked.

"Simply because people expect to get their reading matter in a book store, and, if the business was dropped some one else would take it up and we would lose all the connection of years. We have to deliver the majority of the papers and, in spite of the most rigid care, there is always some subscriber leaving town or some one is not good pay and you lose a dollar or two. There is the profit all gone. We are bound to have a few papers over now and then and, as they are not returnable, this is a further source of loss. I suppose all merchants have to carry unremunerative lines for the benefit of the public or by reason of long association and that is why we handle papers. As to the magazine trade, that is different. We do not have to deliver these periodicals and, as the most of them are returnable, there is a fair margin. We sell a great many monthly publications—about \$300 to \$350 every month—and the profit is fairly satisfactory. The only valid reason I can give for handling newspapers is that it brings other trade to the store. No! We do not sell postage stamps. The druggists have stamps and we refer all callers to them."

### Copyright Novels Sell Well.

"What lines of books do you find sells the best?" was the next question.

"Well! I should say that the copyright novels have a good demand in Woodstock. The people do considerable reading and we carry all the latest works of the popular authors. I find that a bookseller must have an acquaintance with the newest fiction and be able to tell callers something about the contents. To be in a position to do this helps in your sales as you are asked many questions.

Other customers will buy a novel on the reputation of the author, and some on the standing and character of the publishers, knowing that certain publishing houses never turn out a book that is not worth the price asked for it. There are a few who look at the pictures and the illustrations and purchase on the mere appearance of the volume, but not many. At Christmas time we have a large sale for gift books. The practice of presenting good books as holiday remembrances is increasing. If certain dealers do not make a profit in handling the latest fiction it is, I believe, largely their own fault. They buy too heavily and have several copies left and thus a'll the margin on the sales is counterbalanced by the dead stock. It is far better to buy only a few copies, even if you have to pay a little more than when you order in quantities. We keep a large line of children's books and books suitable for Sunday school libraries. We sell a great many to churches and Sunday schools when they are replenishing their libraries."

#### Picture Framing is Profitable.

The Oxford Book Store does not handle fancy goods only to a limited extent but it does make a strong feature of the art department. In picture framing many orders are executed for parties living in adjoining towns and even in the large cities. A most comprehensive stock is kept of mouldings and frames and a special department devoted to turning out all work promptly. A select stock is kept of panels engravings, water colors, pen and ink sketches, etchings, etc., the highest priced picture in the store, unframed, being \$15. In picture post cards there is a constant and steadily increasing demand for cards of the better sort. Local views have a good call and also pictures of scenery and reproduction of paintings. The so-called comic paste boards and caricatures are dying out and in time there is likely to be no demand for them.

#### Effective Window Dressing.

Miss Goodeve used to utilize considerable space in the local papers and found that she had not enough lines to specialize on. She thinks that a store having many departments in which something new may be placed before the public can use space in the press with good result but that it is difficult for a straight book and stationery store which does not handle fancy goods or toys to find anything of interest from staple lines to feature day by day. She is a strong advocate of effective window-dressing and specializes in this work. The window is trimmed every week and sometimes more frequently. Seasonable goods are placed therein. She does not allow any odds and ends of stock to accumulate. A bargain table is located at the right of entrance and on this are placed an assortment of things which it is deemed advisable to clear off. Miss Goodeve allows a local florist to utilize a small portion of her large store for display. The various plants and blooms add to the pleasing effect of the interior and gave a charm to the window and the goods arranged on the counters.

#### School Supplies By Contract.

Asked for her views on the proposal of the Government to supply school books free to the schools of Ontario Miss Goodeve said that it would make little or no difference to her trade. The Woodstock Board of Education each year invites tenders for all school supplies. The only sale in school books is that to the children from the rural seats of learning and this is not large. She says that the school supplies are furnished by the successful tenderer at a profit of only three per cent., and this is the reason that she does not tender, al-

though asked frequently to do so. She contends that there is no money in the contract at less than ten per cent. margin. By the time the expense of freight and handling is taken out, even at ten per cent., there would be little or nothing in the contract.

#### A Boquet for Bookseller.

"Yes," she continued, "I like Bookseller and Stationer and could not get along without it. I read every word that appears in its pages and obtain many pointers." Miss Goodeve is also a member of the Booksellers' and Stationers' Association and is strongly in sympathy with its work and objects. She believes in keeping close in touch with the trade and thinks there is no line of business that is better, cleaner or more honorable than the book-selling. Of course, like other businesses, it has its drawbacks and at times grows monotonous. "But where is the trade that has not some difficulties and disappointments?" she added. "Our sales are small and there is a good deal of detail but conditions, which effect other lines in times of depression and at certain particular seasons, do not apply to the stationer and on the whole we should overlook a few shortcomings."

In office supplies, blank books and commercial stationery she deals heavily and supplies many offices. In society stationery she finds that it is good business to keep a neat and artistic line of papeteries. "If you cater to a good class you will reap a nice return in this line," she said. In Christmas cards and greeting cards she finds a growing demand. The practice of sending little remembrances to friends is increasing so that there are many small lines in which the stationer may develop a nice trade outside of regular one. Souvenir goods are popular and have a ready sale.

#### Good Margin in Wall Paper.

The Oxford Book Store keeps open nightly in the fall and winter months until nine and ten o'clock, but in the summer time closes at eight o'clock. The Toronto evening papers are sold in the Woodstock stores.

The wallpaper end of the business is handled extensively and a splendid connection has been worked up. Miss Goodeve considers there is good money in mural



MISS A. GOODEVE  
A Successful Bookseller.

## BOOKSELLER AND STATIONER

decorations and carries her stock so that few, if any, remnants are on her hands.

She says that it is impossible in a place the size of Woodstock to do an entirely cash business and, that so far as her knowledge extends, there is only one store in the city, and that in the dry goods line, where there is positively no credit. Not very much is lost in the course of the year by the credit system, although the cash basis is better if it could be adopted.

"I suppose we could have a strictly cash business if we had started off that way years ago, but it seems too late now to make a change. There are certain families, who are in the habit of settling monthly and quarterly and have done so for years. There are also several business firms and factories who do the same and to inaugurate a new method now would seriously disturb arrangements of long standing and mutual conveniences," she concluded.



The Building.

### OWEN SOUND PRINTERS AND BOOKBINDERS GO IN FOR MAKING STATIONERY.

#### Richardson, Bond & Wright Occupy Commodious New Premises and Turn Out Stationery Lines.

It is to the credit of Owen Sound that that young Canadian city can boast of one of the few manufactories of stationery, outside Toronto. The firm of Richardson, Bond & Wright, though primarily printers and bookbinders are yet making themselves felt as manufacturers of stationery and blank books, etc.

This company was organized in July, 1907, buying out and combining two going printing concerns and a bindery. They have now the largest and best equipped establishment in their section of the province, occupying the whole of the splendid new building shown in the picture. The main floor, except 20 feet in front occupied by the business office, is raised four feet, giving a 14-foot ceiling for the pressroom in the basement. The composing room is back of the offices on the ground floor, while the bindery and stationery manufacturing departments occupy all the first floor. The photo gives some idea of the size of this room, which is 35x65 feet.

Among the more important lines touched by this concern are catalogues and general commercial printing, account book manufacturing, paper ruling and book-binding. Many printers in neighboring towns find it convenient to send to them for special ruling or binding.

J. A. Richardson, the manager, and A. Bond, in charge of the bindery, are both known among the trade in Toronto—both having had experience in that city. Mr. Wright, who has the oversight of the pressroom, is a pressman of experience. Within the last year—despite the hard times—business has largely increased, and with returning prosperity in other lines of business still greater expansion is sure to follow.

### AN EARLY CLOSING DIFFICULTY.

#### Lethbridge Stationers Are Compelled to Close Early While Druggist-Stationers Can Stay Open.

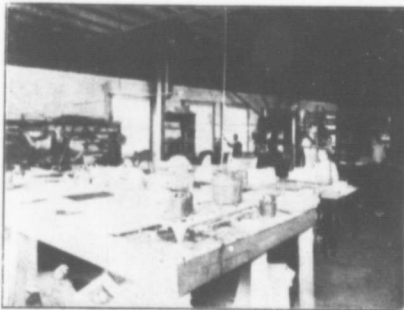
They are having trouble in Lethbridge over the early-closing by-law. Stationers are compelled by the terms of the by-law to close early, while druggists can stay open. The latter have been selling stationery and fancy goods in the evenings and naturally the stationers are indignant.

J. G. Robertson, one of the stationers of the city, took the matter before the Council, and asked for relief. Mr. Robertson said that he had signed the petition for an early closing by-law, believing that it would apply to all alike, druggists and stationers. He suggested that the druggists should be made to do the same as the Good Company did, namely, separate by means of a curtain their non-exempted department from the department they were allowed to keep open. He claimed that it was altogether unfair to himself and Mr. Sage, especially during December, which was a harvest month in the stationery and fancy goods business, that the druggist-stationers should be allowed to even expose or display goods in the stationery line after six o'clock while others, who also paid taxes and so forth, had to close up.

The Mayor explained how the Legislature cut druggists out of the jurisdiction of any early closing by-law the city might see fit to pass and how it had been declared ultra vires of even the Legislature to give the city power to dictate what goods should be sold once the door of any premises was open. The Good Company had put a curtain across their store on their own initiative entirely, not by order of the city.

Ald. Ives said that they had decided to make a test case of one of the druggists anyhow, and had already issued instructions to the police to prosecute if they found any druggist selling stationery after hours, although as a lawyer himself, he did not believe that they had any chance of winning out.

At length a motion was passed instructing the chief of police to investigate and if the charges warrant, to institute proceedings and bring matters to a head.



The Stationery Department.

## The Great Importance to Booksellers of Buying Goods Right

The Story of a Successful Young Bookseller—How Right Buying Lay at the Basis of His Success—He Watched his Customers and Suited his Stock to Their Requirements.

By James H. Collins in Saturday Evening Post.

Five years ago a young man, trained in a country general store, took hold of a tiny bookshop in a city of several hundred thousand people. Indeed, it was hardly a bookshop, but rather a circulating library operating in a hole-in-the-wall, scarcely known in its own neighborhood, much less to the book trade.

To-day that shop is a retail bookstore that dominates the business in its city, and has a reputation among publishers, jobbers and book-salesmen all over the country. The young man has built it up from nothing, partly through management and salesmanship, partly through audacity but chiefly through the ways in which he has bought stock.

Retail bookselling is assumed to be one of the decayed trades. Go ask the scholarly bookseller of the old school, whether his son is to continue the business, and the reply is, probably, "Not if he can get a job running a trolley car!" The budding poet finds a publisher who brings out his first slim volume of sonnets. Critics review it widely. But few copies are sold. The poet blames the publisher, the publisher blames the decayed retail book trade, the retail bookseller blames the department store, which sells popular novels at ninety-eight cents and lets serious works go hang. Conditions grow worse—apparently.

As a matter of fact, though, they were just as bad when this young man took hold of the little circulating library and moved it into a larger store down street where it could be seen and have room to grow.

### Did Not Read Much.

The retail bookseller of the old school was usually a well-read man, with bookish tastes. This young man was handicapped by poor sight, which prevented his reading very much. Instead of studying what was inside books, therefore, he studied the people who bought books, and likewise the people who sold them.

Down in the country general store he had learned that the chief handicap a small merchant in any line works under is that of being out of touch with the great merchandise centres—New York, Chicago, Philadelphia, St. Louis—where commodities are not only made and assembled wholesale, but may also be seen in the large stores, together with the best retail practice. Having now come up to an important, second-rate city he was in position to benefit by this close contact. To be sure, it was not a publishing centre. But publishers' salesmen stopped there to display samples at the hotels.

As a rule, his competitors waited for salesmen to come and drag them down to the sample-room, or waited for them to bring a few samples around to their stores.

"Here's a novel by a new author that we think will rank among the best sellers this winter," said the salesman.

"Never heard of it before," granted the competitor.

"Why, of course you haven't—it's a new book, and won't be published till next month."

"Well, when our customers ask for it we'll order a few copies," said the competitor, and so bought his stock

chiefly by mail, with delays, following on after demand as an accessory after the fact.

### Seeing the Salesmen.

But this young man made a point of getting down to see a salesman before the latter's trunks were up from the depot. He wanted to know the salesmen and wanted them to know him and be interested in him and his business. Coming from the country not so very long ago, part of this was just healthy, human curiosity about men who represented the thundering big houses down East. But there was a more practical motive—the better they knew him the better his credit. And there was still another motive, after that, even more practical.

As for customers, he watched them closely, served them, talked with them, gauged their tastes, and as nearly as possible, without running it into a wooden system, divided them into broad groups. There was the girl group that liked "Elsie stories," for example. There was a business group that wanted technical books. There was one group of women who read to be entertained, and another that belonged to women's clubs. These groups corresponded somewhat to the various chowder clubs and lodges in a politician's district; and just as a politician makes nominations with a view to getting out all the Hebrew or Irish vote, so this bookseller bought stock.

### The Handicap of Technical Knowledge.

The curse of the retail book business is said to be multiplicity of titles. The dealer who doesn't buy in a way that centres his stock on about one-fiftieth the different book publishers want to sell him would soon be swamped in dead stock. This season a dozen leading publishers bring out a hundred books on new subjects by unknown authors. One in the hundred makes a tremendous success. Next season every publisher has imitations of that best seller. If the bookdealer buys wrong he may miss the success and stock up with the imitations. Or the imitations may eat up his profits on the success, and much of his other business besides.

In buying, this young man used all his knowledge of his customers and all the information he could gather from salesmen, to determine what was going to be most successful the coming season, not over the country as a whole, but right there in his own shop. A new Nature-book was shown him one season, for example—the very first of that long list of Nature-books written to send people back to farm and suburban life. It looked good. A large proportion of his customers bought outdoor books, and the city's suburbs were being rapidly developed. So he centred on that work to the exclusion of many others of which he might have sold a half-dozen. He bought two hundred and fifty copies. Frequently the dealer who can sell that many copies will order them a dozen at a time, stringing his purchases over a whole winter. Not this young man. He bought two hundred and fifty in one order. Thus he got enough goods to make an impressive display. He also got something else as a result of his endeavors to interest salesmen in himself and show them that it was a marked

## BOOKSELLER AND STATIONER

advantage to have a new book brought out on such a scale, in a shop like his.

### Publishers Helped.

"See here, Watson," said he to the publisher's representative, "I'm putting a good deal of money and confidence behind this book, because I know my trade wants it. But you've got to do something for me. How much are your people willing to spend for special newspaper advertising of this book right in my town?"

The salesman didn't know—that lay with the house.

"Well, get your house on the wire and find out."

The upshot was a tidy little newspaper campaign in local papers the week the book was published. It cleared out his stock, and by the time competitors woke up and ordered a dozen copies he was selling another two hundred and fifty.

Practically all his buying was done on this plan. With new books he pushed a few titles. With "list" books that people buy year after year, such as dictionaries and cook-books, he centred stock in departments. One of the most profitable of these was devoted to Bibles and prayer-books, for he made that department a real fixture in the business

and has arranged the store in an up-to-date manner. He has introduced a novelty in the shape of folding display racks for the display of calendars and cards. These are attached to the shelving and fold back one on top of the other.

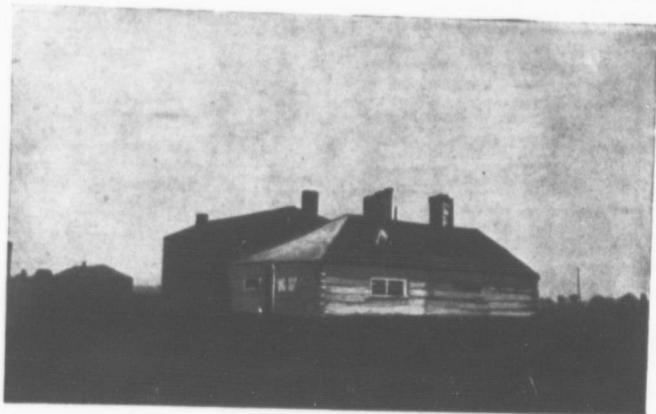
The T. Eaton Company, as usual, have heaps of books piled up in their book department, all placarded and priced. Booksellers might well follow their example in displaying prices clearly and arranging their books according to price.

One of the most attractive book marts in Toronto just now is the Booklovers' Library, on King Street West, where all the popular novels as well as fine editions and gift books are to be had.

Tyrrell's Book Shop is, as usual, the Mecca of the higher class book trade, and this year the stock in this handsome store is more choice and varied than ever. The calendar and art department is a popular section.

A good many improvements are being made in the smaller stationery stores throughout the city, which goes to prove that the stationery trade is enjoying a fair share of prosperity.

The Robert Simpson Co., Limited, Toronto, are making



Butler's Barracks, Niagara Common.

From "Story of Isaac Brock," by W. E. Nissey (Briggs.)

instead of an annex, kept full stocks, and stimulated it with timely devotional books. During five years this merchant's judgment has been so sound that he has raised to himself, out in the stockroom, only one solitary "monument." In bookselling a "monument" is a stock of copies of some work that was much easier to buy than to sell.

### TORONTO.

#### Brisk Holiday Trade Begins—What the Various Stores Are Doing—Some of the Special Displays Described.

Toronto, Dec. 5.—The Christmas trade is starting off well. Publishers have their hands full filling late orders and repeats and report heavy sales during the past month. Retailers have started their special displays and have taken on extra help to handle the rush.

Hert Durham, manager of the retail department of the Methodist Book Room, has overhauled the entire stock

their usual Christmas display in their book department. The new addition to their store, which has finally been completed, affords them an extra allotment of floor space amounting to about 225 square feet. This has been utilized for the display of calendars, Christmas cards, writing paper, picture books, novelties, etc., and several special lines of these goods are attractively exhibited. The other section is devoted exclusively to books of various kinds.

A bright, neat and strikingly attractive display of books, calendars and Christmas novelties is that of the W. A. Murray & Co., Toronto, which was produced under the skilful direction of the manager, Mr. Rutledge. All the recent works of fiction are grouped together. Artistic calendars of various colors and design heighten the effect. The basement has been utilized in addition to the regular floor space, and the inviting appearance of the display is calculated to attract the interest and attention of the casual buyer, as well as that of the regular booklover. A useful and practical feature in connection with the display is the bulletin hanging prominently over the department



## BOOKSELLER AND STATIONER

announcing the best sellers on one side and on the other those recommended to the buyer.

John P. McKenna has removed from 159 to 169 Yonge Street, a few doors below Queen Street. This is the second time Mr. McKenna has moved within a few years. During that time he has occupied three different stores on the same side of the street within a short distance of each other. The painters and decorators are still at work on the new premises, and things have not become quite settled yet. Further particulars will be given in next month's issue.

### OTTAWA.

#### Early Shopping Being Urged by the Booksellers—The New Books—Trade Agrees to Maintain Prices.

Ottawa, Nov. 30.—On every side one hears the slogan, "Shop early and avoid the crowds as well as securing better choice," and the booksellers are emphatically announcing it in their advertising. A jaunt around the

annuals at a slightly reduced figure, but on attention being called to the fact that these publications are universally sold at the one figure, the offer was promptly withdrawn. All work for all's good, and the book buyers are none the losers.

"The Bookstore," A. H. Jarvis, has issued invitations for a Christmas opening, with a view to acquainting the public with the large and selected stock carried.—G. E. M. H.

### ST. JOHN.

#### Trade Outlook in the Winter Port—Some Changes in the Trade—Flood Selling Out.

St. John, Dec. 3, 1908.—The dealers here are now busily engaged in preparing for the Christmas trade. Stocks of fancy goods and new books are being opened up and stores are being made as attractive as possible. While it is hoped that the business will be as good as in former years, there is a feeling that owing to the



View of Taking of Fort Niagara, U.S., 1813.

From "Story of Isaac Brock," by W. R. Nussey (Higgs.)

book stores on any day, but more especially on Saturday, reveals a busy, buying, viewing throng, of men, women and children, and if purchasing is delayed until the last few hours before Xmas Eve, someone will surely be disappointed.

Notepapers and papereries form appreciative gifts, and Ottawa book shops are displaying some very dainty packages.

The popular books of the month remain about the same as last month. "Lewis Rand" has taken a jump in sales, and "The Little Brown Jug of Kildare" is being recommended and enjoyed. Crockett's new book, "The Princess Penniless," is now offered. "The Flag" has had a good sale at all sources in Ottawa.

The usual Christmas gift books, de luxe editions of favorite standard writings, and the annuals, are prominently placed in all the shops.

Ottawa booksellers believe in maintaining any prices mutually agreed upon. One store, it is understood, offered

financial depression of the past year the people will not be spending as much on fancy goods this season, but that sales will be more in the line of necessities. With the advent of colder weather and longer evenings there has been an increase in the demand for books and magazines. Picture post cards seem to be as much sought after as ever.

John P. McIntyre has purchased the news depot and cigar store formerly conducted by P. Curtis Boesvert, at 74 Main Street. Mr. Boesvert has started a similar store on Mill Street.

Reid Bros., dealers in wall paper and art goods, following their practice in other years have opened a toy department in their store for the Christmas trade.

The Flood's Company is selling off its stock of stationery, art goods and crockery, etc., at reduced prices, preparatory to going out of business on the first of May next.—W.E.H.

## Editorial Chronicle and Comment

### BEST WISHES FOR CHRISTMAS.

The publishers of *The Bookseller and Stationer* take this opportunity of wishing all their readers throughout Canada, as well as in Great Britain and the United States, a very prosperous holiday season. Between now and Christmas comes the bookseller's harvest—the period during which the greatest volume of business is transacted in his store. It is the time of year for which he has labored and planned for many months, and in wishing him success during the next week or two we are bearing this fact in mind.

We, on our part, have striven to make our paper as useful as possible to the trade, and if we have failed in any particular it has not been for lack of willingness to serve the best interests of all concerned. We think the *Bookseller and Stationer* has been more valuable to the trade in 1908 than ever before. We are striving to improve it each year, and already we are looking forward to the new year with an eager desire to get into the new year's work.

### SCHOOL BOOKS IN TORONTO.

The annual report of the Board of Education of the City of Toronto was issued in November. Here are some interesting facts and figures gleaned from it, showing what it costs Toronto under the present system to supply the scholars with text-books and supplies:

Text-books alone cost Toronto 12 cents per pupil in one year. Text-books plus supplies cost 38 cents per pupil.

The text-books issued in 1907 cost \$4,157, but \$152 of this was returned for books sold.

Supplies cost \$7,691, but \$306 was returned for supplies sold.

The Medical Health Officer confiscated 258 text-books, which had been in the possession of pupils having contagious diseases in their homes.

Text-books thrown away as useless, and replaced by new ones, numbered 10,209. Returned to the schools to be used for another term, 388, and rebound, 1,533.

### A CURIOUS EXPERIMENT.

When George Von Utassy, now high up in the Hearst organization, was connected with Harper & Bros., says *Printers' Ink*, he had a theory which ran counter to all the cherished traditions of the book publishing business. It was generally supposed that immense value attached to the notices of new books which the newspapers so freely give in their literary columns to any publisher who sends them complimentary copies.

Mr. Von Utassy was skeptical about the value of these reviews. He did not believe they had much to do with making or marring the success of a book. So in one of the bunches of notices sent to literary editors was a highly laudatory description of an entirely fictitious book. Not only had it never been published, but it was not even contemplated.

The notice appeared in hundreds of papers throughout the country. The Harper house never heard an echo from all this publicity. There never was an inquiry for the book from booksellers or from individuals.

It seems a fair conclusion that publicity to be valuable to the advertiser must contain the direct invitation to buy. There is no way to get business except to ask for it. A mere statement of merit is in itself not enough. The suggestion of purchase must be there—and be there strong.

### WHERE THE ASSOCIATION HELPS.

It is not an uncommon occurrence to hear members of the trade seoff at the association idea and maintain that trade organizations are no good. They seem to take a delight in standing aside and belittling anything that is done or attempted. Of course, in many cases, the antagonism shown, is the result of ignorance, but very frequently it is due to narrowness of vision.

In this month's issue we record a little incident in association life which should set every right-thinking bookseller considering his relation to the Canadian association. There was trouble at Sault Ste. Marie. The regular trade was being handicapped by the laxity of customs officials. Now it is quite possible that the parties affected might have taken up their grievance with the authorities at Ottawa direct. Perhaps they did. But that is neither here nor there. The important fact is that the Canadian Book, Stationery and Publishing Trades' Association took it up and with the weight of the entire trade behind them undoubtedly made far more impression on the Ottawa people, than any single individual could have done. That is precisely where an association does good and that is precisely the reason why the trade should support an association.

An appeal for increased membership in 1909 will be made this month. The entire trade of Canada will receive printed information about the association, with application blanks for membership. In view of what the association might do if it only had the financial support of the great bulk of the trade, every bookseller and stationer should give the appeal most serious consideration. It will be the part of ingratitude for any dealer to allow the association to work for him without remuneration of any kind.

BOOKSELLER AND STATIONER



"Here's wishing you a record-breaking Christmas  
and a rubber-tired New Year."  
—THE MAXIMS of PUNBAD

## Christmas Greetings



HOSE of our customers who came through the year with their prospects of prosperity amply fulfilled we wish for them a continuance of the same; to those whose fortune was not what it might have been we sincerely hope and trust that the New Year will give to them all that they might have wished for in the past.

W. J. GAGE & CO., Limited

Manufacturing Stationers

82 to 94 SPADINA AVENUE

T O R O N T O



# The Jewelled Ball

By Flora Bigelow Guest

(The Hon. Mrs. Lionel Guest)

Handsome Cover Design—

## A Good Christmas Book

"Brimsful of interest from beginning to end."

—*Montreal Star.*

Published price - \$1.25

New Edition of Queen Victoria's Letters

Now Ready. 3 Vols. 6 Shillings Net.

Send for a copy of our catalogue—

**The Cambridge Corporation**  
Limited

**MONTREAL**

Branches— TORONTO WINNIPEG QUEBEC

# M-A-P-S

Messrs. George Philip & Sons' "Comparative Series of Large School Room Maps" are considered by geographical experts throughout the world to be the leading School Room Projections. Send for the convincing proof, our descriptive and illustrated circular, and reduced facsimile.

Our new and complete illustrated catalogue of Geographical Publications is a work of art. Containing Globes, Model Test Maps, Map Building Sheets, Picture Map of the World, Memory Map, Atlases, Diagrams, Planispheres, Tellurians, etc.

WRITE TO-DAY FOR A COPY

**Renouf Publishing Co.**

Canadian Agents

61 Union Ave., MONTREAL, P.Q.

A  
MEMO  
TO

## Book Collectors

THE Publishers' Circular and Booksellers' Record contains every week several thousands of 'Books Wanted' and 'For Sale.'

It is the recognized medium in England for anything in the book line.

Specimen copy free on application to

Manager,

Publishers' Circular, Ltd.,

19 Adam St., Adelphi,  
Strand, London, Eng.



## RUSH ORDERS

so far as possible, get the same careful attention from us in the selection and packing as the regular sales. Don't hesitate to order if you find at the last minute you need something to complete your stock. We have it, and you will get it on time if it can be done.

**Dolls, Toys, Games  
Novelties and  
Seasonable Fancy Goods**

EVERYTHING TO CLEAR AT DEEP-CUT PRICES

The early bird often catches the worm—but it's the late-comer who certainly gets the advantage in this case.

TELEPHONE TELEGRAPH WRITE

**The SUTCLIFFE-EDMISON CO., Ltd.**  
76 YORK STREET TORONTO, CANADA

# Latest News of the Month in the Publishing World

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

There is little change in the list of best sellers for November. "Holy Orders" still maintains its position at the top, and "Diana Mallory," "Peter" and Trail of the Lonesome Pine" still occupy strong positions. The new-comers are "The Riverman" and "The Web of Time." It is gratifying in this connection to note the appearance among the best sellers of a book by a Canadian author.

Another notable feature this month in the reports from the trade is the comparatively small number of titles, which appear in the various lists. Usually about 50 titles are referred to. This month only 30 figure in the best selling lists.

## Canada.

1. Holy Orders. By Marie Corelli.
2. Diana Mallory. By Mrs. Ward.
3. Trail of Lonesome Pine. By John Fox, jr.
4. Peter. By F. H. Smith.
5. Riverman. By S. E. White.
6. Web of Time. By R. E. Knowles.

## Notes From the Publishers.

In the department of juveniles the series of "Peeps at Many Lands," published by the Maemillan Co., is taking on well. Several new titles have recently been added.

Henry Frowde has an edition of the "Letters of Queen Victoria" for the Canadian market. This is the new and cheaper edition. He will sell it in leather binding only at \$5 the set.

William Briggs has published an edition of "Interplay," by Beatrice Harraden, which critics concede to be quite the equal of her first success, "Ships That Pass in the Night."

The latest fiction publications of the Copp, Clark Co. are "Kineaid's Battery," by George W. Cable, and "Salthaven," by W. W. Jacobs. This completes their list of autumn books.

The Maemillan Co., of Canada, find that "The Gentleman," by Alfred Olivant, is their best seller. "Cousin Cinderella," by Mrs. Cotes, is also selling well on account of its Canadian interest.

McLeod & Allen have published recently "The Silver Butterfly," by Mrs. Wilson Woodrow, with illustrations in color by Howard Chandler Christy, that are among his most charming productions.

J. M. Poole, Toronto, has published "The Harvest of Moloch," by Mrs. J. K. Lawson. This book was originally announced by the Musson Book Co., but was sold to Mr. Poole, while on the press.

William Briggs has placed on the market the cloth edition of "Queen Victoria's Letters." This edition is bound in red and consists of three volumes which sell at the remarkably low price of \$1.50.

"On Christmas Day in the Morning" is the title of a pretty Christmas booklet by Grace S. Richmond, which William Briggs publishes. It is beautifully illustrated in colors with full-page decorations. (50 cts.)

"Alaska," by Ella Higginson, is an important contribution to our knowledge of that great and little-known territory. The book is well illustrated with photographs taken from real life and is published by the Maemillan Co.

McLeod & Allen have published the "Maple Leaf Amateur Reciter," a book of choice dialogues for parlor, school and exhibition, for which they expect to have a big demand. It is published in paper covers, with an appropriate maple leaf design.

William Briggs' best sellers are "Holy Orders," by Marie Corelli, and "Lewis Rand," by Mary Johnston, which are having a splendid sale. In the Canadian department "Sowing Seeds in Danny," and "Songs of a Sourdough" are the leaders.

The Westminster Co. have recently issued a Canadian edition of the life of Ian MacLaren, by W. Robertson Nicholl. The author of "Beside the Bonnie Briar Bush" has many ardent admirers in Canada, who will welcome this last tribute to his memory.

"Blind Jim" will be the title of the new De Morgan book to be published in Canada by Henry Frowde some time about the beginning of the year. They will also bring out about the same time "Simple Septimus," by W. J. Loeke, author of "The Beloved Vagabond."

The Musson Book Co. have added to their list of fiction "The Altar Stairs," by G. B. Lancaster, "Princess Penniless," by S. R. Crockett, "The Conventionalists," by Robert Hugh Benson, and "The Master of Life," by W. D. Lightall. These titles are all on the market.

## PROFITABLE ANNUALS.

The trade should not lose sight of the fact that those excellent annuals, "The Boys Own Paper" and "The Girls Own Paper," published in Canada by Warwick Bros. & Rutter, are absolutely protected in price by means of special contract. The advantage to the trade in this arrangement is not hard to see. Each dealer handling The Boys Own and Girls Own knows that he is getting a fair profit for each copy he sells, and no one can undersell them. This beneficial arrangement coupled with the literary excellence of these annuals makes them an excellent proposition for the trade to handle. As the supply of these volumes is limited booksellers would do well to see that their stocks are complete.



Two Favorite Annuals — Warwick Bros. & Rutter.

## A Page About Books by Canadian Authors

### Some New Publications

It is understood that the new De Luxe edition of Ralph Connor's books being published by the Fleming H. Revell Co. will not be handled in Canada.

Miss L. M. Montgomery, author of "Anne of Green Gables" has written a sequel to this book, entitled "Anne at Avonlea," which will be published next year.

John Boyd, one of the eminent living Canadian journalists, has republished in book form his two notable poems, "The Fight of the Atlante" and "The Quebec Battlefields."

Mrs. Simpson Hayes, of Victoria, B.C., has published an illustrated booklet, entitled, "The Legend of the West," containing an old Indian story. The illustrations are by Miss Lillian J. Clark, of Victoria.

A valuable "Check List of the Fish of Ontario," by C. W. Nash, has been issued by the King's Printer at the order of the Legislative Assembly of Ontario. The book



L. M. MONTGOMERY  
Author of "Anne of Green Gables."

contains a series of plates, showing the principal fish of the Province.

The life of the late James Robertson, Superintendent of Presbyterian Missions in Western Canada, by Ralph Connor (Dr. C. W. Gordon) is announced for publication early in December by the Westminster Co., in Canada, and the Fleming H. Revell Co., in the United States.

A little book on life in Western Canada has been published by Elliot Stock, London, entitled "Canadian Life as I Found It: Four Years' Homesteading in the Northwest Territories," by "Homesteader." The little volume consists of a series of letters and is listed at 1s 6d net.

William Briggs has at length published "Myths and Facts of the American Revolution," a book which has been eagerly awaited by many curious people. That it will create a stir is quite probable, as it explodes many

pet ideas held on the other side of the line about the Revolutionary War.

English readers are to be treated to that charming Canadian story, "Sowing Seeds in Danny," but according to the Publisher's Circular, it will not be issued in England with the same title. The English edition will appear as "Danny and the Pink Lady," and Hodder & Stoughton will publish it.

"The Master of Life," by W. D. Lighthall, of Montreal, is now out with the imprint of the Musson Book Co. The publication is purely Canadian, from the story itself to the paper on which it is printed. There are several illustrations in tint by J. S. Gordon. The use of wide margins has added to the effect materially.

The Macmillan Co., of Canada, have published a new bible-study book by Miss Knox, Principal of Havergal College, Toronto, entitled "The Acts of the Apostles." The work follows the course laid down for study in 1909 by the International Sunday School Union. The book contains 400 pages and sells for 70 cents.

Harry Britain, an English journalist, who visited Canada last summer, has embodied his experiences in a small illustrated volume of 157 pages, entitled "Canada. There and Back." The book is dedicated to Lord Strathcona. Mr. Britain is now organizing a great inter-empire convention of newspaper men to be held in London next May.

"Farm Weeds of Canada," by Mr. George A. Clark, Dominion Seed Commissioner, and Dr. James Fletcher, Botanist to the Dominion Experimental Farms, is the title of an instructive and valuable work issued by the Department of Agriculture, and intended for free distribution as a reference book in farm homes and rural school libraries.

F. C. Wade, K.C., has collected his recent letters to the press on the subject of "The Canadian Flag on Our Schools," and has published them in a neat pamphlet. The immediate occasion for Mr. Wade's letters was an order-in-council of the British Columbia Government forbidding the use of the Canadian flag on the Public Schools.

The authorities of Laval University have issued a catalogue of the paintings in the gallery of the University. The superb collection has never been sufficiently known. It has been a closed book, as it were, while it is in fact the only large collection of any real value on the North American continent. To some hundred or so of the pictures notes have been added from the pen of Mr. L. A. M. Lovekin. The book has been printed by L'Evenement Printing Co., Montreal.

The full title of Arnold Haultain's book on golf is as follows: "The mystery of golf: a brief account of games in general, their origin antiquity, and rampance; and of the game yeilded golfe in particular, its uniqueness, its curiousness; and its difficultie, its anatomical, philosophical, and moral properties; together with diverse conceipts on other matters to it appertaining." This unique volume has been published by Houghton, Mifflin & Co., Boston. The edition is limited to 450 copies and the price is \$5 per copy.

R. Henry Mainer, author of "Nancy McVeigh, of the Monk Road" (Toronto: William Briggs. Cloth \$1.00)

## For Good Sellers for Christmas Write Briggs

Don't Forget to Look Over Your Stock of  
**Songs of a Sourdough**

By R. W. Service.

Regular Edition, \$1.00 net. Edition de  
 luxe, beautifully bound  
 and illustrated, Cloth,  
 \$1.50 net. Full leather,  
 \$2.00 net.

This is the greatest book of  
 verse ever issued in Canada.  
 The illustrated edition makes a  
 great Christmas book.

Code word for this great  
 book is "Sourdough."

People who Love Travel and  
 Adventure are calling for

**Across the Sub-Arctic  
 of Canada**

By J. W. Tyrrell, C.E.

Cloth, \$2.00 net.

Every bookseller ought to have  
 a number of copies of this book on  
 his counters.

**Levis Rand**

By Mary Johnston.

Cloth, illustrated in  
 colors, \$1.50.

**Selected Poems of  
 William Wye Smith**

Cloth, with frontis-  
 piece, \$1.00.

**Acadian Lays and  
 Other Verse**

By William Inglis Morse.

Cloth, \$1.00 net.

Do not Forget the Beautiful Gift Lines such as  
**The Children's Longfellow**

Lavishly illustrated in colors. Large  
 quarto, \$2.00.

Dr. Drummond's Books are  
 selling better than ever.  
 The last published work makes  
 a good holiday book.

**The Great Fight**  
 Poems and Sketches.

Illustrated by Frederick  
 Simpson Cabera

Cloth, \$1.25 net.

Photogravure edition with  
 illustrations in photogravure, quarter  
 calf, gilt top, in a box, \$2.50 net.

We have in stock all the  
 works of Dr. Drummond,  
 including "The Habitant,"  
 "The Voyageur" and  
 "Johnnie Courteau."

**The Castle of Grumpy  
 Grouch**

By Mary Dickerson Donahy

Cloth, \$1.25 net.

**Bachelor Belles**

By Harrison Fisher.

24 illustrations in  
 colors.

Decorated, \$3.00  
 boxed.

**The Leaven of Love**

By Clara Louise Burnham.

Cloth, \$1.25.

Stock heavily on  
**The Two Best  
 Christmas Books**

**Christmas Day in the  
 Morning**

By Mrs. Grace S. Richmond.

Illustrated, net, 50c.

This is a simple little tale of a Christmas morn-  
 ing surprise—but which leaves a lump of honest  
 emotion in the reader's throat, for it goes to the  
 very root of human affection.

One bookseller in writing of this book said: "I  
 read it last night, and dreamed of home and Chris-  
 tmas and to-day I have a longing in my heart to go  
 home and spend Christmas with my mother in  
 Ireland."

**Sowing Seeds in Danny**

By Nellie L. McClung.

Cloth, with frontispiece, \$1.00.  
 Limp leather, \$1.50.

This is the sweetest book of the year. The  
 orders are pouring in and we find difficulty in  
 meeting the heavy demand. This book will be  
 one of the heaviest sellers this Christmas. If your  
 stock is low now, or if you have not yet stocked  
 up, wire us using the following code:

For Christmas Day in the Morning, code words  
 "Christmas Day."  
 For Sowing Seeds in Danny, code word  
 "Danny."

We Have Everything in Holiday Books

**WILLIAM BRIGGS**

Publisher, . . . 29-33 Richmond St. West, . . . Toronto

possesses the gift of literary expression. He has succeeded in making a delightful book out of the simplest materials. Nancy McVeigh, an old woman with a great soul, works out her destiny amid sordid surroundings. Yet with such fidelity and sympathy has the author told the tale of her life that it is lifted, as with the touch of genius, out of the commonplace into the realm of noble heroism.

As has been mentioned several times in this department the author of that charming book, "Anne of Green Gables," Miss L. M. Montgomery, is a Prince Edward Island lady. This time a portrait of the young lady is shown. Everyone who has read "Anne of Green Gables" has wanted to introduce her to one of his friends, thus starting an endless chain of readers. A brilliant example of this is Mark Twain, America's greatest humorist, who in a letter to Francis Wilson, America's greatest comedian, writes: "In 'Anne of Green Gables' you will find the dearest and most moving and delightful child since the immortal Alice."

The long-announced history of Kingston, by Agnes Maule Machar, was published by the Musson Book Company the end of November. It is a well-printed volume of 292 pages, containing several full page illustrations. As a contribution to the early history of the country, it is an important publication, for Kingston has played a prominent part in the life of Canada. Miss Machar has done her work thoroughly and well, and has succeeded in putting life and interest into what might have been in other hands a dull enough story. She has confined her attention to the period from the founding of Fort Frontenac to sixty years ago. The book sells at \$1.50.

The Champlain Society, of which Mr. B. E. Walker is president, Professor Wrong, secretary, and Mr. H. H. Langton, treasurer, has decided to undertake the publication, with translation, of the complete works of Champlain. This will be the first time that English-speaking Canadians will have had the opportunity of reading in their own tongue the great pioneer's story in its entirety. The resolution of the society is in some degree the outcome of the Quebec celebration. The society hopes to be able to make some arrangement by which not only its members, but the general public may be able to get the translation, which will run to three considerable volumes.

The Art, Historical and Scientific Association of Vancouver have issued, in a tasteful pamphlet, three historical papers presented during the session of 1907-8. The first is by Mr. F. C. Wade, K.C., and deals with that subject of perennial interest and fascination, "The Early Navigators of the Pacific." The second treats of the thrilling and adventurous search by "Sea and Land" for the Fraser, and is written by Judge Howay. While in the last, Mr. Walter Moberly, C.E., gives the history of the "Cariboo Wagon Road." The brochure has been well printed by the Clarke & Stuart Co., Vancouver. F. C. Wade is president of the association, and H. J. de Forest secretary.

The Musson Book Company have made an incursion into a yet untilled field, that of nursery rhymes, particularly adapted to Canadian children. "Uncle Jim's Canadian Nursery Rhymes" is a book intended to fill this want. The book has been attractively designed and illustrated by C. W. Jefferys, the Toronto artist, the pictures and verses being harmoniously linked together. Its size is 8½ x 12 inches, and it contains 84 pages. The rhymes are meritorious, having the necessary jingle to make them easily memorized and the introduction of Canadian subjects has made them suitable for the instruction and amusement of the youngsters of the country. The cover

presents a group picture of the better-known Canadian animals and birds.

"A Romance of the Lost" is the somewhat weird title of a book of poems recently published by Desbarats & Co., Montreal. The writer is Tom McInnes, a well-known British Columbian. The book consists mainly of narrative poems, though there are quite a number of sonnets and short poems, some of which, particularly the ones recalling days of childhood are well done. "Lonesome Bar," a poem depicting life in the early days in the Klondike, is a vivid presentation of the wild life of the miners. "The Rime of Jacques Valbeau" is an extraordinary conception. "The Damozel of Doom" and "The Valley of Relief" are two other striking poems. Tom McInnes has a wonderful gift of word picturing and the reader cannot help but be impressed by his verses. (\$1.00).

Are all the nature writers Canadians? It assuredly looks like it. We have now to record a new book by Miss Marshall Saunders, of Halifax, entitled "My Pets," the story of Miss Saunders' aviary. It is a handsomely printed book, with six full-page illustrations in color and twenty-eight chapter headings drawn by Charles Copeland from photographs of the author's pets. The cover design and end papers present a pleasing design of pet animals in a harmony of green, white and brown. The publishers are the Griffith & Rowland Press, Philadelphia. The book is intended primarily for children, educating them to a proper care and respect for the birds. Miss Saunders is also the author of several other animal books, notably "Beautiful Jo," which was first published fourteen years ago and still sells well. (\$1.25).

A second edition of Dr. William Dunlop's "Recollections of the War of 1812" has been issued by the Historical Publishing Co., Toronto. This new edition contains a short biographical sketch of the author by Dr. A. H. U. Colquhoun, Deputy Minister of Education of the Province of Ontario, which adds greatly to the value of the book. There have been many histories of the War of 1812, but no work on this great conflict has quite the same direct personal interest, as the narrative of this man, who lived right through the campaign, describing his personal experiences with a lucid pen. The short story of his life, his literary ventures, his travels and his connection with the pioneer days of Western Ontario, are given in Dr. Colquhoun's sketch. The little book is a valuable one, and great credit is due to the Historical Publishing Co. for thus placing in permanent form an important contribution to the early history of the country.

A neat pamphlet prepared by the Halifax Canadian Club, and printed by the McAlpine Publishing Company, Limited, contains an account of the "Proceedings of Celebration at Halifax, Nova Scotia, on October 2, 1908," in commemoration of the completion of "One Hundred and Fifty Years of Representative Government." This account, we are told in a Prefatory Note, is reprinted from the Halifax Herald of October 3, 1908. A sketch of the proposed Memorial Tower (subject to revision) and an engraving of the Brass Tablet unveiled at the Province Building on August 19, 1908, add to the value of the pamphlet. An Appendix contains the Dedication Deed—Site for Tower, and Land for Public Park in the North-west Arm; and a letter from Lord Milner to Mr. Chisholm, K.C. (president of the club), expressing regret for his inability to visit Halifax and participate in the commemoration. The letter was dated from Winnipeg, September 28, 1908.

To commemorate last summer's celebration in Quebec, an important illustrated volume, recording, to the minutest detail, all that was said and done in the Ancient Capi-



tal during the week of the celebration, has been compiled by Frank Carrel and Louis Feiszewicz, B.A., under the title of "The Quebec Tercentenary Commemorative History." The volume, measuring 9 x 12 inches, and containing 178 pages, is printed on heavy tinted coated stock and is brimful of illustrations, several of which have been executed in colors. Dr. A. G. Doughty, the Dominion Archivist, contributes an introduction, and the whole volume has been revised thoroughly by Captain E. T. D. Chambers. To refer in any detail to the illustrations, which number in the neighborhood of two hundred, would be impossible. The color plates of Wolfe, Montcalm, Champlain, Montgomery, etc., are the work of C. W. Jefferys. The other illustrations, admirably printed in a brown tint embrace all the important pictures that were taken of the men and women present, the pageants and other interesting scenes. In addition to the record of the celebration, there are appended a number of press comments and poems. The volume has been issued in three bindings, paper covers \$2, cloth \$3 and leather \$5. The publishers are the Quebec Telegraph Co. The value of such a book as this will undoubtedly increase as the years move on.

Volume XIII of the "Collections of the Nova Scotia Historical Society," containing the papers read before the association during the past year, has been issued by the McAlpine Publishing Co., of Halifax, in a volume of 190 pages. The principal contents are "The Life and Times of the Rev. John Wiswall, M.A.," "Recollections of Old Halifax," "Duckyard Memoranda," "Notes on Nova Scotia Pioneers," "Aureliahald MacMeehan, of Halifax, is president of the association, which is doing a splendid work in preserving valuable historical material.

"The Harvest of Moloch," by Mrs. J. K. Lawson, which John M. Poole & Co., Toronto, have published, is a creditable piece of book-making for Canadian workmen. The cover, designed by Tom Innes, is up-to-date in style and the jacket is well conceived. There are four page illustrations by I. R. Henri. The story itself deals with the temperance question in a temperate way, the scene moving from England to the Canadian West. The author is a Toronto lady, who has at different times contributed articles and stories to the magazines. It seems that she was the author of the famous "Scottie Airlie Letters," which appeared in Grip, twenty years ago. Mrs. Lawson is the mother of ten children, all of whom are doing well for themselves.

The Musson Book Co., Toronto, who are devoting more and more attention to Canadian books, have just brought out two important works on Canada, originally published in England. One of these, "In Search of a Polar Continent," by Alfred H. Harrison, recounts the adventures of an explorer through the northern part of Canada. The other, "Woodsmen of the West," by M. Allerdale Grainger, is an account of life in Western Canada. Both volumes are admirably illustrated from photographs. Further particulars will be furnished in our next issue.

#### MONTREAL'S PROSPECTIVE BUSINESS SHOW.

E. Daoust, vice-president Librerie Beauchemin, Ltd., Montreal, who will occupy early in the new year their handsome new quarters at 81 St. James Street, has expressed his willingness to have their building utilized at the opening for some two or three weeks for the benefit of the manufacturers of business appliances. The space occupied by the exhibitors will not be charged for, and as their premises are situated in the heart of the business district manufacturers would derive a great deal of direct benefit. The idea is meeting with a great deal of approval, and those interested may obtain particulars from Mr. Daoust.

## Thumb Nail Reviews

Adopting the plan followed last month, we first give some information about the new book in the list of best sellers for November and follow that with brief, bright reviews of the new fiction, juveniles, gift books, etc., which have appeared since our last.

### A New Best Seller.



THE WEB OF TIME. By Robert E. Knowles. Oxford University Press, Toronto, \$1.25. Mr. Knowles has already attained high rank as a writer of Canadian fiction, which is confirmed by this new book. Pathos is his strong point and the problem of heredity is subtly dealt with in his delineation of Harvey Simmons. But the author is also versatile. With the light touch of wit and humor he sketches David Borland, whose genial kindness, native wit and homely philosophy must delight the sympathetic reader. The story of the railway wreck, a personal experience, is introduced with good effect and gives an added interest to a very delightful book.

### New Fiction.

KINCAID'S BATTERY. By George W. Cable. Toronto: Copp, Clark. Cloth, illustrated, \$1.25. Kincaid was the favorite cavalier among the girls of New Orleans at the outbreak of the Civil War. The scenes in New Orleans before the Battery leaves for the front, and Farragut's great engagements on the Mississippi are given with all the old power of the author of "The Cavalier."

SALTHAVEN. By W. W. Jacobs. Toronto: Copp, Clark Co. Cloth, illustrated, \$1.25. A novel full of fun and rollicking dry humor, telling of a great shipbuilding concern on the coast of England and the love story of the son of the head of the firm and the pretty daughter of the oldest clerk.

THE ELUSIVE PIMPERNEL. By Baroness Orczy. Toronto: Copp, Clark. Cloth, \$1.25. Reintroduces to the reader the clever Scarlet Pimpernel which delighted so many lovers of romance a couple of years ago in the book of that name by his daring rescues of the condemned aristocrats of France at the time of the Revolution. The present story narrates more of his perilous adventures.

THE ALTAR STAIRS. By G. B. Lancaster. Toronto: Musson Book Co. Cloth, \$1.25. A virile story of the struggle of Rod Maclean to overcome himself. He heads an expedition to the Solomon Islands, where he encounters Strickland, a missionary. Intending at first to drive the latter out, Rod comes under his influence and a strong friendship springs up. Rod falls in love with Loie Malet, daughter of one of the principals in the trading company. His trial comes when he finds that she is in reality the wife of Tony Heritage, a member of the expedition and a man of depraved habits. The story tells how Rod fought the desire to kill Tony, and eventually won "at the altar stairs." The characterization and the local coloring are excellent.

THE OTHER SARA. By Curtis Yorke. Boston: Dana Estes & Co. Cloth, \$1.50. A firm of over-zealous



THE USUAL DISCOUNT  
TO THE TRADE

## The Canadian Almanac, 1909

The undersigned have pleasure in announcing the 62nd annual issue of The Canadian Almanac which will be published about Dec. 22, 1908. The Almanac will contain about 480 pages filled with useful and interesting information, and will be found invaluable to every citizen of the Dominion :

Price in paper covers, 50 cents  
Price in cloth-cased, leather back, 75 cents

The Copp-Clark Co., Limited - Toronto, Canada

lawyers erroneously pounce upon Sara as the next-of-kin of a demi-millionaire. How Sara descends upon the aristocratic family to which she is supposed to belong; how she shocks and amuses some, and becomes a fairy godmother to others—all this, and much besides, is told with the lightest of touches in which vivacity and good humor are allied to the true note of distinction.

**TALES FROM BOHEMIA.** By Robert Neilson Stephens. Boston: L. C. Page & Co. Cloth, illustrated, \$1.50. In an introductory memoir of Stephens, contributed by an old contemporary on the staff of "The Press," the fact is brought out that the series of short stories in this posthumous volume were written in the journalistic days, before Stephens had branched out as a novelist and playwright. The stories are all picture incidents in the Bohemian life of the day and are told with much verisimilitude and clearness of plot. There are 25 stories in the book.

**FURTHER EXPERIENCES OF AN IRISH R.M.** By E. O.E. Somerville and Martin Ross. The Musson Book Co., Toronto, \$1.25. Full of wit and humor like its predecessor. The writer depicts Irish peasant life with a fine appreciation of its light-hearted inconsistencies and incongruities. A fox-hunting squire and his irresponsible dependents create many amusing episodes which are related with a spirit and gusto worthy of the warm-hearted, quick-witted people among whom the authors obtain their delightful experiences.

**TREASURE VALLEY.** By Marian Keith. The Westminster Co., Toronto, \$1.25. Marian Keith is be-

coming a household name in Canada and a new book by her is sure of a welcome. The title she has chosen carries with it this significance, that it is often in the lowly walks of life that true wisdom is gleaned. John McIntyre is described as a man stripped of all that makes life desirable finding in this sweet valley under the leading of a little child the treasure without which all else is but as dross. Some of the chapters in lighter vein are mirth-provoking, notably, the arrival of the "orphan" which proves to be a four-in-hand and a terror whose escapades keep the neighborhood in a ferment.

### Gift Books.

**OUT-OF-DOORS IN THE HOLY LAND.** By Henry Van Dyke. Toronto: Copp, Clark Co. Cloth, illustrated in color, \$1.50. The record of an unconventional journey to Palestine, told as only Dr. Van Dyke could tell it. Rich imagery, beautiful descriptions and sympathetic historical allusions make it a delight to the stay-at-home traveler who could have no better guide in his mental pilgrimage.

**THE ART OF THE NETHERLAND GALLERIES.** By David C. Preyer. Large 12mo. decorative cover, 47 full-page plates in duogravure. Boston: L. C. Page & Co. \$2.00 net. A history of the Dutch school of painting illuminated and demonstrated by critical descriptions of the great paintings in the many galleries.

**IN VIKING LAND.** Norway: Its Peoples, Its Fjords and Its Fjelds. By W. S. Monroe. With many illustrations from special photographs. Boston: L. C. Page & Co. Cloth \$3.00. The author gives interesting glimpses of the life of the people of Norway, both past

## BUILDING A NATIONAL TRADE

If you have an article to place on the market, if you believe in it, and are prepared to stand back of it, then advertise it. The dealer will more readily place an order with a manufacturer of an advertised article than he will for an article not known to the buying public. The greatest national Advertising Medium in Canada is :

### THE BUSY MAN'S MAGAZINE

Articles advertised in Busy Man's become widely known from Halifax to Vancouver. THE BEST PROOF IS THOROUGH INVESTIGATION. And that is what we are prepared to offer you. Send for rate card and sample copy.

THE BUSY MAN'S MAGAZINE.

Winnipeg

Toronto

Montreal

## BOOKSELLER AND STATIONER

and present. The book is chiefly valuable for its many excellent illustrations.

### Miscellaneous.

**BOOKS AND READING.** Compiled by Roseoe Crosby Gaige and Alfred Harecourt. New York: The Baker & Taylor Co. Cloth \$1.50 net. A book to delight the booklovers, containing an anthology of little essays on books and reading taken from hundreds of different sources. The contents are divided into sections such as "My Book and My Heart," "Friends in Council," "Besides the Fire," "Philobiblon," etc. Altogether a charming collection.

**PASTURES OF TENDER GRASS.** By Rev. Charles Jerdan, M.A., LL.B. Edinburgh and London: Oliphant, Anderson & Ferrier. Cloth 5s. A handsome volume containing sixty-six short sermons to young people. Significant texts are selected and striking titles given. There is a wealth of literary allusion and anecdotal matter throughout the book.

**THE TRUTH ABOUT APPENDICITIS AND BLOOD POISONING.** By Charles C. Miller, M.D. Chicago: Oak Publishing Co., 9 Wendell St. Cloth \$1.00. An explanation in simple language of appendicitis and germ infections.

**POPULAR DETERMINISM.** Being Part I. of the People's Religious Difficulties. By Frank Ballard. London: Robert Culley, 26 Paternoster Row, E.C. Paper 6d net. Questions asked and answered at open conferences following lectures upon Christian foundations.

**THE SPIRITUAL SIGNIFICANCE OF MODERN SOCIALISM.** By John Spargo. New York: B. W. Huebsch. Cloth 50 cts. net. A challenge to the church.

**WITH THE BATTLE FLEET.** By Franklin Matthews. New York: B. W. Huebsch. Cloth \$1.50. A chronicle of the voyage of the U.S. Atlantic fleet from Hampton Roads to San Francisco. The author sailed on the Louisiana as correspondent for the New York Sun.

**THE YEAR OF GRACE.** By Rev. Wm. Gibson. Edinburgh: Oliphant, Anderson & Ferrier. 2s. This jubilee edition of the history of the Ulster Revival will be read with interest by many to whom the story of that great awakening is still fresh in memory. The writer carefully investigates every phase of that remarkable movement with due regard to explanations, based on natural causes, and sums up with the dictum that the Irish Revival of 1859 bore all the marks of being a genuine and wonderful work of God.

**HEALTH AND HAPPINESS.** By Rt. Rev. Samuel Fallows, D.D. Chicago: A. C. McClurg & Co. \$1.50. Just the book that is needed to throw light upon the causes and effects of many of the ailments by which mankind is afflicted at the present time. Bishop F. shows that there is a basis of truth in the cures effected by the pseudo scientists and that a rational application of mental processes is the most hopeful means of restoring health to neurotic patients. The co-operation of the clergyman with the trained physician is advocated while prayer and faith are important factors in this system of "religious therapeutics."

**HISTORIC GHOSTS AND GHOST HUNTERS.** By H. Addington Bruce. New York: Moffat, Yard & Co. \$1.25. The present book by the author of the "Riddle of Personality" is another contribution to the fast-growing literature of psychical research. In delving among the recorded ghostly manifestations of the past and the present the writer has brought to light

the fact that many of these manifestations are attributable to natural causes. The book also contains a summary of the origin, progress and most important achievements of the Society for Psychical Research, which had its beginning in Cambridge about twenty-five years ago.

### Juvéniles.

**KING TIME, OR THE MYSTICAL LAND OF THE HOURS.** By Percy Keese Fitzhugh. Boston: H. M. Caldwell Co. Cloth, \$1.25. "Where the lost hours go" is the theme of the book. The little hero visits the mystical kingdom of Father Time. He meets King Time, innumerable imps who represent the various hours of history, the old Duke of "Procrastination," who is waging war against King Time, and becomes involved in the military preparations, which are never completed. Different imps, each representing some great event in the world's history, tell the stories of what they saw during their life in the world, to the amusement, instruction and astonishment of the hero.

**TALES THAT NEVER DIE.** Selected by Charles Welsh from the tales of Maria Edgeworth. Boston: H. M. Caldwell Co. Cloth, \$1.25. In his introduction Mr. Welsh gives an account of the author and her work and tells how the stories were written. The graceful and dainty illustrations by Chris. Hammond are thoroughly in keeping with the period in which the scene of the stories is laid, and the book is most tastefully and appropriately bound.

**JACK HARVEY'S ADVENTURES, OR THE RIVAL CAMPERS AMONG THE OYSTER PIRATES.** By Ruel Perley Smith. Boston: L. C. Page & Co. Cloth, illustrated, \$1.50. More adventures of the Rival Campers, this time along the shores of Chesapeake Bay. The story deals with the shanghaiing of men and boys to work in the oyster dredging industry, and is full of excitement.

**MARY WARE.** The Little Colonel's Chum. By Annie Fellows Johnston. Boston: L. C. Page & Co. Cloth, \$1.50. This is an off-shoot from the main subject of the "Little Colonel" series. The heroine, an intimate friend of the "Little Colonel," is sent to school at Warwick Hall by her brother. The latter is injured in an accident and the sister has to leave school and help support the family.

**THE BOOK OF PRINCES AND PRINCESSES.** By Mrs. Lang. Edited by Andrew Lang. With eight colored plates and numerous illustrations by H. J. Ford. Longmans, Green & Co., London (Canadian office, 61 Union Avenue, Montreal). Cloth, \$1.50. One of Andrew Lang's series of fairy books, though in reality the stories in this book are not of fairies but of flesh and blood princes and princesses. Taking fourteen noted children of history, stories are told of each of them, somewhat after the fashion of "The Tales from Shakespeare," told by Charles and Mary Lamb. The first story is of Napoleon and the last of Queen Elizabeth, and the intervening stories are of other famous historical personages. Altogether a charming children's book.

**CARLOTA.** A story of the San Gabriel Mission. By Frances Margaret Fox. Boston: L. C. Page & Co. Cloth, \$1.00. The story belongs to the time when California was still a Spanish possession. The heroine, a little Spanish girl, is a very pleasing character, who will delight young readers.

## Some Thoughts on the Problem of Selling Magazines

Frank Farrington Tells in the Publisher and Retailer His Ideas on the Reasons Why Some Magazines Sell and Others Do Not Sell.

It is easier to tell what magazines sell than it is to tell why. I have been selling magazines in my store for a long time and in that time they have come and gone like the winter snows and in some cases they have come as spotless and gone as spotted.

High priced magazines have dropped and then climbed back up. Low priced ones have risen and then tumbled back down. Qualities have come and gone with individual magazines and at last the present mixed situation has arrived.

Through all this time and change one thing has not changed. That is the fact that there is mighty little profit in selling these now-they-want-'em-and-now-they-don't goods. If the merchants who sell staple goods had to sell them on as small a margin as the newsdealers have to sell the evanescent magazines with their rapidly disappearing values, there would soon be fewer merchants in the stores and more in the poor-house.

Oh, yes, I know, the magazines are returnable. Some of them are and some of them aren't, and it's really a question, when one weighs over a pound, whether it costs more to run out and lose sales or to run over and pay return postage.

Most of our towns and villages are rather small. In such places the transient literature is often sold in book stores, drug stores, any stores that think magazines will help to bring in the people. It may safely be said that unless such a store, or any news stand, sells enough periodicals so that the weekly payment to the News Company averages at least \$15, it is not making any direct profit on the goods.

That may or may not be the fault of the News Company, or of the publishers; though they haven't been known to bankrupt themselves in efforts to help the newsdealer, and there are to-day, I dare say, more millionaire publishers than millionaire newsdealers.

When a man has to sell from a hundred to a hundred and fifty magazines to make a princely three dollars, he isn't exactly rejoicing over the prospect. There's more money in selling a hundred ten cent cigars and it doesn't cost a cent or more apiece to get them delivered at your door. They aren't returnable, but they are smokable and that's more than can be said of plenty of the magazines that are too green to burn.

Magazines sell partly because the dealer exhibits them. Patent medicines get some advertising. The manufacturers make them sell. Same with breakfast foods, but when it comes to food for the intellect, "Oh, leave it to the newsdealer. Tell the News Company to fire them at him until he has to try to sell them in sheer self-defence. It costs money to advertise and we magazine fellers are in business to take money for advertising, not to pay it out for it."

I don't mean you who do advertise your magazines. There are exceptions to all rules and if the coat doesn't fit, don't try to wear it.

Munsey's magazine sells. Why? Because it has stuff in it that's easy to read and that makes it fit the bulk of the population who aren't the kind to buy magazines to ponder over. Plenty of the Munsey buyers are one-magazine people. There is more money, however, in selling people the things they want than in trying to educate

them up to wanting something on a higher plane. Then if one is particular, there is plenty of brains in the advertisements.

Now, speaking of sellers, there's the Saturday Evening Post. Newsdealers don't sell many, of course, and it may be that the kiddies on the pavement sell more copies than the regular trade could sell alone. It's a fair business proposition. If a man prints a periodical, he can sell it any old way that the law will allow and if he thinks that more folks would take it out of a slot machine than from a clerk in a store, very good.

Still, Mr. Curtis, without losing any of his 800,000 might placate the newsdealers and have them on his side if he would. There is no reason to think that the newsdealers and the school kids who want ponies could not sell more S. E. P.'s than the newsdealers or the kids.

Ladies' Home Journal? Yes, that sells in large numbers. Don't you see the pictures of the window displays in the booklet they send you every so often? Of course, if you are an average dealer, you can't take time and money to buy a few hundred copies, or a few thousand, just to get a two dollar prize, if you should win it. If a man did nothing but sell Ladies' Home Journals, I can see that it would be desirable for him to give up his window space to them a large portion of the time, but for a dealer who makes his money on real goods, goods that pay him a profit, it looks like a losing proposition.

Every once in a while some one springs a five cent magazine on the newsdealer. No one seems to know the answer. The publisher makes no money on it. The dealer makes none. The News Company the same and yet they continue to come. Let us hope that the higher price of wood pulp will at least help by putting an end to the five cent monthly magazines, if it does work hardship otherwise.

People evidently will not buy a magazine that is no good, just because they can buy it cheap. Bargains in literature are not as popular as bargains in household goods. Perhaps that is partly due to the fact that the magazine buyers are mainly men while most of the buyers of other lines in general are women.

The magazines sold by subscription in the largest numbers are the women's magazines. Those sold over the counter in the largest numbers are the others. Profusely as women buy other displayed goods, they do not seem to be attracted in proportion by a news stand.

There is a handful of magazines that are as staple as flour, or as near it as a magazine can be. Everybody's, McClure's, American and a few others that always sell. People know that in buying them they will get their money's worth. Each one of them stands for something. The publishers have some idea in issuing them beyond merely making money. They have set up certain ideas and principles, as their own and they adhere to them. They are out to accomplish an object.

These give a man man's reading. They put him in touch with things that are worth knowing about. They are reliable. Others that sell as steadily are fiction magazines, supplying the best fiction that the editors can find—and that's not bragging any, for the fiction market is in a bad way. When a man can write the kind of piffle that some folks are getting paid for, and sell it, it all goes to

show that butting into literature is, as Shorty McCabe says, "as easy as beating a baby with a mallet."

Most people like to handle magazines made on book paper. They like the feel of the calendered surface, and they like the half-tones, whether they illustrate things in the stories, or merely the artists' ideas of what he might have found in the story if he had read it. If a man wants to get out a magazine of tommyrot, he'd a good deal better print it on book stock with good half-tones and charge a quarter for it (15¢ in the trade) than to sell it at a dime.

Harper's and Century are steady sellers and good reason why. They have the stuff right in them. There's where you get something for your money, something that will stay by you if you read it. I always thought though that a great many people take those periodicals right along because they always have and they hate to stop and spoil their file.

There's more to that than you think. Plenty of people are still taking magazines of one kind and another just because they don't like to give up. "Father always took it," or "We took it when we first started housekeeping," or "We began with the first number," etc. It may be that the publication has degenerated since until it isn't fit to appear in polite society, but they still keep it coming because of that very human feeling of dislike to give up doing what one has always done.

### Telegraph Codes

A B C Code, 5th Edition, English .....	Net \$7.00
A B C Code, 5th Edition, Spanish .....	5.00
A B C Code, 4th Edition .....	5.00
A I Code .....	7.50
Morse & Neal Code .....	5.00
Bedford-McNeil Code .....	6.00

Large and small codes of all kinds. Send for list. Discount to the trade only.  
AMERICAN CODE COMPANY, 83 Nassau St., N.Y. City

## BOOKS.

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

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

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

## The Mining Journal

(ESTABLISHED 1835)

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

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

## The Imperial News Co.

The Pioneers of the Quick Direct Mail Service at Lowest Rates for all

### British Papers and Magazines

Write for Price List, Etc., to

91 Church St., - Toronto

## Periodicals That Sell

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

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

**The Busy Man's Magazine** offers the dealer greater inducements than any other Canadian publication. It is the most popular magazine on the market, fully returnable, and allows the trade the widest margin. It has the bull dog grip; it holds its readers every month, thus enabling the bookseller to build up a substantial business. Price to trade 14 cents; retail 20 cents. Order from your news company. BUSY MAN'S MAGAZINE, Toronto.

**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. SAMPSON PUBLISHING CO., 6 Beacon St., Boston, Mass.

**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.

**Scribner's Magazine** has been for 22 years THE MOST POPULAR MAGAZINE OF ITS CLASS IN AMERICA. It has its established place in the homes and affections of cultivated people from the Atlantic to the Pacific, and many of such appreciative friends are Canadians. The retail price is twenty five cents per copy. To newsdealers it pays a liberal profit and unsold copies are fully returnable. An illustrated prospectus fully describing attractions for the coming year sent free upon request. Liberal supplies of advertising matter furnished to newsdealers for monthly display. CHARLES SCRIBNER'S SONS, Publishers, Fifth Avenue, New York City.

## BOOKSELLER AND STATIONER

This is an era of independent voters, but the independence of the magazine buyers has not developed to the same extent. Magazine buyers are hide-bound partisans as a class. They insist upon having the kind they have always bought and they are pretty slow to try a new magazine. They will rather wait two weeks for the kind they liked last month than buy another one which may be a hundred times as good this month. They don't seem to realize that because a magazine is good this month, that is more likely to constitute a reason for a falling off in quality next issue than the reverse. If they were editors they would understand that better.

There is no class of goods with which substitution is as difficult as it is with the magazines. The man who wants bad literature, will not take good as a gift. Same with the man who wants the good kind. People are as cranky about their magazines as a man who has nothing to do but to smoke is about his cigars.

### The Christmas Studio.

The chief interest of the December International Studio centres in the reproductions in color of several of Edmund Dulac's weird paintings, notably "Open Sesame," which covers two pages, "The Dream Vendor," and "Father Time." The other plates embrace three paintings by Auguste Lepere, and one by George Grey Barnard. The literary contents are as follows: "George Grey Barnard," "Auguste Lepere: Painter and Engraver," "The Paintings of William Mounsey of Kirkcudbright," "The Drawings of Edmund Dulac," "The Scottish Modern Arts Association," "Recent Designs in Domestic Architecture," "The Ruskin Museum at Sheffield," "The Making of Plaster Casts," "A Painter of Old French Towns: Albert Lechat," etc. All these articles are admirably illustrated.

### A History of England.

Cassell & Co. have commenced the publication of a "History of England" in fortnightly parts at 20 cents each. The history starts with the Roman invasion and will be continued down to the coronation of Edward VII., the whole requiring some 86 numbers. Part I. contains as frontispiece a copy of Margetson's portrait of King

Edward, done in colors. Many illustrations accompany the text. There should be a good demand for this series and newsdealers should make a point of showing Part I., in order to attract attention.

### Part 4 of London Town.

The publication of "London Town, Past and Present" has progressed to the fourth part. This part takes up the Exchanges, Lloyds, the Bank of England, and Cornhill. The illustrations accompanying these chapters are most complete and well selected. In fact, the work is valuable for the illustrations alone. Cassell & Co. will complete the series in 26 fortnightly parts, which sell at 20 cents each.

### Magazine Notes.

A representative of the Strand Magazine is at present going through Canada in connection with the plan of the publishers to inaugurate a regular section devoted to Canada in that magazine.

The English Review is a new periodical to appear this month in London. It is a departure from the accepted form of reviews, being modeled largely on the American line. The first number contains 30,000 words of a new novel by H. G. Wells.

It is reported that the price of the Woman's Home Companion is to be raised to 15 cents shortly.

The Christmas Century contains the first chapters of the new novel by the author of "Mrs. Wiggs of the Cabbage Patch," and the new story by the author of "The Biography of a Grizzly." Mrs. Rice's story, "Mr. Opps," opens with a delightful mingling of quaintness, humor and pathos, and with promise of proving the best work yet written by this popular author. Mr. Seton's "Domino Reynard of Golder Town" is the study of a noble silver fox.

Thomas Nelson Page's new serial, "John Marvel, Assistant," will begin in the January number of Scribner's Magazine. Other articles in this number will be "England, the English from an American Point of View," "Alexander's Decorations in the Carnegie Institute, Pittsburg," "Poe," by W. C. Brownell, "A Sheep-herder of the Southwest," by N. C. Wyeth, "The Ile St. Louis," by F. W. Huard, etc.



### Welty's Self-filling Fountain Pens

We want live Dealers and Jobbers in Canada

Write for prices and literature

The W. A. WELTY CO., Waterloo, Iowa, U.S.A.



## The Handy Memorandum Desk Calendar

HELPS YOU TO REMEMBER THINGS

The most complete and practical memorandum pad ever offered to the trade. It is handy because in its daily manipulation all the user has to do is to turn over a new leaf.

It has a larger surface for memorandums than any other calendar.

There is no tearing off the leaf with memorandum on and throwing it away, but memorandums made in January can be preserved until December.

On the main calendar page is the day of the week and day of the month, flanked by calendars of the preceding and succeeding months.

It is mounted on a neat nickel-plated stand, with rubbers on feet to prevent scratching the desk.

Size of sheet, 3x4 inches

### A. A. WEEKS MFG. CO.


Manufacturers of Stationers' Hardware and Glass Inkstands  
Calendars and Novelties

354 Broadway

Bet. Leonard and Franklin Streets

NEW YORK

**"SUPERIOR"**  
Paper Fasteners



Superior Because They have two points which pierce the paper. The papers cannot pivot. They are inexpensive.

Samples and quotations furnished the trade upon request.

Patented July 14, 1908

For sale by all leading stationers.

Superior Manufacturing Co., Sidney, Ohio

We meet ALL requirements for  
**CRAYONS**

This applies to Quality, Quantity, Variety and Price.

Aseptic, Hygienic and Economic.

**THE STANDARD CRAYON MFG. CO.**  
DANVERS, MASS.

**PEERLESS**  
BRAND

OUR CARBON PAPERS and TYPE-WRITER RIBBONS Sell Themselves.

We advise Canadian Firms to handle them.

Write for catalogue describing goods of our manufacture.

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

**Copying Presses** In All Sizes  
ALSO SCHOOL FURNITURE

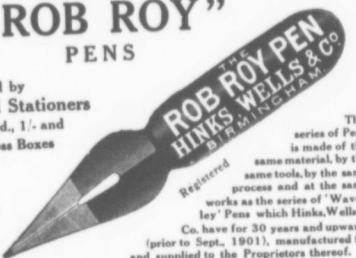


The James Smart  
Mig Co., Limited

Brockville, Ont.,  
and  
Winnipeg, Man.

SEND FOR CATALOGUE

**"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.

Registered

HINKS, WELLS & CO. BIRMINGHAM, ENGLAND

**ART SUPPLIES**

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

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

SEND FOR CATALOGUE

**A. Ramsay & Son Co.,**  
MONTREAL

Agents for: WINSOR & NEWTON, London

**Your Fountain and Stylographic Pen Trade**

We have a new, up-to-date plant, and thoroughly efficient staff of workmen, making nothing but fountain and stylo pens.

We can make you pens in any pattern or style, bearing your own imprint or trade mark,—pens that will do you credit and secure you permanent customers.

Send particulars of your requirements, enclosing \$2.50 to \$5.00 (or London references) for a sample assortment, and investigate our ability to furnish good articles at

Prices that will make your Fountain and Stylographic Pen Department Profitable

**The Alliance Fountain Pen Co.,** WIESBADEN WORKS,  
STORE NEWINGTON,  
LONDON, ENGLAND.

## BOOKSELLER AND STATIONER

During 1909 Agnes C. Laut will tell the story of her long canoe voyage down the Saskatchewan in Scribner's Magazine.

The publishers of the Red Book Magazine announce the establishment of a new periodical devoted to the theatre and its interests. It will be called, The Green Book Album, and the first number, dated January, will be published on December 12. It will be a theatrical scrap book profusely illustrated and will sell, retail, at 15 cents per copy. It will be fully returnable.

These are evidently the days for increased prices in magazines. The Woman's Home Companion raised its price from 10 to 15 cents beginning with the December issue. The Theatre Magazine is jumping from 25 to 35 cents, beginning with the January number. Recreation, which was formerly 15 cents, will start the new year at 25 cents. All these magazines are fully returnable.

On January 1 the first number of a new English monthly magazine called Travel and Exploration will be published. The new publication will be devoted to travel in all its aspects and will be fully illustrated with photographs. The publishers are Witherby & Co., 326 High Holborn, W.C., London, and the price is one shilling net.

### New Canadian Magazine.

There is to be a new magazine started in Toronto. W. G. Macfarlane, of the defunct firm of Macfarlane & Co., dealers in post cards, is the founder of the enterprise, in which a stock company comprising several local publishers and others are largely interested. The new publication, which has not been named, is to be national in its scope, and will follow well defined lines similar to those adopted in Appleton's and McClure's. It is the intention to have insofar as practicable the work of Canadian writers and artists form the contents of the different numbers. No editorial appointments have been made, although several names are now under consideration, and a definite announcement is expected shortly. The subscription price of the magazine will be 15 cents the copy, or \$1.50 the year.

### LEGALITY OF LOOSE LEAF BOOKS.

The question of the legality of the loose leaf ledger and other like books of account has probably come to

every business man, and while he may have answered it to his own satisfaction, a clear exposition of the subject will not be without interest.

A business man of wide experience with loose leaf books declares that a page from a loose leaf ledger is just as authoritative and trustworthy when presented in evidence as a page from a bound book.

He states that during his many years in business he has forwarded to attorneys at different times a very large number of accounts made up or copied from the bound ledger to be sued on at points remote from headquarters. These sworn accounts were copies of the account between creditor and debtor as made up from the ledger and itemized from the bills, and he says that in no case has such an account been disputed by reason of its being a copy.

It is quite likely that a dispute in a ledger account may have to be fortified by other evidence; it frequently happens that when an account from a bound ledger is sued on that the debtor would claim that a charge was not correct, in which case the procedure would be the same with a bound ledger as it would with a loose leaf, namely: The creditor or plaintiff would get from his files the original order as placed by the debtor, he would secure from the railroad company or common carrier the receipt showing shipment to the debtor as ordered, and possibly ask the common carrier to furnish him with the date of delivery and the evidence of delivery of goods to the debtor. Thus, if the creditor is suing for a number of bills, or one bill, when he can prove that the goods were ordered by the debtor, further that the price was fair and just, and again that the order was filled as given and the goods were actually delivered, there can be no dispute of the account.

But, on the other hand, if the payments, as shown by the creditor's ledger, are disputed by the debtor, the proof must then be furnished by the debtor that he did pay that sum or those sums of money. Consequently, the whole evidence of a ledger is resolved by the proof of original documents of purchase and delivery of the goods and proper credit of the payments, and the question of whether the books of account are made up from bound pages or loose pages does not enter into the case since the face of the ledger is never taken as absolute proof in any court of law if it is objected to by the defendant.

**Picture** Made to order only according to instructions supplied.

Specialties: **Post** Very fine make First class Goods only.

Modern Helotype style. plain and coloured. **Cards**

Well known for efficiency and high-class workmanship.

**Otto Leder**  
Dresden 7 Saxony  
Picture Post Card Manufacturer.  
WHOLESALE EXPORT

### INVALUABLE TO THE AD. WRITER

THE CANADIAN PRINTER AND PUBLISHER is the authority on typography in Canada. It will be found very helpful to the ad. writer in giving him information on how to arrange ads. to the best advantage and showing him examples of fine work. A subscription costs \$2 per annum. Write for a sample copy and subscription blank.

THE CANADIAN PRINTER AND PUBLISHER  
Montreal Toronto Winnipeg

## POST CARDS

Brown, Black, Colored, Birthday, Comic.

All the Latest German Finest Novelties at Wholesale Rates.  
Sample Collection \$5.  
VERLAGANT. GERSTENKORN, Hamburg

QUALITY BETTER THAN ANY, DELIVERED QUICKER THAN MANY!

## Collotype POSTCARD

pair cards of high-class finish MADE TO ORDER.  
Hand colored collotype cards. Double tone collotype cards.  
Photocrom collotype cards.  
Glossy collotype cards and all kinds of view albums and sample sheets.  
Wholesale and export only.

ADDRESS FOR CARLEBORNS LIGHTDRUCK, BERLIN

Write to

**Messrs. W. Neumann & Co.**

42 Wasserthorstrasse  
Berlin S. 42  
Germany



BOOKSELLER AND STATIONER

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

**"CASTELL"**

PENCILS



Unequaled for  
**Purity, Smoothness  
Durability or Grading**

**A. W. Faber,**

147 Queen Victoria St.  
LONDON, E.C.

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

Manufactory  
Established 1761

A Money Maker

The  
**"Wellington"**  
Photo Specialties

"The World's Standard"

They will pay you handsome profits.  
Carry them as a side line.

For Price Lists and Trade Literature write

**Ward & Co.,**

13 St. John St.,



Montreal, P. Q.

**HAVE YOU TRIED  
THIS ONE ?**

**JOHN HEATH'S PENS**

Supplied by leading Wholesale  
Houses in Toronto and Montreal.

London (Eng.) Export Agency :

8 St. Bride St., London, E.C.

9278 TELEPHONE PEN. Reg in Canada

The  
**TELEPHONE  
PEN**  
REG. IN CANADA



**RELIANCE INKS**

PERMANENT  
AND  
NON-CORROSIVE



THE RELIANCE INK CO., WINNIPEG, MAN.

**Canadian Authors and Publishers**

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

**The Canadian Press Clipping Bureau**

232 McGill St., MONTREAL

10 Front St. East, TORONTO

## BOOKSELLER AND STATIONER

### FOUNTAIN PEN INDUSTRY GROWING.

#### A New Waterman's Ideal Factory in St. Lambert, Quebec —Description of the Building and Plant.

The starting of the large Waterman's Ideal plant in St. Lambert marks the growth and development, in Canada, of an industry which is of particular interest to the trade.

A visit to the new Waterman plant is convincing of the undertaking of this firm to so prepare its output as to make it of such a degree of fineness as to equal perfection, and afford a most perfect and complete pocket writing instrument. Thus, the art of writing, in the present age, has become one without the many inconveniences of the past.

It is learned that the enormous capacity of the new Waterman factory, as described hereinafter, is so arranged that the increasing demands of the public, through the trade of Canada, may be always promptly supplied. An idea of the necessary preparation to insure this is conveyed through the output of this firm's United States

the Robb Engineering Co., Ltd., Amherst, Nova Scotia, and are fitted with the modern Parson's Improved Blower System. The engine is one of the latest and best types of the Belliss & Moreom Co., Birmingham, England. The exhaust steam from the engine heats the entire building. The generators are of the 65 kilowatt type, alternating current, and the connecting motors used throughout are the alternating current type.

#### Trip Through Building.

A trip through the building is convincing of the enormous preparation necessary to the starting of this plant, which commenced operations early this month, with a small force of skilled employes, although it is estimated that the capacity of the working force of the complete plant is in excess of 400 employes. The first pen manufactured in the new factory is planned to be presented to the Premier, Sir Wilfrid Laurier. The planning and installation of the complete equipment and starting of the new Waterman plant is under the direct management of William I. Ferris, vice-president of the company, John Seiler being the superintendent in charge of the works.



The New Waterman Pen Factory at St. Lambert.

factory, which, in 1906, was called upon to supply, for the year, Waterman's Ideals to the enormous extent of \$2,500,000 in value.

#### Factory Described.

The new Canadian factory is a three-storey and basement building, 85 x 150 feet, with approximately 25,000 square feet of floor space, constructed entirely of reinforced concrete; is absolutely fireproof throughout, and so built that there is practically no vibration whatever from the action of the machinery. All modern appliances have been installed. The ceilings are high; the ventilation is exceptionally well regulated, and even the most remote corners require none other than the natural light, which the construction and arrangement of the building permits, during the working day.

The power is electricity, generated by the plant and controlled from a switchboard. The present capacity is 150 horse-power for immediate use, although an additional 150 horse-power is provided for. The boilers are made by

On the first floor of the building is the office of the superintendent of manufacture, in addition to the rubber department, with a capacity for 125 employes. In this department is received the finest grade Para rubber, from the South American forests, where it is selected by Waterman representatives. The conversion of the crude rubber into the four simple parts of the finished pen requires 130 careful operations, most all of which are executed on modern machinery of special type.

#### Smelting Room.

On the second floor is the smelting room, where the gold metal is melted and placed in a crucible, which stands over a furnace that heats it to a temperature of 1,900 degrees Fahrenheit. Here is added an alloy of silver and copper, bringing the gold down to 14 kt., the correct standard of fineness required for writing purposes. Ingots are then formed of a size about one inch in thickness. These are then passed to the gold pen manufacturing department on the same floor, which has a capacity for 150

mechanics. The production of gold pens requires well-skilled help, most of whom it will be found, have devoted a lifetime to the art. Each gold pen passes through about eighty operations, and is finally tempered, and, in this same department, tipped with iridium, which renders the pen point stronger and more durable than any other metal ever mined. It is said that in this department are made gold pens of such a large variety of sizes and styles that the exact requirements of every style of handwriting can be fulfilled.

**Third Floor.**

On the third floor are departments for the assembling of the parts; the chasing or engraving of the rubber holders, and the mounting with gold and silver. The working capacity of this floor, in these departments, is 100 employees, and each of the operations, or handlings through which the pen here passes, is as technical and careful as those of the formation departments. The five parts, when carefully assembled to fit to an infinitesimal fraction of an inch, are submitted to trained hands—experts in the use of the pen—to test the quality of workmanship submitted to them. The pens before leaving this department receive the trade mark of the manufacturers, which is the permanent guarantee, and has built the enviable reputation connected for many years with Waterman's Ideal fountain pen.

The basement of the building is especially fitted with proper ventilation and heat for the storing of ink, the storage capacity being 10 carloads, or 5,000 gross.

The interior fittings, such as work benches, etc., are planned for the greatest convenience and comfort of the employes. On each floor of the building there are especially constructed fireproof vaults, and, on the top floor, two large rooms of exceptional fireproof qualities for the storage of the finished pens.

**Big Advertisements.**

The L. E. Waterman Company, Limited, realizing the excellent position of its plant along the railroad, has taken advantage of the advertising possibilities by having constructed on the roof exceptionally large signs, which are particularly worthy of mention. They are 140 feet in length, and in height, the diameter of the globe trademark is 22 feet, the letters of the main sign being about 7 feet high. The sign can readily be seen from up the river at a distance of about five miles.

The Canadian headquarters of the manufacturers are located at No. 136 St. James Street, Montreal, with a large and active selling force under the management of the secretary of the company, E. J. Kastner.

**CALGARY.**

**Two Employes Go Into Business for Themselves—Waterman Pens Selling Well.**

Calgary, Dec. 1.—Fred. Newell, formerly in charge of the book department D. J. Young & Co., Limited, has severed his connection with the book and stationery business, and gone into other lines for himself.

Mr. Wilkie, who for some time has been manager of the wall paper department of Linton Bros., has left their employ and started in business for himself at Gleichen.

H. H. Hebbs, traveler for L. E. Waterman Co., Montreal, was in the city this week on his way to the coast. He reports that the sale of the Waterman Ideal Fountain Pen is steadily increasing, and expects to make a record this trip.

The Alberta Wholesale Stationery Co. has been incorporated at Calgary, with the following officers: President, J. J. Young; vice-president, C. W. Peterson;

**The Gravest Mistake**

most manufacturers make (and most dealers, too) is in their attitude toward goods, especially wall paper.

Three out of four manufacturers will go to every dealer with solicitation to "stock my goods," and two out of every four dealers will proceed to buy goods "for stock."

Stauntons Wall Papers are made by us for you to sell, not stock. Every roll of it is sent out of here designed for the decoration of some houseowner's walls—not to hold your racks down to the floor.

This difference between our goods and others is evidenced most clearly by the universal statement of dealers that Staunton papers sell again. We mean by this, really sell again, at dealers' profits ranging from 75 to 100 per cent. AND UP.

We have a little booklet "B" telling more of this unusual opportunity. It's yours for the asking. Write to-day.

**STAUNTONS LIMITED**

933 Yonge Street,

Toronto,

Ontario

manager and secretary, W. R. Davis; treasurer, E. S. West; directors, A. A. Moore, Alex. Clark, C. W. Peterson, J. J. Young, Jas. W. Young, E. S. West, W. Mountain. The capital stock will be \$50,000, and the company started on November 1 with a fully sorted stock of over \$30,000.

W. R. Davis, manager of the new company, states that the company has been formed by the members of the Printers' Board of Trade of Calgary, the object being to reduce the volume of stock carried in the city and give to the local printers the facilities enjoyed by their confreres in other cities, which have wholesale paper houses established. The new company will, it is hoped, release a lot of capital at present tied up in material and reduce the waste to a minimum. For the present business will be done solely in printers' supplies, but later on they hope to go in for stationery generally. The company has taken over the stocks of paper, printing ink, etc., in the city at a valuation which forms part of the paid up capital. The same stock will be sold again to the printers, the regular profit being charged and the net profit will be distributed in dividends.

For the Christmas trade, no book could be more appropriate than "The Enchanted Hat," by Harold MacGrath, which McLeod & Allen issued on November 20. It is daintily printed and illustrated and contains the clever kind of a story for which MacGrath is noted.

The Copp, Clark Co. have been experiencing such a strong demand for the "Masterpieces in Color" series of books, published by T. C. & E. C. Jaek, that they had to cable instructions to double their last order. The titles in greatest demand are "Gainsborough," "Turner" and "Velasquez."

## What Men and Firms in the Trade are Doing This Month

Members of the Trade Visiting the Wholesalers—Movements of the Travelers — Changes in Stores — Assignments and Removals.

The assets of the Capital Post Card Co., Ottawa, Ont., are to be sold.

Robert J. Jeffs, of Saskatoon, is going to put in a stock of books in his store.

Clarence Caldwell, of Dana Estes & Co., Boston, was in Toronto last month.

S. E. Mitchell, stationer, etc., Pembroke, Ont., has assigned to Richard Tew, Toronto.

Florence Watson, Harriston, Ont., fancy goods dealer, has sold out to Mary F. Edgar.

N. S. Wilkin & Co., dealers in stationery, etc., Montreal, have dissolved partnership.

Lillie Fennell, dealer in stationery and confectionery, Toronto, has been succeeded by M. H. Hall.

William Copp, of the Copp, Clark Co., is expected back from the Old Country about December 15.

Lou. H. Warnica, of the Canada Drug & Book Co., Nelson, B.C., has been visiting friends in Toronto.

L. E. Waterman Co., Limited, manufacturers of fountain pens, have registered for the Province of Quebec.

John L. Connolly, stationer, of Halifax, Canada, was buying goods in the New York market last month.

Canada Drug & Book Co., Limited, Nelson, B.C., have sold their book and stationery business to W. E. Davidson.

J. J. Young & Co., Calgary, late agents for the Monarch typewriter, have accepted the agency for the Underwood.

**The Chicago and Western United States manager of The Bookseller and Stationer, J. P. Sharpe has his headquarters at 933-935 Monadnock Block, Chicago.**

Wesley R. Henders, stationer and fancy goods dealer, Port Arthur, has assigned to Richard Tew, Toronto. A meeting of creditors was held on the 19th inst.

E. J. Kastner, manager of L. E. Waterman, Ltd., of Canada, visited New York for a few days last month to confer with the home company agent certain Christmas plans.

J. Hunter, late repairman with the United Typewriter Co., Ltd., of Toronto, has accepted a position as salesman and repairman for J. J. Young & Co., of Calgary.

On December 3, the Lawrence Book Store opened for business in North Sydney in the premises recently occupied by James Walsh & Co. in the Salter Block. The store has been thoroughly renovated.

W. B. Hadley, manager of the New York branch of Cassell & Co., was in Toronto last week, en route to Chicago. He conferred on matters of policy with Manager Henry Button of the Toronto office.

Harry W. Anderson has purchased the stock of E. R. Stiles & Co., Moncton, and will conduct a first class bookstore. In addition to the present stock a line of toys and fancy goods will be added. Mr. Anderson will make considerable improvement in the premises. A partition will be torn down, giving considerable new space

to the store, and the office removed to the rear. When completed Mr. Anderson will have a neat store, capable of holding quite a large stock.

Richard H. Court, general manager of Canada, the weekly newspaper published in London, which endeavors to interest the English people in the Dominion, is at present on a visit to the Canadian branches of the publication.

The faculty and students of the Ontario College of Pharmacy to the number of nearly one hundred were permitted to view the printing and bookbinding plant of Warwick Bros. & Rutier in full operation on the afternoon of December 2.

A new catalogue of the Macmillan publications is now ready. This latest list has a new feature which the trade will find helpful. The educational section has been classified. The miscellaneous books are arranged alphabetically as before.

**R. B. Huestis, who has been New York and Eastern United States manager for The Bookseller and Stationer for the past two years is now located in Rooms 622-624 Tribune Building, New York. Mr. Huestis has made many friends in the stationery trade in his territory.**

D. S. Gillies, of Buntin, Gillies & Co., has returned from a three months' trip to the West, going as far as the coast. Mr. Gillies says that on account of the bountiful harvest business has greatly improved, the merchants being optimistic of the future, and things are expected to boom in the spring.

Charles J. Musson, president of the Musson Book Company, returned from a hurried trip to the Old Country on November 24. He reports that British publishers are curtailing their lists to a considerable extent for next year. At the Franco-British Exposition a display of bindings made by the Musson Book Co. attracted much attention and won a gold medal.

Stratford is about to lose one of its business concerns in the Benson Johnston Co., Ltd., who have carried on a stationery and office supplies store on Downie Street for some time. The company will remove to Hamilton about January 1 and will there carry on exclusively a large office supplies business. The stationery stock in Stratford will be disposed of at once.

Huxtable Bros., stationers and booksellers, Government Street, Victoria, have doubled the size of their store by taking over the premises of the Pacific Coast Steamship Company, next door. The firm have added some \$400 worth of fixtures to carry the stock now on hand which before the additions was not displayed as advantageously as is now the case. The store will be further enlarged towards the rear at an early date, and at the commencement of the new year balcony railing is to be added inside the store for the purpose of enlarging the lending library, which now numbers several thousand volumes. Huxtable Bros. have been in their present store for the past three years, and in Victoria for just twenty years.

A new loose leaf company has recently started business in Ottawa, the Lowe-Martin Company, 12 Albert Street. The new concern has just completed the installa-

tion of an up-to-date plant for the manufacture of loose leaf systems. They are now doing all kinds of general printing and bookbinding, as well as turning out some very fine loose leaf systems. E. D. Lowe, one of the partners, has been in the printing business for 26 years, while T. H. Martin is a practical bookbinder of 27 years' experience. Both gentlemen were connected with the Rolla L. Crain Company, Ottawa, the former for four and a half years as sales manager, and the latter for five and a half years as superintendent of their factory. Both are popular and their friends will be glad to see them go ahead.

John Connor, bookseller, London, died on December 3 at his home, 389 Grey Street, after a long illness, borne with wonderful patience and resignation. He was born in Warrington, England, coming to Canada in 1854, and settling first in Union, Ont., and later moving to London, where he had been engaged in the book business until the beginning of this year. Early last winter he suffered a severe cold, from which he never rallied, the end coming this morning, when he passed quietly away about 10 o'clock. For many years Mr. Connor had been a familiar figure in London where his business had brought him in close touch with the bookloving public, and where his genial and kindly disposition endeared him to all with whom he came in contact. He is survived by his wife and a grown-up family.

—♦—  
**MONTREAL.**  
—♦—

**Stores in Holiday Garb—How the Various Firms Are Showing Goods—Novelties in Stock.**

Montreal, Dec. 5.—All the book stores and stationery shops are resplendent with holiday goods. Christmas gift books, calendars and cards are occupying positions of prominence commensurate with their importance at this season of the year. Every year marks a wonderful improvement in these goods, from an artistic viewpoint. The old lurid hues so universally employed in the make-up of these lines are giving way to quieter tones.

Among the uptown book stores Renouls are showing attractive lines of Christmas goods. They report a good sale of the "Jewelled Ball," which is the work of a Montreal lady, the (Hon.) Mrs. Lionel Guest. They are showing a particularly fine line of stationery in at-

tractive boxes. This firm, a few days ago, ran a book worm's sale. This sort of a sale consists of making a pleasing display of the standard works, old editions and other things which are crowded into the background frequently by the current publications, and giving them attractive prices. Chapmans, another prominent St. Catherine Street stationer and bookseller, has an exceptionally good assortment of Christmas magazines and periodicals, also a good assortment along general lines. Phelans, also on St. Catherine Street, have their usual excellent display of post cards and other good lines. Foster Brown has many new lines and novelties.

The departmental stores are making big displays. Scroggie's have a fine line of calendars arranged in booths, the exteriors of which are decorated with the calendars. This firm have an agency for the Wernicke elastic bookcase. Among the novelties to be seen there is a file called "My Tidy File," which consists of a good sized notebook, and is divided and classified into engagements, invitations and other appointments of a lady. Some novel note paper is also being shown. One sort in particular consists of a fine grade of linen paper with a small picture, embossed in the upper left hand corner, of the devil, and the words running diagonally across it, "Who the (the picture) is this from?" This novelty met with a large sale in London and the copyright is the property of Mr. Mountford, manager of Scroggie's book and stationery department.

Morgans have their Christmas calendars displayed in a long window on the University Street side of their building. This window show is comprehensive, embracing all kinds and conditions of calendars. Carsleys, Ogilvys, Hamiltons and all the other big stores are out with good displays this month.

The six best selling books for the month are, "Holy Orders," "Peter," "Leaven of Love," "The Jewelled Ball," "Great Fight," "The Riverman," and the following are also meeting with a good demand, "Trail of the Lonesome Pine," "Lewis Rand," "By Right of Purchase," the "Testing of Diana Mallory," "Further Experiences of an Irish R.M.," The popular edition of "Letters of Queen Victoria" will be on sale shortly.—F.S.S.

—♦—  
Original dealers in post cards, etc., Montreal, have assigned to A. Desmarceau, Montreal.

## THE REASON

is plain why the Hurd papers are so popular with discriminating and careful buyers. It is the result of merit based on the best quality of stock, latest and attractive styles, and perfect workmanship and service, all of which mean honest value. We maintain that these papers have no superiors and the proof is in the papers themselves. In handling our papers you are sure to be right, for behind all is our guarantee in every particular.

Dance orders with the Trianon effect are the newest and most attractive for this season. We have them in five shades.



**GEO. B. HURD & CO.**

**Fine Paper Makers**

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



## What the Wholesalers and Manufacturers are Offering

### Doing Big Crayon Business.

Extensive reports from the United States would seem to indicate a gradual return to the normal conditions of trade which prevailed prior to the recent depression.

Many firms engaged in various lines of business report increased sales during the months just passed. Among their number may be included the Standard Crayon Mfg. Co., makers of the celebrated "Falcon" crayons. This firm have shown their good faith in the present and future business outlook by the installation of new machinery and the addition of new and profitable lines to their already large and attractive stock. Their capacity, too, is increased by reason of their factory's close proximity to the best source of supply. As freight rates enter largely into the cost to the jobber their situation near the border line is an advantage that the Canadian trade would do well to consider.

The Standard Crayon people are going to cater especially to Canadian trade, and they promise prompt and satisfactory service to any of the trade that may deal with them.



Advertising Cut - Buntin, Gillies & Co.



Advertising Cut - Buntin, Gillies & Co.



Advertising Cut - Buntin, Gillies & Co.

### Newspaper Advertising.

Newspaper advertising is the surest and quickest method of drawing local trade. Reading the newspaper is as much a part of our everyday life as sleeping and eating. It is a rare person who does not at least glance through his daily paper. For this reason your "ad" goes right to your man, and at a time when he is in the best position to listen. More people will read your newspaper advertisement than you could possibly hope to attract by the strongest window displays and personal salesmanship. Experience has taught us that the dealer must go after his trade and not wait for it to come to him.

Buntin, Gillies & Company, Hamilton, are willing to supply, free of charge, to those who will use them, news-

paper electros of their lines of fine stationery, Dimity, Dutch Fabrik and Old Hampshire Bond, cuts of which are shown herewith. Retailers should be quick to take advantage of this offer.

### The-God-of-Things-as-They-Ought-to-Be.

People are more superstitious than they are willing to acknowledge, if one may judge by the popularity and persistence of mascots. It is good form to laugh at lucky omens, but the very man who laughs will look half an hour for a four-leaf clover if he happens to find himself in a field. And if a man were persuaded that he could find a charm that would ward off evil influences and bring him out on the plain road of joy and prosperity, he would buy that charm, no doubt, even if it cost him half his fortune.

Of all the modern mascots, from rabbit's feet to swastikas, perhaps the queerest is "Billiken," a grinning little Japanese image who has become the craze in Chicago, and is invading the entire country.

It is a curious story, and a curious story how this heathenish imp has worked his way into popularity, so that within a few months after he was first heard of his name and his face are familiar to hundreds of thousands of people.



**BILLIKEN**

Reg. U. S. Patent Office Copyright, 1908  
By The Craftsman's Guild,  
The Billiken Co., Chicago.

**The-God-of-Things-As-They-Ought-to-Be.  
Tickle His Toes and See Him Smile.**

Originally "Billiken" was the whim of a Kansas City school girl, Miss Florence Pretz, who had unaccountable and fantastic desires to draw Japanese sketches when her teacher thought she ought to be learning her lessons. Little Florence wanted to come to Chicago and be a famous artist. While she was dreaming of this she was busy with her pencil, and now and then modelled in clay. She had seen a few of the popular "smile" placards—"Keep Smiling," "Wear a Smile," "Come and Take a Smile with Me;" and perhaps even that profane legend which says, "Smile, D—n, You, Smile"—and so one day she decided to imprison the very spirit and quintessence of the smile in clay. Her Oriental impulse got the better of her, and so she made "Billiken" and set him up for a mascot.

Miss Pretz christened "Billiken," and called him "the god of things as they ought to be," and her friends all agreed that he was the "eunningest" thing they ever saw,

and ought to bring her good luck a plenty. One of these girl friends came to Chicago, bringing Billiken, or his duplicate, with her. She had such astounding luck that she began to believe that the little Japanese imp really had something to do with it. She began to show the image about the city, and nearly everybody wanted one. People also began to buy the queer little Japanese sketches of the little girl back in Kansas City, and the first thing Miss Pretz knew the way was opened up for her, too, to come to Chicago and to fame.

It is always hard to tell just how and why a fad gets started, but "Billiken" became a fad. He was not only irresistibly comical, but the people who got him were ready to declare that he was a real mascot and that he brought good luck.

The two girls in their modest studio in Highland Park had no business sense, of course. They didn't know how to promote anything, and they had no intention of making a commodity out of "Billiken."

But the grinning little imp acted as his own press agent. As soon as the newspaper people saw him they realized that he would make a good story, whatever his good luck qualities might be, and after that the fame of "Billiken" was secure. He grinned from shop windows. He turned up his little toes in hotels and theatre lobbies. Worried stenographers put him on top of the desk beside the typewriter, so that the boss would look at him and forget the early morning grouch. He found his way into the boudoirs of society girls and into the dingy fastnesses of hall bedrooms. People that couldn't or wouldn't buy him were beguiled into laughing with him. He was the "god of things as they ought to be," and was ready to smile his prettiest at every soul that stood before him.

"Billiken" can be obtained from the Billiken Sales Co., Centre Street, N.Y., or the Billiken Co., Old Colony Building, Chicago.



Non-Corroding Pens - Warwick Bros. & Rutter.

**Radium Pens.**

The illustration shows a box of the new radium tipped pens handled by Warwick Bros. & Rutter. This is purely an office pen comprising six numbers, including a manifold round point and round point stub. The durability of the radium finish on the pen prevents corroding.

**Fountain Pen Clip.**

The modern "B" clip is claimed to be the best adjustable fountain pen and pencil clip ever placed on the market. The ball on the end firmly grips the pocket, yet can-

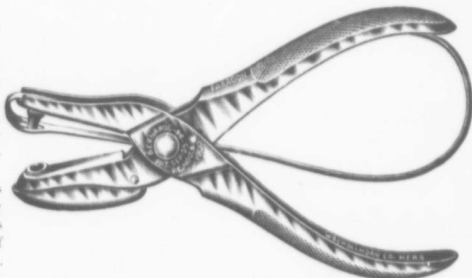


Safety Pocket Clip - Buntin, Gillies & Co.

not injure the finest fabric. The clip can be adjusted to fit any size of pen, and any thickness of cloth. For sale by Buntin, Gillies & Co., Hamilton and Montreal.

**Tally Card Punches.**

There is always a demand during the winter months for tally punches. Buntin, Gillies & Co., Hamilton, are showing a line which for two reasons is proving a fast seller. It is a high-grade article at a reasonable price, and it has a reservoir to catch the clippings. Every housekeeper will appreciate this latter feature, which saves work the next morning. The illustration shows No. 260



Card Punch with Resevoir - Buntin, Gillies & Co.

punch with reservoir, price \$2.40 per dozen. No. 250, without reservoir, costs \$2.00 per dozen.

**Artistic Lines From Tuck's.**

With their accustomed generosity Raphael Tuck & Sons Co., 9-17 St. Antoine Street, Montreal, have favored the Bookseller and Stationer with a parcel of samples of their latest productions in calendars, Christmas cards and Christmas post cards. It seems almost unnecessary to expatiate on the beauty and excellence of these goods. The trade, and not only the trade, but the public as well, are so familiar with Tuck calendars and cards that it is almost superfluous to state that these samples are beautifully conceived and perfectly carried out.

The various Tuck lines are all redolent of Christmas. Santa Claus and Father Tuck might almost be considered as synonymous, for both are symbolical of the Christmas spirit. If the trade are particularly anxious to catch just the right holiday flavor in their stores they can readily do so by displaying the Tuck calendars and other good things around their premises.

A new conception is a calendar giving a reproduction of a celebrated masterpiece for every week in the year, and a space for daily memoranda.

Then there is "Father Tuck's Annual," that famous volume of pictures, songs and stories for the little folks that returns with perennial delight year by year.

Singling out a few of this year's specialties, mention might be made of the Canadian designs. There is "Winter Sports in Canada" calendar, with three leaves, which are shown snowshoeing, skating and hockey scenes in colors. The "Canadian Sports" calendar has also three leaves, depicting skiing and tobogganing. "Canada Day by Day" is a block calendar with quotations and records of imperial events for every day in the year.

**Visiting Cards.**

Buntin, Gillies & Co., Limited, have just received a new range of visiting cards and are offering them for the Christmas and winter trade. These cards are all cut by hand, which process leaves the edges flat and smooth, not rough like ordinary machine cut cards. The line comprises

## BOOKSELLER AND STATIONER

three grades: Regent, thick or thin, in gents' and ladies' sizes, a cheap but good card packaged in fifties. Mayfair, a better card than the Regent, one weight only, in three sizes, and Belgravia, a very fine ivory card, packed one hundred in a neat and handsome box with padded top. Samples will be mailed on request.

### A New "Clutch" Pencil.

The L. E. Waterman Company, Limited, who are constantly improving present writing devices, have recently brought out a new pencil, known as the "Clutch" Pencil, which is a marked improvement upon the propelling pencil, which is unsatisfactory if much writing is to be done, owing to the fact that the lead does not remain stationary, but with the motion in writing gradually works into the holder. The "Clutch" Pencil does not do this. To adjust the lead for writing, the top of the pencil unscrews, releasing the lead, so that it may be drawn out of the pencil to the required distance. The top is then screwed tightly, and the lead is perfectly firm for any amount of writing, without the trouble of constantly adjusting the point. These pencils are of sterling silver, chased in different patterns.

### A Mammoth Waterman's Ideal.

One of the most interesting occasions of the Carnival of the Mystique Krewé of Ka-noo-no, at Syracuse, N.Y., was the Commercial Float Parade on September 15th,

bottle, touching neither mouth or neck. It is made of frosted aluminum.

Another similar article is a safety aluminum ink bottle which is non-spillable, and does away with evaporation. The opening in the bottle is fitted with a rubber cork which, besides preventing leakage, makes a soft pad for the nib to rest on when inking the pen.

### Valentine & Sons Pub. Co.

Valentine & Sons, Montreal and Toronto, are showing an attractive novelty this month in the shape of a little mail bag, about 4 by 2½ inches in size, containing a small booklet of views of Montreal. The pictures, although small, are remarkably clear, and are made by the colotype process. This firm are also showing a line, which should appeal to all patriotic Canadians, "Scenic Sieges and Battlefields of French Canada." Among other things of especial importance at this time of the year are their private Christmas greeting cards and folders.

Of these, this firm have a very fine selection displaying artistic value and good taste.

### SCRIBNER'S FOR JANUARY.

Scribner's Magazine for January will contain the first instalment of a serial novel entitled, "John Marvel, Assistant," by Thomas Nelson Page. Mr. Page will be lov-



A Winning Float.

which occasion attracted to Syracuse approximately 250,000 strangers.

C. E. Woleott, owner of Woleott's Bookshop of that city, took occasion to enter into the float parade with a demonstration which proved to be very interesting and entertaining.

The L. E. Waterman Company loaned to Mr. Woleott one of their 21-foot Filigree pens, which was placed upon a float drawn by four horses, and resting upon a globe representing the familiar trade-mark of the manufacturers. Mr. Woleott was the first customer in the Empire State, outside of the metropolitan district, to sell Waterman's Ideal Fountain Pens.

From those who visited the city on this occasion it is learned that the display was interesting in connecting the thought of the many who traveled to Syracuse with the 100-foot pens displayed along the New York Central lines, by the L. E. Waterman Company.

### New Mucilage Bottle.

The "Perfect" mucilage bottle has lately been added to the stock of Buntin, Gilles & Co., Hamilton and Montreal. This is a neat and clean mucilage container. The moisture from the water-reservoir prevents gumming and thickening by evaporation. The handiness of the cap and brush combined is a commendable feature. The loose cap rests on the shoulder of the

ingly remembered for his sympathetic and masterly stories, "Red Rock" and "Marse Chan." Of special interest to Canadians is the notable contribution entitled, "England and the English, from an American Point of View." Full of keen observation—free from satire, and sure to excite discussion on both sides of the Atlantic. The number is superb artistically and contains many short stories, poems, etc.

### NEW HOME FOR LIBRAIRIE BEAUCHEMIN, LTD.

As announced in the November issue of Bookseller and Stationer, Librairie Beauchemin, Limited, Montreal, with wholesale headquarters at 256 St. Paul Street, and an important retail store at 18 Notre Dame Street west, will shortly consolidate their business in enlarged premises at 81 St. James Street, Montreal.

This address comprises two buildings with a frontage of 42 feet, and a depth of 90 feet, running up to Fortification Lane. The building is rapidly being renovated, and they will occupy the entire six storeys and basement.

The main floor will be given over to a wholesale sample room, and a display of their numerous lines of office fixtures and devices. Up-to-date multiplex fixtures



The 'Daily Mail' Year Book for 1909 is now ready and, as in former years, will again take its place as "The Biggest Sixpenny worth in the world"

Booksellers and Newsagents desirous of a quick-seller should get stocked with this line. Advertising matter free on application.

The 1909 Edition contains several important articles by specialists on various subjects, with striking diagrams and illustrations, and is exhaustively indexed.

For convenience of reference the huge mass of information which the book contains is divided into the following sections: —

- Social Questions.
- Commercial Questions.
- Financial Questions.
- Navy Questions.
- Foreign Questions.
- Political Questions.
- Educational Questions.
- Army Questions.
- The Colonies.

Everyone should possess this indispensable Reference Book—  
IT STANDS ALONE AT  
THE PRICE — a marvel of  
cheapness and compactness.

will be used, and this floor is expected to be one of the most attractive in the country.

The retail book business will occupy the first floor, and the modern arrangement, according to classes, of books will be followed up. The wholesale import sample room will also be on this floor.

The basement will be utilized for the shipping and receiving room, and the balance of the building used for their stock of stationery, exercise books, religious articles, etc., etc.

When the entire building is completed and fitted up Bookseller and Stationer will show complete illustrations.

◆◆◆  
WINNIPEG.

**Christmas Trade Booming—Western News Agency Moves  
—Russell Lang's Plan to Sell Books.**

Winnipeg Dec. 3, 1908.—Christmas trade is booming now and has been active for two or three weeks past. Winnipeg and the West have passed through a short period of depression, and, with the return of prosperity, retail business in the city is showing a big increase. The increase in holiday business is a sure indication of the improvement in business conditions as compared with a year ago.

The first of December found another retail store moving from Main Street to Portage Avenue. The Western News Agency, a retail firm, handling books and stationery, but making a specialty of British periodicals, have moved from Main Street to the Grandy Block on Portage Avenue, formerly occupied by the Ideal House Furnishers, Ltd. There is a growing demand for British periodicals in Winnipeg, and, with an improved location, the Western News Agency should increase their business.

Russell Lang & Co. have for some time been pushing their book sales by publishing each month a little booklet giving the titles and prizes of the new books received, together with a few descriptive paragraphs giving their customers information as to the character of the books. These booklets are sent out to their customers and result in many book sales.

◆◆◆  
**TROUBLE AT SAULT STE. MARIE.**

**Booksellers Complain That Customs Officials Are Lax in  
Protecting Canadian Copyrights—Association  
Takes Up the Matter.**

On November 25, the secretary of the Canadian Book, Stationery and Publishing Trades' Association was notified that the regular trade in Sault Ste. Marie was suffering from the illegal importation across the river of foreign editions of Canadian copyrights. These books were being sold at prices which could not be met by the booksellers handling the authorized editions.

As prompt action was necessary, the following letter was immediately despatched to Ottawa:

Toronto, November 25, 1908.

Department of Agriculture, Copyright Branch,  
Ottawa, Ont.

Dear Sir: Complaint has been received to-day from Sault Ste. Marie that copies of United States editions of Canadian copyright books are being bought in across the river without any effort being made on the part of the Government officials to keep them out. As the Christmas

season is almost here, and as this is the time of the year when booksellers do their best business, we appeal to you in the interests of the trade to take prompt action to keep out these foreign books.

It is possible that books are being brought in at other points along the border to the detriment of legitimate trade.

The publishers and booksellers unite in requesting you to send out a warning to such officials as should prevent this importation, cautioning them to be on their guard and to protect Canadian copyrights.

Your immediate attention to this request will be greatly appreciated. Yours faithfully,

BOOKSELLERS' AND STATIONERS' ASSOCIATION.

The following reply was received from Ottawa, showing that the department has taken action.

Ottawa, November 28, 1908.

Secretary the Booksellers' and Stationers' Association,  
10 Front Street East, Toronto.

Sir: I have the honor to acknowledge receipt of your letter of the 25th inst., complaining that copies of United States editions of Canadian copyright books are being unlawfully imported at Sault Ste. Marie.

In reply, I am to state that the Collector of Customs at Sault Ste. Marie has been requested to bring the matter to the attention of his officers and instruct them to exercise greater precaution in dealing with importations of such goods.

I have the honor to be, sir, your obedient servant.  
ASSISTANT COMMISSIONER OF CUSTOMS.

◆◆◆  
BERLIN.

**Interesting Items From a Live Town—Extension to  
Weaver's Store—Big Sale of Popular Mechanics.**

Berlin, Dec. 1.—Holiday trade has not been quite as brisk during the last few weeks as in the same period last year, but it has shown improvement since the 20th, especially in the sale of books. The best sellers have been Knowles' "Web of Time," "Diana Mallory," and "Sowing Seeds in Danny."

A forty-foot extension is nearing completion at Weaver's bookstore and an alteration sale is causing quite a commotion there.

James C. Jaimet, who recently entered the retail shoe business at Watford, did not find things to his liking there, and took the first opportunity of selling out again. He is back at his old post as manager of the Waterloo store of F. I. Weaver & Co.

A new technical book, which is catching on pretty well here, and which is something altogether new, is "Abbreviated Longhand," by Angus B. Weaver, of Buffalo. The new system is a sort of a cross between shorthand and longhand, and is designed to meet the requirements of those who do not wish to go in for stenography, but to whom speed in writing is a valuable consideration. The simplicity of the system, together with the ease and short time in which it can be mastered, makes the book a ready seller. It is being handled for Canada by Wnt. Briggs.

J. P. Bender is making a specialty of pictures in his window displays. At Weaver's a window of Eaton-Hurlbut Christmas papereries is eliciting much favorable comment.

A paying field of operation in newsdealing is the sale of that hustling and altogether excellent publication, "Popular Mechanics." An evidence of what can be done by pushing it is evidenced here by the fact that F. I.

## BOOKSELLER AND STATIONER

Weaver & Co. have worked up their monthly sales of this magazine to about fifty copies.

The handling of talking machines has been adopted by every bookstore in the two towns of Berlin and Waterloo. Those handling Edison machines find themselves obliged, in order to get them after January 1st, to discontinue the sale of all other makes of cylinder machines and records.

The publishers of the Saturday Evening Post have a man conducting a campaign here and boys of all ages cover the town with the paper directly after the supply reaches town. The booksellers have not been active in the sale of this publication, owing to the fact that they have to handle it from the news company on a non-returnable basis, and the feeling they have always had that the Post publishers have never been over zealous in their efforts on behalf of the trade.

The sale of the Christmas Globe is going to be considerably in excess of that of last year.

### BROUGHT BUSINESS FROM ALABAMA.

#### How An Ad in The Bookseller and Stationer Brought Business to a Toronto Firm From Mobile, Alabama.

Here is a case in which an advt. not only brought business, but it had the effect of renewing an acquaintanceship which had lapsed sixty years.

Richard Brown, of the Brown Bros., wholesale stationers, Toronto, recently received a letter from a man in Mobile, Alabama, asking the firm to forward a sample of a certain style of leather purse. It appeared that the writer had not been able to secure a satisfactory article down South, so he wrote to the Brown Brothers.

How did he first learn about the Toronto firm? That is the question which made Mr. Brown curious, so he wrote back for information. The letter he received in reply was to the effect that the writer had seen Brown Bros.' advt. in Bookseller and Stationer. That told him where he could obtain the purse he wanted. Then his memory busied itself to good purpose and he arrived at the conclusion, which happened to be correct, that the Browns, of Toronto, and the family with whom his own people had been acquainted in the Old Country over half a century ago, were one and the same.

"We have used The Bookseller and Stationer ever since it was first issued," (twenty-four years ago) Mr. Brown states, "and, had it not been for the big fire, we would have the complete files to this day."

All of which goes to show that it is hard to define the limits of an ad's working sphere.

### "GOLD MEDAL" Carbon Paper.

The John Underwood Company, Toronto, are meeting with unusual success from the trade with their "Gold Medal" brand of carbon paper and ribbons. They attribute their increased sales, not only to their very reasonable quotations, but to the excellent qualities which these goods possess, owing to their careful and thorough manufacture which insures every possible advantage to the consumer. Besides this, there is an iron-bound guarantee behind them which counts. Not a sheet of carbon or box of ribbon is sold without this assurance. A unique feature in the packing of their carbon paper is the convenience of the box in which they are sold. It is a flat opening box rendering the sheets easy to get at and will be greatly appreciated by busy stenographers. The imprint

of the brand, too, is unusual. Instead of being printed in ink, it is embossed on the top sheet of the carbon folder. This gives it a distinctive and attractive appearance and should make a good impression on the customer. Bookseller and Stationer saw also a great variety of carbons which were new to us.

## 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*

## IMPORTANT

Dear Mr. Stationer,

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

Faithfully yours,

**Waverley Works, MACNIVEN & CAMERON,**  
Edinburgh Limited

## The most popular pens are ESTERBROOK'S

MADE IN ALL STYLES



Fine Points, A1, I28, 333.  
Business, 048, I4, I30.  
Broad Points, 312, 313, 314.  
Turned-up Point's, 477, 531, I876.

CANADIAN AGENTS  
**THE BROWN BROS., LIMITED**  
TORONTO.

## BOOKSELLER AND STATIONER

### A YOUNG FOLKS' LIBRARY.

In this the day of universal libraries at low prices, it is gratifying to note that at least one British publishing house is planning for an exclusively young folks' library to include volumes of history, geography, nature study, biography, science, etc. T. Nelson & Sons, London and Edinburgh, in their Young Folks' Bookshelf, have in view just such a series and appropriately enough, the first volume now being issued in fortnightly parts is "Britain Overseas," the story of how the British Empire was built up, how it is governed, of its countries, peoples, cities and industries. The volume will be made up of ten parts at one penny per week, which makes the cost very low. Two volumes will be issued annually in the Bookshelf.

The first part of "Britain Overseas" has been received. It gives a good idea of just what the work will be like. The size of page is 6 1/8 x 9 1/2 inches, with marginal illustrations in black and white line drawings. There are eleven full-page illustrations of historical subjects, four of which are in color. The letter-press is large and the style simple.

### JOAQUIN MILLER.

The Whitaker & Ray Company, of San Francisco, are rapidly reprinting the books destroyed in the San Francisco fire. Their list of valuable book plates destroyed was very large and while many of the books will remain



Annie Bellamy Johnston  
1908

Author of "Mary Ware."

permanently out of print, a number of them will be issued in a short time.

The most important will be the collected poems of Joaquin Miller, the poet of the Sierras. This will doubtless be the final revision of the poet's works, and will be known as the Author's Edition in five volumes. It will be splendidly printed on deckle paper and neatly bound. The first volume will contain almost entirely new matter, and a large part of it will be devoted to an autobiography of the writer. Each volume will contain an appropriate frontispiece, picturing the poet in various

poses and scenes. A limited De Luxe edition on fine paper and beautifully bound in leather will be issued and sold with the author's autograph. It is expected that three volumes will be ready early in December.

### A BOOK FOR SCOTS.

Scots frae hame will welcome a volume of verse by Dr. Stenhouse, of Dunedin (N.Z.), entitled, "Lays from



ESTELLE KERR

A Young Toronto Author-Artist, whose "Little Sam in Volleudam" is a Prominent Juvenile this Season.

Maoriland," published by Alexander Gardiner, of Paisley, Scotland. It would seem to us that in selecting a title for this book, the author should have made it more indicative of its contents, for the principal songs and poems are in braid scots, with perhaps half the volume devoted to poems in English, while Maoriland is almost an unused theme. The opening poem is "A Scot's Epistle to Andrew Carnegie," followed by many homely, humorous and sentimental numbers. The volume is tastefully bound in cloth boards bevelled, gilt top.

### REVIEWS.

**JACK LORIMER'S HOLIDAYS.** By Winn Standish. Boston: L. C. Page & Co. Cloth, illustrated, \$1.50. The hero of Mr. Standish's earlier books is again introduced, the story telling how he spent the summer with friends in camp. A number of school girls appear in the story, adding to the fun.

**THE SANDMAN.** His Sea Stories. By William J. Hopkins. Boston: L. C. Page & Co. Cloth, \$1.50. Twenty-one sea stories adapted for children.

**THE WATCHERS OF THE PLAINS.** By Ridgewell Cullom. The Copp, Clark Co., Toronto, \$1.25. The chosen field of this writer is the West at a time when pioneer life meant hardship and danger, chiefly from Indians, the natural enemy of the white men. It is a phase of life which is passing and writers like Mr. Cullom are doing good service in preserving records of these early, stirring times. The present story is full of adventure, romance and daring.

## BOOKSELLER AND STATIONER

### Calgary.

1. Holy Orders. By Marie Corelli. Briggs.
2. Lewis Rand. By Mary Johnston. Briggs.
3. Trail of Lonesome Pine. By John Fox, Jr. McLeod.
4. Diana Mallory. By Mrs. Ward. Musson.
5. Wheel of Fortune. By Louis Tracy. McLeod.
6. Peter. By F. H. Smith. McLeod.

### Charlottetown.

1. Anne of Green Gables. By L. M. Montgomery. Page.
2. Trail of Lonesome Pine. By John Fox, Jr. McLeod.
3. Golden Dog. By R. Kirby. Musson.
4. Lure of the Mask. By H. MacGrath. McLeod.
5. Lewis Rand. By Mary Johnston. Briggs.
6. Elusive Pimpernel. By Baroness Orczy. Copp.

### Chatham.

1. Firing Line. By R. W. Chambers. McLeod.
2. Dominic Wildthorne. By Joseph Hocking. Copp.
3. Man from Brodneys. By G. B. McCutcheon. Briggs.
4. Holy Orders. By Marie Corelli. Briggs.
5. Peter. By F. H. Smith. McLeod.
6. Songs of a Sourdough. By R. W. Service. Briggs.

### Edmonton.

1. Man from Brodneys. By G. B. McCutcheon. Briggs.
2. Holy Orders. By Marie Corelli. Briggs.
3. Diana Mallory. By Mrs. Ward. Musson.
4. Anne of Green Gables. By L. M. Montgomery. Page.
5. Diva's Ruby. By F. M. Crawford. Macmillan.
6. Guest of Quesnay. By Booth Tarkington. Musson.

### Guelph.

1. Holy Orders. By Marie Corelli. Briggs.
2. Diana Mallory. By Mrs. Ward. Musson.
3. Spirit in Prison. By Robert Hichens. Copp.
4. Trail of Lonesome Pine. By John Fox, Jr. McLeod.
5. Peter. By F. H. Smith. McLeod.
6. Sowing Seeds in Danny. By Mrs. McClung. Briggs.

### Hamilton.

1. Trail of Lonesome Pine. By John Fox, Jr. McLeod.
2. Web of Time. By R. E. Knowles. Frowde.
3. Peter. By F. H. Smith. McLeod.
4. Riverman. By S. E. White. Musson.
5. Holy Orders. By Marie Corelli. Briggs.
6. Lewis Rand. By Mary Johnston. Briggs.

### London.

1. Riverman. By S. E. White. Musson.
2. Holy Orders. By Marie Corelli. Briggs.
3. Trail of Lonesome Pine. By John Fox, Jr. McLeod.
4. Diana Mallory. By Mrs. Ward. Musson.
5. Peter. By F. H. Smith. McLeod.
6. Sowing Seeds in Danny. By Mrs. McClung. Briggs.

### Moncton.

1. Web of Time. By R. E. Knowles. Frowde.
2. Diana Mallory. By Mrs. Ward. Musson.
3. Songs of a Sourdough. By R. W. Service. Briggs.
4. Trail of Lonesome Pine. By John Fox, Jr. McLeod.
5. Man from Brodneys. By G. B. McCutcheon. Briggs.
6. Holy Orders. By Marie Corelli. Briggs.

### Montreal.

1. Holy Orders. By Marie Corelli. Briggs.
2. Peter. By F. H. Smith. McLeod.
3. Leaven of Love. By Miss Burnham. Briggs.
4. Jewelled Ball. By Mrs. Guest. Cambridge.
5. Great Fight. By W. H. Drummond. Briggs.
6. Riverman. By S. E. White. Musson.

### Peterboro'.

1. Peter. By F. H. Smith. McLeod.
2. Web of Time. By R. E. Knowles. Frowde.
3. Holy Orders. By Marie Corelli. Briggs.

4. Man from Brodneys. By G. B. McCutcheon. Briggs.
5. Treasure Valley. By Marian Keith. Westminster.
6. Little Brown Jug. By M. Nicholson. McLeod.

### Port Arthur.

1. Holy Orders. By Marie Corelli. Briggs.
2. Trail of Lonesome Pine. By John Fox, Jr. McLeod.
3. Little Brown Jug at Kildare. By M. Nicholson. McLeod.
4. Firing Line. By R. W. Chambers. McLeod.
5. Diana Mallory. By Mrs. Ward. Musson.
6. Lewis Rand. By Mary Johnston. Briggs.

### Quebec.

1. Diana Mallory. By Mrs. Ward. Musson.
2. Riverman. By S. E. White. Musson.
3. Holy Orders. By Marie Corelli. Briggs.
4. Treasure Valley. By Marian Keith. Westminster.
5. Cy Whittaker's Place. By Joseph C. Lincoln. McLeod.
6. Web of Time. By R. E. Knowles. Frowde.

### St. Catharines.

1. Diana Mallory. By Mrs. Ward. Musson.
2. Riverman. By S. E. White. Musson.
3. Man from Brodneys. By G. B. McCutcheon. Briggs.
4. Holy Orders. By Marie Corelli. Briggs.
5. Trail of Lonesome Pine. By John Fox, Jr. McLeod.
6. Firing Line. By R. W. Chambers. McLeod.

### St. John.

1. Anne of Green Gables. By L. M. Montgomery. Page.
2. Holy Orders. By Marie Corelli. Briggs.
3. Riverman. By S. E. White. Musson.
4. Web of Time. By R. E. Knowles. Frowde.
5. Trail of Lonesome Pine. By John Fox, Jr. McLeod.
6. Diana Mallory. By Mrs. Ward. Musson.

### St. Thomas.

1. Diana Mallory. By Mrs. Ward. Musson.
2. Holy Orders. By Marie Corelli. Briggs.
3. Trail of Lonesome Pine. By John Fox, Jr. McLeod.
4. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
5. Lady of the Decoration. By Mrs. Little. Musson.
6. Web of Time. By R. E. Knowles. Frowde.

### Stratford.

1. Holy Orders. By Marie Corelli. Briggs.
2. Man from Brodneys. By G. B. McCutcheon. Briggs.
3. Web of Time. By R. E. Knowles. Frowde.
4. Shepherd of the Hills. By H. B. Wright. McLeod.
5. Treasure Valley. By Marian Keith. Westminster.
6. Peter. By F. H. Smith. McLeod.

### Toronto.

1. Diana Mallory. By Mrs. Ward. Musson.
2. Trail of Lonesome Pine. By John Fox, Jr. McLeod.
3. Peter. By F. H. Smith. McLeod.
4. Riverman. By S. E. White. Musson.
5. Lewis Rand. By Mary Johnston. Briggs.
6. Great Fight. By W. H. Drummond. Briggs.

### Winnipeg.

1. Diana Mallory. By Mrs. Ward. Musson.
2. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
3. Holy Orders. By Marie Corelli. Briggs.
4. Prophet of the Future. By W. J. Dawson. Frowde.
5. Riverman. By S. E. White. Musson.
6. Firing Line. By R. W. Chambers. McLeod.

### Canadian Summary.

	Points
1. Holy Orders. By Marie Corelli	121
2. Diana Mallory. By Mrs. Ward	94
3. Trail of Lonesome Pine. By John Fox, Jr.	77
4. Peter. By F. H. Smith	55
5. Riverman. By S. E. White	54
6. Web of Time. By R. E. Knowles	47

**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.

**Standard Commercial Works**

**Mattie's Interest Tables**

At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum by NATHAN MATTIE, 3th Edition. Price, \$3.00.

**Mattie's Three Per Cent. Interest Tables**

By the same author. On fine heavy paper and strongly bound. Price, \$3.00.

**Hughes' Interest Tables and Book of Days Combined**

At 5, 7 1/2, 10, 12 1/2, 15, 20 and 25 per cent. per annum. By CHARLES M. C. HUGHES. Price, \$3.00.

**Hughes' Supplementary Interest Tables**

Comprising a Special Interest Table for daily balances showing interest for one thousand days on \$10 amount, showing interest for 10 per cent. inclusive. Also a table showing interest for one thousand days at 5 per cent. by means of which in connection with Comparative Tables interest for one thousand days can be obtained at any rate from 4 per cent. to 10 per cent. inclusive, and COMPARATIVE INTEREST TABLES, inclusive, on the basis of 50 days to the year per cent. inclusive, on the basis of 365 days to the year per cent. inclusive. By CHARLES M. C. HUGHES. Price, \$2.00.

**Hughes' Interest Tables**

At 6 and 7 per cent. per annum on the basis of 365 days to the year. For one, two, three and four months and days of grace; for use in Discounting and Renewing Promissory Notes. By CHARLES M. C. HUGHES (on folded card). 144 pp., strongly bound. Price, \$1.00.

**Hughes' Savings Bank Interest Tables**

At 7 1/2, 8 and 9 per cent. (each on separate card), on the basis of one month, being 1/12 part of a year. By CHARLES M. C. HUGHES. Price, \$1.00.

**Buchan's Sterling Exchange Tables**

Converting sterling into Canadian currency and vice versa, advancing by wire and tele. with other useful tables. By ERNEST BUCHAN. Second edition. Price \$1.00.

**Buchan's Sterling Equivalents and Exchange Tables**

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

**Buchan's Par of Exchange (Canadian)**

Giving sterling into dollars and cents and vice versa, from £1 upwards, also sterling equivalents, Canada into New York and vice versa. By ERNEST BUCHAN. Price, 25c in sheets, each, 25c mounted on boards, each, 50c.

**Import Costs**

Showing "land down costs" from one-eighth of a penny from five per cent. to 50% per cent. calculated at the Canadian par of Exchange, advancing by two and a half per cent. rates. A separate table for each rate. By H. M. MARTIN. Price, \$1.50. Full bound leather limp. New.

**The Importers' Guide**

A hand-book of advances of sterling into decimal currency from one penny to 100 pounds with a FLANKEE TABLE, from 20 to 100 shillings per piece of 66 yards. By R. CAMPBELL and J. W. LITTLE. Leather. 75c.

**The Canadian Customs Tariff**

Revised list of duties, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of the Canadian Customs Act, Sterling Exchange, France, German Bismark, at Canadian Customs values, also a table of the value of francs in English money. Harbour Dues, etc. etc. F. Cap. 8vo. cloth. Price, 50c.

**MORTON, PHILLIPS & CO.,**

PUBLISHERS

115 and 117 Notre Dame St., West, MONTREAL.

The BROWN BROS. Ltd., Toronto, carry a full line of our publications.

**HOTEL DIRECTORY.**

**WINDSOR HOTEL**

HAMILTON, BERMUDA

This home is pleasantly and conveniently located on the east side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. M. No. 100. Prop.

**TOWER HOTEL**

GEORGETOWN, DEMERARA

BRITISH GUIANA

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

**VICTORIA LODGE**

HAMILTON, BERMUDA

Mrs. J. F. SMITH, Proprietress

Opposite Victoria Park and Cedar Ave. Private Board \$12 to \$14 per week.

Open November Closes in May

**WINTER RESORT**

**QUEEN'S PARK HOTEL**

Part-of-Spain, Trinidad, B.W.I.

JOHN M. EWEN, Manager

For rates, etc., apply

TRINIDAD SHIPPING & TRADING CO.

29 Broadway, New York.

**THE GRAND UNION**

The most popular hotel in

OTTAWA, ONT.

JAMES K. PAISLEY, Proprietor

**HALIFAX HOTEL**

HALIFAX, N.S.

**ACCOUNTANTS AND AUDITORS.**

**JENKINS & HARDY**

Assessors, Chartered Accountants, Estate and

Fire Insurance Agents.

17 1/2 Toronto St. 40 Temple Bldg.

Toronto Montreal

**COLLECTIONS, ETC.**

**THE**

**MERCHANTS MERCANTILE CO.**

300 St. James St., Montreal

**MERCANTILE REPORTS AND COLLECTIONS**

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1085

**The Topaz Pencil**

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

**HB--H--HH--HHH--B**

— AND —

**Indelible Copying.**

Write for Samples to

**Warwick Bros. & Rutter, Limited**

Wholesale Stationers, TORONTO.

**SQUIBS.**

A week before the Christmas holidays a Princeton undergraduate who lived in Chicago wished to start home, thus gaining a week's vacation on the other students. He had, however, used up all the absences from recitations which are allowed, and any more without good excuse would have meant suspension. In a quinary he hit upon this solution: he telegraphed his father the following message:

"Shall I come home by the B. & O., or straight home?"

The answer he received read: "Come straight home."

An exhibition of the telegram to the faculty was sufficient.—Success Magazine.

At a London dinner recently the conversation turned to the various methods of working employed by literary geniuses. Among the examples cited was that of a well-known poet, who, it was said, was wont to arouse his wife about four o'clock in the morning and exclaim, "Maria, get up; I've thought of a good word!" Whereupon the poet's obedient helpmate would crawl out of bed and make a note of the thought-of word.

About an hour later, like as not, a new inspiration would seize the hard, whereupon he would again arouse his wife, saying, "Maria, Maria, get up! I've thought of a better word!"

The company in general listened to the story with admiration, but a merry-eyed American girl remarked: "Well, if he'd been my husband I should have replied, 'Alpheus, get up yourself; I've thought of a bad word!'"—Everybody's Magazine.

A lady in a Southern town was approached by her colored maid.

"Well, Jenny?" she asked, seeing that something was in the air.

"Please, Mis' Mary, might I have the aft'noon off three weeks from Wednesday?" Then, noticing an undecided look in her mistress's face, she added hastily—"I want to go to my finance's funeral."

"Goodness me," answered the lady—"Your fiance's funeral! Why, you don't know that he's even going to die, let alone the date of his funeral. That is something we can't any of us be sure about—when we are going to die."

"Yes'm," said the girl doubtfully. Then, with a triumphant note in her voice—"I'm sure about him, Mis', 'cos he's goin' to be hung!"—Everybody's Magazine.

**SMALL DIVIDEND TO MACFARLANE CREDITORS.**

Only 7½ Per Cent. of Their Claims Comes to the Creditors of W. G. MacFarlane, the Post Card Man.

James Hardy, of Jenkins & Hardy, Toronto, assignee for the W. G. MacFarlane Company, has issued a statement showing the respective amounts claimed by the creditors of this firm and the dividend to which each creditor is entitled. The amount of claims range from \$7,671.43 to 40c. Sinsel & Co., Leipzig, Germany, are the heaviest losers, and A. L. Hardy, Kentville, N.S., the lowest.

On Monday, November 23, a dividend of 7½ per cent. was declared payable, of which the highest amount received was \$575.35, and the lowest 3c. There will be an additional dividend coming to creditors from the New York assignee, but he will not be able to declare a dividend before a year has elapsed from time of insolvency.

Some of the largest creditors, with their respective claims, are: Germany—P. Finkeuth, Berlin, \$1,994.50; Carl Garte, Leipzig, \$5,662.36; Gebruder Humar, Munich, \$1,762.54; H. F. Jutte, Leipzig, \$3,951.20; Sinsel & Co., Leipzig, \$7,671.43. Great Britain—Willissen Lithographic Co., Limited, London, Eng., \$3,320.49; Miller & Lang, Glasgow, \$315.47. United States—Alling & Cory, Buffalo, \$548.12; Art Lithographic Pub. Co., New York, \$1,316.32; German-American Post Card Co., New York, \$824.55; Katech & Sommerich, New York, \$1,010.90. Canada—Ritcheie & Ramsay, Toronto, \$442.01; estate of Robert Carrie, Toronto, \$332.55; Mail Job Printing Co., Toronto, \$541.75; R. G. McLean, Toronto, \$411.11; J. C. Phillips, Brighton, Ont., \$216.15; J. W. Miller, Regina, Sask., \$147.03. Switzerland—A. Trub & Co., Aaran, \$1,508.41.

The failure of the MacFarlane Company is attributed to an over-extension of business which a falling market and lack of sufficient capital did not warrant. The Canadian branch of the business was doing well, but an attempt to cover the United States field under the unpropitious circumstances that occurred last year proved too much and a failure was the result.

The non-realizable character of the stock, too, must be taken into consideration. There is a good profit on picture post cards, as every retail dealer knows, but when an attempt is made to force them on the market at unseasonable times it will be easily recognized how they will greatly depreciate in value. This will account for the extremely small amount of assets in comparison with the amounts involved.

**RECENT CANADIAN COPYRIGHTS.**

**Books.**


- Mrs. Lena A. White's Voice Shorthand System. Lena A. White, Chicago, Illinois.
- La Vie de l'Homme et du Christ en Tableaux. Par N. Chappdelaine. (Album.) N. Chappdelaine, Nicolet, Que.
- Registre d'Inscription et d'Appel pour les Ecoles Catholiques Francaises de la Province de Quebec. Par J. N. Miller. J. N. Miller, Quebec.
- The Quebec Tercentenary Commemorative History. Compiled and Edited by Frank Carrel and Louis Feizez-wicz, B.A. Revised by E. T. D. Chambers. Introduction by Dr. A. G. Doughty, C.M.G., F.R.S.C. Frank Carrel, Quebec.
- Rectification du Vocabulaire. Par Henri Roullaud. Henri Roullaud, Montreal.

**HAND POWER  
ELEVATOR**

LOAD,  
1 500 lbs.  
CAR, 6 x 5 FT.

**\$ 100<sup>00</sup>**

F. O. B.  
HAMILTON  
ONTARIO



We supply drawings and instructions enabling anyone to install.

**SAVE TIME LABOR EXPENSE HANDLING GOODS FOR UPPER FLOORS**

Write our nearest office for full particulars.

**MONTREAL** | **WINNIPEG** | **VANCOUVER** | **OTTAWA**  
 St. James St. | McRae Block | Alexander St. | O'Connor St.

**Otis-Fensom Elevator Company, Limited**  
**HEAD OFFICE - TORONTO, ONTARIO**

- La Chanson du Passant. Poesies Canadiennes. Par Louis Joseph Doucet. Louis Joseph Doucet, Montreal.
- Recueil de Cantiques Anciens et Nouveaux. Par Etienne Legare, Chantre. La Cie J. A. Langlais & Fils, Quebec.
- A Canadian Book of Months, Verse and Prose. By Suzanne Marry. William Briggs, Toronto.
- Naney McVeigh of the Monk Road. By R. Henry Mainer. (Book.) R. Henry Mainer, Winnipeg, Man.
- The Harvest of Moloeh. By Mrs. J. K. Lawson. (Book.) J. M. Poole, Toronto.
- Recollections of the War of 1812. By Dr. Wm. Dunlop. With a Biographical Sketch of the Author by A. H. C. Colquhoun, LL.D. Second Edition. Historical Publishing Company, Toronto.
- The Ontario Law Reports, 1908. Volume XVI. Editor: James F. Smith, K.C. The Law Society of Upper Canada, Toronto.
- Maple Leaf Amateur Reciter. Compiled and Edited by Mrs. Mary E. Bryan and Others. (Book.) McLeod & Allen, Toronto.
- St. Thomas Directory, 1908. Union Publishing Co., of Ingersoll, Ingersoll.
- Ingersoll Directory, 1908-1909. Union Publishing Co., of Ingersoll, Ingersoll.
- Myths and Facts of the American Revolution. A commentary on United States History as it is written. By Arthur Johnston. William Briggs, Toronto.
- Manitoba. By Phil. Edwards. (Poem.) Edward Phillips, Emerson, Manitoba.
- The Palmer Method of Business Writing. (Book.) W. J. Gage & Company, Limited, Toronto.

# 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

Cable Address:

Macpubeo, Toronto. Atabek, London, Eng.

OFFICES:

**CANADA—**

MONTREAL (Telephone 1255)  
TORONTO (Telephone 2701)  
WINNIPEG (F. R. Munro)

232 McGill Street  
10 Front St. East  
Room 511 Union Bank Building  
Telephone 3720

**GREAT BRITAIN—**

LONDON, ENG. J. Meredith McKim

88 Fleet St., E. C.  
Telephone, Central 12990

**UNITED STATES—**

NEW YORK (H. B. Huosti)  
CHICAGO (J. P. Sharpe)

422-624 Tribune Building  
Telephone 453 Beckman  
933-955 Monadnock Block

**FRANCE—**

PARIS, Agence HAVAS, 8 Place de la Bourse.

Subscription, Canada and the United States \$1.00  
Great Britain and other parts of the British  
Empire 4s. 6d.

The Master of Life. A Romance of the Five Nations and of Prehistoric Montreal. By Rev. W. D. Lighthall, F.R.S.C. (Book.) The Mussion Book Company, Limited, Toronto.

The Genius of Shakespeare and Other Essays. By W. F. Osborne, M.A. (Book.) William F. Osborne, Winnipeg.  
Gabrielle Amethyst. By F. W. Musgrave. (Book.) F. W. Musgrave, Auburn, Nova Scotia.

Canadian Railway Cases, Volume VII. By Angus MacMureby and Shirley Denison. Robert Reid Cromarty, Toronto.

**Music.**

Wildfire. Racing Two-Step. By Dorothy Russell. Jerome H. Remiek & Company, New York.

Vive Canada. A National Song. Words by W. H. Thompson. (Words and Music.) William Henry Thompson, Winnipeg.

The Star Bout. March. By J. Taylor. Jerome H. Remiek & Company, Detroit, Michigan.

Sometime, Somewhere. Words by Harry William. Music by Andrew Maek. Jerome H. Remiek & Company, New York.

Over On the Jersey Side. Words and Music by Jack Norworth. Jerome H. Remiek & Company, New York.

Three Leaves of Shamrock on the Watermelon Vine. Words by Harry Moore. Music by Josef F. Lamb. Harry H. Sparks, Toronto.

Somewhere a Broken Heart. Words by Samuel A. White. Music by Earl West. Harry H. Sparks, Toronto.

The Charm of the Garden. For Piano. By Louis A. Drumbheller, Op. 54. Joseph Morris, Philadelphia.

Water Never Did That. Words by Harry Williams. Music by Egberton Van Alstyne. Jerome H. Remiek & Company, New York.

Daisies Won't Tell. Waltz Song. Words and Music by Anita Owen. Jerome H. Remiek & Company, New York.

Christo Colombo. Words and Music by Peter S. Clark. Jerome H. Remiek & Company, New York.

The Little Bowling Alley Sally Ran. Words by Edward Madden. Music by Ben. M. Jerome. Jerome H. Remiek & Company, New York.

Shine On, Harvest Moon. Words by Jack Norworth. Music by Nora Bayes-Norworth. Jerome H. Remiek & Company, New York.

Happy-Go-Lucky. March and Two-Step. By J. Bode-walt Lampe. Jerome H. Remiek & Company, Detroit.

The "Bolo" Rag. By Albert Gumble. Jerome H. Remiek & Company, Detroit.

My Irish Maid. Words and Music by Peter S. Clark. Jerome H. Remiek & Company, New York.

Little Game of Tag. Words and Music by Peter S. Clark. Jerome H. Remiek & Company, New York.

You've Got to Do That Salome Dance. Song. By E. Ray Goetz and Lou A. Hirsch. Jerome H. Remiek & Company, New York.

O, Canada! Our Fathers' Land of Old. (O Canada! Terre de Nos Aïeux.) Chant National. Piano Solo. Music by C. Lavallee. Arranged by Heinrich Zoellner. Whaley, Royce & Company, Limited, Toronto.

Salome Jackson. Song. By Benjamin Hapgood Burt. (Words and Music.) Jerome H. Remiek & Company, New York.

At Even, Ere the Sun Was Set. Hymn-Anthem. From the Hymn of H. Twells. Music by Harold Key. The Anglo-Canadian Music Publishers' Association, Limited, London, England.

Love Divine, All Love Excelling. Hymn-Anthem. Words by Charles Wesley. Music by Harold Key. The Anglo-Canadian Music Publishers' Association, Limited, London, England.

Oh, You Girl. Song. Words by Harry Williams. Music by Andrew Maek. Jerome H. Remiek & Company, New York.

Babbling Brook. Reverie Caprice. (For Piano.) By Harry J. Lincoln. Vandersloot Music Publishing Company, Williamsport, Pennsylvania.

A Full Hand. March and Two-Step. By Abe Leseh. Vandersloot Music Publishing Company, Williamsport.

Our Victorious Nation. March, Galop or Two-Step. By Harry J. Lincoln. Vandersloot Music Publishing Company, Williamsport, Pennsylvania.

The Millionaires. March and Two-Step. By C. D. Henninger. Vandersloot Music Publishing Company, Williamsport, Pa.

When I Look Into Your Eyes. Ballad. Words by Raymond Zirkel. Music by J. Anton Dailey. Detroit Music Publishing Company, Detroit.

I Used to be Afraid to go Home in the Dark. (Now I'm Afraid to Go Home at All.) Song. By Williams, Van Alstyne and Bart. (Words and Music.) Jerome H. Remiek & Company, New York.

Gee! I Certainly Hate These Trousers. Words by Billy Kent. Music by Edwin Bureh. Jerome H. Remiek & Company, New York.

When I Marry You. Words by Alfred Bryan. Music by Albert Gumble. Jerome H. Remiek & Company, New York.

My Own Little Zu Zu Man. Words and Music by Peter S. Clark. Jerome H. Remiek & Company, New York.

The Boys and Betty. Opening Act II. (This Book I'm Sure You'll Like It.) Words by Geo. V. Hobart. Music by Silvio Hein. Marie Cahill Music Company, New York.



# 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.

## PERIODICALS.

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

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

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

## BOOKS FOR SALE.

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

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

## MAPS, GLOBES AND ATLASES

**C. S. HAMMOND & CO.**, 152 Broadway, New York, Atlases, School Maps, Road Maps, Globes.

## 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 inlaid stamping, for stationers. (12)

## BOOKS ON HORSES, CATTLE, &c.

**WILLIAM R. JENKINS CO.**, 851 and 853 Sixth Ave. (cor. 48th Street), New York. The literature of the world concerning horses, cattle, dogs, &c. (8-99)

## DIARIES

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

**BACK NUMBERS OF BOOKSELLER AND STATIONER** published prior to 1909. Any parties possessing such and wishing to dispose of same are invited to correspond with the publishers, 10 Front St. East, Toronto.

## BUSINESSES FOR SALE.

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

**DRUG** and Stationery business, with store and stock for sale in Ontario village. No opposition. Terms easy. Good reason for selling. Box 140, **BOOKSELLER AND STATIONER**. (12)

**FOR SALE**—Established business, stationery including handsome fittings; western Ontario city, population 14,000. Reasonable terms to reliable man. An opportunity to sub-let part of store for piano stock if willing and capable of assisting in management. Advertiser's time fully occupied. Responsible persons only considered. Address Box 48, care **BOOKSELLER AND STATIONER**. (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 acquainting him of any omissions from the lists published each month.

## BOOKS IN FOREIGN LANGUAGES

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

**WILLIAM R. JENKINS CO.**, 851 and 853 Sixth Ave. (cor. 48th Street), New York. French and other foreign languages. (8-99)

## DUPLICATING DEVICES

**IF INTERESTED** in a Duplicating Machine for getting out circular letters, reports, price lists, etc., or for printing various of ice forms, write for booklet and samples of work. The "POLY-GRAPH" is the newest, latest and best and sells for a lower price than the others. Is unexcelled by any similar device on the market. F. W. TENNEY, Canadian Sales Agent, 123 Bay St., Room 116 Stair Building, Toronto, Can. (11)

## ITALIAN BOOKS

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

## MISCELLANEOUS

**ADDING TYPEWRITERS** write, add or subtract in one operation. Elliott-Fisher, Limited, 120 Bay Street, Toronto.

**BETTER, CHEAPER, SAFER LIGHTING**—The Pitner System of Gasoline Lighting is the best system yet produced for lighting a store, hotel or public building. In cities and towns Pitner Systems are used because of the superior quality and quantity of light obtained for small cost. They are just as successful in any village or country place. A small outlay secures a complete and independent Pitner lighting plant. Free illustrated booklet and full particulars on request. The Pitner Lighting Co., Limited, Toronto, Canada. (11)

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

**SIDE LINES** Wanted for Alberta. Advertiser works the province regularly. P.O. Box 532, Calgary, Alta. (2)

**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, Madison, Mass. (12)

**7,217 NATIONAL CASH REGISTERS** were sold during May 1909. That's 2,047 more than was sold during May 1907. The National Cash Register Co., F. E. Mutton, Canadian Manager, cor. Yonge St. and Wilton Ave., Toronto.

## 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.

**WANTED**—in every town and village, a representative to take charge of the circulation of our various publications: Hardware and Metal, Canadian Grocer, Financial Post, Plumber and Steamfitter, Dry Goods Review, Canadian Machinery, and Busy Man's Magazine. Good financial standing and business connection a strong recommendation. Just the position for a retired business man for his spare time. The **MACLEAN PUBLISHING COMPANY** Limited, Toronto. (1,1)

## KODAKS.

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

## LITHOGRAPHY.

**HIGH CLASS COLOR WORK**—Commercial stationers, posters, The Hough Lithographing Co., Limited, Office, No. 3 Jarvis St., Toronto, Telephone 1478. Art, good workmanship, business methods. (11)

CLASSIFIED LIST OF ADVERTISEMENTS.

- Artists' Materials.**  
Ramsay, A. & Sons, Montreal.
- Art Publishers.**  
Copp, Clark Co., Toronto.
- Books and Magazines.**  
Ainslie's Magazine, New York  
American Code Co., New York  
Baker's Book Shop, Birmingham, Eng.  
Briggs, Wm., Toronto.  
Busy Man's Magazine, Toronto  
Cambridge Corporation, Montreal.  
Clark Bros., Winnipeg, Man.  
Electrician and Mechanic, Boston, Mass.  
Imperial News Co., Toronto  
Morton, Phillips & Co., Montreal.  
"Publisher's Circular," London, Eng.
- Blank Books.**  
Brown Bros., Toronto  
Buntin, Gillies & Co., Hamilton.  
Copp, Clark Co., Toronto.  
Smith-Davidson & Wright, Vancouver, B.C.  
Warwick Bros. & Rutter, Toronto.
- Calendar Desk Pads.**  
Weeks, A. A., Mfg. Co., New York.
- Carbon Paper.**  
Peerless Paper and Ribbon Co., Toronto.  
Carter's Ink Co., Boston, Mass.  
Underwood, John, & Co., Toronto.
- Christmas Cards, Calendars, Labels.**  
Copp, Clark Co., Toronto.  
Dennison Mfg. Co., Boston, Mass.  
Elliott & Co., Philadelphia, Pa.
- Cigar Trays.**  
Upton, Davis & Saunders, Manistee, Mich.
- Crepe Paper, &c.**  
Dennison Mfg. Co., Boston, New York.  
Montreal.
- Elevators.**  
Otis-Fensom Co., Toronto.
- Fancy Goods—Novelties.**  
Brown Bros., Toronto.  
Clark Bros., Winnipeg, Man.  
Copp, Clark Co., Toronto.  
Smith-Davidson & Wright, Vancouver, B.C.  
Sutcliffe-Edmison Co., Limited, Toronto.  
Warwick Bros. & Rutter, Toronto.
- Financial Institutions and Insurance.**  
British American Assurance Co., Toronto.  
Metropolitan Bank, Toronto.  
Western Assurance Co., Toronto.
- Fountain Pens.**  
Brown Bros., Toronto.  
Copp, Clark Co., Toronto  
Librairie Beauchemin, Limited, Montreal  
Warwick Bros. & Rutter, Toronto.  
Wely, Wm. A., Co., Waterloo, Iowa.
- Glue, Paste and Mucilage.**  
Carter's Ink Co., Montreal.  
Higgins, Chas. M., & Co., Brooklyn.
- Glue Pencils.**  
Carter's Ink Co., Boston.
- Gummed Labels.**  
Dennison Mfg. Co., Boston.
- Inks—Writing.**  
Brown Bros., Limited, Toronto.  
Copp, Clark Co., Toronto.  
Carter's Ink Co., Montreal.  
Davids, Thaddeus, Co., New York.  
Higgins, Chas. M., & Co., Brooklyn.  
Payson's  
Reliance Ink Co., Winnipeg, Man.  
Smith-Davidson & Wright, Vancouver, B.C.  
Underwood, John & Co., Toronto.  
Warwick Bros. & Rutter Co., Toronto.
- Leather Goods.**  
Brown Bros., Limited, Toronto.  
Rumpp, C. F., & Sons, Philadelphia, Pa.
- Letter Presses.**  
Jas. Smart Mfg. Co., Brockville, Ont.
- Maps.**  
Keno of Publishing Co., Montreal.
- Paper Fasteners.**  
Superior Mfg. Co., Sidney, Ohio.
- Paper.**  
Brown Bros., Ltd., Toronto.  
Buntin, Gillies & Co., Limited, Hamilton.  
Hurd, Geo. B., & Co., New York  
Northern Mills Pulp & Paper Co., Montreal
- Pens.**  
Alliance Fountain Pen Co., London, Eng.  
Brown Bros., Toronto.  
Buntin, Gillies & Co., Hamilton, Ont.  
Copp, Clark Co., Toronto.  
Esterbrook Pen Co., New York.  
Heath, John, London.  
Hinks, Wells & Co., Birmingham, Eng.  
Librairie Beauchemin, Limited, Montreal.  
Macniven & Cameron, Edinburgh and  
Birmingham.
- Sanford & Bennett Co., New York.  
Smith-Davidson & Wright, Vancouver, B.C.  
Spencerian Pen Co., Birmingham, Eng.  
Warwick Bros. & Rutter, Toronto.  
Waterman, L. E. Co., Ltd., Montreal.
- Pencils—Crayons—Erasers.**  
Brown Bros., Limited, Toronto.  
Copp, Clark Co., Toronto  
Faber, A. W., Newark, N.J.  
Librairie Beauchemin, Ltd., Montreal.  
Ramsay, A. & Son, Montreal.  
Smith-Davidson & Wright, Vancouver, B.C.  
Standard Crayon Co., Danvers, Mass.  
Warwick Bros. & Rutter, Toronto.
- Photographic Supplies.**  
Ward & Co., Montreal
- Playing Cards, Games, etc.**  
Buntin, Gillies & Co., Hamilton.  
Consolidated Lithographing & Mfg. Co.,  
Montreal.  
Copp, Clark Co., Toronto.  
Goodall, Chas. & Sons, London.  
Warwick Bros. & Rutter, Toronto.
- School Supplies**  
Buntin-Gillies Co., Hamilton.  
Clark Bros. Co., Winnipeg.  
Copp, Clark Co., Toronto.  
Gage, W. J., Co., Ltd., Toronto.  
Smith-Davidson & Wright, Vancouver, B.C.  
Warwick Bros. & Rutter, Toronto.
- Souvenir and Picture Post Cards.**  
Copp, Clark Co., Toronto  
Otto Leder, Saxony, Germany.  
Neumann, W. & Co., Berlin, Germany.  
Verlag Ant. Gerstenkorn, Hamburg.  
Warwick Bros. & Rutter, Toronto.
- Tally Cards.**  
Elliott & Co., Philadelphia, Pa.
- Telegraph Codes.**  
American Code Co., New York.
- Toys, Games, Etc.**  
Sutcliffe-Edmison Co., Toronto.
- Typewriter Supplies.**  
Carter's Ink Co., Montreal.  
Peerless Paper & Ribbon Co., Toronto.  
Mittag & Volger, Park Ridge, N.J.  
Underwood, John, & Co., Toronto.
- Wall Papers.**  
Stauntons, Ltd., Toronto.

INDEX TO ADVERTISERS.

ADVERTISER	PAGE	ADVERTISER	PAGE	ADVERTISER	PAGE
Accountants and Auditors	40	Faber, A. W.	1, 31	Payson's Indelible Ink	44
Ainslie's Magazine	27	Gage, W. J., Co., Ltd.	17	Peerless Paper & Ribbon Co.	28
Amalgamated Press	39	Gerstenkorn, Verlag Ant.	37	"Publisher's Circular"	18
American Code Co.	29	Hammond, C. S., & Co.	43	Ramsay, A., & Son Co.	29
Alliance Fountain Pen Co.	29	Heath, John	31	Reliance Ink Co.	31
Baker's Book Shop	27	Higgins, Chas. M., & Co.	5	Renouf Pub. Co.	18
Bilbiken Co.	4	Hinks, Wells & Co.	44	Rumpp & Sons, C. F.	6
Briggs, Wm.	21	Hurd, Geo. B., & Co.	35	Sanford & Bennett Co.	1
British-American Assurance Co.	2	Hustach, B. W.	43	Smart, Jas., Mfg. Co.	39
Brown Bros., Limited	2, 5	Imperial News Co.	27	Smith, Davidson & Wright	7
Buntin, Gillies & Co.	outside back cover	Jenkins, Wm. R. Co.	43	Sneider, Robt., Co.	43
Busy Man's Magazine	25, 27	Leder, Otto	30	Spencerian Steel Pens	41
Cambridge Corporation	18	Lembra & Buschner	43	Standard Crayon Co.	39
Canadian Machinery & Mfg. Co.	27	Librairie Beauchemin, Ltd.	outside front cover	Superior Mfg. Co.	33
Carter's Ink Co.	7	Macniven & Cameron	41	Sutcliffe-Edmison Co.	18
Clark Bros. & Co.	7	Macniven & Cameron	41	Tocci Francoesco	43
Consolidated Lithographing & Mfg. Co.	6	Metropolitan Bank	2	Underwood, John & Co.	outside front cover
Copp, Clark Co.	25	Mittag & Volger	outside back cover	Upton, Davis & Saunders	6
Davids, Thaddeus, Co.	37	Mining Journal	27	Warwick Bros. & Rutter	inside front cover, 5
Dennison Mfg. Co.	3	Morton, Phillips & Co.	44	Waterman, L. E. Co., Ltd.	2
Dry Goods Review	2	Neumann, W., & Co.	39	Weeks, A. A., Mfg. Co.	28
Electrician & Mechanic	27	Otis-Fensom Co.	45	Wely, Wm. A., Co.	28
Elliott & Co.	6			Western Assurance Co.	2
Esterbrook Pen Co.	41				

# A Basis of Success

By Henry Clews, the New York Financier

---

**A** WISELY advertised product gives its sponsors credit standing. For confidence makes credit; and knowledge is absolutely necessary to confidence.

Big advertising looks like big sales; it familiarizes; it unconsciously creates trust.

Beyond all question of doubt, the greatest force working in the interest of credit to-day is publicity.

*We guarantee  
Prompt Shipment  
of all  
Letter, Telegram  
and  
Telephone Orders.*



## Holiday Papeteries

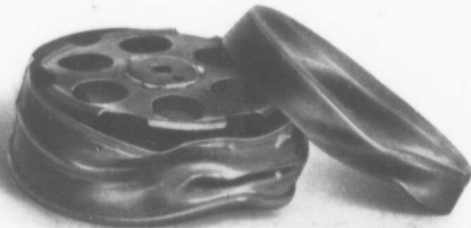
Our assortment is still unbroken. All boxes contain fine, white linen finish paper. Boxes all attractive and seasonable. Write for description of our \$10.00 assortments.

**Buntin, Gillies & Co., Limited**

HAMILTON and MONTREAL

Agents, Parker Lucky Curve Fountain Pens

## AN ELOQUENT TESTIMONIAL



To the great strength and wear resisting properties of our goods. This cut shows one of our typewriter ribbons taken from the smouldering ruins of a building in San Francisco SIX MONTHS AFTER the great fire. The original may be seen in our relic case along with specimens of our ribbons and carbons 10-12-14 years old as good to-day as when first made. This shows that OUR GOODS STAND UP UNDER ALL CONDITIONS. Also shows their remarkable LASTING PROPERTIES.

Branches and Agencies in  
Every Part of the World

**MITTAG & VOLGER, Inc.** Sole Manufacturers  
for the Trade Only

Principal Office and Factories, PARK RIDGE, N.J., U.S.A.