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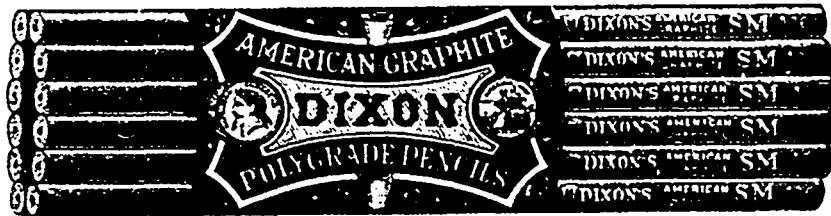
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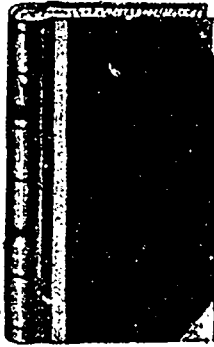
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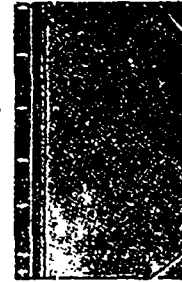
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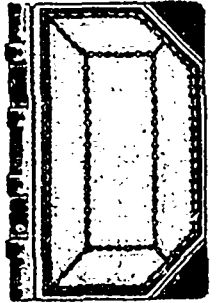
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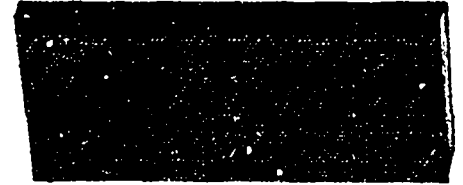
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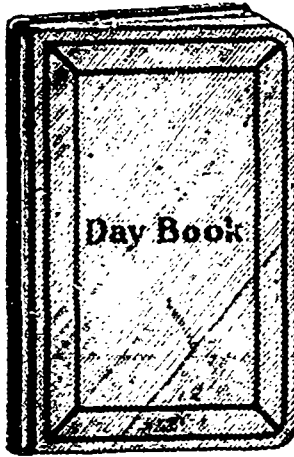
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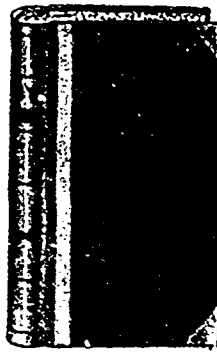


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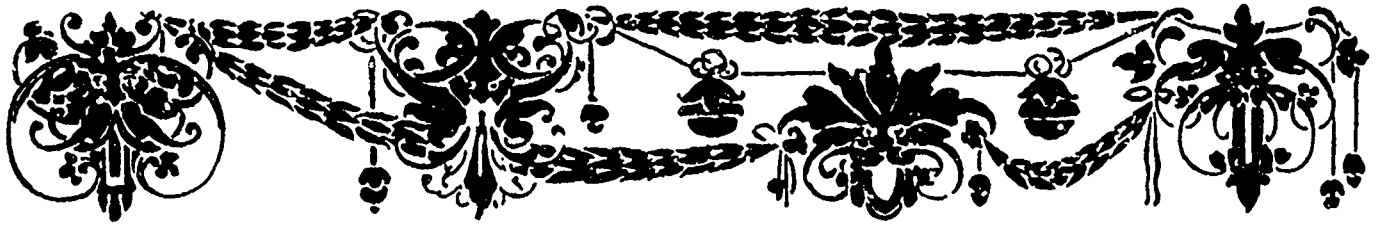
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# The Bookseller and Stationer



Vol. XVII.

TORONTO AND MONTREAL, CANADA, JANUARY, 1901.

No. 1.

## CURRENT NOTES AND COMMENTS OF TRADE INTEREST.

### The School Text Book Question.

In the discussions upon the school book question that have taken place through the columns of the preceding two or three issues of THE BOOKSELLER AND STATIONER, all those taking part were doing business in points in Ontario outside of Toronto, where, owing to the distance between wholesaler and retailer, the situation is different to that in the city where the dealer is in close touch with the wholesale houses. Vannevar & Co., whom we are quoting, do a large business in high school and university text books, and one of the firm spoke to a BOOKSELLER AND STATIONER representative as follows:

"Being right in touch with the wholesale houses we do not have to buy any great quantity. We buy in small lots; just as we need them. There is only a margin of about 20 or 25 per cent. on school books, unless you buy in gross lots, when you can get 10 per cent. extra. In the city the big departmental stores do most of the trade.

They buy in gross and get the 10 per cent. extra margin. It is often done just to hold the trade, as in many cases they sell books with no profit. A \$1 book, for instance, they offer to mail to any place in Ontario for 75c. The postage must cost them about 5c., which brings it to just about what the book costs the dealer who can't buy gross lots and therefore doesn't get the extra 10 per cent. margin.

"The dealer outside of Toronto, however, must place in stock more than we have to. I have often seen in some of those places books on the shelves that we have got rid of long ago and that they might as well throw into the street. We handle a great many university text books, and they give us more trouble than the others. The Ontario Government, of course, has no control over changes made in them; it is all done by the universities. Sometimes a new professor will favor a certain class of text book different to the one that is being used, and, with almost no notice at all, he will sweep the old one aside and leave the dealer with a line of absolutely useless books on his hands."

\* \* \*

### The Trade Paper.

The usefulness of a trade paper is becoming more and more recognized. A merchant requires to know what is being done in his own line of business. There are interests which require discussion. There is information he must have. The regular newspaper is not a proper or suitable medium in which to deal with these things. The general public would misunderstand, or utilize unfairly to the trade, some of the information which a trade paper can give its readers. Scattered as it is from ocean to ocean, over a wide area, the bookselling and stationery trade of Canada has particular need of a medium of communication and

information. This purpose THE BOOKSELLER AND STATIONER aims to fill. It is not issued in the interest of any firm or house or party, but is an independent organ of the whole trade. At the beginning of a new century, in wishing our readers a Happy New Year, we have to thank them for the good support they have given us during so many years. We shall appreciate a friendly word spoken in behalf of the paper and the name of any new members of the trade not on our lists, who may have escaped the vigilance of our excellent canvassers, we shall be glad to receive from old readers.

\* \* \*

**Cutting Prices  
In Fiction.** The price-cutting evil in Montreal, we are glad to hear, is readjusting itself.

Our correspondent says: "Whereas, last month all, or nearly all, the St. Catherine street stores were quoting 65c., they are now asking for 75c., and either selling at 65c. only when asked to do so, or stubbornly refusing to make any reduction at all. The booksellers have seen the error of their ways. Talking to one retailer who tried to make a hit by selling 'The Master Christian' at 65c., he told us that he kept account of his sales, and he felt he was making a perfectly true assertion when he said he did not sell one copy of 'The Master Christian' at 65c. that he could not have sold at 75c.—and just as easily.

"People do not run around looking for cheap books as they do for cheap hairpins or bargain cod liver oil. When a man wants a book he likes to go to a merchant and ask him for his opinion on certain books, for he doesn't know what he is buying unless the character of its contents is described to him. The ladies that stand behind the counter of the departmental store only know how to sell books by the

yard, and most good customers of the book-counter would as soon go to a departmental store for their books as they would go to a pawn shop for a new suit of clothes. So the bookman—the thorough bookman—can get a reasonable price for a book just as easily as he can get a cat price. How many people consider the difference between 75c. and 65c. a very important matter? Not one in 10 that will spend that amount in a book. During Christmas week, while in a bookstore, I saw a gentleman buy four 75c. paper books and he paid his \$3 without a murmur."

\* \*

#### A Point for Dealers.

Although the action over the right of Morang & Co. to the copyright of Parkman's works, reported elsewhere in this issue, is an important one, the main issue is chiefly one between two publishing firms. It is, therefore, of less practical consequence to the trade generally than some of the questions which arise out of the terms of Judge Robertson's decision. As near as we can ascertain, the judgment means that owners of copyrights registered under the British Act of 1842 can strictly enforce exclusive rights of issue in this market. Reprints of these from the United States cannot be brought in, except by the owner of the copyright. How many British books (of which there are American reprints) may be affected by this decision it is impossible to say. Without pretending to offer a final opinion on a point of law, we cannot help thinking that the importation of American reprints becomes a somewhat dangerous operation for the Canadian importer or dealer. If a copyright is registered at Stationers' Hall, London, and the owner of that copyright chooses to exclude foreign reprints he can take legal action against the Canadian importer, whether he be wholesale firm or retail dealer. Now, this is a very awkward position in which to place the bookselling trade of this country, and we think a remedy ought to be found for it. Meantime we draw the attention of our readers to this important phase of the judgment in the Parkman case, reminding them, as on previous occasions, that the English publishers are bound to stand up for their legal rights in this market, and may at any time begin actively to stop the sale of

reprints which they claim to be unauthorized. The English Publishers' Association are said to have legal counsel already retained in order to carry on such proceedings. We are further informed that an English publisher has obtained judgment against a bookseller in Australia who was selling American reprints of British copyright books. A word to the wise is sufficient.

### THE PARKMAN COPYRIGHTS

Important Decision by Judge Robertson.  
at Toronto.

**T**HIS action was brought by Morang & Co., owners of the British copyright in Parkman's works, to restrain the importation by the Publishers' Syndicate, without the authority of Morang & Co., of American reprints.

#### POSITION OF THE PLAINTIFFS.

Morang & Co.'s position was based upon the present position of the copyright law. The British Copyright Act of 1842 prohibits the importation into the United Kingdom or any other part of the British dominions, by any person not being the proprietor of the copyright, or some person authorized by him, of foreign reprints.

In 1847 the Imperial Parliament passed the Foreign Reprints Act, which authorized Her Majesty to suspend the prohibitions in the Act of 1842 against the importation of foreign reprints, in case the Legislature in any possession passed an Act which, in the opinion of Her Majesty, made due provision for securing or protecting the rights of the British author. The suspension of the prohibition was to continue so long as the provisions of such Act continued in force within the possession.

In 1868 the Parliament of Canada passed an Act empowering the Governor General to impose a duty upon foreign reprints, in order that the proceeds of such duty might be paid over to the copyright owners. Under this Act a duty of 12½ per cent. was imposed. The Canadian Act of 1868 was repealed in 1886, but the collection of the 12½ per cent. was continued under the provisions of successive Customs Acts.

In 1894 the Colonial Office was notified that Canada proposed to abandon the collection of the 12½ per cent., and by the Tariff Customs Acts of that year it was provided that the collection of the 12½ per cent. was only to continue until the end of

the next session of Parliament, and accordingly the collection ceased on July 22, 1895.

#### THE JUDGE'S DECISION.

Mr Justice Robertson in giving judgment has held that the prohibitions against the importations of foreign reprints, which are contained in the Act of 1842, are again in force, so far as Canada is concerned, and that the importation by The Publishers' Syndicate was an infringement of Morang & Co.'s rights as owners of the British copyright.

The Act of 1842 provides that no proprietor of copyright of any book shall maintain any action until he has entered such book in the Book of Registry at Stationers' Hall. It has been a debatable question for some time as to whether this Act required an assignee to register before suing. His Lordship holds that the Act required Morang & Co. to register their assignment from the heirs of Parkman before they can maintain their action, and he therefore refused the injunction, but in view of the fact that there had been a breach of Morang & Co.'s right as copyright owners, and as he was obliged to refuse the motion on purely technical grounds, he did so without costs.

#### POSITION OF THE DEFENDANTS.

As far as The Publishers' Syndicate are concerned, their position is that they disputed in good faith the exclusive control in Canada by Morang & Co. of Parkman's works, not being satisfied that the copyright claimed was binding. It is stated that they asked Morang & Co. to produce proof of copyright, their contention being that selecting portions or chapters from Parkman, setting these up in Canada, and registering the volume at Ottawa did not constitute exclusive ownership of all the Parkman books in Canada. It was, they contend, owing to Morang & Co.'s refusal to produce any proofs of copyright that importation was continued. The case in court turned, not upon this point, but upon the possession by Morang & Co. of a recent assignment from the heirs of Parkman of the British rights in the books. As this assignment happened not to be registered at Stationers' Hall, London, the judge decided that Morang & Co. could not institute action until it was, although their rights of ownership were undisputed. Copyright did not depend on registration which is not compulsory under the Copyright Act. When this registration takes place by Morang & Co., therefore, it is unlikely that The Publishers' Syndicate or any other Canadian firm will further dispute the right of Morang & Co. to the ownership of the Parkman works.

## BOOKS AND PERIODICALS.

MORANG &  
CO.'S LIST.

The standing of A. Conan Doyle, both as writer and trustworthy observer, has been illustrated by the rush for his last book, "The Great Boer War." It was thought by some that war books had been rather overdone, but the demand for this work shows once more that there is always room at the top. As a matter of fact, the publishers were overwhelmed with orders from the first day the book was ready, and before the end of the year there were many disappointed ones. This was but temporary, as the publishers, seeing how the land lay, at once made provision for a copious supply. The book requires no pushing. It sells itself. It is issued in cloth only, in attractive style, with five colored maps which thoroughly explain the various situations, at the very moderate price of \$1.50. One great mark of the book is its extreme impartiality. It shows the Boer as he is, and, in a brief resume of the circumstances leading to the war, puts the whole matter in a nutshell, while the descriptions of the various battles place the scenes before us in the most vivid and graphic style. Moreover, the book shows, in a startling manner, how many good British lives were needlessly thrown away. This is a book in which the trade have the chance of doing considerable business during a season often dull. The recrudescence of the South-African problem will, no doubt, tend to increase the interest in the book.

**HOLIDAY AND PERMANENT SELLERS—** Another instance of the value of a really taking and original book to the trade is afforded by the demand, on this, its third season, of Ernest Seton Thompson's "Wild Animals I Have Known." It takes a good deal in these days to lift a book from out of the enormous crowd of books into any special prominence. It is like a crowd watching a procession when even a curbstone elevation is of value. But Mr. Thompson has mounted a good, strong appercept, which does not seem likely to upset.

His wife, too, has had good success with her "Woman Tenderfoot," of which there have been brisk sales. Its piquant style and high quality of engravings will tend more and more to make it a favorite.

**POETRY.**—In books of poetry, such as sell well at this season with considerable rapidity, W. Wilfrid Campbell's "Beyond

the Hills of Dream" has occupied a good position, and the book is selling fairly both in Canada and the United States. There is a steady sale for the library edition of Lampman's poems at \$2, and a number of inquiries for Bernard McEvoy's "Away From Newspaperdom." The beautiful edition of Browning's "Pippa Passes," issued by Morang & Co., is also one that sells on sight to a poetry-lover.

Morang & Co. have had a good Christmas sale of their set of Mary Johnston's "To Have and To Hold" and "The Prisoners of Hope" in a box. The inquiry for the novels in this form show that there are many readers who intend to preserve them in this shape.

**FICTION, ETC.**—Reviewers have been particularly agreeable with regard to "Committed to His Charge," by R. & K. M. Lizars. The wit and humor of the work will appeal to many, while the Crawford-like description of a parochial circle in Canada is lifelike.

Morang & Co., no doubt, did a good stroke when they secured the Canadian publication of the English "Monthly Review." The list of subscribers is already becoming important, while the conviction that this magazine is the premier review of the world is steadily growing. This seems a large claim to make on behalf of a periodical, but the excellence of the articles, combined with the fine get-up of the Review, which includes a page of type unique in modern literature, and a style of illustration altogether admirable, places it in a class apart.

Among other works of continued interest published by Morang & Co., who seem to have the faculty of selecting novels of a class a little above that of mere transitory interest, mention may be made of Gilbert Parker's "Lane That Had No Turning," "The Stickit Minister's Wooing," Doyle's "Green Flag," "The Farringdons," "The Infidel," and the charming works of Sienkiewicz.

The firm have also arranged with Adam & Charles Black, of Edinburgh, the well-known publishers of Scott, to bring out a Canadian edition of their delightful thin paper issue of the Waverly Novels. The attractiveness of these volumes, small enough to put in the pocket, tempting to read, light in weight and with large, clear type, will at once commend them to the book-loving public.

THE COPP,  
CLARK CO.,  
LIMITED.

For the opening months of 1901, The Copp, Clark Co., in addition to the well-known books which they published before Christmas, are showing quite an extensive list of new books. This list, it should be said, includes paper editions of "Richard Yea and Nay," and Crawford's "In the Palace of the King." Both these books had a good sale during the holiday season, in cloth, being most handsome in appearance for gift purposes. The paper editions will allow a more extensive sale and be appreciated by those who want the books for casual reading.

Concerning Mr. Hewelett's "Richard," it is pronounced by the critics to be one of the most charming romances of recent years. One critic goes so far as to say that his English King surpasses and throws into the shade that of Sir Walter Scott, in the latter's novel of "Ivanhoe."

Among other new novels may be mentioned "The Crisis," by W. S. Churchill, author of that noted book "Richard Carvell." The new book is said to be the equal in power of the previous work.

Another of the books is "The Story of Andrew Fairfax," by Joseph Hocking, whose recent works, "The Scarlet Woman" and "The Purple Robe," have had so many readers in Canada. "Pro Patria," by Max Pemberton, who always tells a good rattling story and whose books have an established popularity, is another new novel.

The Copp, Clark Co. are also publishing Charles G. D. Roberts' new book, "The Heart of the Ancient Wood," as well as "Doom Castle," by Neil Munro, the latest star in the field of Scottish fiction. Yet another novel is called "As a Man Lives," by E. Philip Oppenheim. This and all others are published in cloth at \$1.25, and in paper at 75c.

After examining this company's list, we can quite agree with Saturday Night when it says that a book-buyer can rely on the selections of a Canadian publisher, as he understands the Canadian reading public much better than a foreigner possibly can.

"The Mantle of Elijah," by I. Zangwill, author of "The Master," deserves attention and cannot be lightly passed over. It is certainly a compliment to Mr. Zangwill that, although reviewed by the leading journals of England and America, it has met with no adverse criticism. The majority of the press consider it one of the strongest and most impressive stories of the year. The New York Times Saturday Review's only complaint is that the book is too clever. It says: "It is indeed a pity that men and



## BOOKS AND PERIODICALS—Continued.

women in real life do not always talk in the bright, crispy way of Mr. Zangwill's characters. If they only did how much more brilliant a place to live in would this world be." There is not a dull page in the book, and the enormous sale in the cloth edition for the holiday trade indicates a great demand for the popular paper edition just issued at 75c.

We referred to the great popularity of "Stringtown on the Pike" in our last issue, and note that the book is steadily growing in favor. Seven large editions have been issued in as many weeks, and 33,500 are the result. Perhaps we cannot better give an accurate idea of the demand for the book than by quoting from The Cincinnati Times-Star: "The demand for 'Stringtown on the Pike' is greater than for any other book recently published. Notwithstanding that 44 copies were purchased for the library and one for each of the branch libraries, making a total of 141 copies, applications for 'Stringtown' are now on file both at the library and at all the branches, which it will take some weeks to supply."

Perhaps no book recently published has won such plaudits from the critics as "Lord Jim." "All done with a poetical, romantic, half wistful air for which we go in vain to any other English writer," is the comment of the London Academy. The New York Times Saturday Review says: "'Lord Jim' enchants the reader. It makes a new man of him. It is a great book, a wonderful book, a magnificent book. I fear to praise it as it deserves. \* \* \* But I venture to say that no book like it has ever before been published in the English language." A word to the wise is sufficient. The enterprising bookseller cannot afford to overlook "Lord Jim."

With the coming of the New Year will also come an increased demand for that fascinating romance of modern Russia, "The Footsteps of a Throne." Fresh, vivid and throbbing with life, it has all the elements of popularity, and bears the impress of that master hand, Max Pemberton.

The Toronto Globe announces the marked success in England of Joanna E. Wood's "A Daughter of Witches." The book is published in Canada in a tasty edition in paper at 50c. and in cloth at \$1, and the Canadian public should read this strong story by one of their leading writers.

Any book by John Oliver Hobbes (Mrs. Craigie) is certain to attract widespread notice, and "Robert Orange," her latest work, is still in the foremost rank among the most popular books of the day. Five editions have been issued in the United States, and it has been a leader in England and Scotland for some months. Politics play

an important part in the book, and are treated in Mrs. Craigie's own inimitable manner.

WM. BRIGGS'  
LIST.

Miss Laut, who wrote "Lords of the North," is to be congratulated on the instant success of her first venture into the field of romance. There are many who consider "Lords of the North" the best Canadian story yet written. Both The Brooklyn Eagle and The Toronto Star place it above the best that Gilbert Parker has yet written. The former paper, in the course of its laudatory notice, said:

"Dramatic situations do not follow so closely one upon another but that the reader is given time to take breath, and when they do occur they come naturally and inevitably and do not call for reversion of every rule of logic and every dictate of common sense as preliminary to their acceptance. Life in the open is depicted with a master hand. The invigorating atmosphere becomes the atmosphere in which the reader lives, giving zest to his enjoyment of descriptions which are painted with a delicacy of detail which is only equaled by the breath of the general treatment."

We are glad to hear that Dr. Rand's last poetical work, "Song-Waves," gathered together some time previous to his death, and now published in a tasteful volume by William Briggs, is having an encouraging sale. It should have, for it contains verse of more than ordinary strength and beauty. Mr. Charles G. D. Roberts, who has been called our Canadian laureate, in a recent letter to a friend in Toronto, remarked: "I loved Dr. Rand himself, and I love his poetry. This last is, in my judgment, his best work. His thought is always fine and high, and it is fused in his emotion—which makes it poetry. He has individuality, imagination, a rich color sense, and a diction which, though sometimes a little strained, is very strong and striking. I regard him as a poet of importance and distinction. His death is a great loss to us."

The following interesting letter was received by Dr. Rand from the great American critic shortly after the publication of "At Minas Basin":

Lawrence Park, Brouxville, N. Y., April 25, 1897.

My Dear Sir,—There are many books and letters here I am sorry to confess, which my burdens have prevented me from acknowledging. But I am going at once to thank you for your volume "At Minas Basin," and for the letter which has conveyed it—since I like your lyrics so much that I don't wish to have them take the chances of any delay. To-night I happen to have read your "Dragon-Fly," "Deathless," "A Dream," etc., and they plainly will lead me to further incursions upon your demerite—for they show that, like Opie, you mix your colors "with brains," and are a man of thought as well as feeling, and of both imagination and the lyric ear. I fancy you a congener of Emerson and of Arnold too. If you can retain your peculiar insight and keep fine your art, their shades need not be ashamed of the relationship. As for the "Notes," my notion is that we might as

well let our readers have some nuts to crack for themselves. I am sorry your collection didn't come out in time to enrich the Canadian section of my "Victorian Anthology," and I am, with thanks and all good wishes,

Sincerely yours,

EDMUND C. STEDMAN.

THE  
PUBLISHERS'  
SYNDICATE  
BOOKS.

Ethel Turner's new story for girls, "Three Little Maids," issued by The Publishers' Syndicate, Limited, achieved

a Canadian reputation during the recent Christmas trade. Not since the days of "Little Women" has so popular a book of that class appeared on the literary horizon. The wholesome freshness of Miss Turner's work, the entire "naturalness" of it, the sparkle of wit and depth of pathos which it contains, appealed to thousands of readers, who showed their pleasure in the revival of the genuine girls' story. It would be a mistake to imagine, however, that "Three Little Maids" is a book that will interest girls exclusively. It appeals strongly to their elders as well, and, indeed, to all who are in sympathy with youth, and with the pathetic and delightful incidents of childhood. Miss Turner's book has only commenced its career in Canada. It will become more popular as the months pass by.

Equal in popularity with "Three Little Maids" during this season have been two books for boys which will continue to have a very large sale—"The Boys' Book of Inventions," by Ray Stannard Baker, and "The Boys' Book of Explorations," by Tudor Jenks. These two books, with their wealth of illustration and their wonderfully interesting chapters, contain a veritable mine of instruction, so brightly studded with dramatic incident and graphic description as to enlist the ready attention of the boy reader. They are issued by The Publishers' Syndicate, Limited, 7 and 9 King street east, Toronto, and have proved ready sellers ever since they were issued.

Another Canadian edition of George Hles' book, "Flame, Electricity and the Camera," has just been issued by The Publishers' Syndicate, Limited, Toronto. This work has had an ever-increasing sale during the few months it has been before the public, and has taken rank as the most popular book of science recently published. Busy men of the world like Sir William Van Horne, and men of letters like Professor Fiske, have united in praising it in the highest terms, and, indeed, it has enlisted the admiration of readers of every class. It is a well-made book, well bound, well illustrated and well written, and will have a lasting reputation as a vivid and accurate recital of the facts with which it deals. Mr. Hles' book is one of the most notable of those issued in the past year.

Esther Singleton's books, issued in

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The **BEST CANADIAN NATURE BOOK** of the year is W. A. Fraser's delightful story.

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Giving sterling into dollars and cents and vice versa, from 11 upwards, also sterling equivalents, Canada into New York and vice versa; by EWING BUCHAN. Price (in sheets), each, 20c.; mounted (on boards), each, 35c.

### The Importers' Guide.

A hand book of advances of sterling costs in decimal currency from one penny to 1000 pounds, with a FLANNEL TABLE, from 20 to 100 shillings per piece of 46 yards; by H. CAMPBELL and J. W. LITTLE. Cloth, 75c.; leather, \$1.00.

### The Canadian Customs Tariff,

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

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Canada by The Publishers' Syndicate, Limited, Toronto, have caught the fancy of the Canadian public, and are well worthy of their success. Her latest venture, "Wonders of Nature Described by Great Writers," is the best she has yet done, and is in every respect a fine production. Like her others, it is issued in admirable style, amply illustrated in half-tone plates, and contains a valuable selection of writings from many of the greatest authors the world has known. Miss Singleton's books should not be overlooked by those who love standard and high-class literature.

The "World's Epoch Makers" series of books from the press of T. and T. Clark, Edinburgh, is now well under way. Five of the volumes have already been issued by The Publishers' Syndicate, Limited, Toronto, who are T. and T. Clark's sole Canadian representatives. This series will contain works dealing with all the great movements that have taken place in the world during the past nineteen centuries, and will form, when complete, an invaluable library of reference and general reading. The books are issued in uniform style and size, being of handy shape and excellently printed, and, being retailed at the moderate price of \$1 each, are brought within the reach of all. The entire set should be kept in stock, while the volume may also be readily sold separately. The books will be issued from time to time throughout the coming year.

"The Canadian Wild Life Calendar for 1901," issued by The Publishers' Syndicate, Limited, met with the success its excellence deserved, practically the whole of the large issue being sold out by the middle of December. A small number of this issue are still in stock at the end of December, and those who have not secured some copies should write for them at once, in the hope that they may be in time to secure what has certainly proved the finest art calendar ever published in Canada.

The new Sheldon book announced by the Revell Company last month will be ready beginning of January. The title is "Edward Blake: Student," and in the American reviews to hand it is very highly commended. The advance orders are quite up to expectation and a good sale is assured. The prices will be, cloth, 50c., paper, 25c.

The Revells have also been fortunate in securing the Canadian market for Newell Dwight Hillis' new book, "The Influence of Christ in Modern Life"—a study of the new problems of the church in America. Dr. Hillis is one of the most popular of the present-day American religious writers, as

is evidenced from the fact that his other three larger books have reached a sale of about 50,000 copies. The present work is certainly up to the standard of his former books and is sure to have a very large sale. It is a crown, 8vo volume, cloth, gilt top, price, \$1.50.

"Thy Will Be Done" is a new book by Andrew Murray, the well-known author of so many popular devotional works. The sub-title, "The Blessedness of a Life in the Will of God." Meditations for a month, gives a good idea of the nature of the book. Though only ready two weeks before Christmas, the publishers report a large sale. Bound uniform with the "Ministry of Intercession," price, 75c. Many of the trade will be glad to know that the second part of the "Twentieth Century New Testament" is now ready. There have been many inquiries for it, and there is no doubt those who bought the first part will surely buy the second. Price, 50c. net.

"The D. L. Moody Year Book," which was to have been ready early in the Fall, was not ready until December, but, notwithstanding the delay, has had a good sale. The sub-title of the book—"A Living Daily Message from the Words of D. L. Moody"—explains the nature of the book, which will appeal to a large circle of Mr. Moody's friends in Canada. The selection has been made by his daughter, Emma Moody Fitt, is illustrated and very neatly bound. Price, \$1.

One of the most timely books published by the Revells is "The Siege of Peking. China against the World," by W. A. P. Martin, President of the Chinese Imperial University, author of "Cycle of Cathay," etc., and an eye-witness of the events

recorded in the book. Dr. Martin has been a resident in China for 50 years, and is looked upon as one of the sanest writers on Chinese matters. The book is illustrated with 19 half-tone illustrations and has a striking cover design. This ought to be one of the books on recent events in China which should have a very large sale. The price is \$1.

## NEW BOOK FIRM.

Mr. Thomas Allen, well known to the trade throughout Canada as a genial and popular traveller for The Methodist Book and Publishing House, with whom he was connected for 12 years, has left that house to enter into the publishing business with Mr. George J. McLeod. The firm will be known as McLead & Allen. Mr. McLeod, in the short time that he has been engaged in business in Toronto, has established a splendid business connection, and we have every confidence that, reinforced with Mr. Allen's experience, the new firm will establish itself among the leaders in the race for commercial honors and success. They have the Canadian agency for a number of strong American houses, such as Rand & McNally, Doubleday, Page & Co., and other reputable firms. Mr. Allen's leaving the Bookroom was made the occasion by his friends of presenting him with a valuable locket and chain, accompanied by an address, expressive of the high esteem in which he is held.

S. B. Gundy, manager of the wholesale department of The Methodist Book and Publishing Co., Toronto, has gone to England, and will not return until February. He will visit all the principal British publishing houses.

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This series, when complete, will of itself comprise an invaluable library. The series is now being issued by the famous house of T. and T. Clark, Edinburgh, for whom we are sole Canadian Agents.

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**ALL  
WANT**

**STRINGTOWN**

Public Library, With 141 Copies,  
Can't Supply the Demand.

The public library is finding great difficulty in supplying the demand for Prof. Lloyd's new story, "Stringtown on the Pike." The demand for it is greater than any other book recently published. Notwithstanding that forty-four copies of the book were purchased for the library, and one for each of the branch libraries, making a total of 141 copies, applications for "Stringtown" are now on file, both at the public library and at all the branches, which will take some weeks to supply.

—Cincinnati Times-Star.

**A Ready Seller.**

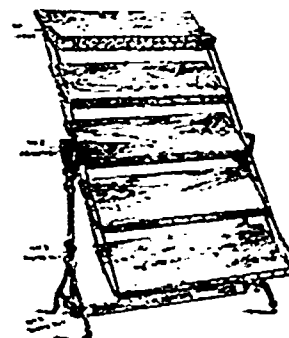
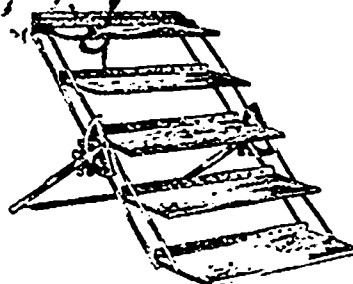
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Having a ledge on each of the shelves to support the goods when at different angles.

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Send for Catalogue and Prices

## WALL PAPER AND DECORATIONS.

### A WORD ABOUT BORDERS.

**A**n idea has sprung up in the last year or two among a great many women who imagine they know all about interior decoration that the border is out of date, and has no place on a modern wall. They have heard that borders and friezes are not used in England, and they will have none on their walls. Some short-sighted dealers have taken up the same idea. They do not urge the sale of borders as they did a few years ago.

This is not good policy any more than it is good decorative art. The border has as good a reason for existence as the side wall and the dealer who loses an opportunity to impress this on his patron is preparing to curtail his profit, of which the sale of borders forms an important part.

It is easy to see where the "no border" idea had its origin. England is a country of large homes; old-fashioned country houses with huge rooms, wainscoted in oak half way up the wall, and for these homes the large decorative floral and Morris papers were originated. With these a border is out of place. The hanging is in itself only a sort of very wide frieze, and forms a decoration over which no pictures are hung. It is not a design intended simply to obviate the bareness of a plain white wall, but is a pictorial effect in itself, a complete scheme of color and form. It acts as a frieze.

With the introduction of these hangings into America came the idea that no borders should be used, and the woman with a slight smattering of art, and a desire to do as our English cousins do, promptly decided that all borders and friezes were wrong and should be abolished.

She might as well say that because she has her tailor-made gown made without frills she would have her ball-gowns as simple as a man's coat.

An ordinary wall paper needs a border. It is designed with a border. The designer does not imagine that the side wall is sufficient. He lays out a complete decorative scheme of which side walls, ceiling and border are equally important, and each depends on the other for its proper effectiveness.

Let your customer have her way with one or two rooms if she wishes. The large decorative hangings without borders have their proper place. They are right in rooms with high wainscoting or for upper-third effects. But the ordinary wall paper is not

correctly used without a border. It is incomplete without one.

Don't let your customer imagine that by hanging a side wall paper with no border in a small room she is getting the "right thing," for she is not. She is only using an incomplete decoration.

The frieze is a most important feature; it is the climax of the room; the finishing



No. 1040. The Watson, Foster Co., Limited.

A successful floral of The Watson, Foster Co. of present season. It is a pattern which lends itself to effective color treatment, and, being a twelve color print, it has been possible to almost reproduce Nature's hues.

touch to the decorative scheme. — Wall Paper News and Interior Decorator.

### STAUNTONS LIMITED.

Among the most popular sellers in kitchen wall papers shown in the Staunton line for

1901 trade is one in a granite effect, and another in an oak paper, both with borders to match, and are sold at figures which will enable the dealer to offer them at very popular prices to his customers, and every dealer should have at least one coloring of both these patterns in stock. And the firm will be pleased to send samples of these on application.

The opening of the New Year serves as a reminder that Spring is not very far distant, and the returning of the bright, warm days will make window shades a necessity. Have you ordered your window shade paper for the Spring trade? Stauntons Limited will be pleased to send samples and prices when desired.

The factory has been running full time on orders, and very probably will have to go on to night work to turn out the goods to complete orders in good time, and with the big plant now in use early deliveries of all orders can confidently be relied on.

### A THRIVING BRANTFORD FIRM.

**M**UCH of the success that attended the Christmas business of J. & J. Sutherland's book, stationery and fancy goods store, Brantford, Ont., was no doubt due to the new arrangement of the store and other improvements, as well as to the attractive manner in which the many beautiful goods were exhibited. The improvements and alterations in the store plan render it much easier for customers to make purchases. Included in their advertisements, with an invitation to inspect their stock, was an offer to emboss or stamp in gold letters, and free of charge, any book with the purchaser's name or initials.

The office, which formerly stood in the middle of the store, has been removed to the rear, and the wall paper department has been removed to the first floor, roomy stairs leading to it at the rear. This gives a store depth of 150 feet, and it would be difficult to devise a system of exhibiting more goods in that space. Shelving, on both sides, tables and showcases were all decorated with the prettiest goods.

The book department is at the rear of the store, and thousands of volumes await the inspection of visitors. The fancy goods were used to decorate the store as well as to display themselves, and bronze, ebony, silver, marble and all kinds of fancy wares from many foreign countries were lined about the shelves and tables, making a show that would be difficult to surpass.

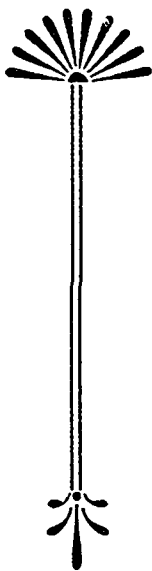
An attractive announcement card has been prepared by The Copp, Clark Co. for their travellers to send to merchants they call on. It is in the form of a booklet, with the announcement neatly printed in gold letters on the cover. The inside page contains a photograph of the firm's new building. The idea is rather a nice one, and the card will be appreciated among the trade.

1901 WALL PAPERS 1901

— OF —

THE WATSON, FOSTER CO., LIMITED

ARTISTIC  
ORIGINAL  
SUCCESSFUL



WE CANNOT AFFORD TO  
OFFER YOU GOODS WHICH  
YOU CANNOT PROFITABLY  
HANDLE. ✨ ✨ ✨ ✨ ✨

IF THE BEST IS NOT TOO  
GOOD FOR YOU ✨ ✨ ✨

WE WILL SEND YOU PRE-  
PAID SAMPLE BOOKS OF  
ANY GRADE OF PAPERS  
YOU ARE LIKELY TO BE  
SHORT OF — INCLUDING  
INGRAINS, WHICH THIS  
SEASON ARE SUPERB. ✨

DO NOT DELAY, THERE IS  
A LIMIT TO SUPPLY. ✨ ✨

THE WATSON, FOSTER CO., LIMITED  
MONTREAL.

## POINTS FOR LIVE DEALERS.

A DEALER, writing in The New York Stationer, says that one of his methods of cultivating trade is to make it a point "to attend to the children as carefully as to grown people. If families find the children are well treated you will get their trade." This is a good idea, and one that has already made stationery stores in different Canadian cities very popular with old and young alike. The proprietors of these stores, after the results of the school examinations are published, send a neatly printed card of congratulation to each successful student of the city, and before the opening of the schools, after the holidays, send them a list of the books required, according to the class they have passed into, with the announcement that they can be had at their stores together with all other school necessaries, and inviting them to call and inspect the stock. This kind of advertising has paid them and will pay others. Care must be taken, though, that no one is sent a wrong list, or business is likely to be hurt rather than increased.

The use of glass shelves will enable stationers who wish to display in their windows small articles, such as playing cards, match holders, etc., to show them to

advantage much better than if they are placed on the floor of the window or mixed up with other and larger goods. These shelves can be made the full length of the window or as short as desired. They are either fastened to the ends of the window or hung by small brass chains from the ceiling. Each shelf is nearer to the window than the one above it, so that the whole is in the form of steps, and the goods on the lower shelves can thus be seen as easily as those on the top row.

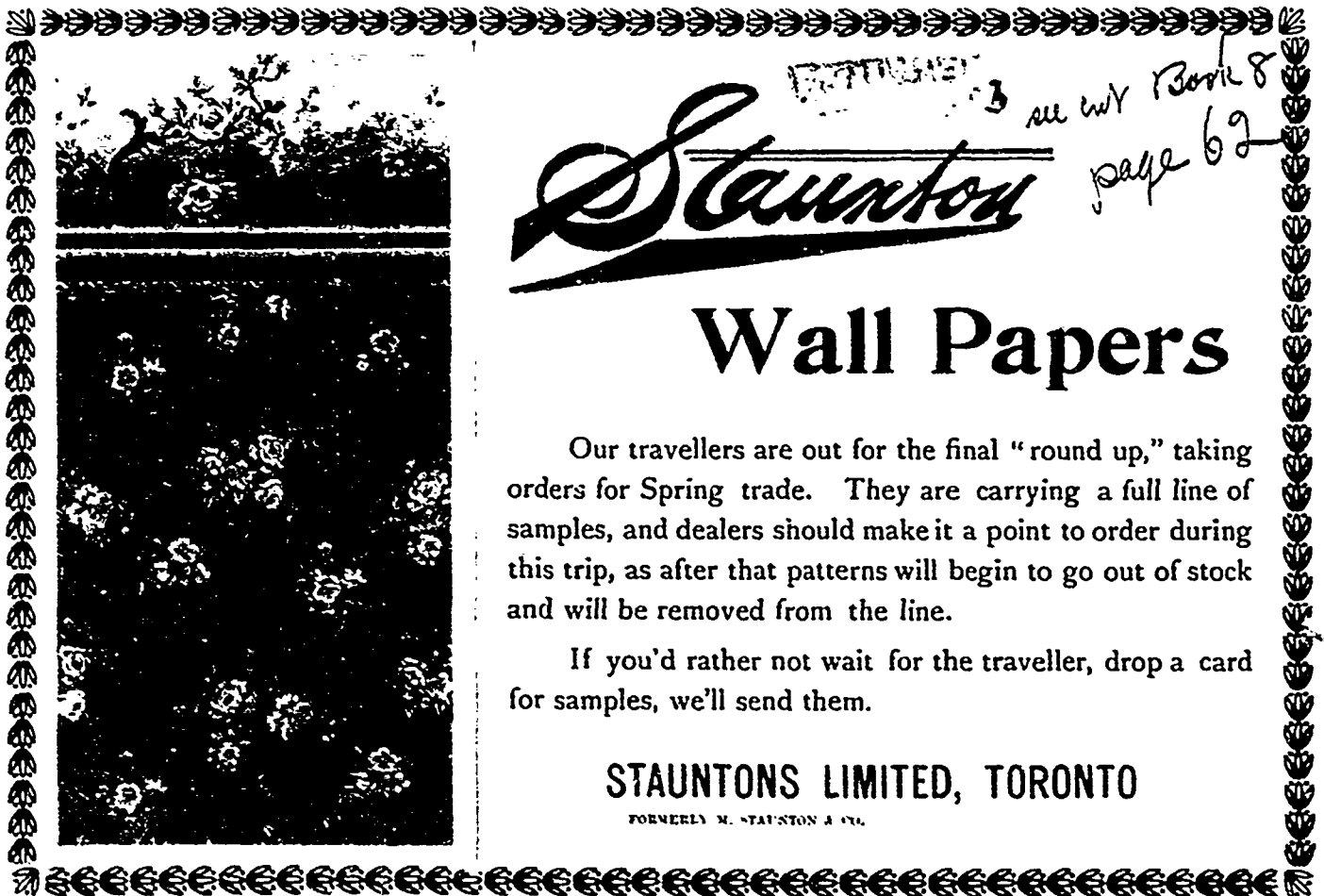
One of the greatest difficulties in making a good window display is to avoid putting too much on show at the same time. Too many articles may make a better-looking window, but they make a poorer individual display than too few. Stationers are more likely to err on the side of placing too many things on show than almost any other merchant, as their goods are nearly all small, and a very large stock would have to be carried if a window were to be made of one line. But if three or four lines of goods are displayed the window can be filled properly and not be crowded. A town dealer finds that the best way is to specialize on two or three lines from time to time, and exhibit these to the exclusion of all other goods. If the window is changed every

now and then an interesting display can be kept before the public. "People won't look at a stale window," says a writer in an exchange, "and a stale window gives the impression of a stale store."

C.G.H.

A useful calendar is sent out by Morton, Phillips & Co., Montreal, which, besides the regular monthly pages, contains a page or two devoted to postal information, the fire alarm telegraph of Montreal, bank and legal holidays, Montreal tariff for hackney coaches, street car routes, etc. It is strongly made and will be useful after the current year has passed.

A series of Canadian history readings, published by G. V. Hay, St. John, N.B., has now been completed in one volume of twelve numbers, and will make a valuable edition to Canadian libraries, public or private. The series embraces twenty-two topics, by a number of different writers, including some of Canada's authors. It is a collection of sketches of Canadian history gathered from various sources to which the average reader cannot obtain access. The bound volume of these readings is now ready and sells for \$1.15. The series, unbound, can be had for \$1.



*see wt Book 8 page 62*

# Staunton

## Wall Papers

Our travellers are out for the final "round up," taking orders for Spring trade. They are carrying a full line of samples, and dealers should make it a point to order during this trip, as after that patterns will begin to go out of stock and will be removed from the line.

If you'd rather not wait for the traveller, drop a card for samples, we'll send them.

**STAUNTONS LIMITED, TORONTO**  
FORMERLY M. STAUNTON & CO.

# MOORE'S Improved Non-Leakable FOUNTAIN PEN

THE BEST Fountain Pen made at ANY PRICE.

Patent  
July 18, 1893.



Patent  
September 8, 1896.

These Pens, being constructed upon entirely different principles from other fountain pens, are without doubt the nearest PERFECTION of any pens ever manufactured. All the undesirable features of other fountain pens have been eliminated. Send for our Illustrated Catalogue, just out. It will interest you, if you are looking for a Perfect Fountain Pen, Strictly High Grade.

RETAIL PRICE, \$2.50 TO \$12.00.

AMERICAN FOUNTAIN PEN CO.

Manufacturers, 168 Devonshire St., Boston, Mass, U.S.A.

W. J. GAGE & CO., Limited, TORONTO, ONT. Agents for Canada.

TURKISH STEEL PEN CO.,

DAMASCUS,  
SYRIA



IN SIX NUMBERS.

Graded for all kinds of Writing.

Sole Agents: Warwick Bros. & Rutter  
TORONTO

THE CANADIAN LADIES' MAGAZINE.

Three issues have now appeared of The Ladies' Magazine, the new Canadian periodical for Canadian women, issued by The Hugh C. MacLean Company, 43 Yonge street, Toronto, and a definite idea can be formed of its qualities and prospects. The Ladies' Magazine is well printed, tastefully illustrated, and contains much valuable reading matter of interest to the large and important women organizations of Canada. Their interest will increase as time goes on, since The Magazine gets the inside track of foreign periodicals, which are not specially written for Canadians. The dealer will find it pays to handle The Ladies' Magazine.

## Alex. Pirie & Sons

LIMITED

Mills—Aberdeen, Scotland.

Warehouses—London, Dublin, Glasgow,  
Paris and New York.

Agencies in all the principal cities of the world.

Manufacturers of the very finest grades of

Writing, Bond, Ledger,  
Printing and Blotting Papers,  
Envelopes, Cards and  
Correspondence Stationery.

Also Gummed and Coated Papers

Stocks kept by all first-class stationery houses.

## WM. BARBER & BROS.

Paper Makers,  
GEORGETOWN, - ONTARIO  
BOOK, NEWS AND COLORED PAPERS.  
JOHN R. BARBER.

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.

*Notice of Removal.* We expect to move to our new premises

NO. 77 YORK STREET,

(immediately south of the Rossin House) about December 15th. During removal, business will be continued without interruption.

TELEPHONE 91.

Wilson, Munroe & Cassidy, Manufacturing Bookbinders.



## FANCY GOODS AND STATIONERY.

### A GERMAN NOVELTY.

From Germany comes an original idea in the shape of a combination bookmark leaf-turner and paper knife. That part of it that is intended for turning over the leaves is the most novel feature of the invention. It has a lining of what is very much like soft, spongy rubber, and when this is pressed lightly on the corner of a page the latter adheres to it so that it may be turned over. The contrivance has the merit of making it easier to turn thin leaves, besides keeping them from becoming soiled by the fingers.

### AN ENVELOPE MOISTENER.

An envelope moistener and sealer has recently been patented in the United States, consisting of a glass tube with a soft rubber nipple on one end to which a small sponge is attached. The tube contains water and the sponge is fed through the rubber nipple. At the other end there is a rubber roller, with metal bearings, inserted in a rubber cap. The method of operation is to dampen the gummed flaps of the envelope with the sponge and then press it down evenly by running the roller over it. A shorter glass tube is provided to hold the instrument when not in use.

### NEW MAILING TUBE.

A new postal mailing tube has been invented which promises to become a great success. It is made in two pieces, hinged along the length of one side by a gummed wrapper, of which the greater portion is loose. When the tube is filled with whatever is to be mailed the two halves are brought together and fastened by gumming the loose part of the wrapper over them. To open the tube a knife is run along a line printed on the wrapper, when the tube falls in two pieces again. The tubes are made in sizes from 6 to 30 inches long.

### NOVELTY FOR FILING.

What is called the "Prompt Despatch Quoinograph" is a simple and compact combination of a manifold machine, tag receipt and invoice envelope, with a filing desk. Shipping receipts, orders, invoices, etc., can be

duplicated or triplicated, and a tag receipt and invoice envelope can be had at one writing. Papers can be filed either alphabetically or numerically as quickly as in the other way.

### TWO INVENTIONS JOINED.

A typewriter that can be made to telegraph is one of the latest inventions of the market. It has a system of electric magnets, keys, etc., attached to a typewriter. When one of the keys is pressed, it makes the usual impression on the paper, and, at the same time, transmits the letter over the wire, which is attached to the machine. At the other end of the line this process is reversed. The typewriter there is operated by the electric wire, and records each character as fast as it is received.

### TO DISPLAY GOODS.

A swivel window-hook is being manufactured which is finding much favor among the trade, especially among the smaller retailers, for whom it is exceedingly useful as a means of displaying goods. It is made of nickel-plated steel, a clamp at the bottom end on a swivel allowing this portion to turn any way desired. It has also a card-holder attachment, useful for holding a small price-card or other advertisement. The hook is capable of holding from 5 to 10 lb.

### THE UNLEAKABLE FOUNTAIN PEN.

A fountain pen which is absolutely un-leakable and can be carried in the pocket in any position overcomes the greatest objection that can be raised to these pens, and will be eagerly sought for by those who use them to any extent. Such is Moore's non-leakable fountain pen, which is constructed upon entirely different principles from others. The undesirable features of other fountain pens, such as spilling ink on the fingers or in the pocket, the drying-up or thickening of the ink, etc., have been eliminated in this.

In filling it, there is no necessity for pulling out the pen or unscrewing the section, and thus soiling the fingers. Another of its good points is that as soon

as the pen touches the paper it will write, and the user does not need to shake it or otherwise force the ink to the tip. It can also be adjusted very easily for either shading or printing. The highest grade of gold pens is used, and the barrel and caps, being of pure gum rubber, have a superior finish and lustre that is not found on the average pen.

As this pen is in many points entirely different in construction from other pens, it is necessary for dealers to be able to instruct their customers in the use of it, and a full set of directions accompanies the pens. The makers, The American Fountain Pen Co., for whom W. J. Gage & Co., Limited, Toronto, are Canadian agents, offer to repair the pens at the lowest possible cost, and also to clean, fill and return them free of charge.

### LATE LEATHER GOODS.

Though the rush in leather goods is over, there are two or three lines that continue to sell well through the Winter. Leather writing pads are one of them. Brown Bros. are showing a special line in a size that takes a whole sheet of blotting paper. The binding is of a somewhat better style than the average. Another article in their leather goods department that is selling steadily is the bill case for the use of bankers, insurance men, etc. They are shown in morocco and roan, with either strap or lock fastener, and arranged alphabetically, or by months or days of the month. The diaries for 1901 have been selling so well that the stock is rapidly running down, so that it is advisable to order now, as they will not be supplied after the present stock is sold out.

### A NEW PEN.

In addition to the making of books, T. Fisher Unwin, London, Eng., has recently turned his attention to the manufacture of steel pens. We have received from him a dainty sample box of his "U" pen, designed to meet the needs of literary men in particular, and all who like a smooth running pen of moderate flexibility. A shilling box contains 3 doz. pens.

### NEW DECORATED TISSUE.

One of the newest and most beautiful things in fancy goods is the decorated crepe paper for making lamp shades, covering flower pots, decorating, etc. Brown Bros. received a shipment a little late for the Christmas trade, but, notwithstanding this, they went very rapidly. The designs are mainly floral, though others are shown also.

1901

We wish all our friends a very

**HAPPY and PROSPEROUS NEW YEAR.**

We have pleasure in announcing to the Trade that we intend to be more than ever fully prepared to enter upon the **New Year and New Century** in a position to supply all requirements and to keep our **Stock Fully Assorted and Thoroughly "Up-to-date."**

OUR SPECIALTIES ARE:

**Account Books, Stationery, Leather Goods, Paper, Office Supplies, Printers' and Binders' Material, Diaries, Bookbinding.**


AGENTS FOR

Esterbrooks' Steel Pens,  
Wirt Fountain Pens,  
Arnold's and David's Ink,  
Pen Carbon Letter Books, etc.

We aim to have the most Complete Stationery House in the Dominion

THE **BROWN BROS. LIMITED**

Manufacturing and Importing Stationers,  
51-53 Wellington St., W.,  
**TORONTO.**



**Society Notepapers**

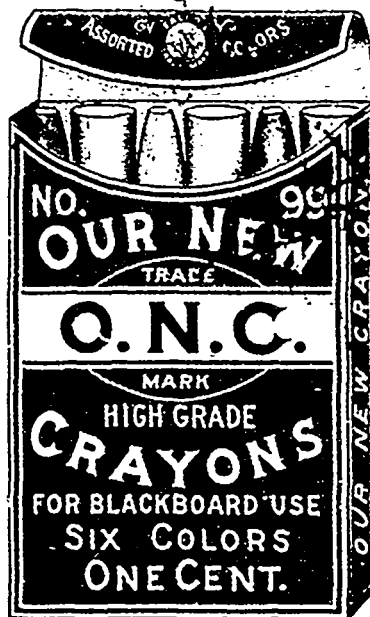
Suitable for the Spring trade. We handle everything that is required in stationery by business and society people, as well as Printers' and Stationers' Supplies.

Better than ever before.  
The kind you want.

The...  
**Barber & Ellis Co., Limited**  
TORONTO.

*Handwritten notes:* 34, March 29, 1901

**FOR SCHOOL CRAYONS**



Write the Best and Finest

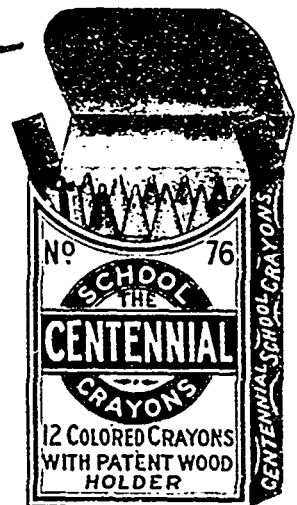
Manufacturers in the United States

The inserted cuts represent two of our

**Best Sellers**

The NO. 76 represents a set containing 12 wax crayons with patent wood holder. This set is very desirable. To retail at jobbing prices.

NO. 99 is a box containing 6 assorted colors chalk crayons of the very best quality. You make no mistake in ordering this set, for it is A No. 1.



Samples and Prices upon Application. Manufactured for the Jobbing Trade Only.

**The STANDARD CRAYON CO.**

509-517 Eastern Avenue, Lynn, Mass., U.S.A.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, MONTREAL.

ADVERTISING in WESTERN CANADA

will be Carefully, Efficiently, and promptly attended to by

The Roberts Advertising Agency,  
WINNIPEG, CANADA.

**NEW MUSIC**

A FRANGESA. — March, by P. Mario Costa. The latest European success, played, whistled and sung all over Europe.

COONTOWN REVELS. — by Chas. E. Musgrave. A splendid Two-Step.

Anglo-Canadian Music Publishers' Association  
"ASHDOWN'S" Limited  
88 Yonge St., Toronto.

**FANCY GOODS AND STATIONERY**—Continued and all are original. The colors and tints are very beautiful. These papers are likely to become great favorites. They are sold to the trade for 18c. per yard. The special blank books bound in full calf Russia bands, and half Russia, with extra finish, are made up in all sizes, imperial, super-royal, royal, medium, demy and foolscaps. Another special is the perpetual ledger, in which the leaves are securely locked in place by a new system, which, when unlocked, allows them to be removed easily without injury or disturbing other leaves.

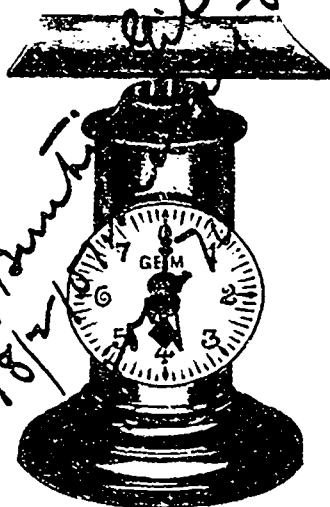
The H. A. Nelson & Sons Co.'s travellers will soon be on the road with a finely assorted line of staples for Spring trade; new goods in every line. Their line of sleeping coaches and baby carriages is an improvement, even after that of 1900. In smallwares and staple fancy goods many new and striking designs are to be found. The Spring and Summer goods catalogue will be ready for issue the first week of February, and it will be well worth any dealer's trouble to write for a copy. This company will, during 1901, carry a full line of golf goods, and will be ready to fill all orders.

**THE BLANK BOOK TRADE.** At this time of year a big business can be done in all kinds of blank books by merchants who are sufficiently alive to their own interests to lay in a proper supply. An exceedingly complete and varied stock is shown in Copp, Clark Co.'s warerooms. The "Everlasting," No. 512, foolscap size, strongly bound in cloth with leather backs, comes in journals, long day books, and ledgers. It has 600 pages, unit ruled and paged, and sells to the trade for 75c., special price for quantities.

The "Neverwear," No. 612, is crown size, bound in rough sheep with red leather corners. The ledgers come indexed. This book is also made in cash books and journals, \$1.50 to the trade. Among the other blank books shown are pressboard cover account books, with cloth backs, to retail at from 10 to 25c., according to thickness; sales books, with canvas covers; private account books, journals, ledgers, day and cash books, in small and large sizes; minute books, in leather, cloth, canvas and board covers. These last should receive special attention, as at this time of year there are many changes being made in lodge secretaries, etc., and a stationer may do a good trade in them if well supplied. A line of day books, specially adapted for butchers and grocers, is meeting with a heavy sale. The Dominion housekeeping expense book,

designed for individuals or families, has been one of their best selling lines for 20 years, and is still going very well. Teachers' class books for Sunday-schools are offered to the trade for 35c. per dozen. These, besides the ruling for the names, contain many valuable hints to teachers. Another blank book for rolls is shown, with special ruling for this purpose. It is cloth bound, quarto size, and sells to the trade for \$3.60 per dozen. The combined diary and memorandum books have been selling so well that the cheaper grades have been all sold out. The newest addition to the series of Dominion diaries is the legal edition, made specially for the legal profession. It contains many things that are of particular value to that class, and should be easily disposed of by any stationer.

They have a very fine catalogue, descriptive of their blank book and general stationery lines, which dealers would do well to send for, as it is one that may be kept at hand for reference as long as desired. Besides the written description, there are many illustrations, together with a price list of all the goods. An announcement card is being prepared for their travellers to send to customers, which is a very attractive specimen.



**GOOD STATIONERY NOVELTIES.**

The cut shown above represents the "Gem" letter and parcel scale. It works automatically, weighs up to 8 oz., and retails for \$1. Buntin, Gillies & Co., Hamilton, offer them to the trade at a price which allows of a liberal profit.

**VALENTINES AND EASTER CARDS.**

There will be many totally new designs in Easter cards during the coming season. Copp, Clark Co. are showing some new effects in silver and gold, photogravures, and some pretty designs in parchment and crepe papers. These are entirely new, nothing like them having been shown in Canada before. Mounted photographs and

embossed work are among their best-selling goods, as are also ribbon booklets, hand-painted, floral and cross designs. The Whitney valentines may be expected to sell as ever. They are among the handsomest put out by any firm this year. The tints are very delicate. They are made in silks, satins, celluloid, parchment, etc., and combinations of these, some decorated with gold by hand.

**NERLICH & CO.'S NEW BUILDING.**

The handsome new building, just completed on Front street west, opposite the Union station, Toronto, is to be occupied by Nerlich & Co., whose increasing business compels them to take up larger premises. They are now removing to this building, where they will be fully installed in a few days. The building is a large one, containing some 60,000 square feet of floor, six storeys high, with all modern improvements, and especially adapted to the company's business. With the increase of space Nerlich & Co. are proportionately increasing their stock in all lines, and their travellers now on the road with Spring and Summer goods are showing many special lines in toys and notions of every description. The imported goods, samples of which the travellers will be showing in February, include French and Japan china, albums, writing desks, etc., besides a large range of novelties in china, metal, celluloid and plush.

**DEVONSHIRE NOTE.**

One of the largest, if not the largest deliveries of high-grade stationery ever made in Canada has just been shipped from the warehouse of Warwick Bros. & Rutter. It consisted of 2,000 reams of Devonshire notepaper, and 1,000,000 Devonshire envelopes.

This immense quantity of one particular line is all the more remarkable when it is known that the largest quantity sold to any one customer was 20 reams of paper and 10,000 envelopes.

This firm are making a specialty of this line of stationery and dealers who have not already taken advantage of the offer should place their order at the earliest opportunity. The value is unequalled.

**ARTISTIC CORRISPONDENCE.**

Warwick Bros. & Rutter are showing a new series of high grade notepaper and envelopes, called "Japanese Bond." The stock is of the finest quality of linen bond and is made with a cloudy effect, which makes it one of the most artistic papers to be found in the stationer's assortment. "Japanese Bond" is shown in azure and cream tints and in regent size. This size is the favorite for ladies' use, and dealers stock-

"In the Spring the Young Man's Fancy."

# Valentines for 1901.

## COMIC VALENTINES

Designs funnier than ever. 35 and 80 cents per gross.

## LACE VALENTINES

Novel and beautiful lace confections. 80 cents per gross to \$3.60 per doz.

## CARD ASSORTMENTS

Large selections of dainty shapes. \$1.25 to \$7.00 per hundred.

## VALENTINE DROPS

In forty-seven different styles. 80 cents to \$3.60 per hundred.

Embossed Valentine Envelopes to suit all sizes and styles.

**The Copp, Clark  
Company  
Limited  
TORONTO**

HILL'S

"For the Empire"  
Series

Unique—Dainty  
and  
Entirely New.

# Easter Cards

Prices from  
\$2.00 to \$20.00  
Per 100.

NEW  
EFFECTS  
IN

Silver and Gold  
Photogravures  
Parchment and  
Crepe Papers  
Photograph  
Embossed  
Ribbed  
Hand-Painted

Canadian  
Agents

For Hill's

"FOR  
THE  
EMPIRE"  
CARDS.

The Copp,  
Clark Company  
Limited

64 and 66  
Front St. W.,  
TORONTO.

Beautiful  
Floral and Cross  
Patterns, etc.

See the samples now in the hands of  
our Travelers.

FANCY GOODS AND STATIONERY—Continued  
ing the new line will find it equal to the  
now famous "Duchess" series, which is  
recognized as the standard for fine corres-  
pondence. "Colonial Grey," another line  
also just marketed by this firm, is the new  
shade of grey now running in London and  
Paris. The paper has a soft velvet finish and  
is made in the same size as the "Japanese  
Bond." These two papers, added to the  
already long list of standard lines, make  
the series of fine papers manufactured by  
Warwick Bros. & Rutter everything that  
could be desired, and the trade will, no  
doubt, appreciate the advantage and con-

venience of procuring a complete range of  
desirable lines from one house. The  
travellers for this house have just started on  
their inaugural trips for the new century, and  
will wait on their respective customers in  
good time. Samples of new lines will  
gladly be mailed from the house on appli-  
cation.

THE NEW  
CENTURY.

The Joseph Dixon Crucible  
Co., Jersey City, U.S.A.,  
have published a booklet  
entitled "When the New Century Will  
Really Begin," the first half being taken  
up with that subject, and the next with a

series of articles on the different makes of  
Dixon graphite pencils, the history of  
pencils, colored pencils, etc., the whole  
booklet making a somewhat original adver-  
tisement, and one that is likely to bring  
good results. The different articles on the  
graphite pencil are all worth reading apart  
from the advertising in them. The booklet  
is well printed and thoroughly illustrated  
with all sorts of colored and black pencils.

A. J. Adam, toys and fancy goods dealer,  
Quebec, has assigned.

Annie Durward, fancy goods dealer,  
Tilsonburg, Ont., has given up business.

### THE MONTREAL TRADE.

FROM BOOKSELLER AND STATIONERS' SPECIAL CORRESPONDENT.

Montreal, December 28, 1900.

**T**HE holiday trade weighted the purses and lightened the hearts of the Montreal booksellers in a manner that makes it take precedence over that of other years. Every bookseller reports a brisk trade. People had plenty of money for holiday gifts and their taste seems to have run along the line of books and calendars more than ever before. Special efforts were put forth this year to induce customers, and articles both cheap and expensive were on view to suit all tastes. Cloth books sold particularly well, "Eleanor" doing better than any other in the majority of stores and "The Master Christian" in the minority. There is little doubt that if Conan Doyle's "Great Boer War" had come out in time to be boomed for the Christmas trade it would have been the book of the month and a great seller. Talk as you will, the British public is not yet tired of the Boer War. It may have grown weary of newspaper accounts but, as this war is making history, the Canadian reading public must have an unbiased and authentic account of the struggle fit to be placed in a well-chosen library. Such a want is filled by Conan Doyle's book and, as it sells at the popular price for cloth bound books, it ought to have proved a good holiday gift book. As it was, quite a number of copies were sold in that one week.

Among the more expensive works, Rosebery's "Napoleon" created the most talk. It was advertised in the city papers quite extensively and received in a favorable spirit. Many a man who can appreciate a good biography was presented with a copy of the work. "Flame, Electricity and the Camera," by Geo. Iles, a Montreal citizen, also made its appearance in many homes. Some \$5 autograph copies of "Eleanor," in two volumes, were on sale in the city, but they did not sell very freely. "The Palace of the King" and "Richard Yea and Nay" took fairly well for new fiction. Paper editions of these works are promised in January. "Eben Holden," "The Cardinal's Snuff Box," "Rule with a Difference," "Turrets, Towers and Temples," and "The Martyrdom of an Empress" are also worthy of notice. Paul Leicester Ford's "Wanted a Matchmaker," and Grant Allen's "Paris" were called for by many good customers.

E. N. Renouf is handling a book worthy of some attention. It is a work written by an ex mayor of Montreal, Mr. H. Beau-

grand, entitled "La Chasse Gallerie," and is composed of French-Canadian stories, illustrative of Quebec life. There are only 100 pages in the book, but Pelletier, of 36 Lawrence street, who did the printing, has executed an artistic piece of work and, as it is beautifully bound in fawn with lapping covers, and there are only a few copies to be sold, it is a valuable addition to our Canadiana, and is well worth the price, \$2.50. It was written originally in French, but has been translated into English. Mr. Renouf has the control of the sale of the book and reports that he has already disposed of quite a few copies.

In his holiday trade, Mr. F. E. Phelan made a leader of a very fine line of 25c. books published by Donohue, Henneberry & Co. They comprise some of the best works that have outlived their copyright, and, buying them in quantity, Mr. Phelan was able to offer a handsome little book at a low price and still make a 50 per cent. profit. This pushing of the cheap novel is probably one result of the cutting in the price of the 75c. current fiction, and that it was successful is proved by the fact that Mr. Phelan has only a few copies left out of a lot of several thousand. People bought these books in lots of half dozens and dozens; so Mr. Phelan made money—much more than by selling the 65c. book bought for 55c.

Messrs. F. E. Grafton & Sons had a most successful exhibit of Life's pictures during the rush of the holiday trade. As noticed last month, they transformed their second flat into an art gallery where they had on view (and on sale) original and Japan proof drawings of the many noted New York artists in the employ of the Life Publishing Company. Four large specimens of the work of Charles Dana Gibson were the principal features of the collection, but there were also sketches by T. K. Hanna, jr., Allan Gilbert, Albert H. Blashfield, Otto Cushing and others. The copies were sold at \$2 each and the sale was so large that Mr. Grafton had to telegraph for a second shipment. He had intended the display to be an advertisement but it turned out to be

a profitable investment. That it was an advertisement was proven by the fact that this year's December sales totalled to about twice the amount of last year. It drew quite a crowd of customers to his book counters. E. H. C.

### GOOD BUSINESS IN HAMILTON.

Wm. T. Lancefield, publisher and importer, Hamilton, Ont., opened up a retail stationery store in that city in November, and, notwithstanding the lateness of the season, did a lively Christmas trade in books, cards, Christmas papers, etc. The West End Book Store, as it is called, is well advertised, and will, no doubt, do a good share of the business in Hamilton. It is pleasant to hear that Mr. Lancefield, who has been a reader of BOOKSELLER AND STATIONER in the past, has "learned a good many things from it."

### NOTES OF THE TRADE.

James M. Hamilton, druggist, Blyth, Ont., has been burned out.

R. A. Bradshaw, stationer, Slocan City, B.C., has sold out to A. R. Rolderston.

The Scantlebury Wall Paper Co., Limited, Winnipeg, Man., has obtained a charter.

Stephen Nevison, dealer in fancy goods, paints, etc., Fenelon Falls, Ont., has given up business.

A. V. Des Roches, fancy goods dealer, Brockville, Ont., has assigned to R. Osler Wade, of Toronto.

A short time ago Dean & Son, Limited, London, Eng., publishers of children's books, issued a successful volume of "Pictures for Little Englanders," and also an "A B C for Baby Patriots," both of which met with marked appreciation from both old and young. A third volume has now been added to this amusing series of picture books. It is a new version of an old rhyme, and is called "Ten Little Boer Boys." There are 14 drawings in color by A. S. Forrest, and they are quite up to the standard he established in his first book.

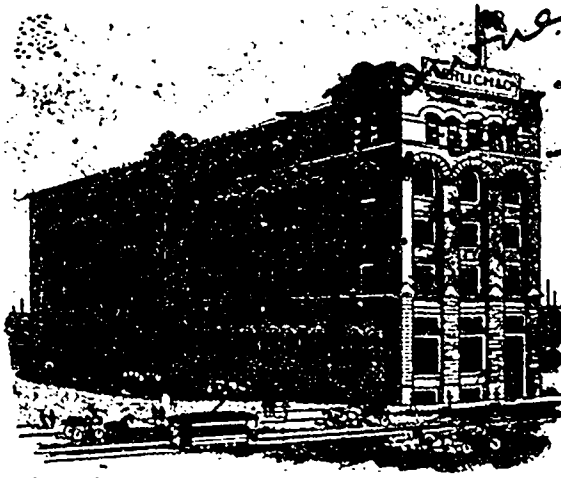
Gold Medals, Paris, 1878:1889.

# JOSEPH GILLOTT'S

Of Highest Quality, and Having  
Greatest Durability are Therefore  
CHEAPEST.

# PENS

# NERLICH & CO.'S NEW BUILDING



Opposite Union Station.

OPPOSITE UNION STATION.

Our new premises opposite the Union Station, Front Street West, have just been completed, and we will have our stock removed within a few days. With doubled floor space and all modern warehouse improvements we can promise our patrons largely increased ranges in all lines, and assure prompt and careful attention to orders.

## For Spring Trade.



Our travellers are starting out with complete lines of Spring and Summer goods, including:

TOPS,	BASEBALL,	CHINA,
MARBLES, ALLIES,	TENNIS,	GLASSWARE,
SKIPPING ROPES,	LACROSSE GOODS,	SUNDRIES.

Special Spring Toys and Notions.  
Souvenir Goods of every Description.

## Our Import Samples.



are on the way and will be in our travellers' hands by Feb. 1st.

ALBUMS,	COMPANIONS,	CLOCKS,
PHOTO FRAMES,	WORK BOXES,	BRONZE GOODS,
FANCY MIRRORS,	WRITING DESKS,	FRENCH and
ATOMIZERS,	POCKET BOOKS,	JAP CHINA.

Novelties in China, Metal, Celluloid and Plush.

# Nerlich & Co.

## TORONTO.

### NEW CANADIAN COPYRIGHTS

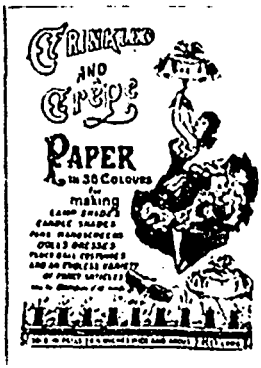
Registered at Ottawa between December 1, 1900,  
and January 1, 1901

\*\*\* This list is compiled monthly for THE BOOKSELLER AND STATIONER, and, under the new Copyright Act, it is an imperative necessity for the dealer in books to keep it on file.

11785. *Pioneers of France in the New World.* By Francis Parkman. Morang & Co., Toronto.
11786. *Lords of the North.* By A. C. Laut. William Briggs, Toronto.
11787. *Pass Book of the Square Commission Advertising System.* L. C. Macklem, Toronto.
11789. *Geographical Handbook of the Province of Ontario.* By C. C. James, M.A. Steinberger, Hendry Co., Toronto.
11790. *The Catholic Almanac of Ontario for 1901.* Mrs. Emma O'Sullivan, Toronto.
11791. *Don't be Ashamed to Come Back Home.* Words and music by Monroe H. Rosenfeld. Ilse & Co., Cincinnati.
11792. *In Bohemia, and Other Studies for Poems.* By Mrs. T. Sterry Hunt ("Canadianne"). Anna R. G. Hunt, Montreal.
11795. *When Sousa Leads the Band.* Words by William Jerome. Music by Horwitz and Bowers, Chicago.
11796. *Gathering Shells.* Yorke. Music. Church Co., Cincinnati.
11797. *Swing High — Swing Low. Waltz.* By Edward M. Read. Church Co., Cincinnati.
11798. *The Butterfly.* Waltz. By Edward M. Read. Church Co., Cincinnati.
11799. *The Merry-Go-Round.* Polka. By Edward M. Read. Church Co., Cincinnati.
11800. *Through the Meadows.* March. By Edward M. Read. Church Co., Cincinnati.
11801. *Up the Mountain.* Two-step. By Edward M. Read. Church Co., Cincinnati.
11802. *The Tally-Ho.* March. By Edward M. Read. Church Co., Cincinnati.
11803. *On the Beach.* Schottische. By Edward M. Read. Church Co., Cincinnati.
11805. *A. B. C. Waltz Charts.* Frank H. Norman, Montreal.
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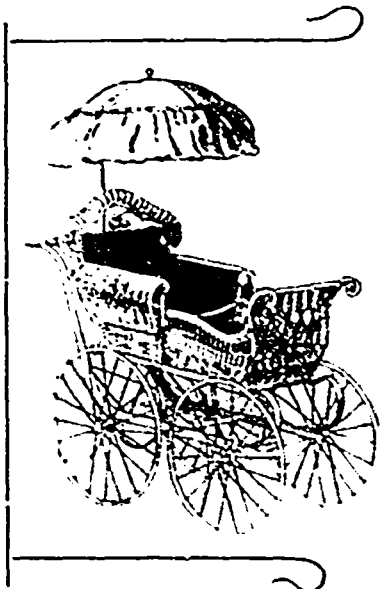
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