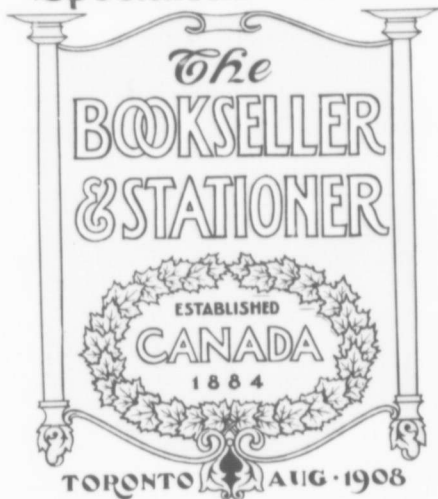


Special Fall Number



MacLean Publishing Co., Ltd.
Montreal Toronto Winnipeg

PARISIAN LAWN



Parisian Lawn, as a name, in itself signifies little, but the exquisite writing surface of the new series of note paper and envelopes which we have put up under this title will make the name, "Parisian Lawn" familiar to the corresponding public through Canada.

Description of Our New Fall Creation

Parisian Lawn is a snow-white, linen-finished paper, particularly well adapted for every-day correspondence. Note paper comes in regent size. Envelopes may be had with either the new long pointed flap or the new wallet cut. Prices are popular—10 cents per quire for the paper, and 10 cents per package for envelopes.

Warwick Bros. & Rutter, Limited

Makers of
High Grade Stationery

TORONTO

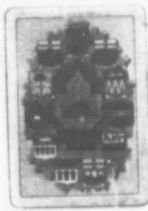
BOOKSELLER AND STATIONER



Salon 25



King Edward



Canada National



Queen



Salon 19



Salon 20

THE PLAYING CARDS
OF
QUALITY and DISTINCTION

ARE

Goodall's

Your stock is not complete unless you have

GOODALL'S IMPERIAL CLUBS
AND LINETTES

MANY NEW DESIGNS

BETTER THAN EVER



Salon 22



Salon 23



Salon 26



Salon 24



NEW OCEAN TO OCEAN

RETAILS FOR FIFTY CENTS

NEW NATIONAL CANADA, SHOWING COAT OF ARMS
OF ALL THE PROVINCES

Samples to Dealers

Order Through Your Jobber

A. O. HURST, 24 SCOTT ST., TORONTO



Society C



Sultane II



Society E



Sultane F



Salon 24



Salon 25-Coat of Arms of each Province



Salon 16A



Tartan 18-Clare

BOOKSELLER AND STATIONER

BROWN BROS. STATIONERS

Wholesale & Manufacturing

LIMITED

Leather Goods

New Ideas, New Leathers, New Colors, in Purses, Wallets, Card Cases, Writing Cases, Etc.

Fountain Pens

Large stock of all best makes. Specialties in Stylographic Mani-folding and Safety Pens.

Memorandum Books

Largest assortment and best value ever shown, well made and finished.

Loose Leaf Books

Complete stock of the best.

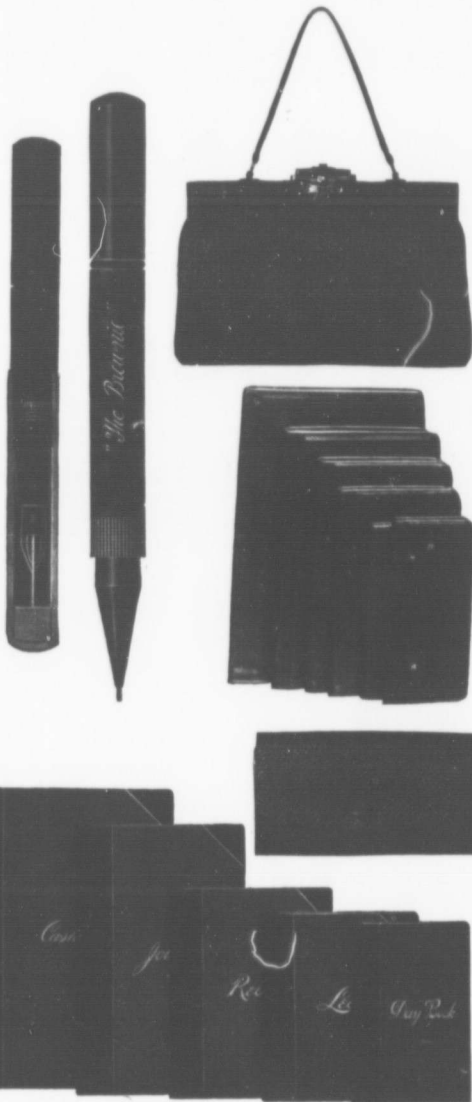
Stationery, Office and

Bank Supplies

Every Known Article of Merit.

Account Books

Large stock of all sizes and patterns.



BROWN BROS. Ltd., 51-53 Wellington St. West, TORONTO

Glucine

Glucine

Glucine

Glucine

Glucine

Sealing

Wax

Blotting

Blotting

Blotting

Blotting

Blotting

Blotting

MENZIES

(We sell only on import)

We beg to inform our friends in the Trade that we are now taking orders for a new size Glucine 2½ oz. bottle and shall be glad to send samples and quotations to importers who desire to stock this size.

Our Post Card Department has become quite an important one this year. We are having particularly good success with our line of Post Cards at \$7.20 per gross packets, each packet containing six cards.

This series includes Comics, Flower Cards, Birthday Cards, Xmas Post Cards, and an excellent assortment of all kinds of Picture Post Cards of the best selling kind.

A similar line in higher grade stock and color process \$9.60 per gross packets.

A magnificent line of Cards at \$21.00 per gross packets.

Xmas Post Cards from \$1.80 per gross to \$21.00 per gross cards.

You can't do better than give us an assortment order.

For Private Xmas Cards—We lead the trade.

The Savory Xmas Cards, Calendars and Pictures are considered the most beautiful in the world.

Craig's British Blotting, 10c., 12½c. and 15c. per lb.

WE SELL ONLY ON IMPORT

MENZIES & COMPANY LTD.

19 WELLINGTON ST. EAST, TORONTO

WHOLESALE IMPORTERS,

MFRS. AGENTS

Post
Cards

Post
Cards

Post
Cards

Post
Cards

Private
Xmas
Cards

Pictures

Calendars

Xmas
Post
Cards

Leather
Goods

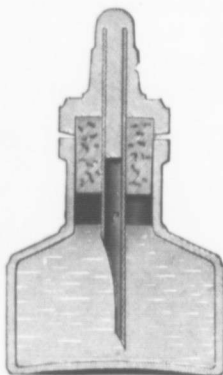
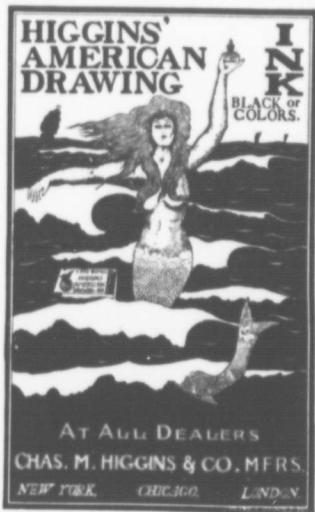
Papeteries

BOOKSELLER AND STATIONER

THE MERMAID

AS A SYMBOL FOR

DRAWING INKS



was first used by us in an advertisement in "The Architectural Record" for August, 1903, as above. Thus in this as in all other matters relating to Drawing Inks,

Higgins' American Drawing Inks

blaze the way for those who find it easier to copy than create. Year by year these splendid inks have gone on their way constantly gaining new admirers while retaining old friends, seeming to thrive on so-called self-styled "competition."

HIGGINS' AMERICAN DRAWING INKS have sold more largely during the past year than ever before in their history. This has been due in a great measure to our liberal policy of advertising, and to absolute fair dealing with our friends in the trade, but above all to the unapproachable high-quality, standard and reputation of these inks, which have made them from the beginning and always

The Standard Liquid Drawing Inks of the World

WRITE FOR PRICES

CHAS. M. HIGGINS & CO.,

Originators and
Manufacturers of
INKS AND ADHESIVES
NEW YORK CHICAGO LONDON

MAIN OFFICE : 271 Ninth Street |
FACTORY : 240-244 Eighth Street | **BROOKLYN, N.Y., U.S.A.**

BOOKSELLER AND STATIONER

Higgins' Inks and Adhesives



LONDON BRANCH, 11 FARRINGTON AVENUE, LONDON, E.C. (Store and Basement, each 25 x 75)



THE HIGGINS' INKS AND ADHESIVES, through honest merit in their originality and quality and honest American enterprise and push in their exploitation, have penetrated to the most remote points of civilization, until now they are well known and largely used in the Canada, Central and South America, Mexico, Great Britain, South Africa, Australia, New Zealand, Philippines, Japan, China, Norway, Sweden, etc., etc., as well as ever maintaining their unique position in their birthplace, the United States of America. The home trade has always shown its appreciation of and reliance on these goods, and it will always be our effort to merit the confidence of the trade in every respect.

WRITE FOR DISCOUNTS

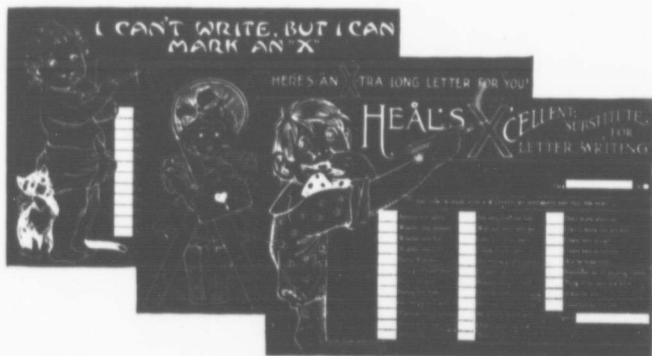
CHAS. M. HIGGINS & CO., Originators and Manufacturers of Inks and Adhesives
NEW YORK CHICAGO LONDON

MAIN OFFICE : 271 Ninth Street)
FACTORY : 240-244 Eighth Street)
BROOKLYN, N.Y., U.S.A.

Heal's 10-Cent Novelties

PRODUCE SALES AND
PROFITS SATISFACTION

Try them for Success—50 per cent. Lower than all other Lines.
An Open Order for a \$5, \$10, \$15, \$25 or \$50 Assortment will convince you
that HEAL'S NOVELTIES are the Right Kind for Big Sales and Good Profits.



Three samples of the latest thing in Picture Post Cards—the Lazy Letter Writer Post Card—which we have in a number of different designs. These will have a great sale in Canada. Write for samples and prices.



Novelty in Match Holders

Will Retail in Canada at 10 Cents

Do you realize what a demand can be created for an article by a good design? No. 441 is a Match Holder and Scratcher, size 9 x 6½ inches, made of the best imported Pulp Board, and gotten out in attractive colorings, with a design that is selling it by thousands. Samples and prices on application.

FRA DIAVOLO — A Big Summer Seller

The best 10-cent game on the market. It is made of better quality material and high class finish.

NOVELTIES BIG TEN CENTERS

Novelty Leather Wall Pockets
Novelty Leather Hanger Match Scratchers
Novelty Leather Calendars
Novelty Inkstands
Novelty Ash Receivers
Novelty Pipe Racks
Novelty Whisk Broom Holders
Novelty Laundry Lists
Novelty Razor Wipes

"THE HOUSE OF GOOD THINGS"

POST CARDS

BIG TRADE WINNERS

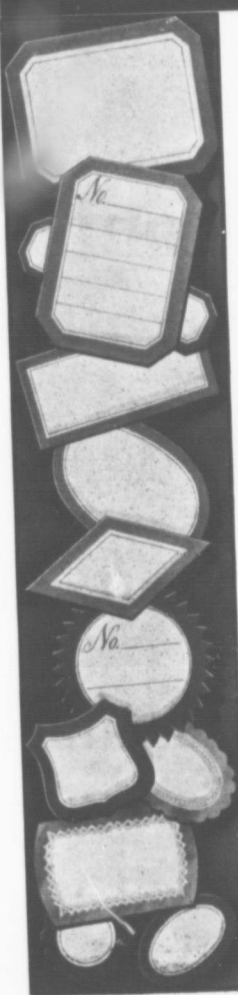
Paper Post Cards
Leather Post Cards
Match Scratcher Post Cards.
Novelty Calendar Post Cards
Leather Post Card Pillows
Felt and Leather Post Card Pillows

Samples sent on request to Responsible Houses.

"THE HOUSE OF GOOD THINGS"

W. S. HEAL, 34-36 Cooper Square, **New York City**

Dennison's Gummed Labels



The scope of the Dennison Gummed Label is almost as wide as that of the Dennison Tag.

Every stationer will find that the Dennison line will open up a field of great possibilities, for there isn't a business under the sun that cannot profitably use some kind of Gummed Labels or Seals.

The accompanying illustration will give an idea of the diversity of shapes in which Dennison Gummed Labels and Seals are made. Quality, of course, in printing, cutting and sticking power is understood, for the great Dennison business has been built up on "Quality."

Are you getting your share of this immense trade? If not, you can largely increase your trade by carrying a stock that embraces the different shapes and graded sizes in each shape. We trust you will consult our catalogue or improve the first opportunity to go over the line with our representative. The whole of the Dennison Line of Adhesive Specialties is an attractive and profitable one to handle.

Full information regarding the various lines on request. Address our nearest store.

Dennison Manufacturing Co.

The Tag Makers.

BOSTON 26 Franklin St.	NEW YORK 15 John St.	PHILADELPHIA 1007 Chestnut St.
CHICAGO 125 Franklin St.	ST. LOUIS 413 North 4th St.	



LONDON

PARIS

BERLIN

Raphael Tuck & Sons Company, Ltd.



9-17 St. Antoine Street

Montreal,

Christmas and New Year Cards

Over one thousand entirely new sets, comprising in the aggregate a wealth and variety of subject adapted to every possible taste.

Calendars and Block Calendars

Their magnificent success of last year, added to the charm of novelty, superiority of reproduction and general excellency of the new collection, will ensure them a welcome reception everywhere.

Paper Dolls, Half Masks,
Reliefs, Wall Texts,

Complete Descriptive Catalogues

CAPE TOWN

NEW YORK

Raphael Tuck & Sons Company, Ltd.

By Special Appointment

Publishers by special appointment to Their
Majesties King Edward VII and His
Queen Alexandra



Publishers by Royal Warrant

P. Q.

Toy Books and Juveniles

In great variety and of unsurpassed beauty and excellence.

Christmas and New Year Post Cards

Unapproachable for beauty of design, elegance of finish and appropriateness. Glistening dew effects more beautiful than ever, and bewildering in their variety.

Holly Specialities

Such as Seals, Tags, Embossed Greeting Cards, in great variety.

Christmas Tree Ornaments,
etc., etc.

Forwarded Free Upon Application.

SMITH, DAVIDSON & WRIGHT,

Wholesale Stationers, Paper and Fancy Goods

LIMITED

VANCOUVER, B.C.

WE CARRY THE LARGEST STOCK IN WESTERN CANADA

*Envelopes, Tablets, Papeteries, Blank Books, Memorandum
Books, School Books, Pencils, Penholders, Inks,
Mucilage, Blotting Paper, Ruled Fool-
cap, Journal Paper, Etc., Etc.*

All the standard lines of the best manufacturers are represented in our stock.

OUR SCRIBBLERS AND EXERCISE BOOKS

are specially attractive and are the best sellers on the market.

IMPORT LINES

Samples of Xmas Cards, Calendars, Bibles, Prayer Books, &c., are on the road, and should be seen before placing your order.

PRINTERS' SUPPLIES

In this department we carry everything for the printer in the way of paper. Samples and prices promptly furnished on application.

FANCY GOODS AND TOYS

These lines have all been carefully selected from the best manufacturers, and will be found to be unexcelled by those of any other house in Canada. Mail Orders promptly executed.

Our Goods Are Right, So Are Our Prices.

SMITH, DAVIDSON & WRIGHT, LIMITED

365 Water Street,

-

VANCOUVER, B.C.

Sales Tell The Tale

THE orders we are receiving from all parts of the country are the best possible proof of the fast selling qualities of the Boxer line of Wallpapers.

The times are a test of the line; the Best goes First; and the Boxer line has Taken Hold.

The expected has happened—it couldn't help taking hold. It was just bound to leap into favor wherever shown. There is not a line of wall paper manufactured anywhere on earth that can excel the Boxer line. There is not a line in Canada even equal to it.

The Boxer papers are all practical, understandable papers that appeal to all buyers.

Dealers have been used to sending out of Canada for papers of the Boxer quality. But we have shown them that importing is wasteful nowadays.

All Boxer papers are equal (some say superior) in quality to anything imported—except in the matter of price. When you buy Boxer Wallpaper you get imported quality, imported profits but pay only home price.

The Reg. N. Boxer Co., Ltd.
New Toronto, Ontario

Sales are the Test—Boxer Wall Paper Sells.

High-class Leather & Fancy Cabinet Goods



No. 524

Leather Goods

In handstitched Neat Hide, Cow Hide and Pig Skin

All kinds of Roans Moroccos Crocodile, &c.



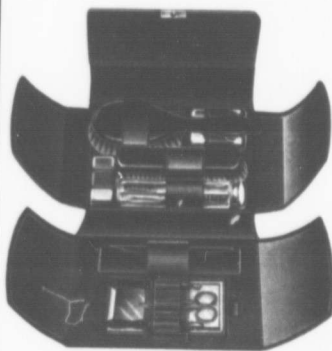
No. 503

We are the Actual Manufacturers



No. 87

Contractors to H. M. Government



No. 140 62

Cabinet Goods

Writing Cabinets
Writing Tables
Afternoon Tea
Spirit and other
Automatic Tables
Inkstands
Stationery Cases
Folding Tuck-away
Writing Tables
Ladies' Sewing Tables
Card and Other
Combinations
Tantalus Spirit and
Perfume Frames



No. 160 3

W. H. BRAND AND SONS,

EXCELSIOR WORKS,
2-3-4 HOXTON SQUARE, LONDON, ENG.
Established nearly Fifty Years.

BOOKSELLER AND STATIONER

Canada's



Pride

Registered Trade Mark.

THE SIGN OF PROFIT AND SATISFACTION

Canada's Pride pencils and Fountain Pens give you and your customers satisfaction. The user pays a fair price and you make a good profit.

Pencil points will not break.

You have our authority to stand back of every Fountain Pen or Ink Pencil you sell.



Made in eight degrees. Poly grade, office and drawing pencil. Retails at 5 cts.



Made in three degrees. Office and drawing pencil, with nickel and rubber tip. Retails at 10 cts.



Copying pencil. Retails at 10 cts.



Copying pencil. Inverse mouth piece. Retails at 15 cts.



Pocket propelling pencil. Retails at 25 cts.



Ink pencil. Indian point. Retails \$2.00.



Fountain pen. 14kt gold. Size 2, 3, 4. Retails \$2.00, \$2.50, \$3.25.

Our Proposition to the Trade is extremely attractive.

Particulars gladly furnished.

WHOLESALE DISTRIBUTORS :

LIBRAIRIE BEUCHEMIN, Limited, Wholesale Manufacturing Stationers and Publishers. **256 St. Paul St., Montreal**

BOOKSELLER AND STATIONER

BUYERS' GUIDE

for

"Standard" Blank Books

that can be procured from our stock

WE NEVER SELL THE CONSUMER DIRECT

Abstract Tablets
Address Books
Advertisers' Specialties in
Memo. Books, Diaries, etc.

Blank Pam Books
Bankers' Tabulating Tablets
Bill Head Pads
Bills Payable and Receivable Books
Blank Books - See Folio Books
Bookkeeping Blanks

Books of All Kinds to order.
Business Books
Butchers' Order Books
Butchers' Pam Books
Brewers' Price Books - Regular
Brewers' Price Books - Loose Leaf

C. O. D. Express Receipt Books
Carpenter's Books
Cash Account Books
Cash Books - Printed Head
Cash Sales Books
Check Books
Collection Books
Columnar Books
Combination Cash and Ledger
Combination Record and Cash Book
Common Sense Index Book
Computation Books
Corporation Stock Books
Counter Books
Cross Section Books
Cross Section Tablets

Daily Journals
Desk Floating Pads
Desks - Standard
Desks
Drafts
Drawing Pads
Designs - Prescription Books
Die Ledgers

Day and Trip Note and Letter Heads
Day and Trip Order Books
Duplicating Bill Heads
Duplicating Receipt Books
Duplicating Scale Books
Duplicating Telegraph Blanks

Engine Note Books
Engine Order Books
Engine Separate Lead Price Books
Engagement Books
Engineers' Cross Section Books
Engineers' Field Books
Europe Memorandum Books
Expense Books
Extra Fine Address and Visit Books

Fairbanks' Scale Books
Family Expense Records
Field Books
Filing Books and Pads

Fine Memorandum Books
Flap Memorandum Books
Flat Back Invoice Books
Flat Cheating Blank Books
Folio Books of every conceivable
size, binding and ruling.
Foliotary Tablets

General Pam Books
Grocery Store Order Books
Grocery Pam Books

Hindell's Patent Scratch Pad
Hotel Registers
Herbariums

Women's Books
Indexed Thru Blank Books (all sizes)

Indexed Thru Memo. Books
Indexes for Ledgers
Indexes - Shepherd's Printed Position
Indexing Special Books
Insurance Registers
Invoice Books
Invoice Books - Flat Back
Invoice Copying Books
Invoice Records

Journal Paper

Key Index

Law Registers
Ledger Paper
Legal Pads and Tablets
Letter Copying Books
Log Tally Books
Loose Leaf Ledgers
Loose Leaf Price Books
Loose Leaf Students' Note Books
Lumber Books

Manifold Books - all kinds.

Memo. Books - all sizes and styles.
Memo. Books - Indexed
Mkac. Order Books - Biscutate
Mkac. Order Books with Strub.
Mill Books
Miller's Common Sense Index
Miniature Blank Books
Minute Books
Money Receipt Books
Money Receipt Books - Duplicate

Notes

Oldlong Folio and Quarto Blank Books
Oldlong Memorandum Books
Order Books

Package Receipt Books - Regular and Dup.
Pam Books
Pencil Books
Perpetual Diary

Packet Ledgers
Popular Memorandum Books

Quadrule Ruled Pads
Quadrule Ruled Tablets

Receipts
Receipt Books - Duplicating
Receiving and Discharging Books
Record Paper
Reference Files
Remittance Blanks - Duplicate
Renewable Memorandums
Rest Receipt Books
Rest Receipt Books - Duplicate
Reporters' Note Books
Roll Books

Ruled Double Entry Ledger Paper
Ruled Journal Paper - two columns
Ruled Journal Paper - three columns

Salesman's Duplicating or Triplicating
Order Books
Scale Books - Regular and Duplicate
School Writing Books
Scrap Books
Scratch Books and Pads
Scratch Pads - Hindell's
Separate Lead Ledgers
Separate Lead Price Books
Shepherd's Printed Position Indexes
Shippers' Records

Shipping Receipt Books in Triplicate Form
Shipping List Books
Standard Diaries
Standard Reversible Note Books
Statement Tablets
Stenographers' Books
Stock Books for Merchandise
Stock Ledgers
Stock Transfer Books
Stockholders' Lists
Students' Note Books
Suspense Ledgers

Tabulating Tablets
Tally Books
Telegraph Blanks - Duplicating and Tripli-
cating
Time Books
Travellers' Expense Books
Tread Balance Books and Paper

University Note Books
Universal Order Books

Vest Pocket Memo. Books
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Warrants on Treasurer
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SEND FOR SAMPLES AND PARTICULARS ON ANY OF THESE LINES.

NEW CATALOGUE NOW IN WORK. SEND US YOUR NAME AND ADDRESS FOR OUR MAILING LIST.

BOORUM & PEASE COMPANY

HOME OFFICES:

Bridge, Front and York Streets,
Brooklyn, N. Y.

FACTORIES:

Brooklyn, N. Y. Benton Harbor, Mich.



SALESROOMS:

109-111 Leonard Street, New York
220 Devonshire Street, Boston
Republic Building, State and Adams Sts.,
Chicago.

SPECIAL. THE BEST OFFER IN BLANK BOOKS IS A FREY PATENT FLAT OPENING BOOK -
BOUND IN FULL SHEEP ENDS AND BANDS WITH BYRON WESTON'S PAPER.



CONSTRUCTION OF STANDARD FLANGE HOLDER

Sectional cut, showing features of Middle Ink Joint, Flange Joint at mouth of holder, and Ever-Fitting Cap. Fully covered by patents, Feb. 14, Oct. 3, 1899, and Aug. 7, 1900.

- A—Ink Joint in middle of barrel
- B—Inner Extension of barrel
- C—Screw Threads joining barrel and section
- D—Conical Ink Joint, receiving end of barrel
- E—Feed
- F—Section or Finger-Grasp part of barrel
- G—Flange fitting snugly into cap
- X—Vent Hole in cap

An absolutely non-leakable and strong ink joint is so placed in the centre of the barrel away from the finger grasp that the hand or fingers do not come into contact with it in writing.



No. 7—MOTTLED



No. 4—GOLD MOUNTED, CHASED



No. 3—PLAIN BLACK

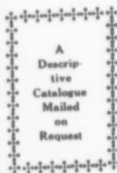
The Famous Sterling Fountain Pen

Fully Guaranteed by the Makers

AGENTS FOR CANADA:

McFARLANE, SON & HODGSON, LIMITED

Wholesale Stationers MONTREAL and Paper Dealers



WATER MARKS:

J. TOWN & SONS' SUPERFINE

ALBION J. T. & S.

SUNNYDALE

24 EXTRA STRONG LEDGER

CITY ARMS, EXTRA STRONG

TURKEY MILL LINEN

CYCLON EXTRA STRONG

BUNIC BOND

BUNIC

TURKEY MILL EXTRA STRONG

24 EXTRA STRONG BANK

ORIGINAL NEWBOLME MILL

LOAN

SUPERFINE

TURKEY MILL VELLUM

ALBION VELLUM J. T. & S.

SUPERFINE TURKEY MILL BANK

ALBION BANK

ALBION LINEN J. T. & S.

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THE TURKEY MILL NOTE

TURKEY MILL PARCHMENT NOTE

THE FAVORITE NOTE

AIRDALE, TUB-SIZED

ALBION MILL J. T. & S.

OWL PARCHMENT

WHARFEDALE VELLUM

NEW CENTURY IVORY

CYCLON

HARRIBILLS

CLIFTON FINE

ESTABLISHED NEARLY A CENTURY.

Joseph Town & Sons, Limited

68-72, 77-85 ALBION STREET.

Registered Offices: Butts Court, LEEDS, ENGLAND.

Mills: TURKEY MILLS, REIGHLEY, Yorks.

Manufacturers of High-Class

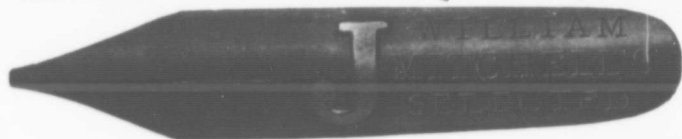
Tub-sized Writings, Cartridges, and Account Book Papers. Also Banks, Typewritings, Loans, Loose Leaf Ledger Papers.

CUSTOMERS' OWN WATER MARKS A SPECIALTY.

All classes of Paper kept in stock at Leeds Warehouses.

RULING, POWER PRESS STAMPING, ENVELOPE MAKING, and BLACK BORDERING to the trade only.

William Mitchell (Pens) Ltd.



Have published an Illustrated TRADE LIST
OF THEIR
CANADIAN SELECTION OF PENS
PRICED IN DOLLARS
and giving full information for calculating
SPOT COST OF MAILED PARCELS
IF A COPY HAS NOT REACHED YOU

SEND TRADE CARD TO

44 Cannon Street, LONDON — or — Washington Works, BIRMINGHAM

CANADIAN REPRESENTATIVE—

MR. J. M. SCHEAK, 28 Wellington Street West,

TORONTO

"RUGBY" SCHOOL BAGS

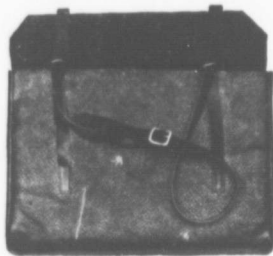
Made of a recently discovered material, more durable than leather, and without flaws.

**ABSOLUTELY WATERPROOF
MADE IN SIX SIZES**

No.	Size, 9 inches wide	Per dozen	\$1.75
22	10 " "	" "	2.75
23	11 " "	" "	3.60
24	12 " "	" "	4.20
25	13 " "	" "	4.50
26	14 " "	" "	4.80

As the name "RUGBY" implies, will stand the hardest wear and will not scratch, tear or peel, and is not affected by rain or sunshine. When soiled can be easily cleaned with soap and water, which is an advantage much appreciated from an HYGIENIC standpoint.

The inside or lining of the BAGS is a smooth material, which has the effect of "Moleskin." Contents are, therefore, prevented from being rubbed.



PEBBLE BLACK

Have Your Stock Completed By Ordering at Once a Supply of these

SCHOOL BAGS

MANUFACTURED BY US

THE COPP, CLARK COMPANY, LIMITED

64 & 66 FRONT ST. WEST, TORONTO

Waterman's Ideal Fountain Pen

Buying

Waterman's Ideal is the Standard

This fact is due not only to the perfection in manufacture, but to the simplicity of construction, and the technical perfection of each of the five parts.

Every Dealer in the World

who has room, or can make room in his store, for this fast-selling and popular line, will do well to stock them now.

Follow the Reasons for Your Purchase of Waterman's Ideal

- First:* Made in the largest and best equipped fountain pen plant in the world.
- Second:* Sold at the lowest possible prices consistent with their quality.
- Third:* Every part substantially guaranteed perfect.
- Fourth:* Made in every conceivable size and style, and with a vast assortment of pen points to suit every writer.
- Fifth:* The complete protection from cut-price competition, as the prices are maintained by agreement throughout the United States.
- Sixth:* The individual Waterman's Ideal features—the Spoon Feed and Clip-Cap—made possible its wonderful success and general use.
- Seventh:* The enormous advertising every month of the year in every state, county and city in the country constantly stimulates the demand.
- Eighth:* All pens in good condition are exchangeable or may be redeemed at purchase price.
- Ninth:* The supplying of advertising literature, show case, banners, electrotypes, signs and selling instructions.
- Tenth:* The favorable acceptance by the consuming masses wherever shown for the past twenty-four years. Every pen now in use is a purchasing recommendation.

Our suggestions for stock assortments of various quantities, trade discounts, terms and complete information with fully illustrated catalogue of the entire line will gladly be forwarded upon request.

W. L. Waterman Co., Limited

Boston Chicago San Francisco

136 St. James St. Montreal

New York London Mexico

Selling

Selling the Standard brings Credit

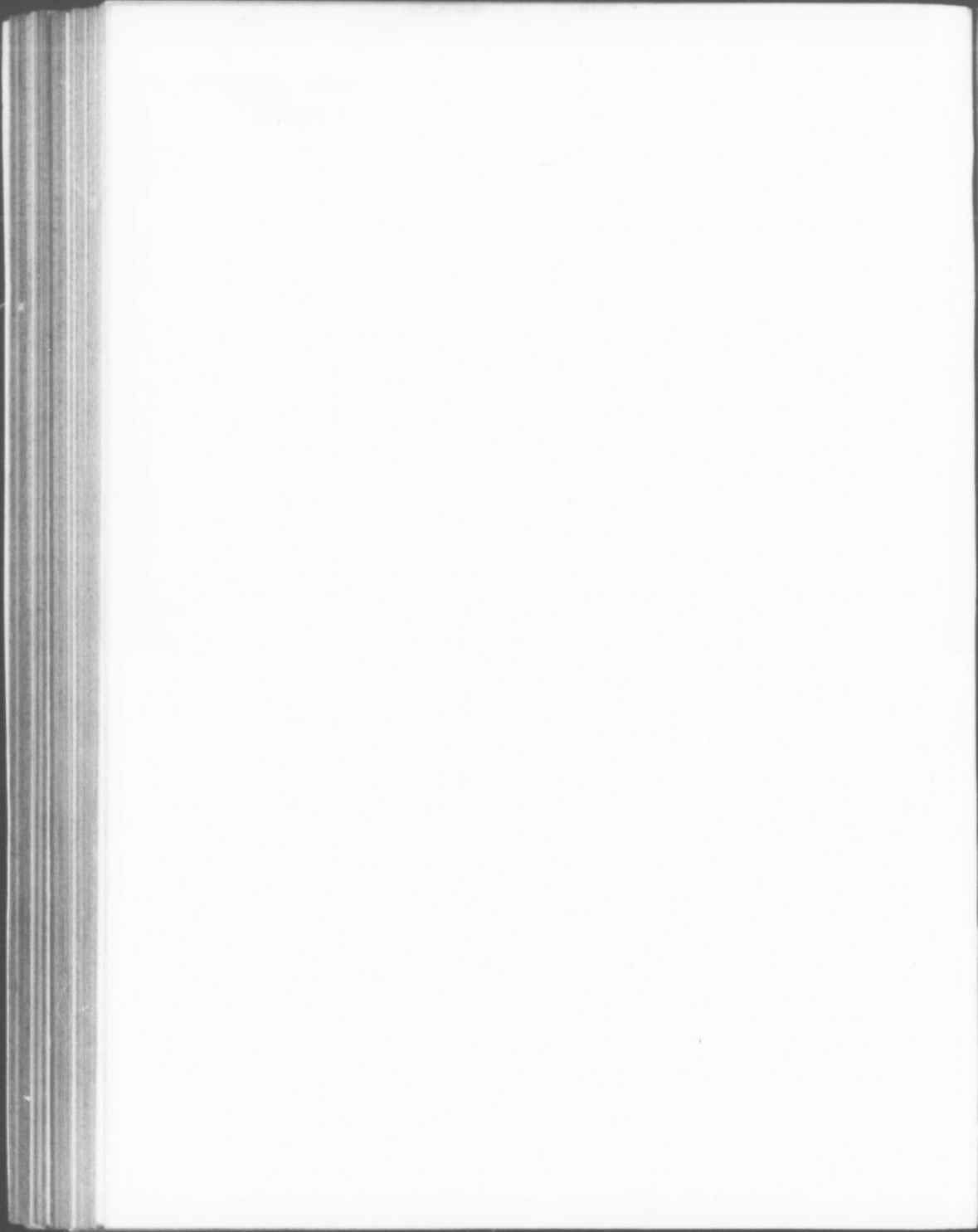
Here is a modern necessity, which interests and satisfactorily serves School Children, College Students, Business and Professional Men and Women, Travelers and Home Folks, all alike.

The demand for a good fountain pen will never cease; on the contrary—owing to its absolute necessity—is bound to increase forever.

Follow the Reasons for the Sale of Waterman's Ideal

- First:* It disposes of the bothersome ink well.
- Second:* Its perfect and safe combination of pen and ink into one, to be carried in the pocket or purse.
- Third:* Its readiness to write at any or all times; whenever wanted and under any conditions.
- Fourth:* The risk of loss from the pocket reduced to a minimum, by the use of the clever Clip-Cap.
- Fifth:* Its adaptability to all specific purposes: Stenographing, Bookkeeping, Manifolding and for Artists, Reporters, etc., etc.
- Sixth:* Its wonderful favor as a gift that is dignified and useful, and "fills every bill" for anyone.
- Seventh:* Its extremely low price, especially when compared with the length of service it gives.
- Eighth:* That it can be exchanged until right, or money refunded.
- Ninth:* Its presentation to the public at each and every season in the largest and best advertising mediums.
- Tenth:* Because the name—Waterman's Ideal—means a uniform quality, *the best.*



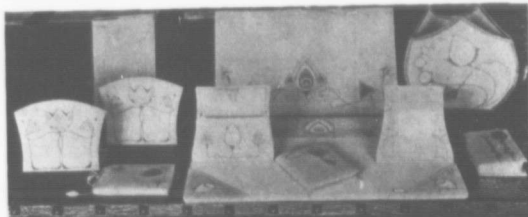


N. S. DAY,

Factory: **SPRINGFIELD**
Massachusetts

New York Office and Salesroom: 31 UNION SQUARE. Office, 1503

**Original and Artistic
Novelties**



909 Desk Set of Five Pieces: Pad, Perpetual Calendar, Stationery Rack, Block Blotter and Pen Wiper, \$4.75. Have also odd numbers to match: Dictionary, Ad. Book, Clipping Cases, Atlas and numerous other numbers of same material and decoration. The material is heavy Irish linen; decoration being an insert in assorted colors of one of Liberty's clever conceptions in brocade, this giving to this set a unique and attractive effect. This is one of several different styles of decoration. These numbers are also carried out in beautiful leather goods.

Consisting of over 250 different numbers for the Art Stationery Trade. The illustration shows a Linen Desk Set, which is but one of the many numbers carried out in both linen and leather.

One of the Most Attractive
is the

Brazilian Beetle Line

with genuine wings of the
Brazilian Beetle set under
tooled leather of different
colors.

**CANADIAN BUYERS WHEN IN
NEW YORK SHOULD CALL
AND INSPECT THE FULL LINE**

Special Canadian Offer:

Upon request we will send any responsible Canadian dealer a full list of the lines we manufacture, from which you can make a selection up to \$20, \$30, \$50 or \$100, and these goods will be sent upon approval for your inspection. This will enable you to see the quality of our lines without coming to New York.

A Dollar Fountain Pen



"THE PERFECT"

Q This reliable low-priced pen is particularly well suited for school and college use. It has chased barrel, plain cap, and is fitted with safety pocket clip. Can be profitably retailed for One Dollar, and sells itself when the price is shown.

Warwick Bros. & Rutter, Limited

KING AND SPADINA, TORONTO, CAN.



ACORN BACK

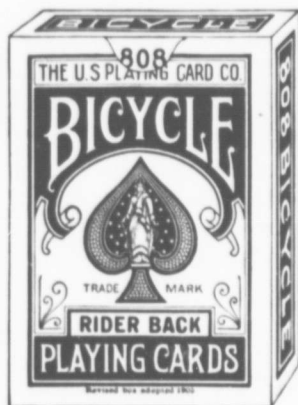


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Genuine Bicycle Cards

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



They are **good** cards and dealers can not make a mistake by recommending them to their customers.

They give satisfaction and a satisfied customer is a steady customer.

Order from your jobber.



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UNDERWOOD'S

Celebrated Carbon Papers and Typewriter Ribbons. They are

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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

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Copying Presses In All Sizes

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The James Smart
Mfg. Co., Limited

Brockville, Ont.,
and
Winnipeg, Man.

SEND FOR CATALOGUE

The Crocker Pen Co.

Manufacturers of the

Crocker Fountain Pen

"You blow it
to fill it."



WITHOUT DOUBT
the best, clearest, simplest
and most satisfactory self-filler
on the market to-day. Write
for catalogue and our very liberal offer
to dealer. We also manufacture the
ordinary fountain pens with inkjet and for
premium purposes. Prices and goods will please
you.

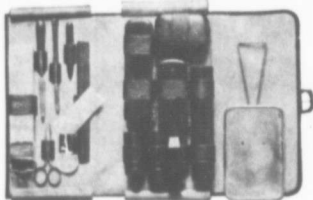
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DRESSING CASE

Writing Cases, Pocket Books, Hand Bags,
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Supreme
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Unequaled
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After patient experimentation we have perfected some special processes which produce **View Cards** of a quality far surpassing the best work of European publishers.

Richness of coloring, fidelity of detail and genuine artistic value, are distinguishing features of Holzman Views.

We make deliveries in as many weeks as European manufacturer-require months, and you enjoy the added benefits of American responsibility and accessibility.

means nothing unless compared with our samples

Write for Samples—It Will Pay You to Know

The Largest Factory in America Devoted
Exclusively to the Making of Post Cards

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POST CARDS

Brown, Black, Colored, Birthday, Comic.

All the Latest German Finest Novelties at Wholesale Rates.
Sample Collection \$5. Established 1895
VERLAG ANT. GERSTENKORN, Hamburg

NATURAL SIZES
NFOB
N91B
N92B

MEDAL OF HIGHEST AWARD

JAMESTOWN EXPOSITION
Add TONE to Your Stationery in the OFFICE, BANK, SCHOOL, or HOME by Using Only Washburn's Patent



"O.K."

Paper Fasteners

There is Genuine Pleasure in Their Use as Well as PERFECT SECURITY. These Fasteners are in a class by themselves. There are no others like them, therefore they can not be compared with the ordinary paper clips which depend on friction for their holding power.

The "O. K." Paper Fasteners have the advantage of an indestructible paper piercing point which goes through every sheet coating with a small PROTECTING SLEEV which prevents any liability of injury.

HANDSOME COMPACT STRONG
NO SLIPPING, NEVER!

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

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

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BROWN BROS. Limited
51-53 Wellington St., W., TORONTO, CAN.
Sole Selling Agent for Canada

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NATURAL SIZES
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WAIT FOR THE BIG LINE

Before you buy your fall stock of

TALLY CARDS
GUEST CARDS
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and don't forget the Elliott Die-Stamped Holly Postal Cards and Souvenir Post Card Calendars. Two of the best selling items in the Stationery Line.

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Samples sent you free.
Illustrated Catalogue and price list.

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There are many good brands of
INKS and PASTE
but only one
BEST



CARTER'S

A Synonym for the
HIGHEST QUALITY

obtainable in

INKS

and

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HAND POWER ELEVATOR

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

\$ 100⁰⁰

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

Increasing The Magazine Sales

In order to increase the number of sales of current magazines it is an excellent plan to place on or near the magazine counter a book or pamphlet containing a list of all important articles found in the current issues of the leading magazines. This information can easily be compiled by the dealer himself and a typewritten copy kept on the counter. It will materially increase the sales of magazines, since many a man who has not intended purchasing more than one copy, will buy two or three copies of different periodicals when he finds that they contain articles on the subjects of his most intense interest.—Publisher and Retailer.

Have you tried this scheme? If not, it will pay you handsomely to do so. It will increase your sales beyond your expectations.

But there is no need of your compiling the above pamphlet each month. The department in *Busy Man's Magazine* entitled "Contents of Current Magazines" gives the exact information, a classified index of the contents of all other publications. Every article appearing in any of the Magazines appears in this department.

By showing your customers this index they see the articles which will interest them and instead of buying a magazine at random they purchase two or three periodicals exactly in their line. Then, too, the satisfied customer always comes back; so that you are really building up a substantial business.

In each issue of *Busy Man's* appear a number of strong original articles of interest to every Canadian and which create a large demand for the magazine itself.

Busy Man's is fully returnable. Retail price 20 cents, to the trade 14 cents. It is most essential to the success of your trade to keep *Busy Man's* always in stock.

Fill out the attached coupon and mail it **TO-DAY**.

BUSY MAN'S MAGAZINE

Toronto, Ont.

.....1908

Kindly forward through the.....News Company
.....copies of the **BUSY MAN'S MAGAZINE** each month, on a fully
returnable basis.

Name.....

Address.....

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MR. J. GIBB

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Our travellers are showing a magnificent line of Holiday Goods this year.

We make a specialty of \$5.00 and \$10.00 assortments, selling from 25c. to \$1.50 each.

Seventy-five lines to choose from.

Our line is selected from the two finest lines on the American Continent, viz:—

EATON, CRANE & PIKE, Pittsfield, Mass.
CONNECTICUT VALLEY PAPER CO.,
Holyoke, Mass.

INKS—Don't forget your winter shipment of Inks. We carry a full line of Reliance, Underwood's, Stephens', and also Carter's specialties. Special Dating on Season's Orders.

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MR. GEO. WILSON

Where to get the latest and best sellers.

Churchill's "Mr. Crewe's Career"
THE BEST NOW.

Fine Presentation Books a specialty.
School and University Books
Oxford and Bagster Bibles
Cheap Paper Novels, all kinds

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Get on our mailing list, we can satisfy you as to selection

AGENTS FOR

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MacMillan & Co., Limited, - - London
The MacMillan Co., - - New York
A. & C. Black, Fine Colour Books, - London
The Morang Educational Co., Ltd., - Toronto

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MR. GEO. WILSON

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RITCHIE & RAMSAY'S CELEBRATED COATED and DUPLEX PAPERS

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BERKSHIRE TEXT

THISTLE BLANKS

TITIAN ART PAPERS and BOARDS

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Full range Envelope Papers

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CONTRACTS MADE AT MARKET PRICES

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MONTRORSE PAPER CO.
RITCHIE & RAMSAY
KEITH PAPER CO.

Sundry Dept.

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Fancy Goods, Dolls,
Pipes and Brushes,

Children's Wagons & Sleighs

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OF ALL KINDS

Tissue Paper, FLAT and CRINKLED

WESTERN AGENTS FOR

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Wall Papers.

WRAPPING PAPERS, PAPER BAGS, HAT BOXES and BAGS,
KRAFT PAPERS, TWINES, BUTTER PARCHMENT.

Stephens' Inks

DELIVERED (Freight and Duty Free, in HALIFAX, ST. JOHN, QUEBEC, MONTREAL, OTTAWA, LONDON, TORONTO, HAMILTON.

If through delivery to other towns in CANADA is required, only the exact difference in freight between the cost of delivering the goods from LONDON, ENGLAND, to TORONTO, and that which will be incurred by delivering them from LONDON, ENGLAND, to the city required, will be charged on Invoice.

The discounts are based upon the value of each order, but all purchases made during any one year will be subject to the same discount as the placing, or largest order. (Minimum order \$10).

Net for Orders under \$25.

5% on Orders over \$25.

10% on Orders over \$100.

Payment by Bill drawn in Canadian Currency @ 30 days sight.

PRICES AND SIZES.

	Number of the Bottle.	Contents, Ounces.	Price per Dozen.
Blue Black Writing (Stone) ...	5	40	\$6.55
" " " " " "	6	24	4.30
" " " " " "	7	8	1.90
" " " " " "	8	4	.95
" " " " (Glass) ...	240	32	6.00
" " " " " "	241	16	3.40
" " " " " "	242	8	2.05
" " " " " "	270	6	1.60
" " " " " "	243	4	1.10
" " " " " "	262	3	.85
" " " " " "	169	1½	4.35 gns.
Blue Black Combined (Stone) ...	14	32	6.55
" " " " " "	13	16	4.30
" " " " " "	16	7	1.90
" " " " (Glass) ...	244	32	6.55
" " " " " "	245	16	4.30
" " " " " "	246	8	2.35
" " " " " "	247	4	1.30
" " " " " "	71	2	.70
Blue Black Copying (Stone) ...	10	40	9.90
" " " " " "	11	24	6.55
" " " " " "	12	14	4.30
" " " " " "	13	5	1.90
" " " " (Glass) ...	248	32	8.10
" " " " " "	249	16	4.90
" " " " " "	250	8	2.75
" " " " " "	251	4	1.65
" " " " " "	72	2	1.00
Scarlet Writing (Stone) ...	35	40	12.40
" " " " " "	36	20	6.55
" " " " " "	37	12	4.30
" " " " " "	13	4	1.90
" " " " (Glass) ...	254	32	9.50
" " " " " "	255	16	5.80
" " " " " "	256	8	3.45
" " " " " "	257	4	1.95
" " " " " "	104	3	1.45
" " " " " "	91	2	.95
" " " " " "	74	2	.95
" " " " Inkstand Bottle & Glass Stopper	81	2	2.20
Tres Noir Writing (Glass) ...	75	1½	4.35 gns.

PRICES AND SIZES.

	Number of the Bottle.	Contents, Ounces.	Price per Dozen.
Gum Mucilage, Cap and Brush...	208	1½	\$.85
" " " " " "	209	2½	1.10
" " " " " "	215	4½	1.65
" " " " " "	210	7	2.20
" " " " for refilling ...	211	6	1.10
" " " " " "	212	12	2.20
" " " " " "	213	24	4.40
" " " " Sponge Top ...	214	2½	2.20
Violet Black Copy (Stone) ...	52	27	5.50
" " " " " "	53	15	3.30
" " " " " "	54	7	1.90
" " " " (Glass) ...	252	32	6.55
" " " " " "	253	16	4.30
" " " " " "	254	8	2.35
" " " " " "	255	4	1.30
" " " " " "	78	2	.70
Fancy Coloured Inks Perfumed Closes—Crimson, Mauve, Orange, Violet, Green, Blue	272 273 120 132	16 8 4 2	5.80 3.45 1.55 .95
Stylographic Pen Ink—Writing	153	3	1.10
" " " " " Copying	155	3	1.10
Fountain Pen Ink—Writing	163	3	1.10
" " " " " Combined	164	3	1.10
Also in Glass Bottles, fitted with Filler, packed in Screw-topped Wooden Boxes complete			2.20
Marking Ink for Linen ...	47		.95
" " " " " " " " " "	48		1.90
" " " " " " " " with Stretcher	49		1.10
" " " " " " " " " "	50		2.20
Endorsing Ink— for Rubber Stamps, Plain Corks fitted with Brush Colours—Red, Black, Blue, Violet and Green.			1.10 2.20
Endorsing Ink Pads— Uninked, Tin Case, Size 3½ × 2½			2.20
" " " " " Iron " " " 5½ × 3			3.30
" " " " " " " " 3½ × 2½			4.40
" " " " " " " " 5½ × 3			5.80

Orders can be sent direct to:—HENRY C. STEPHENS, Aldersgate St., LONDON, ENG., or to J. M. SCHEAK, 28 Wellington St. W., TORONTO, ONT.

Bookseller and Stationer

and Canadian Newsdealer

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

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

Vol. XXIV.

MONTREAL AND TORONTO, CANADA, AUGUST, 1908.

No. 8.

Some Sidelights on Selling Wall Paper and Other Lines

How a Stationer has Rather Amusing Experiences — Owen Sound
Bookseller Speaks of Some of His Methods in Conducting Business.

"Selling wall paper is a rather interesting study," remarked R. H. Fleming, of Owen Sound, to a representative of *Bookseller and Stationer*. "For instance, we have ladies come in and ask to see some of our latest patterns. They look at this and that and seem beautifully indefinite upon all matters relating to a purchase or decision. Often they have occupied my time or that of one of my clerks for fifteen or twenty-five minutes looking over all the samples from perhaps three to twenty-five cents per roll. We ask what is the size of the room they desire to decorate.

"Oh, we do not exactly know," will come the sweet, innocent response. "We are thinking of moving into another house pretty soon, and we were just wondering what sort of paper we would like if we have to buy any." All these experiences form part of the business."

Several Years Experience.

Mr. Fleming was in the book and stationery line in Barrie for five years. He sold out to N. W. E. King, and, after a year in which he spent some months on the road, he came to Owen Sound, and once more embarked in his favorite calling. He has a large, well-lighted store. It is now five years since he opened out in Owen Sound.

He believes in handling a few, well stocked staple lines rather than conducting a great many departments.

"The only advertising I do," continued Mr. Fleming, "is by means of locals. I have never used display advertisements. If I have a few unsalable goods I put them out at the front and mark them at a low figure. I generally get rid of them quickly by that method. In window dressing I endeavor to be seasonable. At the opening of the school I decorate with school books and supplies. I use picture post cards at the height of the tourist trade, also souvenir goods or fancy china; and at other periods I essay to attract attention to my window by using other lines for the purpose of display.

"As to the news ends of the business, I try to carry a representative class of publications. There is not much

money I find in this line, and it requires a lot of attention. The benefit is that it brings a host of people in the store who may become customers. Selling postage stamps, for instance, is in itself a nuisance, but the public look to a bookstore to supply them, and it draws more or less custom. We have to handle several lines in which there is practically no profit, and yet it all goes to make up part of the life and stock of a stationer.

Books That Sell.

"As to the book line itself, very few of the standard authors or new copyright novels are disposed of here, except at the holiday season. The best selling line that we carry is the bound book or novel that retails at 25 cents. We do not have any price cutting in school books. As for supplying our public library or replenishing those in the Sunday schools of the town, we are seldom, if ever, invited to tender as the books desired can generally be obtained through the various book rooms of the different religious bodies cheaper than we can get them. There is no use in tendering unless we can make a profit in doing so. In school books the margin is not large, and a good deal is lost by the seller frequently buying too heavily. A book may not be used any longer, perhaps, or a new text-book is authorized, then what we have left on our hands is dead stock and can not be disposed of at any price. If the Ontario Government decides to supply all the school children of the Province with text-books, it would not cause me a deal of uneasiness for the reason I have told you. I am not going to handle any more toys as they take up too much time, patience and room. The profit, when all things are considered, is not enough to bother with them. A book and stationery business is not a top shop, a fair or a variety store, and, as long as I am in business I intend sticking by the staple and regular lines. I carry a large reserve stock of wall paper, and to it devote special attention, and, although as I said this feature may have its drawbacks, still the profit is satisfactory and the sales in the better grades bulk large."

A Dealer Who has Served as School Trustee for Ten Years

E. S. Brown, Bookseller of Collingwood, Takes a Deep Interest in the Cause of Education—Conducts a Store that in Many Respects is a Model.

A bookseller, who takes a deep interest in the cause of education and devotes a large proportion of his time to the public service, is E. S. Brown, Collingwood, who has been in business in that flourishing town for thirty-one years.

During the last decade he has been an active member of the Public School Board, and for two years was chairman of that body. The Board is a live, aggressive institution and its discussions are keen and vigorous. Mr. Brown is a sort of free lance. He holds strong views on certain subjects, and is not afraid to give utterance to them, although they may not exactly fit in with the preconceived notions of his fellow members.

Not only is Mr. Brown one of the most widely known book sellers of Ontario, but he also possesses a model store. It is 110 feet long by 22 wide, with a 25-foot addition on the ground floor. Both naturally and artificially it is well lighted, and the stock is displayed to good advantage. Electric light and the Pitner lighting system give an abundance of illumination. Over the store are rooms for reserve stock of wall paper, books, etc.

On the right of entrance are the school books, stationery and blank book departments along with an assortment of miscellaneous books. On the left are the fancy china, leather goods, souveners, etc., while a little farther to the rear is ladies' fancy work of all kinds—silks, wools, cushion tops, etc.

The rear portion of the big shop is used for the immense stock of wall papers, window shades, picture framing, etc. Mr. Brown also handles baby carriages, go-carts and until recently carried bicycles, but he has gone out of the latter branch. His son, Frank, is associated with him in business.

Doesn't Handle Toys.

"What about toys?" was asked Mr. Brown.

"Don't touch them now," he answered. "They take up too much room, try one's patience and are too easily broken. They gather dust and dirt, and collect many women and children who come in ostensibly to buy, but, in reality, to be amused. My store would be full of people—so full that you could not get through during the holiday rush, and, although I may not have the same throngs since casting out toys, I know that I take in a great deal more money—fifty per cent. more. The citizens are buying better and more serviceable articles. I carry a few dolls and sporting goods, but no toys."

Down the centre of Mr. Brown's store are long rows of tables on which souvenir goods, fancy china and bric-a-brac are displayed. These lines are all tagged with the price marked in plain figures. Collingwood is visited every summer by many tourists, and they are allowed to roam through the store at their own sweet will. They buy largely from the tempting way in which these wares are displayed.

Mr. Brown conducts a circulating library. He has on its shelves the copyright, paper-bound novels which retail at seventy-five cents. When a new one is taken out and the old book returned, he charges ten cents. He is thinking seriously of putting in cloth-bound volumes.

"Why some of the members of the library," he remarked, "will get a book and keep it six months. They will lend it, perhaps, half a dozen times, and, when they bring it back, it is battered and so dirty that it is no

longer fit to place in circulation. I say to subscribers: 'You have kept this book several months and have loaned it.' He or she will reply: 'Really, Mr. Brown, it cannot be very long since I have had it. I believe I did lend it, but only to one person—a friend.'

"You cannot raise a racket with such a would-be innocent party," continued Mr. Brown, "and beyond uttering a protest or a mild remonstrance you have to accept the badly worn book or lose, mayhap, a good patron of your store. The circulating library has its advantages and disadvantages, and I am just now studying the latest and most economical system of conducting one. The recent outline on this subject in *Bookseller and Stationer* I consider very practical and helpful."

"How about departments? Do you specialize much?"

"Well, of course, it takes a good many lines to make up a stock here, but you cannot put in as many departments as you would like in a town of the population of Collingwood. As a rule, I favor a fair number of departments, all well stocked."

Value of Printers' Ink.

"As to publicity I am a firm believer in the virtue and value of newspaper space. We go in strong for display advertisements, sometimes using a whole page at the Christmas season. We change the reading matter frequently, and you can always find our announcement in both Collingwood papers. We use space liberally and it pays us."

As to window dressing, we have two fine ones for show purposes. We change one every fortnight. Thus we have a window filled with new things weekly. We endeavor to make seasonable decorations. Our strongest tendency is to lean to wall paper. We do a very large trade in this line and endeavor to persuade people to buy the better grades—something distinctive and artistic. You know one does not paper a room very often. We tell our customers that what is worth doing is worth doing well. The result is that opposition stores, who may sell very cheap grades, have not hurt our trade in the least."

No Bargain Days.

"Did you ever try a bargain day in any particular line?"

"Yes, I have done so and have cut prices unmercifully in a few lines, but I cannot say that our bargain day efforts were very successful. Rather do I believe in ticketing the majority of our goods and not conducting a slaughter sale. The latter may do in some lines, but the book and stationery business does not come in that category. I was talking a moment ago about wall paper. We keep our stock fresh and carry about 40,000 rolls on the shelves. We will give you an example of price cutting. A few years ago a rival establishment started up here with much hurrah. They drew the crowds and started selling wall paper for little or nothing. I confess that at first we were somewhat alarmed and also began to prune our prices—in a few instances below cost. A traveler came in one day and sentimentally remarked, 'Brown, don't make a fool of yourself or get in a panic. Instead of trying to give the people cheaper wall paper endeavor to create a taste and demand for the better grade, the choice patterns, I took his advice and have acted upon it. The result is we have increased our sales and few, if any,

Collingwood people go to Toronto for their mural decorations. We take a special pride now in our wall paper department."

"What about the newspaper, magazine and postage stamp lines of your business?"

"Why the newspaper or magazine ends require very little attention. They practically run themselves. We do not deliver any papers. As for selling postage stamps, all stationers admit that it is a nuisance. People, however, have got in the habit of expecting to get them at our place of business, and you cannot disappoint the public. Handling stamps is what I call a necessary evil. I did stop disposing of them for a year, but I finally had to come back to it. We have to endure the selling of stamps and that is all there is about it. Their sale brings in little or no trade.

Paper vs. Cloth Bound Books.

"What class of books sell the best?"

"Strange to say that you can scarcely sell a cloth

tain them. The publishing houses are in a position to outbid us. However, I am not grieving much over that."

"Is there any price cutting in school books in Collingwood? If the Government undertakes to supply textbooks free of cost, what action should the booksellers of the Province take?"

The Sale of School Books.

"By buying carefully there is a good profit on school books. They are a paying part of the business, and, if we were deprived of their sale, I think it would be quite a serious loss. As to what action the booksellers of Ontario should take I am not at present prepared to say. I presume the matter lies very much in the hands of the various school inspectors of the Province, and, what they recommend, will carry more weight with the Government than all the protests that the booksellers can make. I think we have done all in our power. Personally, I hold some decided views on this question, and do not see why



Interior of E. S. Brown's Store at Collingwood.

bound book in the summer or a paper covered one in the winter. The season apparently has a great deal to do with influencing people as to the kind of books they buy—I mean the recognized authors. In the hot weather a paper copy of a good novel sells much better, and in the winter a cloth bound volume, showing that during the heated term readers prefer something that is light and airy, something that can be thrown or given away. In the colder months they purchase more substantial books. I cannot account for this other than the effect of the seasons. The special line of books, on which we have the largest all round year sale is the 25-cent cloth bound one.

"How do you counteract mail order houses? Do you supply your own public library and Sunday schools?"

"No, we do not. We find that they can generally procure all the supplies they require at less than we can ob-

tain. The Government has not as good a right to supply hats and coats, lunches and overcoats, as to provide free school books. When the authorities have supplied paper, pens, ink and pencils. I believe they have done all that is required of them. Why they should go beyond this is more than I can understand from the point at which I view the whole question. I will add no more as you will say that my views are jaundiced and that my conception of the whole question is warped."

"Do you do a strictly cash business? What about credit?"

"I do very little in the credit line. I may say that I do not give one-tenth of the credit that I was called upon to give ten years ago. Fifty per cent. of my credit accounts are petty accounts for wall paper and a few things of that character," concluded Mr. Brown.



Two Calgary Windows Dressed by Mr. Keith of D. J. Young & Co.

Some Valuable Hints in Store Window Construction

The Question of Lighting, Ventilation, Background, Floor Covering and Other Features dealt with in a Practical Way by a Practical Writer—Advice will be Given Freely.

It is very difficult to display merchandise in windows where the construction of the window is not on modern lines. No matter how high-class the goods may be or how nicely they may be arranged, a large percentage of their attractiveness is lacking owing to poor window architecture.

Having made a study of this matter the following remarks are the conclusions I have come to regarding the most approved style of window layout. The construction of the windows depends on the length of the frontage of the store. I notice that in most of the towns and cities the majority of the stores have about two to four windows in the front, with the main entrance in the centre. The ends of the windows next to the doors are generally on the angle.

The principal points to be considered in planning a window are backgrounds, floorings, the lighting for both the interior of store and the windows, and the ventilation. With reference to the background of the window, those in use in the most up-to-date stores are built to a height of 6 to 8 feet, with cornice running along the top and from this cornice glass to the ceiling of first floor.

Merchants differ as to the nature of these backgrounds, some prefer mirrors and some favor the hardwood. Most of the New York stores use the mahogany panelling to a height of seven feet. The Chicago houses still cling to the mirror idea.

The next question is that with reference to floors. The floor should be about twenty-four to thirty inches from the street level. I would recommend a pine floor

and a plain green carpet (Wilton) with no pattern or coloring in it, and around the edge of this run a pretty border in parquette about ten inches in width. This costs very little, about 30 or 35 cents a foot. A good carpet costs about \$1.50 a yard, but it is the richest thing you can get, and will be the most economical in the end. I have used the floorings for over a year and a half, and they certainly get a test here as we are very hard on them, owing to so many changes of display. They will last us a year or two more with frequent cleanings. This is the style of flooring used by all the big houses. The parquette border requires a polishing and waxing every couple of weeks. The carpet is easily swept by sweeping on to the parquetry and gathering the dust up there.

Regarding the window pane, the height should be about nine feet, above this prism glass. These prisms should be in panels, one of which should be on hinges so that it can be opened or closed, but made air tight, so as not to allow dust to enter when closed. This can be left open for a few minutes on severely cold mornings, and will overcome any frosting on the glass if no hot air is allowed to enter the window from the store.

This also allows the window trimmer some fresh air in hot weather. With the prisms over the top of the window pane and the glass over the hardwood or mirror background, a good light is thrown into the interior of the store.

The window entrance should be three feet wide and should slide up. The pulleys and weights can be run in a casing behind the background. The windows should be lighted from the top of window pane.

Some of the Insect Enemies of Books and Their Characteristics

More Books and Manuscripts Have Been Destroyed by Insects Than by Fire,
Water, Rats and Mice Combined—Ways and Means of Exterminating Them.



Silver Fish, Magnified
About 3 Times.

One of the most formidable of the insect pests is the bread borer (*Anobrium pantecum*), which is found in all climates, not only in libraries, but in rye bread, whence its specific name. The beetle is one-twelfth inch long, downy, light brown, and striped lengthwise. The eggs are laid between the edges of the leaves, in scratches in leather bindings, chinks due to imperfect pasting of backs and fly leaves, etc. They hatch in five or six days, in summer, and the larvae at once bore through the bindings, following the lines of paste. The worm is brownish white, cylindrical, slightly arched and has thirteen segments. The head is brown, sealy, and armed with mandibles which "only cast iron can resist," according to one naturalist. The worm bores long narrow tunnels through paper, leather and wood, leaving a trail of sawdust mixed with white excrement. The sixteenth century beechwood cover, herewith illustrated, is a fine specimen of this book-worm's work. Growing rapidly and molting repeatedly, the worm finally enlarges its tunnel to the size shown in the cardboard covers of the *Valerius Maximus*. Pupation occupies twenty days and takes place in enlargements of the tunnels very near the surface so that the perfect insects have to bore through only a thin shell, leaving the large round holes so common in old bindings. Pairing takes place in early summer in the tunnels which are not abandoned until the supply of food fails, when other quarters are sought. Sometimes not a single worm or beetle is found in a volume riddled with holes—a fact that has puzzled many a librarian.

To Destroy Borers.

Of the various methods that have been recommended for ridding libraries of borers the only effective one consists in exposing the infested volumes to the vapor of carbon disulphide, by putting them in an airtight metal-lined box with a saucer of that liquid. Thirty-six hours of this treatment suffices to kill beetles, pupae, larvae and eggs. The unpleasant odor of the disulphide disappears after brief exposure to the air and the only objection to the use of this substance is its inflammability and the explosive character of its vapor when mixed with air. Hence the fumigation should be done in the daytime in a well ventilated room and the box should not be opened near a flame. On the other hand, the process possesses the merit of cheapness, as the disulphide costs only 9 cents a pound and an ounce suffices to fumigate a box of 70 cubic feet capacity.

Another species of *Anobrium*, the striped borer, found commonly in houses, bores through the shelves and furniture of libraries but does not injure the books directly, unless they are bound in wooden boards.

The larva of the *Dermestes*, on the other hand, has a particular fondness for bindings of leather and parchment. In May or June the females enter the library and lay their eggs, usually, on the edges of books in contact

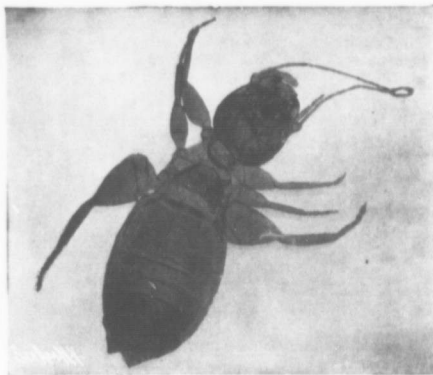
with the wall. As soon as the larvae are hatched they begin their work of destruction, not making long regular tunnels like the borers, but going in all directions and gnawing and disintegrating the bindings in an extraordinary manner. Sprinkling with benzine and fumigation with carbon disulphide have been recommended for their destruction.

Traps Baited With Cheese.

Dr. Hagen, of the Museum of Cambridge, Mass., has found traps baited with cheese very efficacious.

Another beetle, the *Anthrenus*, is occasionally very destructive to books, though it prefers skins, furs and "stuffed" animals.

Far worse is the *Lepisma*, or "silver fish," so-called from its shape and shining scales. It is a little wingless insect of the order *Thysanura*, which undergoes no metamorphosis, and infests wardrobes and kitchen pantries as well as libraries. The most destructive species may often be seen scurrying away from a book suddenly opened in summer. It has a large head, from which the body tapers to a pointed tail, terminating in three bristles. Its favor-



Book Louse, Magnified About 60 Times.

ite food is paste or glue, to obtain which it destroys titles, labels and heavily sized paper, respecting only the parts that are covered with ink. It may be caught by cutting notches in the edge of a small box, and inverting the box on a plate containing paste spread on paper. This trap should be placed in the darkest corner of the room. The insects enter through the notches and are easily surprised and destroyed at their banquet. Pyrethrum powder also destroys or stupefies them, but perhaps the best way to get rid of them is to move and air the books frequently, and kill every insect discovered.

Book-Lice.

Psoques or book-lice are often dislodged from old books kept in damp places and may be seen on library shelves in summer. They are almost omnivorous but especially fond of paste and mold, in search of which

they perforate bindings. Their depredations are often erroneously laid to the charge of the bookworms. Pulverized camphor has some effect in driving away the book-lice, and they have a natural and formidable enemy in the *Cheyletus eruditus*. This blind acarian, or mite, which Latreille unjustly denominated as a bookworm, has an oval body, a soft skin, relatively large jaws, and long



Bread Bacon. Magnified About 4 Times.

legs terminating in hooked claws. It swarms in old volumes but it destroys the book-lice, not the books.

The familiar cockroach attacks and devours in its nocturnal raids the paper and bindings of books as well as flour, sugar and other provisions. The species best known in Europe is the Oriental cockroach (*Blatta orientalis*) of Asiatic origin. In the male the true wings are well developed, but the wing cases do not cover the abdomen. In the female both wings and elytra are rudimentary. The head is short and bent sharply downward. As in all Orthoptera the larva closely resembles the perfect insect, but is wingless. The female lays her eggs in April or May, and then dies. The larvae grow slowly, undergoing six or seven changes of skin. Although the cockroach produces only one brood a year it increases rapidly, especially in the tropics. In the State library at Albany, N.Y., the bindings of a hundred volumes were destroyed by cockroaches in a short time.

Cockroaches.

Another species, the American cockroach, has become acclimated chiefly in hothouses and well heated dwellings in France and England, but it has long ravaged libraries in Brazil, Peru and Mexico, where its depredations were mentioned by a missionary friar as long ago as 1654.

Among substances inimical to cockroaches we may mention, first, pyrethrum powder. The powder, in as fresh a condition as possible, is strewn on the shelves. In the morning the cockroaches are found paralyzed, and may be swept up and burned. In Germany the gases produced by the combustion of gunpowder are used. The process, as described by Pergande, consists in compressing slightly moistened gunpowder into cones like those used for Bengal lights, and igniting them, when dry, in the fireplace—a favorite resort of cockroaches. The poisonous gases drive the insects out of the cracks in which they pass the day, and suffocate them, so that they can be gathered and cremated. The process was devised for the purpose of destroying the cockroaches that infest fireplaces

and chimneys, but it has also been applied, with excellent results, to libraries with cracked walls.

Traps for cockroaches have long been in use. They are of various forms but all are based on the same principle. The simplest is a glass tumbler or other vessel with smooth vertical walls, baited with a little flour. The insects easily reach the edge of the vessel from the floor by crawling up inclined flat strips of wood, placed there for that purpose. Then they fall into the vessel, from which they cannot escape by climbing its smooth walls. In the south of France regular cockroach traps are used. These are square boxes about two inches deep with the outside painted roughly to facilitate the ascent of the insects, the inside finely polished, and the edge curved inward. A saucer of flour and sugar is placed in the box as bait, and a hole in one side, closed by a cork, permits the game caught during the night to be emptied into the fire or a bucket of water in the morning. The destroyers of books that we have described have been selected, as the most important, from the sixty species which, according to Dr. Houbert, live upon the productions of the human brain.

PUBLISHING AND STATIONERY.

Many newspapers in country towns find that a stationery and bookstore works admirably in conjunction with the printing business. Among those who conduct the two lines are Messrs. McGuire and McKetrick, of the Banner, Orangeville, Ont. Some years ago they bought out the only bookshop in the county town of Dufferin.

They handle the standard authors, fiction, magazines,



Cheyletus Eruditus, a Useful Book Worm. M. gaffed About 10 Times.

newspapers and general stationery lines. They also are agents for the G.N.W. Telegraph Company and the Grand Trunk Railway, with which Orangeville hopes to have connection some day. Messrs. McGuire & McKetrick believe that the two trades—publishing and bookselling—which are closely allied, coalesce very well. Their printing establishment is at the rear of the bookshop. The location is an excellent one, right in the heart of the business district, and the newspapermen have the only stationery store in the town.

What a System of Good Roads Means to the Retailer

Impassable Highways Divert Business From the Local Stores to the Mail Order Houses—
How Merchants may Further their own Interests by Supporting Movement for Good Roads.

Whether the retailer in the country town realizes it or not, the question of good roads is one with which his interests are closely allied. It is quite possible that in the past the relationship between the extent of business in a town and condition of the roads leading to that town has not been fully understood, hence the apathy, or at best half-hearted sympathy exhibited by business men towards projects having for their object the systematic improvement of the roads.

Few subjects deserve such attention by the country merchant as that associated with providing good highways leading to the town in which he does business.

It must be obvious to every such merchant every time the roads are in a condition which prevents farmers' wives and daughters from coming to town, the opportunity of doing business which their presence there would afford is lost, and may it not be quite possible that some of the growth of the business done by city mail order houses with persons resident in the country may be traced more or less directly to the fact that

which, after all, perhaps furnishes the strongest argument in favor of his support of this project.

Good roads mean more prosperous farmers. Every dollar spent in improvement of highways adds many dollars to the wealth of the farming community served by it, in the increased facilities which good roads afford for successful farming.

Good roads are essentially a business proposition. They represent an investment which will bring handsome returns by increased property values, and facilities for transacting farm business at a greater profit. When a loan company is asked to advance money on farm property, the class of roads leading to the farm is one of the prominent considerations in appraising its value. A farm with good highways approaching it will sell more readily than will one which has to be reached over neglected and badly constructed roads. Quoting a recent statement by the president of a leading Canadian bank, "Our counties and townships in the older parts of the province are, as municipalities go, comparatively rich,



An inexpensive, but serviceable road in Hastings County. It has been gravelled and proper provision made for drainage.

poor roads make journeying to town a hardship to the women of the family, at least.

These are points in this question which have a direct bearing upon the business of the country retailer, and they seem to justify the statement that these retailers are under a responsibility to themselves to further to the extent of their ability any movement towards better roads which may be promulgated.

Fortunately for the retailer, though it must be confessed, most frequently without the active support from him which should have been accorded, a great deal has been done along this direction in Canada, and there are indications that in some quarters at least, the importance of this project in its local as well as national aspect, has been appreciated.

The direct benefit accruing to the retailer alone constitutes sufficient reason for his active interest in the good roads question, but there is an indirect benefit,

and there is no obvious excuse for roads which in the Spring and Autumn, for many weeks together, are of very little use."

Good roads are of vastly more importance to the development of any country than is commonly attributed to them. A vague impression prevails that railways have superseded them, and that so far as industrial, commercial and social progress is concerned, the condition of the common road is of little consequence. A more indefensible position could not be taken. Railways mean above all, further development, and that development demands the improvement of country roads as feeders to the railway, and for communication with the adjacent country. Every nation that has achieved supremacy has been a builder of roads. Good roads are not merely an index of, but a means towards national greatness.

In Ontario alone the rural roads are costing more than \$2,000,000 for maintenance, but while this is the

actual expenditure, there is, in addition, a tremendous toll of time and energy wasted in traveling over bad roads, energy which would be spent profitably were the country's highways in good condition. This and the many other inconveniences of bad roads, handicap farming to an extent, the sum of which is seldom realized.

Conditions Getting Better.

There is, however, an improvement in progress, and during the last few years a great deal has been done. In Ontario many counties have adopted a system of county

lead in organizing one. His business will be helped through his being identified with the movement, and he will benefit even before his efforts and those of his neighbors have resulted in the improvement of the highways.

It has indeed become generally recognized that this matter of roadmaking can no longer be carried on by means of the antiquated system under which the farmers supplied their labor. It is admitted that the work must be done in a scientific manner and under the direction of both the provincial and the county authorities.

Here is where the retail merchant comes in. He usu-



In the summer this road will be pleasant, but the growth of grass and flat character of the roadway will make it almost impassable in spring and fall.

roads, and this has invariably been followed by the existence of very much better conditions. The government, in order to encourage this movement, set apart \$1,000,000 to be used as grants to counties taking advantage of the provisions of the act passed. By this act the government pays one-third of the cost of improvements effected in counties working on the county system.

In places where the farmers themselves, as the class

ally occupies a position of prominence and authority; he has special opportunities for impressing right views upon his community. He could, for instance, utilize his display windows for exhibiting the difference between good roads and bad ones. Photographs of the old-fashioned dirt road and of the modern highway can be obtained at small expense, and if displayed in the window, with appropriate printed matter, will attract wide attention. Nor will they in any way interfere with the display of



A mud road, the counterpart of which may be seen in many parts of Canada to-day. Can one imagine any pleasure in riding over this road?

most directly benefitted, are not sufficiently appreciative of the advantages represented by good roads to interest themselves in an effort to secure them, merchants will be consulting their own interests by heading a movement with this as its object. It may be that public sentiment has already been partially awakened and that the efforts of merchants to crystallize such sentiment into action will meet with a ready response.

It is possible that an association has been formed, but if there is no such organization the retailer should

merchandise. On the contrary, the photographs will attract people to the window, and after the spectators have absorbed the ideas presented in the views they will turn their minds to the merchandise.

One such man can accomplish a great deal if he is energetic and enthusiastic and appreciates the far-reaching effects which will accrue to the business of a town leading to which is a system of good roads, easily traveled in all weather conditions.



A Novelty—Bill Board Advertising of Books.

Advertising for Retailers—The Why and Wherefore Of It

A Few Pointed Sentences Addressed to the Men who Don't See "Why" They Should Advertise—The News Quality.

In just what light do you regard your advertising?

Has it a definite value in your eyes, or do you look upon its cost as a donation to the local papers that must be paid because the "other fellows" do it.

Perhaps it constitutes to you just what, possibly, you believe it means to your competitors—a sop to your inherent vanity.

Behind it all you may have a sneaking notion that there is some advantage in keeping your name before the public.

See here! Your advertising should have a definite value to you. It should be pretty nearly as indispensable as your show windows and salespeople. If it's not there's still quite a lot about business that you don't know.

You'll have a great deal more respect for advertising when you come to study it a little and give it a chance to demonstrate its worth to you.

You've got to respect it, and use it continually and intelligently, if you hope to build up a prosperous business in the twentieth century, against competition that is worthy of the name.

To get down to the real elementary principle of the thing: You've got something to sell; to dispose of it you've got to tell somebody about it, and advertising is the most economic method of placing your story before the greatest possible number of people.

The necessity for advertising arose with the necessity for the first interchange of commodities that ever took place on earth. That's carrying you back quite a few centuries, and then some. When a man wished to dispose of anything he simply told his neighbors about it. He advertised.

A live merchant of the present day uses printed matter, backed up by his show windows, to tell the public about the merits of the merchandise he has for sale. The principles which underlie his advertising and that of the primitive citizen mentioned in the paragraph above are identically the same.

In the simplest, most comprehensive way possible, I have endeavored to show those merchants who still seem to be in ignorance just WHY they should advertise.

Bill Boards for Books.

A unique method of advertising is shown in the illustration on this page. Here we see two sign board artists at work painting three books on a mammoth board measuring 12 feet high by 25 feet long. These sign boards are placed in conspicuous places all over the city of Chicago. It is an expensive way of advertising but A. C. McEurg & Co., the Chicago publishers, believe in progressive methods and feel justified in making the expenditure even at a quiet time of the year.

An Experience of Thirty-Seven Years in the Bookselling Trade

W. K. Ireland of Owen Sound is an Enthusiast in Business—Devotes Attention to Advising Patrons What to Read—His Views on Some Matters of Interest.

"Not the largest book store in the Province, but one of the best," is an expression which W. K. Ireland, of Owen Sound, applies to his establishment.

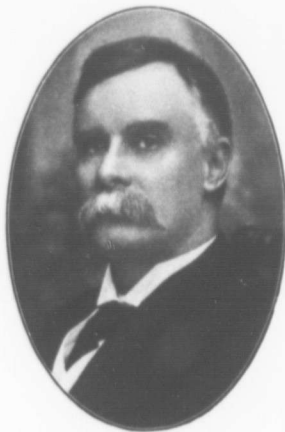
"How long have you been in business?" ventured a representative of Bookseller and Stationer.

"Oh, I am one of the oldest booksellers in Canada and have been in this line thirty-seven years—ten in Meaford and twenty-seven in this town."

Some Personal Matters.

To look at Mr. Ireland you would not take him to be much beyond the forty mark. His father was a bookseller in Owen Sound for several years. He passed away in 1902.

Mr. W. K. Ireland was not raised in the green little isle whose name he bears. His natal spot is Dundee. He is an ardent son of the heather, an unflinching Presbyterian.



W. K. IRELAND
The Owen Sound Bookseller.

ian, a staunch Liberal, an omnivorous reader and an enthusiast in business—a born bookseller.

Every Tom, Dick and Harry cannot prove a success in the calling is the view that he holds, and he further contends that to a certain extent it must run in the blood. Mr. Ireland's cousin, J. S. Ireland, is associated with him in the business.

No Circulating Library.

"No, I do not run a circulating library," declared Mr. Ireland. "It requires too much time and the details are too numerous."

"What about departments?"

"I adhere closely to what I conceive a stationery and book business, along with a reasonable amount of attention to the newspaper line. I do not deliver any papers. Some years ago we did, but that took off all the profit as

the cost for delivery had to come out of the bookseller—not the subscriber. When we stopped we were warned that our customers would dwindle down very low. A few subscribers dropped at first, but they all came back soon.

"We have a very simple system of keeping tab on our list. Here is an indexed book. We put down first the name of the paper, next the subscriber's name and then the date to which he is paid up. It is all very plain and direct."

Advertising Methods.

"What are your methods of advertising?"

"Oh, I have not used space in the newspapers. I confine any advertising to locals."

"What about window dressing?"

"I follow no particular method," remarked Mr. Ireland. "I always manage to dress them frequently and make them present as neat appearance as possible."

No Bargain Sales.

"Did you ever try a cheap sale or bargain day? How do you get rid of slow selling goods?" was the next query.

"No, I never did and I do not think that I ever will. We are getting to be nothing but a bargain-hunting race and every trade has done a good deal to debauch its own particular line so that many people feel disinclined to buy unless they think that a thing is cheap or away below regular value. Buyers alone are not to blame for this unhappy condition of affairs. It has been created by sellers. When I have a large stock of old magazines and story books I place them on a table at the front of the store and clear out the whole lot at five cents each."

Handles No Toys.

"And," continued the speaker, "I handled toys for some years, also fancy china. I have had a good many mechanical toys broken, as well as several pieces of china. Did I ever have a customer offer to pay for any thing smashed by the children? Not a bit of it! They always said that the spring must have been out of order before, that they were extremely sorry, the article got in little Willie's way, was not securely placed on the shelf, or presented some other plausible excuse amid profuse apologies, but never volunteered to settle for the damage done. Handling toys is a nuisance, and, when you consider that a fifty or seventy-five cent mechanical device put out of business is not worth ten cents, you can come to some idea of what the loss is. This is only part of my experience with toys, therefore I got out of them some years ago."

Selling Postage Stamps.

"What about the sale of postage stamps?"

"Well, there is no money in them, of course—not a cent, as in handling so many you lose a few stamps, ruin a few others and occasionally do not get paid for another. Thus your one cent profit per hundred dwindles to nothing. Some years ago, when stamps sold at three cents, we got three per cent. profit. Even then there was no money handling them. Once in a while some will buy stamps from you alone, and do all their stationery purchasing elsewhere, yet think they are conferring a big favor upon you. In a word, my opinion regarding the

handling of stamps is that it is a nuisance and no profit to the dealer, but a big convenience to customers.

School Book Supplies.

"I do not find that mail order houses hurt us any, and as for school book supplies, I do not care much whether we handle them or not," observed Mr. Ireland. "See that long row up there. That is but a moiety of the stock I have left over of unauthorized publications. As to whether the Government is going to supply text books free to all the children, I do not know that this would make any appreciable difference in the volume of my business. I do not think the booksellers could take an effective action to check such a move. If the Government makes up its mind that school books are to be free, free they will be in spite of any stand that the booksellers may adopt individually or collectively. They did wait on the Minister of Education last year and made a vigorous protest. The result was not very satisfactory, so far as I could see, and

novel of any special author to the exclusion of all others. I do strive, however, to give an honest opinion, and, if a work is worth reading, I say so."

"How about picture post cards. Is there much of a demand for them?"

"Two years ago," replied Mr. Ireland, "I sold on an average about \$20 worth a day, but, of course, that run did not last long as, others seeing the rush, soon entered the same line of business and so the profit was cut down.

"I find wall paper a very good line to handle, and I do a big trade in it. I use the upper flat of my store as a repository for surplus stock of wall paper and other goods. I do a cash business and keep no books. I consider it the best in this business where sales are relatively small and so many little things are handled."

"Yes," concluded the speaker, "I like the business in which I am engaged, and while one never grows rich



Book and Stationery Store of J. J. McKay, New Westminster, B.C.

I do not think there is any use in presenting our views again. The Education Department knows exactly our position on this matter.

Bookseller Should Read.

"Now as to books which are read the most, that depends largely on the bookseller. To be thoroughly up to date he should be a man to a certain extent of literary taste and culture. He should do considerable reading and to a greater or less degree be familiar with the leading authors of the day. Now you will pardon my apparent egotism when I say that scores of persons read exactly what I recommend. They consult me at different times, and I give them my views as to the merits of certain books. As to the sale of copyright novels, it all depends, especially in a small centre, on the bookseller himself. If he has familiarized himself with a story he can answer many queries in reference to it and that is what sells a book. People will seek information and, if you can furnish them with some idea or outline of its contents or character, they are satisfied and will purchase it.

"I am questioned frequently with respect to cheap fiction and reply to such interrogators that I know nothing as I have never read it. I never endorse any particular

on its profits, still I find happiness and contentment in my daily vocation."

A NEW WESTMINSTER STORE.

J. J. McKay, New Westminster, B.C., whose store is illustrated on this page, started business in the western city in 1901, buying as a going concern the store of Clark & Stuart. He is an old resident of British Columbia and has been engaged in a number of pursuits on the Pacific coast during the past twenty years. His store, as is amply evident from the picture, is commodious, well stocked and attractively arranged.

Collier's Weekly now has its own editorial and business office in Toronto, with H. F. Gadsby, the talented Canadian special writer, late of the Toronto Star, in charge. The edition is still printed in New York but when advertising and subscriptions warrant it, the weekly will be printed in Toronto.

What Men and Firms in the Trade are Doing This Month

Vacations the Main Item—Where Some Prominent Men are Spending Them—American Travelers in Canada—Other Personal Matters of Interest

Geo. Clark, of Valentine & Sons, Ltd., Montreal, has been in Toronto for a few weeks.

J. Bishop Putnam, of G. P. Putnam's Sons, New York, was in Toronto early this month.

George Spence, vice-president of W. J. Gage & Co., Toronto, is at his cottage in Muskoka.

L. A. Gemmell, of the Musson Book Co.'s traveling staff, spent his vacation at Sparrow Lake this summer.



JAMES J. ANDERSON
Who Has Sold Out His Business in London, Ont.

S. E. Hessin, western Ontario traveler for W. J. Gage & Co., Toronto, is spending his vacation on the Great Lakes.

Miss McNair, of Jas. O'Hagan & Co., Fort William, was a recent visitor in Toronto, calling on some of the local houses.

Lindsay S. Parrott, the Chatham bookseller, spent a short time in Toronto en route home from a trip to the Upper Lakes.

F. Allan Clinch, of D. Appleton & Co., the New York publishers, was in Toronto recently, placing editions of some new fall books.

H. L. Thompson and A. W. Thomas, of the Copp, Clark Co., Toronto, put in a few holidays recently at Jackson's Point, on Lake Simcoe.

Alfred T. Chapman, bookseller and stationer, Montreal, spent a couple of weeks rustivating at Bondville, Que., on the shores of Brome Lake.

G. Walter Begg, representative of the Copp, Clark Co., Toronto, has taken up his residence in Montreal. Mr. Begg formerly resided in Toronto.

D. C. McCarthy, representing Robert Graves Co., 485 Fifth Avenue, New York, recently made a three weeks' trip through the Maritime Provinces.

L. J. Gomme, of Montreal, manager of A. T. Chapman's book department, was in Quebec on his holidays last month, taking in the Tercentenary.

Curtis W. Coe, of A. C. McClurg & Co., Toronto, was a recent trade visitor to Toronto, where he placed editions of some of his firm's fall books.

S. B. Gundy, manager of the Oxford University Press, Toronto, took a flying trip to Winnipeg lately, in the interests of his encyclopaedia proposition.

George Zurborst, who has been for the past six months in charge of the book department of Spencers, Limited, Vancouver, is in Toronto at present.

S. and J. Walford, who have conducted a book and stationery store in Renfrew, Ont., for the past fifty years, have sold their business to D. J. Ritza.

C. A. Ross, general manager of E. M. Renouf, Ltd., St. Catherine Street, Montreal, is on his holidays, and before returning to Montreal, will visit several places of interest.

E. S. Caswell, of the Methodist Book & Publishing House, Toronto, who can qualify as the patron saint of



W. J. F. MALLAGH
London's New Stationer.

many struggling Canadian authors, spends his vacation on Georgian Bay.

E. W. Walker, manager of the wholesale department of the Methodist Book & Publishing House, Toronto, is spending his vacation near Clarkson's, on the shore of Lake Ontario.

R. J. Plaskett, western representative of the Copp, Clark Co., Toronto, is back from his field and is spend-

BOOKSELLER AND STATIONER

ing his vacation in Muskoka. He reports a fair business in the west.

Charles J. Musson, of the Musson Book Co., Toronto, is summering, as usual, along with his family at his cottage on Sparrow Lake, where his pet launch, the Mustang, is in constant service.

Presumably N. E. Suddaby, of the Elk Drug & Book Co., Fernie, B.C., was burnt out in the terrible conflagration that destroyed the British Columbia mining town. Mr. Suddaby did a fine big business in Fernie.

Announcement has been received of the death at 1357 Prender Street, Vancouver, B.C., on July 20, of Bella Love, wife of John Love, real estate broker, who was for many years a stationer at Airdrie, Scotland, and later in Winnipeg.

The marriage took place at Valleyfield, Quebec, on Monday, August 10, of Louis Napoleon Ledue, of the firm of Solis & Ledue, stationers, Valleyfield, and Miss Amanda Meloche. Bookseller and Stationer extends felicitations on the happy event.



J. W. JOHNSTON
Johnston, Horsburgh & Co., London.

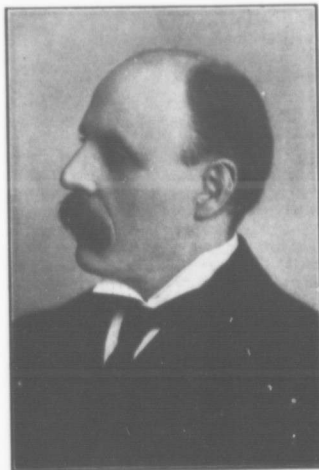
Geo. M. Hendry, of the G. M. Hendry Co., dealers in school supplies, Toronto, is back at his office, after a month's sojourn on the shores of Georgian Bay, where he went to convalesce after his recent serious illness. Mr. Hendry is much improved in health.

John McClelland, of McClelland & Goodchild, Toronto, visited American publishing centres last month. Owing to the watchful care of Henry Button, of Cassell & Co., he managed to get back home without involving himself in any further charges of abduction. For further particulars ask Mr. Button.

Miss Thornton, of Russell, Lang & Co., Winnipeg, is spending a few weeks visiting in Toronto, Ottawa and Montreal. When in Toronto she came in to see Bookseller and Stationer, just as any dutiful bookseller ought to do. Miss Thornton also paid her respects to the leading publishers in the city.

W. C. Bell, of the Musson Book Co., Toronto, exhibited three or four of his collection of Quebec pictures, in one of William Tyrrell & Co.'s windows during the Tercentenary celebrations. Mr. Bell has a remarkably fine collection of historic prints.

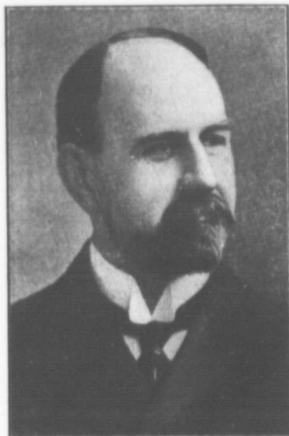
Arthur C. Deayton, of London, Eng., who is traveling in the interests of several English firms, among them being the Sterlingworth Co., Ltd., of London, Eng., is



ARTHUR SPURGEON
General Manager, Cassell & Co. London.

in Canada at present, and expects to remain here until the first of September, traveling as far west as Winnipeg.

William A. D'Eyr, city traveler for the Musson Book Co., Toronto, was married on July 8 to Miss Nora Tew, daughter of Richard Tew, the assignee. Mr. D'Eyr's



FRANK L. CAYZER
James Spicer & Sons, London.

popularity was amply testified to by the warm reception given him by his fellow members on the staff of the publishing house. A presentation of a cabinet of silver was a pleasing feature of the event.

H. J. Gilbert, bookseller and stationer, of Hamilton, has made an assignment.

Donald Cochrane has opened a new book, stationery and notion store in the Chapman block, Hespeler, Ont. Miss Beatrice Haigh is in charge.

The firm of Elliott and Walley have bought out what is known as the Big Bookstore in Wingham, Ont., and have made large additions to the stock.

The stock of post cards, novelties, mouldings, frames, window shades, etc., belonging to the estate of Chevrier and Co., Rideau street, Ottawa, who some time ago made an assignment to Richard Tew, of Toronto, will be sold by Suckling and Co., on the 22nd inst. The stock and furniture invoice at about \$4,500.

It affords Bookseller and Stationer pleasure to print in this issue a portrait of the general manager of Cassell & Co., Arthur Spurgeon, whose visit to Canada was recorded in the July number. The news of Mr. Spur-

The typewriter and stationery business of Newsome and Gilbert Co., of Halifax, has been transferred to a firm to be known as The Soulis, Newsome Typewriter Co. The new concern has taken over all the Maritime Provinces' business of the old firm. P. O. Soulis is the president and general manager of the new company. He was formerly manager of the Eastern business of the Newsome and Gilbert Co., Limited. For fourteen years he has been connected with the typewriter trade and is one of the best-known travelers on the road. He will reside in Halifax.

Dr. Huestis Retires.

Rev. Dr. S. T. Huestis has retired from the management of the Methodist Book Room and Wesleyan office in Halifax, a position which he has held for 28 years. His retirement withdraws from active trade circles one of the most respected of Halifax booksellers. During all his years of service, Dr. Huestis has given the business the best of his attention and its present flourishing condition is largely due to his zealous labors.

His successor is F. W. Mosher, who has been for upwards of fifteen years connected with the Book Room and who is well known in the trade as a reliable young man.

English Visitors in Canada.

J. W. Johnston, of Johnston, Horsburgh & Co., paper agents, and Frank L. Cayzer, of James Spieer & Sons., stationers, London, were the guests of honor at the big convention of the National Association of Stationers at Boston, last month. They landed in Boston on July 13 and spent some days in New York prior to the meeting in Boston. From Boston they came to Toronto and thence went by boat to Montreal. While in Toronto they visited several of the local wholesalers and also called on the Bookseller and Stationer. To this paper they expressed their appreciation of the hospitality that had been showered on them in America. They liked what they had seen of Canada and were particularly impressed with the fruitful appearance of the Niagara District. Both gentlemen are prominent members of the leading stationers' association of London.

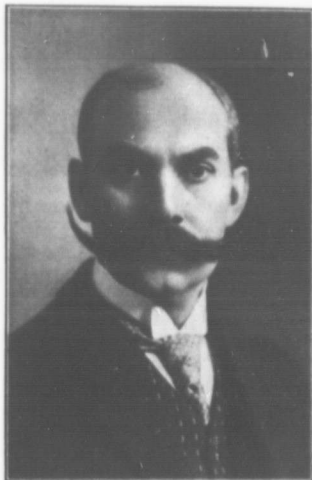
James I. Anderson Sells Out.

Formal announcement of the sale of Jas. I. Anderson & Co.'s business in London to W. J. F. Mallagh, late of Brantford, of which rumors had been floating around for some time, was made last month. Mr. Mallagh is now in possession and Mr. Anderson, who was forced to part with his business for reasons of health, leaves early next month for Southern California, where he will in future reside.

Mr. Anderson's departure from Ontario is much to be regretted. He was one of the most prominent booksellers of the province and was highly respected by all members of the trade. His business career began in 1875, when he entered into partnership with Geo. M. Reid in London, continuing with him until 1878, when he bought out Mr. Reid's interest and carried on the business as Jas. I. Anderson & Co. In 1898 he sold out to his brother and for three years managed the Canadian business of the Fleming H. Revell Co., in Toronto. At the end of the three years he bought back his old business and has continued it at the old stand until now.

Mr. Mallagh, his successor, is a young man of energy, who has made a great success of a similar business in Brantford, which he conducted for the past eight years.

(For further Trade News see page 8c.)



EMIL NERLICH

Who has just returned to Canada from Europe.

geon's safe return home will be heard with pleasure by the numerous friends whom he made during his brief visit here.

A new company has been organized in Toronto, with a capital of \$40,000, known as the Hercules Boxes, Limited. The company is empowered by its charter to manufacture and deal in paper bags, envelopes, calendars, etc.

The stock belonging to the estate of W. G. MacFarlane, postcard publisher, Toronto, amounting to \$2,800, was, on the instructions of the assignee, J. Hardy, sold at auction recently by Suckling & Co.

William H. Craft, representing Alex. Cowan & Sons, Ltd., papermakers, Edinburgh, returns to headquarters this week from his regular Canadian trip. Interviewed while in Toronto by Bookseller and Stationer, he stated that there was a very decided increase in the business of British papermakers in this country. At least three firms were sending out travelers here for the first time and sales were growing every year. Mr. Craft will in future make annual 'round-the-world' trips.

A Canadian Store to be Proud Of

A Claim of Supremacy in Size and Equipment by E. M. Renouf, Limited, Montreal—The Arrangement of the Store in Detail.

E. M. Renouf, Ltd., 472 St. Catherine Street West, Montreal, claims the distinction of having the largest and best equipped book and stationery store in Canada. The locality is a desirable one, and the present premises have been occupied by this firm less than two years. Previous to their removal to this building they occupied part of the Renouf building at the corner of University and St. Catherine Streets.

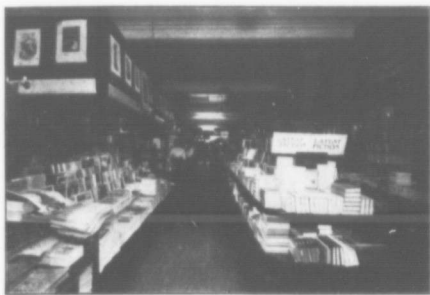
The store has a frontage of 28 feet, and the entire floor space is 10,000 square feet, comprising three floors. The ground floor, which is attractively finished in mahogany, with fixtures of the same wood, is devoted to the retail book department, a branch of the Booklovers' Library and an up-town sub-station of the post office.

Directly opposite the entrance is the round-table for the display of bargains in special lines, these cheap sales usually being held on Friday and Saturday, though the table generally presents attractive offerings to customers. Farther on is a large oval table which is devoted to all the latest fiction. This table has a removable pyramid for the display of books, which at times is removed, permitting the salesladies to stand within the oval when serving a customer.

Displays of Books and Magazines.

Another table in the centre has a display of paper bound copies of the latest fiction, and there are other tables for standard books, and children's books. At the left of the entrance the current magazines are prominently displayed, while the left wall of the store is entirely filled with shelves, containing books of all kinds. At the right of the entrance is the stationery department, and the picture postal cards, also a varied stock of desk sundries. Scattered throughout the store are small tables, bookcases, etc., displaying books and stationers' sundries.

On the Mezzanine balcony the educational department is found, where an ample stock of college and school textbooks are kept. The high-set display windows are a superior feature of this store, and are always well arranged.



Interior A. T. Chapman's Store, Montreal.

A High-Class Montreal Bookstore

The Growth of Fourteen Years in A. T. Chapman's Business—The Lay-out of the Store Described—
A Progressive, Up-to-date Business.

"The latest in books and stationery" is the business motto of A. T. Chapman, a leading bookseller and stationer of Montreal, and this is well lived up to. His main store is situated at 513 St. Catherine Street West, and he maintains a branch at 879 St. Catherine Street West, where he has a stock consisting chiefly of the cheaper novels, stationery and school supplies. Mr. Chapman has occupied the store at 513 St. Catherine Street West, since 1894, and from its first dimensions, 24 feet frontage and 25 feet depth, the store has expanded until the ground floor measures 24 feet by 105 feet, with a commodious shipping room besides. Three floors and a basement furnish ample room for carrying on an extensive business in books of all kinds, and stationery.

The main floor is finished and fitted in cherry, and is well lighted and ventilated. At the right of the entrance is a handsome wall fixture containing leather books, Bibles, etc., in fine bindings. Beyond this are the book shelves lining the entire wall at the right side of the store, below which are cupboards containing articles which are called for, but which do not need display.

At the left of the entrance are the periodicals, on suitable display stands. Further, along the left wall, are the stationery fixtures, silent salesmen, with leather goods, and a long counter for the display of papeteries, etc.

Five Special Counters.

In the centre of the store are five counters, the first of which is for the latest fiction. Others contain Canadiana, and a special table is devoted to the "Belles Lettres," in small volumes. One counter is devoted to pictures, mottoes, etc., and another to picture postals. A bookcase is devoted to Everyman's Library, and on a shelf beneath the case containing the leather-bound books, is a splendid stock of books on art, which are a feature of the store.

A Mezzanine balcony is utilized for carrying the reserve stock of stationery most frequently wanted, and a number of bookshelves contain books on special subjects, such as engineering, etc. The railing of the balcony gives opportunity for displaying pictures. At the back of the store are the offices, and the periodical order department. A stained glass window, with the figures of Science and Knowledge, adds distinction to the office.



Interior E. M. Renouf's Store, Montreal.



Interior of the Douglas Co.'s Store, Edmonton, Alberta.

One of the Leading Stores in Western Canada

The Douglas Company of Edmonton have a Splendid Place of Business—Story of the Firm's Career—The Manufacture of Loose Leaf Systems Begun.

There are some pretty fine book and stationery stores in Western Canada, and among the finest is that of the Douglas Co., Limited, at Edmonton, an illustration of which accompanies this article. The story of the rise and growth of the Douglas business is like that of many other western firms. Started in a small way, within a comparatively few years, it has grown to imposing proportions.

To go back to the beginning, H. W. B. Douglas, president of the company, learned the business in Winnipeg under Alex. Taylor and W. D. Russell. He then attended Manitoba University for some years, taking his degree in 1898. Upon graduation he went to Portage la Prairie and entered into partnership with W. W. Miller, who had been conducting a book and stationery business there for a good many years. The new firm was known as Miller & Douglas. In February, 1899, the junior partner bought out the senior member of the firm and until 1902 ran the business under his own name.

In 1902 Mr. Douglas moved his stock west to Edmonton and opened up a store there. The business was converted into a limited liability company in 1905, with H. W. B. Douglas as president, J. Douglas as vice-president, and G. A. Nixon as secretary. The next step was an amalgamation in January, 1907, with the Western Printing and Publishing Co., and the addition of a complete bookbinding plant to the equipment.

G. A. Nixon, secretary of the company, is a Maritime Province man. He learnt his trade in Moncton, N.B., where he subsequently engaged in business for himself for a short time. Later he was in the employ of J. and A. McMillan, of St. John. He came to Edmonton in 1904 and joined the Douglas Co.

The business of the Douglas Company is one of the largest between Toronto and Vancouver. A general line of books and stationery is carried, with a complete stock of photographic supplies, wall paper, fancy goods, office supplies, music and pictures. A picture-framing and room-moulding department is run in connection with the business.

One of the latest developments is the manufacturing of loose-leaf systems. Mr. Douglas himself originated the system made, which now goes by his name. It is highly endorsed by every commercial and financial institution in which it is in use. It was quite an enterprising step for the Douglas Co. to undertake the task of supplying the western field with an up-to-date business system.

The store, as illustrated takes in the book, stationery and fancy goods sections. It is a fine wide building, well-lighted and the facilities for displaying the goods are excellent.

ABOUT THIS ISSUE.

For the twenty-fourth season, we take pleasure in presenting our special fall issue. The number speaks for itself. We have only one word of explanation to offer our readers and that is in connection with the book department. This year we have paid considerably less attention than usual to the publishing end. The experience of past years has shown that August is somewhat too early to speak of the fall books. Publishers rarely have their fall lists in shape, travelers are not ready to go out, and the trade are not open to consider offerings. Remembering this, we have decided to specialize on books in the September number, in which we hope to be able to publish in full all the leading fall lists.

It will be noted that in this number we have paid rather more attention than usual to the descriptions of Canadian stores and to the recording of items of news about the trade. This is in pursuance of our regular policy to give first place to matters pertaining to the retail trade. Only by doing this can we hope in the long run to serve the best interests of the entire trade.

Sixty Years of Successful Business Recorded by a Toronto Firm

Warwick Bros. & Rutter, Limited, Celebrate the Diamond Jubilee of the Establishment of their Business—The Story of the Firm's Career—Some of the Elements that Led to Success.

This year marks the sixtieth anniversary of the founding of the wholesale stationery house of Warwick Bros. & Rutter, Limited, of Toronto.

Away back in 1848, in the early days of Upper Canada, when the book and stationery business was in its infancy, and when most of the towns and cities which now crowd the map were unknown, the late William Warwick, then little more than a lad, began business at Woodstock, Ontario. In a few years the little unpretentious shop had developed into one of the best retail stores in Western Ontario. Mr. Warwick was of that sterling, shrewd type of business men who succeed in spite of conditions. He had little capital, but he had energy, brains, perseverance and pluck. He studied his

location at the corner of Wellington Street and Leader Lane, soon proved too small, and shortly afterwards he purchased the building at 8 and 10 Wellington St. East, which was occupied until 1886, when the business was again removed to larger premises at 68 and 70 Front Street West.

Death of the Founder.

The crucial test of the stability of the business, and of the foundation upon which it was built, came in 1880, when, through an accident while driving, Mr. Warwick was thrown from his carriage and injured so severely that he died within a few weeks. The loss of the head of the firm was a serious blow. His sons were just



ARTHUR F. RUTTER
Vice-President.



GEORGE R. WARWICK
President.



CHARLES E. WARWICK
Secretary-Treasurer.

Officers of Warwick Bros. & Rutter.

business, knew his goods, and, what is better still, he understood his customers, also. For twenty years he remained in Woodstock, increasing his prestige and his experience, adding a manufacturing plant when trade seemed to justify it, making annual trips to Europe and establishing connections there, and doing a large jobbing business throughout the western part of the province.

Beginning of Wholesale Business.

But even in those early days, he foresaw the future expansion of the country, and the probable importance of Toronto as the great distributing centre. He scanned the situation, and made preparation for entering the wholesale field; and when in 1868 he finally made the plunge and moved to Toronto, the business immediately took rank among the foremost in the trade. The first

growing up and beginning to take a share in the work, but too young to assume all of the responsibility of management. Mr. Warwick, however, had, with that keenness of judgment which characterized him in so many other directions, surrounded himself with able and loyal associates, who took up the burden and helped to place the business on an assured basis.

Changes have taken place in the firm name, and in the personnel of the firm since that time, but the general principles employed by him in the management of the business from the beginning have been followed by his successors, and have helped materially in their success. Mr. Warwick's first consideration throughout his whole career as a wholesaler, was for his customers. Having himself been a retailer for so long, he appreciated their necessities, and knew how best to meet them.

BOOKSELLER AND STATIONER

He made a practice, as far as possible, of knowing them personally, in order that he might be the better able to do business with them. He also made a practice of



N. A. SINCLAIR
Manager of Stationery Department.

visiting periodically the great markets of the United States and Europe, and knowing the men from whom he purchased supplies.

Relations of Employer and Employee.

For many years this house has been conspicuous in Toronto for the spirit of friendship and loyalty which



E. J. HATHAWAY
Superintendent of Manufacturing Department.

has existed between the firm and its staff. The firm has surrounded itself, both in its executive and manufacturing departments, with a staff of the most capable men

in the trade, and most of its officers, salesmen and mechanical men have been trained in its warehouse and factory. The firm has for many years followed this policy of educating its own staff, for not only are the youthful apprentices thus trained in the methods of their respective branches, but there is engendered in them that spirit of fealty, and loyalty, and respect for the customs and traditions of the house that makes them more than employees—it gives them a personal interest in the general welfare and progress of the business.

The great fire of four years ago again tested the ability and strength of the firm and its organization. About nine o'clock on the evening of April 19th, 1901, the devastating flames, after destroying acres of warehouses and factory buildings, and millions of dollars' worth of property, reached the premises of the firm, and in less than half an hour the work of generations was in ruins. Before midnight, however, a staff of men was at work in another factory building, the nucleus of a night staff that continued work for many months, and within



THE LATE WM. WARWICK
Founder of the Business.

a few days the business was in running order, in six different premises throughout the city.

The Move to a New Centre.

In the selection of a site for their new buildings, the business judgment of the firm was again indicated in no uncertain way. They determined that more room was required, and that nothing short of the most modern and complete equipment, both in building and plant, would be satisfactory. The selection of a site at the corner of King Street and Spadina Avenue, far from the recognized wholesale centres of the city, was generally looked upon as risky and uncertain. That this district has already become a new and important wholesale and manufacturing centre has simply justified their decision. In the erection of new buildings they adopted the best models in warehouse and factory construction. The buildings are entirely of brick, steel and concrete, reinforced with expanded metal, and the business now occupies a total floor space of upwards of 60,000 square feet. The factory building is laid out on one floor, covering an area 85 by 240, with a ceiling 30 feet in height, and is equippe

BOOKSELLER AND STATIONER

with everything in modern machinery and plant for a bookbinding and printing business. The entire plant is operated by electric power, each separate machine being fitted with a motor of its own.

The Manufacturing End.

The manufacturing departments, which have been visited by a large number of the firm's customers, and are among the important attractions to members of the trade visiting Toronto, have had an important bearing on the success of the business. Almost the entire range of manufactured stationery handled by its travelers is the product of its own factory. Under the direction of Charles Johnson, whose name is known throughout the whole Dominion as the inventor of the "Johnson Process" of padding, the bookbinding departments have attained a high reputation for quality and efficiency; and W. J. Foster, the manager of the printing department, has, in the mechanical production of post cards and other color and fine work, of which the firm has made a specialty, given his branch a reputation excelled by no other house in Canada.

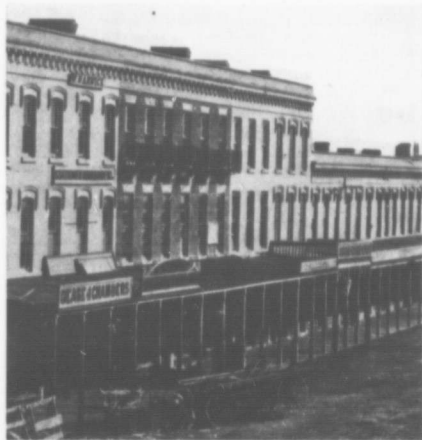
The general policy of the house throughout has been one of moderate conservatism. The aim of the firm has been to do a safe business, to make quality the first consideration, to see not how cheap, but how good their lines could be made. In following this policy, they have felt that they were consulting the best interests of the trade, and at the same time securing for their customers the largest possible returns. The benefit of this has been demonstrated during the period of depression that has spread over the entire business of the country during the past ten months, in the fact that the financial year of the house ending April 30th last showed the largest turn-over in its history.

Incorporation.

In 1904 the business was incorporated as a joint-stock company, following the precedent established by many of the larger commercial houses. The executive management is in the hands of George R. Warwick, president; A. F. Rutter, vice-president; Charles E. Warwick, secretary-treasurer; N. A. Sinclair, buyer and

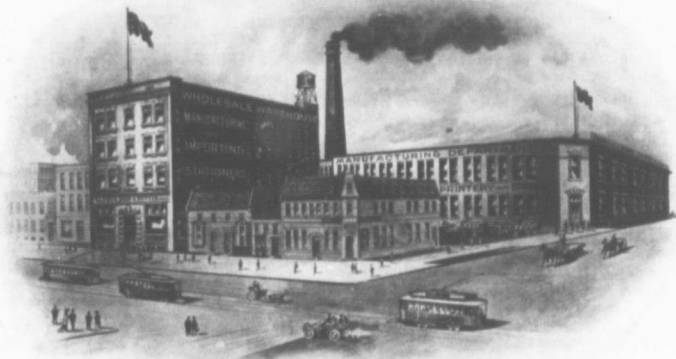
superintendent of the stationery departments, and E. J. Hathaway, buyer and superintendent of the manufacturing departments.

A feature of the firm's progress worthy of mention is the fact that a large number of its staff have been with the house for many years. Thomas Barff has served



The Old Warwick Store at Woodstock.

over thirty-six years in the bookbinding department; Geo. E. Bryant, of the traveling staff, has been with the house for twenty-eight years; the mechanical managers have both served over twenty years, and a number of others, both on the road and in the house, have as many or more years to their credit. A firm which re-



The New Warehouse and Factory in Toronto.

ains the respect and loyalty of its staff as this one has done throughout its history, has laid the foundation for a prosperous and enduring business.

BOOK NOTES

HOPE: The Heart's Unbroken String. By John A. Hutton. M. A. Edinburgh: Oliphant, Anderson & Ferrier. Cloth, 6d., net. Another little volume in the Living Thoughts Series, giving a bright glimpse of a cheerful realm of life.

LITTLE BURMA GIRL, THE. By Nell Parsons. London: Robert Culley. Cloth, 2s. 6d. net. This entertaining little book contains 4 colored plates and 66 other illustrations by the author, illuminating the story of Madi. A great deal of information about

Childland. It is a timely book, and sure to be popular.

FUNNY BUNNIES. Verses by B. Parker. Illustrated by N. Parker. London and Edinburgh: W. & R. Chambers. Cloth, 3s 6d net. A fine, large picture book with full-page illustrations in color, well executed. The various adventures of the bunnies are recorded in rhyme.

OUR LITTLE BRAZILIAN COUSIN. By Mary F. Nixon-Roulet. Boston: L. C. Page & Co. Cloth, 60 cents. The latest addition to the Little Cousin Series, telling in an interesting and instructive way of child life in Brazil. There are six illustrations in tint.

RIVAL CAMPERS ASHORE, THE. By Ruel Perley Smith. Boston: L. C. Page & Co. Cloth, \$1.50. A continuation of the adventures of "The Rival Campers," dealing with their experiences in and around the town of Benton. A new character—a girl—is in-



W. J. FOSTER
Manager of Printing Department.



THOMAS BARFF, BOOKBINDER
36 years in employ of firm.
Three Respected Employees.



CHAS. JOHNSON
Originator of Johnson Process of Padding
Manager of Bookbinding Department.

Burma is conveyed in an attractive way to the mind of the juvenile reader.

SUNSHINE'S GARDEN. By Nell Parsons. London. Robert Culley. Cloth, 1s. 6d. net, paper boards, 1s. net. A little natural history book for children, with numerous colored and black and white illustrations. The author has succeeded in presenting much valuable information in a simple way.

PITMAN'S WHERE TO LOOK. London: Sir Isaac Pitman & Sons, Limited. 8vo. limp cloth, 1s. net. A new work of reference intended as an easy guide to the contents of certain specified books of reference. Questions are continually cropping up which demand a reference to some annual and it is not always easy to know where to look for an answer. Nearly 300 books of reference have been indexed.

SANTA CLAUS CLUB. By L. J. Bridgman. New York and Boston: H. M. Caldwell Co. Cloth, 75 cts. In clever verses and pictures, Santa Claus is tendered the Presidential nomination by the youngsters in

roduced, who shows them the way to an old mill, around which the mystery of the story revolves.

VOYAGE OF THE WISHBONE BOAT, THE. By Alice C. D. Riley. New York and Boston: H. M. Caldwell Co. Cloth, \$1.25. A new edition fully illustrated in colors by L. J. Bridgman and with attractive border designs in tint. It makes a charming gift for children from the age of seven to twelve, the pictures proving a constant delight, while the story, so often referred to as the modern "Alice in Wonderland," dealing with the little Princess and her Court Jester on their travels through Toyland, is one of the best and most interesting for children published during the last few years.

LOST DRAGON, The. By Edward S. Ellis. Boston: Dana Estes & Co. Cloth, \$1.25. An automobile story, forming a sequel to "From Low to High Gear," and containing more of the exciting haps and mishaps which befell the hero of that realistic romance.

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Editorial Chronicle and Comment

AN UNFAIR PROCEEDING.

Bookseller and Stationer hears that the corporation of Toronto is giving away view books of the city to all who take the trouble to go to the City Hall and ask for them. Similar books are offered for sale on many dealers' shelves and tables at twenty-five cents and upwards. It is easy to see who is going to get the business in view books.

It is a most unfair proceeding for the city to enter into such uneven competition with the tradesmen. The latter have spent large sums of money to lay in stocks of local view books and to have the sale of them stopped in such a manner is disastrous. View books soon get out of date and the value of stocks declines rapidly. A dealer cannot afford to carry over many of them from season to season.

The City of Toronto authorities should take prompt steps to stop the free distribution of these view books, to the detriment of local merchants.

KEEP TRACK OF NEW IDEAS.

A prominent wholesaler in discussing ways and means for making the best use of new ideas and new methods in the retail business said recently that he considered a scrap book for keeping a record of interesting items relative to the business, was one of the most valuable aids to the retail merchant that he knew of.

"Competition is growing keener every day in every line of business," he said, "and it is coming more and more to be a time when neither precedence nor capital count for business superiority. The conditions demand the survival of the fittest. The fact that yours is an old and well established firm has its weight; the fact that you have your own money to back your institution is much to your advantage; but neither of these conditions will secure your position against a competitor who has been thoroughly trained in the keenest kind of system. The man with business ability will soon find ample capital to back his enterprise, and his peer of strong and timely assertion will sooner or later discount the reputation your firm has held in the past.

"The retailer of to-day finds many more details that require attention than the merchant of ten years ago and if your methods have not kept pace with progress, you may find that you are conducting your business at a far less profit to-day than you were with the same methods a few years back.

"Systems you may learn from others. They are developed from necessities that you with your established business do not feel until the other fellow has already evolved them and put them into practice. You must learn from him.

"If you are watching the trend of trade methods, you see something every day that strikes you as particularly to the point. Do not let these ideas go by. Get them, preserve them, put them away where you will see them again when you will have time to think them over.

"The old idea of keeping a scrap book is a good one, though in its modern form it has developed into a science, the result of which is the many compact filing systems of to-day. No matter how small your business may be, some system of this kind is almost a necessity if you wish to succeed in the greatest possible degree. You can devise some method of filing away valuable helps that will be of great service to you if properly looked after. Classify your heads so that you can easily find what you want, and when you get hold of an idea that may apply, file it in its proper place at once—it may get away. If it does you will forget it.

"Newspaper Advertisements,' 'Methods of Special Sales,' 'Handling the Sales Force,' 'Show Window Displays,' 'Dull Season Sales,' 'Business Methods,' 'General Interest.' These are some of the heads under which you will find ideas coming in daily that can be filed away in a minute's time, where at a leisure hour you can look them over and study the way in which you can apply them to your own business. This is the way the other fellow pays the interest on his capital and the rent on his house, and still sells at the same profit as yourself."

A DANGER TO AVOID.

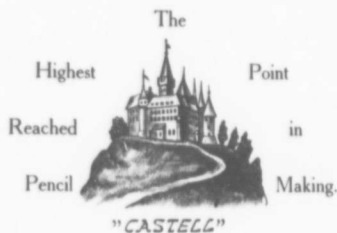
It rests with the retailers of Canada and particularly with those of the Western Provinces to determine whether or not one of the chief benefits resulting from the late depression is to be a lasting one. The tightness of money during the last year hastened the progress of the movement towards a cash system. Particularly in the West was it the case that many merchants made a virtue of necessity and announced the introduction of a cash system of business. Having thrown off the bondage of the long credit system, dealers would be foolish once again to submit to the yoke. There is, however, a grave danger that with the return of prosperous times this fall when the country begins to realize on the bountiful harvest in the West and East, some dealers may carelessly relapse into the lax business methods that obtained before the depression.

The wise policy would be to make a supreme effort this fall when money is plentiful to collect all outstanding accounts, and thereafter to insist upon doing business for cash. If this policy is followed, the merchants of Canada, and particularly of the West, will have cause to regard their troubles of the last year as not unmixt evils.

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The characters are splendid, even so that old hard-boned cut-throat, Mr. Ogil, the father of the heroine, as a representative type of America's rhyarites who long for Coum and Dukin as sons-in-law, and who expect to exchange their good Americanism for broken-down royalty through the modus operandi of the International Marriage. A more entertaining novel has not been written on so fine a scale as presented to the reader in "SHIFTING SANDS." 12mo., Cloth, \$1.50.

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Sequel to "Don Vascaeno."

This third book of Sylvester Cole's great historical trilogy is the scene of fine delineation of character and faithful portraiture of historical facts and incidents.

Here is what the Bookseller, Newsdealer and Stationer had to say in its editorial column in the issue of June 15th:

"Competent critics think this the GREATEST SEMI-RELIGIOUS and ROMANTIC tragedy since 'HYPATHIA.' The books are entitled 'De Oddilo,' 'Don Vascaeno,' and 'La Verux,' treat of the time during the reign of Francis I of France, are sequels to each other, the march of historical events making a striking background for a tremendous plot of intrigue and passion."

It is a foregone conclusion that these books will be listed as one of the best sellers through the English provinces. Ready about SEPTEMBER 25th. 12mo., Cloth, Price, \$1.50.

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Not since Milton's "PARADISE LOST and REGAINED" has such a long, portentous work made its appearance. In action leaps from earth through the great void, thence to the Infernal Regions, where "Cyle monsters spill their bloody tears into a poisonous sea." For sustained imagination and masterly ingenuity of verbiage, this work has no modern competitor. It is a colossal Paradise, from whence a secret force spalled him from its vale and "Bound him to the Chained of Remorse with stronger chains than those that held Prometheus to the summit of Mount Caucasus."

And the conclusion in which the work was executed, as stated in the author's preface, is almost past belief. Newton will marvel at it, laymen will shake their heads in doubt, overcome at the colossal spectacles as here described. Ready about SEPTEMBER 8th. 12mo., Cloth, gilt top, Price, \$1.50.

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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

In July the sales of "Mr. Crewe's Career" were such as to lift it from second to first place in the list of best-sellers. "The Barrier," which led in June, dropped to fourth position. "Prima Donna" holds its old position. A new-comer in the list is Harold McGrath's "Lure of the Mask," which occupies second position this month.

Canadian Summary.

1. Mr. Crewe's Career. By Winston Churchill.
2. Lure of the Mask. By Harold MacGrath.
3. Prima Donna. By F. M. Crawford.
4. Barrier. By Rex E. Beach.
5. Shuttle. By F. H. Burnett.
6. Somehow Good. By William De Morgan.

United States Summary.

1. Mr. Crewe's Career. By Winston Churchill.
2. Lure of the Mask. By Harold MacGrath.
3. Barrier. By Rex Beach.
4. Coast of Chance. By C. and L. Chamberlain.
5. Chaperon. By C. N. and A. M. Williamson.
6. Husbands of Edith. By G. B. McCutcheon.

England's Best Seller.

"Jack Spurlock, Prodigal," by G. H. Lorimer, is reported to be the best seller in England.

Early Fall Announcements.

Two of the Copp, Clark Co.'s fall juveniles will be "Dorothy and the Wizard in Oz," by L. Frank Baum, and "Toddles and the Snow Man," by Frederick Chapin. Both are handsomely prepared and profusely illustrated.

William Briggs will publish early in the fall Marie Corelli's new novel, which will have the title, "Holy Orders." They will also publish shortly Randall Parrish's new romance, "The Last Voyage of the Donna Isabel."

Cassell & Co. will have ready soon a book on Esperanto, the new universal language, by G. W. Bullen, who is manager of the stock department in the firm's London office. They will also issue a new dictionary of Esperanto.

Dr. Henry Van Dyke's new book for the coming season will be "Out-of-Doors in the Holy Land," which will be issued uniform in dark blue cloth binding with Dr. Van Dyke's other books. The Copp, Clark Co. will be the publishers.

William Briggs has contracted with A. C. McClurg & Co., Chicago, for a Canadian edition of "Ganton & Co.," a first novel by a Chicago millionaire, J. C. Eedy, dealing with the stockyards and social life in the western metropolis.

Three important boys' stories are on the Copp, Clark Co.'s fall list—"Braves, White and Red," adventures in the Canadian Northwest, by Argyll Saxby; "How Canada was Won," a tale of Wolfe and Quebec, by Captain

Brereton, and "The Rough Riders of the Pampas," a South American story, by the same author.

The following titles appear in the Macmillan Company's preliminary announcement list: "The Diva's Ruby," by F. M. Crawford; "Friendship Village," by Zona Gale; "Helianthus," by Ouida; "The War in the Air," by H. G. Wells; "Wroth," by Agnes and Egerton Castle; "A Canadian Girl in London," by Mrs. Everard Cotes, and "Joan of Garioch," by Albert Kirtoss.

Cassell & Co.'s fall list contains many alluring titles. It includes "The Ghost Kings," by Rfder Haggard; "Sir Richard Escombe," by Max Pemberton; "The Hate of Man," by Headon Hill; "The Golden Precipice," by H. B. Marriott-Watson; "Miss Fallowfield's Fortune," by Ellen Thornycroft Fowler; "A Life's Arrears," by Florence Warden, and "The Amethyst Cross," by Fergus Hume.

The nineteenth volume in Morang's "Makers of Canada" series, appeared during last month. It contains the life of Sir James Douglas, and the joint authors are R. E. Gosnell and R. H. Coats. Needless to say, the story of Sir James Douglas's career means the early history of British Columbia, and any reader who wants to familiarize himself with the history of the western province need only secure this book and master it.

Mrs. Humphrey Ward's forthcoming novel, to be entitled, "The Testing of Diana Mallory," will be the leading book on the Musson Book Company's fall list. Another important piece of fiction to be published in Canada by this house, will be "The River Man," by Stewart Edward White, which will be of the same stamp as "The Blazed Trail." They will also publish the Canadian edition of Booth Tarkington's "The Guest of Quesnay," his first long story for some time.

McLeod & Allen's fall list contains the following attractive titles: "The Wheel of Fortune," by Louis Tracy; "The Firing Line," by R. W. Chambers; "The Money Changers," by Upton Sinclair; "The Trail of the Lone-some Pine," by John Fox, Jr.; "Peter," by F. Hopkinson Smith; "An Olympic Victor," by James B. Connolly; "The Corrector of Destinies," by Melville D. Post; "Cy Whittaker's Place," by Joseph C. Lincoln; "The Little Brown Jug at Kildare," by M. Nicholson; "The Circular Staircase," by Mary R. Reinhart; "By Right of Purchase," by Harold Bindloss; "The Sword of Dundee," by Theodora Peck.

The fall fiction list of the Copp, Clark Co. is compact and strong. It includes the following titles: "Watchers of the Plains," by Ridgwell Cullum, the scene of which is laid in the Canadian West; "A Spirit in Prison," by Robert Hichens; "The Illusive Pimpernel," by Baroness Orczy; "The Wild Geese," by Stanley J. Weyman; "The Red City," an historical novel of the second administration of President Washington, by S. Weir Mitchell; "The Soul of Dominic Wildthorne," by Joseph Hocking; "The Governors," by E. P. Oppenheim; "Kincaid's Battery," by George W. Cable; "Purple Love," by Maurice Gerard, and "The Fighting Line," by David Lyall.

Notes on Books by Canadian Authors and Books About Canada

"Gabrielle Amethyst," is the title of a novel by a young lady of Nova Scotia, Miss F. W. Musgrave, of Auburn. It will have a cover designed by A. W. Wickson.

Can anybody tell us where a copy of Mrs. Frances Brooke's "History of Emily Montague" may be seen? This book was published in 1769 and is said to be the first Canadian novel.

"The Making of Canada," by A. G. Bradley, whose "The Fight with France for North America" is regarded as a standard history to-day, will shortly be published by the Musson Book Co., Toronto.

Robert E. Knowles' new novel to be called "The Web of Time," is announced for publication in October. It is

fall. It deals with the life of William Lyon Mackenzie, and the author is G. G. S. Lindsay. Morang & Co. are to be congratulated on the approaching completion of this splendid series.

"The History of the Thirteen Colonies of North America, 1497-1763," by Reginald W. Jeffery, M.A., of Brasenose College, Oxford, is an early fall publication of interest to students of Canadian history. It deals, of course, with the settlement of Acadia. The Musson Book Co., of Toronto, are handling a Canadian edition.

The first of a series of popular biographies of celebrated Canadians is to be published by William Briggs early this fall. It will be entitled, "The Story of Isaac Brock," and will be issued in attractive styles with a number of colored illustrations. The series is being prepared especially with a view to use in the public schools.

Agnes Maule Machar, of Kingston, has written an exhaustive "History of Kingston," which will be published almost immediately by the Musson Book Co., of Toronto. Local histories usually have merely a local interest, but the national importance of Kingston in the history of Canada will undoubtedly give this book a wide sale.

Contrary to expectations, there is to be a posthumous book by the late Dr. W. H. Drummond. It will be published this fall by G. P. Putnam's Sons, of New York, and will be entitled, "The Great Fight." The contents will be poems and sketches, and there will be a biographical sketch of Dr. Drummond by May Harvey Drummond. It will sell at \$1.25 net.

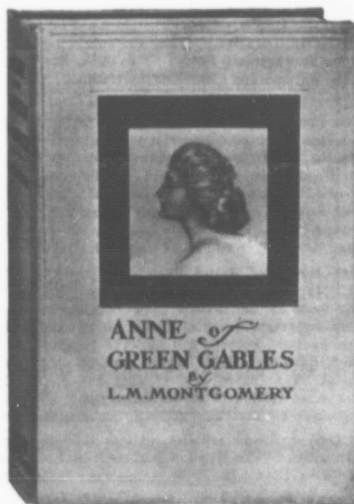
"Western Canada," in the series of "Handbooks of English Church Expansion," has recently been issued by the Musson Book Co., Toronto. It is the work of Rev. L. Norman Tucker, M.A., D.C.L., general secretary of the Missionary Society of the Church of England in Canada. It is a neat little volume, illustrated, and evidently the field is well covered by the author.

Rev. J. D. Freeman, the former pastor of Bloor St. Baptist church, Toronto, whose little work, "Life on the Uplands," was so favorably received, has written another volume to be called, "Concerning the Christ," which Hodder & Stoughton, of London, are publishing. Mr. Freeman is at present in England. The Canadian edition of this book will be published by William Briggs.

Canada's history, her physical features, climate, vegetation, mountains, rivers and lakes, population, productions and industries, railways, defence and political divisions are treated in some 64 pages of a book by E. F. Knight, entitled, "Over Sea Britain," which the Musson Book Co., of Toronto, have recently published. The information is concise and apparently reliable. There is a good map appended.

Palmer Cox, the originator of the Palmer Cox Brownies, is to have a new book this fall called "Brownie (Clown of Brownietown)," which will no doubt delight many youngsters this Christmas. Perhaps it is not generally known that Mr. Cox is a Canadian. He was born at Granby, Quebec, and though he spends his winters in the United States, yet in summer he lives in his pretty summer home called Brownie Castle, in his native town.

A notable novel, Canadian in authorship and scene and spirit, entitled "My Lady of the Snows," will be published early this autumn by William Briggs. The



A New Canadian Book.
(L. C. Page & Co.)

a Canadian story and will be attractively produced. The Canadian publisher will, as usual, be Henry Frowde.

One of the most important of this season's Canadian books is undoubtedly that of Professor Charles W. Colby, of McGill University, on "Canadian Types of the Old Regime, 1608-1698," which Henry Holt & Co., New York, publish in a handsome volume. The price is \$3.

William Briggs has in press a useful manual for the temperance workers, entitled, "7,000 Facts About Temperance," by Rev. Allen Leslie Howard, of Kemptville, Ont. The facts are up-to-date and have been collected from all parts of the world. This book will retail at 25 cents net.

The final volume in the Makers of Canada Series is now being put into type and will probably be ready this

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author is Mrs. J. Y. Brown, of Brantford. The story has a two-fold purpose, that of a political novel and the portrayal of a great love and a religious drama. It will have a number of illustrations in colors. The scene of the story is laid prior to the last election during Sir John A. Macdonald's administration.

Another volume about Canada in Sir C. P. Lucas' Historical Geography of the British Colonies will be published shortly by the Oxford University Press. The author, Professor H. E. Egerton, confines himself to history, starting with British rule to the Quebec Act, and ending with the Dominion of to-day, and the volume contains several appendices, ten maps, and an index. Mr. J. D. Rogers, who wrote Australasia for the same series, will deal with the geography of Canada in another part, to be issued shortly.

A valuable contribution to the ecclesiastical as well as general history of western Canada has been made by H. A. Cody, B.A., rector of Christ Church, Whitehorse, Y.T., in his life of the Right Reverend William Carpenter Bompas, D.D., successively Bishop of Athabasca, Mackenzie River and Selkirk. The book is entitled, "An Apostle of the North," and is a fine, large volume of nearly 400 pages, admirably printed and profusely illustrated. It is a recent publication of the Musson Book Co., Toronto.

Mrs. McClung's story, "Sowing Seeds in Danny," long expected and long delayed, is at last on the market, published in the United States by Doubleday, Page & Co., and in Canada by William Briggs. That it will be popular is a safe prediction. In the Winnipeg Town Topics, of July 18, a member of the Staff contributes a lengthy and enthusiastic review, in course of which she remarked: "Twice have I read it from end to end, and then have gone back to re-read certain passages again and again, and to me it is the sweetest, the sanest, and most accurate picture of the ordinary everyday life of the farms and villages of the whole west that has been written, or is ever likely to be written. It has been written by a true daughter of the west, with an observant eye, a keen sense of humor, and a rare gift of expression."

The literature of Canadian poetry will be notably enriched this summer and during the coming fall by a number of new volumes. The older generation of Canadians will especially be pleased to learn that Rev. William Wye Smith, the author of the well-known poems, "The Second Concession of Deer" and "The Canadians on the Nile," has collected all of his verse that he considers worthy of preservation into a compact volume of 225 pages, and

that this will be published within a few weeks. Another volume of exceptional interest, from a western journalist, will appear shortly. The author, Mr. Robert J. C. Stead, is editor of the Cartwright Review, and the striking feature of his work is its strong imperialistic note. A very spirited poem, entitled, "The Charity Ward," will appeal to many as a strong—not to say humiliating—presentation of the present attitude of Canada toward the defence of the empire. Mr. Stead entitles his work "Empire Builders and Other Poems." In its virility and spirited style the verse reminds one strongly of Mr. Service, the Yukon poet. Dr. Albert D. Watson, though known as an author only by his prose writings in two admirable and popular books, "The Sovereignty of Ideals" and "The Sovereignty of Character," has at the same time been steadily winning an enviable reputation as a poet of a high standard of work. He has just published a volume of verse entitled, "The Wing of the Wild Bird," of which we will have something to say in next issue. It is one of the most tasteful volumes we have yet seen published in Canada. Another tasteful volume of verse of high quality is Wm. Inglis Morse's "Acadian Lays and Other Poems," just published. The author is a native Canadian of U.E.L. stock, originally from the Plymouth colony. He was born at Paradise, in Annapolis county, Nova Scotia, in 1874, and educated in Horton Academy, Acadia College, Cambridge Theological College and Harvard University. He was ordained as an Episcopal clergyman in 1901, and is now rector of the Church of the Incarnation at Lynn, Mass. Mr. Morse still spends a part of the year at his old home at Paradise, N.S. Soon to be published also is a small volume of poems by W. M. MacKeracher, of Montreal, who is known to his friends as a writer of chaste and beautiful verse. Mr. MacKeracher gives his modest volume the patriotic title of "Canada, My Land, and Other Compositions in Verse." All of these excellent volumes will bear the imprint of William Briggs.

A trio of Toronto publishers, consisting of George McLeod, John McClelland and Henry Button, took a jaunt to New York last month. Of course, business was handed out as the reason for the trip, but from what Bookseller and Stationer could gather, it looked more as if the visit were for the purpose of inflicting the Canadian manager of Cassell & Co. into some of the frivolities of Gotham. Frank E. Waterman, of the Eaton, Crane & Pike Co., assisted in the ceremonies, and now what Mr. Button doesn't know about the attractions along Broadway isn't worth knowing.

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A Millionaire Girl by A. W. Marchmont
The Pauper of Park Lane, by Wm. LeQueux

\$1.25

The Statue, by Eden Philpotts and Arnold Bennett

CASSELL & CO., Limited, 42 Adelaide Street W., Toronto, Ont.

NEW SCHOOL BOOKS FOR NEW BRUNSWICK.

The first consignment of school books to be distributed by the Government of New Brunswick, under the new arrangement by which the people of the province are promised a 40 per cent. saving on the actual cost of them, has arrived at Fredericton. There was one earload, containing primers, readers and geographies, 33 cases in all, and another earload of scribblers.

The new books have been stored in the basement of the departmental buildings and are being shipped to the vendors from there, except in the case of the vendors who deal in larger quantities and who have the books shipped direct to them from the publishers.

The Provincial Secretary has appointed Joseph Hanlon, one of the clerks in his department, to handle the school books in addition to his regular duties. He will keep the accounts in connection with the school books and will also look after the shipping of orders to vendors.

The scribblers are of a fine pattern and appear to contain a good quality of paper. There are four different grades, the quality of paper regulating the thickness of the books, and upon the cover, which is of white stock, is printed the crest of the province and the words, "Province of New Brunswick—Department of Education." This inscription is printed in red and blue ink, and this on white stock makes a very neat and attractive cover design.

A large number of requisitions for books have already been received from vendors in different parts of the province and the first shipments from the department to vendors will be made shortly.

F. W. Mosher, the new book steward of the Methodist Book Room, Halifax, paid his first visit to Toronto a few weeks ago. Mr. Mosher made the acquaintance of several Toronto publishers and was, of course, initiated by Dr. Briggs into all the mysteries of the local Book Room. He was given a dinner by Dr. Briggs, at which many words of good advice were handed out.

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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 news-dealers 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.

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THE MAGAZINE COUNTER.

Beginning with the issue for September, on sale August 23, the price of the Red Book Magazine will be raised to 15 cents per copy.

Harper's Weekly has been restored to its original size, the pages being nearly one-third larger than the dimensions of the past few years.

The Amalgamated Press of London are at present endeavoring to push the sale of their five humorous journals, Puck, Jester, Comic Cuts, Chips and Butterfly in this country. The trade can depend on the saleable qualities of these amusing weeklies and should give them a good showing.

Cassell & Co. have started the publication of a series of illustrated numbers, containing views of London with accompanying reading matter. The series will be completed in 24 fortnightly parts. The first number gives a fair indication of the scope of the work and judging from it the series, will be well worth attention.

The August fiction number of the London Magazine is well up to its usual standard, containing thirteen com-



MRS. McCLUNG, MANITOU, MAN.
Author of "Sowing Seeds in Danny."

plete stories and numerous articles on subjects of interest to everybody. From the same publishers comes the 3d. ladies' journal "Fashions for All," with free patterns enclosed. No. 1 of the "Heartsease Library" contains a complete novel in twenty-two pages, entitled "Parted in Tears," a high society thriller, through which the love story of pretty Gillian winds its tortuous way.

The August number of the International Studio is, as usual, full of choice matter and illustrations. The plays include "The Meuse," by D. Y. Cameron; "Damme," by the same artist; "Aurangzib Examining the Head of Dara," by Tagore; "Raja Vikram and the Vampire," by Lal Bose; "The Flight of Lakshman," by Ganguly; "The Iris Garden," by Kiyonaga and a portrait by Albert Sterner. The text includes articles on "The Recent Etchings of D. Y. Cameron," "The New Indian School of Painting," "Recent Designs in Domestic Architecture," etc.

The Five Leading Humorous Journals of the Day :

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THE BUTTERFLY

A dainty, serio-comic home paper, for ladies as well as men and boys.

Every newsdealer should stock these publications. They can be mailed to you direct by your London wholesaler. Specimen copies and terms will be sent post free on application to

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Export Dept., Carmelite House, LONDON, England.

Trade Conditions in Vancouver

Value of the Tourist Trade—Good Sales of Technical Books—Itinerant Agents.

Vancouver, Aug. 1.—The tourist trade in Vancouver brings good business to the book stores. Light literature is in demand, and the latest books have ready sale, for fiction is what is wanted on the long boat and train trips. Travelers, too, seek souvenirs, and anything characteristic of the Coast is particularly sought. Postcards innumerable are sold. This has become quite a business, and more than one amateur photographer takes a trip into out-of-the-way localities or places that are attracting attention to secure pictures of scenes that will remind a purchasing visitor of his trip to the West.

The stringency which set in just in time last year to nip the Christmas trade had its effect in leaving stocks of popular authors on hand. Consequently there will not be heavy ordering in presentation and gift sets of standards.

Two firms, G. S. Forsyth & Co. and Thomson Bros., carry technical books, and they report good sales. This is the country of the young man, and there is a call for books needed along lines of improvement, especially in the way of electrical development. This business is not caused by the correspondence schools, as they generally supply their own books. Works on seamanship are also sought after by the young man in the marine service.

English magazines continue in demand as the result of the lower postage. The imperialistic sentiment is

having an effect, and publications loyal to the traditions of the Empire are favored. Exception is taken more and more to magazines from the other side of the boundary, that are "Yankov" in their tone, and Canadians and Britishers in the West recognize that a national and imperial spirit must be fostered.

Erotic fiction is greatly in demand, women being the largest buyers. While there may be room for philosophical reflection in this fact, this is set to one side in the attempt to keep up with the demand. Large stocks are not kept on hand, but there is urgent and steady call for any of the publications dealing with, one can almost say, loose moral relations. One dealer has an order in hand for 400 copies of different titles, which he expects to sell almost as soon as they are received.

Itinerant agents do a good business in books in Vancouver. Representatives of large publication firms are stationed here permanently, working on commission principally, and every once in a while "special" agents come around with offerings that they declare can never be equalled. Many purchasers are secured, and it is often found that the same liberal figure could be obtained at a local store. The ordinary business man has not got the time or at least he does not give it, toward going to a bookstore and looking through the stocks to see what he may like, but when an agent calls with a glittering array of pictures and bindings the bait is snapped at. Through this cause, dealers lose good business constantly, and it is a trade obstacle that can hardly be surmounted.

R. B. B.

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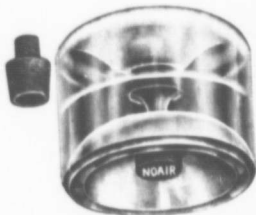
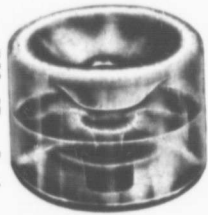
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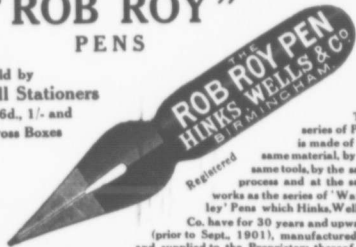
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Summer Trade in Montreal

Souvenir Goods of Quebec in Demand—New Books Being Shown.

Montreal, August 5.—Souvenir books, particularly of the Quebec Tercentenary, guide books, and light fiction formed the bulk of the book trade in Montreal during the past month. Booksellers, generally, report that their sales of the various publications relating to the Tercentenary were heavy, and that though there was a slight falling off in the demand for this class of literature at the close of the great historical event, the call still continues in a fair degree.

The tourist trade has been very good, and sales on the whole in all lines compare favorably with the sales during the same month last year.

A few new books have been received. Among them are "Delilah of the Snows," by Harold Bindless; "The Half-Way House," by Maurice Hewlett, both of which have been well received, and seem likely to do well. "The Blue Lagoon," by H. de Vere Stacpole, is another of the new books which is selling readily, as is also "The Lure of the Mask," by Harold McGrath. Other recent books proving good sellers are: "The Coast of Chance," by Esther and Lucy Chamberlain, and "The Halo," by Bettine von Hutten, the author of "Pam" and "Pam Decides."

A new book, entitled "Spinster Farm," by Helen Winslow, deals with nature and gardening in a chatty way, and is likely to do well. "In the Woods and on the Shore," a book for sportsmen, by Richard Ware, is also recent.

Among other publications, which have been issued as the result of the Tercentenary, there is a set of six excellent views of Quebec, done in colors on a white mat, suitable for framing, which is being sold by all Montreal booksellers. The pictures are from photographs, and are exquisitely colored. There is also a panoramic view of Quebec. These are selling well here, and are also meeting with a great demand in Quebec.

Winnipeg Stores Fairly Busy

Falling Off in Tourist Trade But Business Fairly Good—Ink Firm Meets With Success.

Winnipeg, August 7.—Tourist trade has not been so large this Summer as in other years, but the city stores have done fairly well so far. Sales of souvenirs and light summer reading have been satisfactory. One of

two stores have been conducting special summer sales of books during the last month and, as they were well advertised, the results have been good. Sales of the popular novels have been heavy this summer, such books as "The Weavers," by Gilbert Parker and "Mr. Crewe's Career," by Winston Churchill, having particularly large sales. Advantage was taken of the interest in the Tercentenary celebration at Quebec to create interest in Gilbert Parker's books dealing with the ancient capital and sales were surprisingly good. "The Old Loyalist," a book by A. R. Davis, a new Winnipeg author, has been prominently displayed by the local stores and it has met with a fairly good reception by the Winnipeg reading public.

The Reliance Ink Co., of Winnipeg, are meeting with good success in pushing the sales of their inks "made in Winnipeg." A short time ago a carload was shipped to Montreal and another car will be shipped about the time this appears in print. The Cambridge Corporation are acting as general selling agents and the full line is carried in stock in Winnipeg by Clark Bros. & Co.

In the Maritime Provinces

Trade Conditions Have Been Exceptionally Good—Very Few Assignments in the Province

Sydney, August 1.—The condition of trade throughout the Maritime Provinces the past year or so in so far as the book and post card business is concerned, has been exceptionally good from a manufacturer's point of view. The retail trade, too, has enjoyed no small measure of prosperity.

There have been but few new retail establishments started in the provinces during the past year, but this does not indicate that business is falling off in the least, for the trade done by the older establishments has almost doubled.

During the past few years the book and stationery trade in these parts has seen the least number of assignments of any other trade in existence. There is a reason, and this reason is undoubtedly the increased demand for souvenir goods, etc., and as there is considerable profit from these articles they are handled in very large quantities.

The MacMillan Publishing Company, of St. John, N.B., have lately installed some of the very latest machinery for manufacturing high-class colored souvenir post cards. By the new and improved process these cards can now be turned out at just one-half the former cost to manufacturer, and consequently the retail price is much lower now.

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Good chance to see what's being offered by the wholesale trade. For a complete and thoroughly up-to-date line of

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Norheimer Piano & Music Co.,	Winnipeg, Man.
Royal Stores, Limited,	Toronto, Ont.
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Showing the relative value, according to the rate of discount in London, in Canadian and New York systems of operations of bills of exchange drawn at any rate, or having any number of days to run, etc. etc. By ERIC W. BUCHAN. Price, \$4.00

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Showing sterling into dollars and cents and vice versa, from £1 upwards, also sterling equivalents, Canada into New York and vice versa. By ERIC W. BUCHAN. Price in sheets, each, 25c.; mounted (on board) each, 35c.

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Showing "land-down coats" from one-eighth of a penny to one thousand pounds, with advance on sterling coats from five per cent. to fifty 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. H. MARTIN. Price, \$1.50. Full bound leather limp. New.

The Importers' Guide

A hand-book of advances of sterling coats in decimal currency from one penny to 1,000 pounds, with a PLANET TABLE, from 20 to 100 shillings per piece of 48 yards. By E. CAMPBELL and J. W. LITTLE. Leather. 7s.

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THE GRAND UNION

The most popular hotel in

OTTAWA, Ont. JAMES K. FAIRLEY, Prop.

HALIFAX HOTEL

HALIFAX, N.S.

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY

Partners, Chartered Accountants, Estate and Fire Insurance Agents, 157 Toronto St., Toronto, 46 Temple Building, 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.

H B -- H -- H H -- H H H -- B

Indelible Copying.

Write for Samples to
Warwick Bros. & Rutter, Limited
Wholesale Stationers, TORONTO.

THE HEN AND THE DOOR-KNOB.

By Herbert Kaufman in the Montreal Gazette.

Once upon a time there was a fool hen who sat on a china door-knob for three weeks expecting to get a family. The only thing she did get was experience.

The advertising field is full of "china door-knob propositions" — examples of merchants who expect good newspapers to hatch money out of bad-egg businesses, or who put sound nest eggs under the wrong "advertising hen."

There are three principles to follow in an advertising campaign:—First of all, find a business that will stand advertising; secondly, find the newspaper that will make the advertising pay; thirdly, give the newspaper time to pay.

You can't start in to breed dollars in less time than it takes to hatch them any more than you can pull a hen off the nest before she has had the chance to incubate. In both cases you simply waste what has been invested. If you stop too soon you will get a rotten egg instead of a chicken.

Advertise something out of which you may reasonably expect returns and when you have found what to advertise take care that you place your copy in a newspaper that can turn the trick.

Don't delude yourself with a china door-knob, and don't confuse a "rooster newspaper" which spends its time cock-a-loruming for a "hen newspaper" that is too busy hatching out dollars to strut about crowing.

CATCHY PARS.

"How well she talks of her travels abroad."

"She's never been abroad."

"But she knows all about the leading points of interest."

"Yes, from picture postals."

A man can run a store without advertising, and he can wink at a girl in the dark—but what's the use.

It is estimated that during 1907 Germany exported over forty-two million books to foreign countries, valued at \$17,850,000. The countries in which the demand for these German books was greatest, are, in order of consumption, Austria-Hungary, Switzerland, European Russia and the United States.

According to a report from U.S. Consul-General Benjamin H. Ridgely, Barcelona, Spain, the old-fashioned dime novel industry has been successfully introduced into Spain. At all the newspaper kiosks, French translations of the most popular of these novels have been selling rapidly for a year or more. The books retail at from 4.1 cents to about 6 American cents a copy.

Winnipeg Store of W. A. Davis

The Movement of Retailers to Portage Avenue Leads Mr. Davis to Open a Store on That Important Thoroughfare—Some of the Attractive Features of the New Store.

For several years there has been a tendency for the retail stores of Winnipeg to move to Portage Avenue, which promises to be one of the finest retail streets in Canada. The biggest department store in the city is on Portage Avenue and many retailers have moved to the new street in order to be where shoppers most do congregate. During the last eighteen months one of the large retail book stores on Main Street has opened a branch on the popular retail street, and the new store is now doing as large a business as the old. A few months ago W. A. Davis decided to remove from Main

dries carried are effectively displayed. The latest novels are always on display near the door.

Mr. Davis has made a striking success of his business and has proved that it is possible to succeed in competition with cut-rate department stores without following the latter in their slaughtering of prices. Mr. Davis never cuts prices, it being an article of business creed with him that the dealer should insist upon getting a moderate profit on all goods sold. This is not to say that he does not believe in clearing sales to get rid of stock. Such sales are necessary in every store, but they are not to be confused with the regular practice of slashing prices and selling many lines at cost or less. Efficient, prompt, courteous service and the carrying of a large and well-assorted stock count for much in the fight against department store competition, and Mr. Davis has proved by personal experience that these weapons are sufficient to enable a good business man to achieve success.



Interior of W. A. Davis' New Store, Portage Avenue, Winnipeg.

Street to Portage Avenue, and he succeeded in obtaining exceptionally good premises. His new store, the interior of which is illustrated herewith, is a credit to the city of Winnipeg.

Mr. Davis is one of the old-timers in the Winnipeg book and stationery trade, having been connected with the business in Winnipeg for a quarter of a century. For 15 years he was with Alexander Taylor, one of the pioneer booksellers of Winnipeg. Some thirteen years ago Mr. Taylor moved from his old stand into other quarters, and Mr. Davis, who was about to start in business for himself, put his stock in the old Taylor store, on Main Street, where he continued in business until a few months ago, when he secured premises on Portage Avenue.

As can be seen from the illustration, Mr. Davis is a thorough believer in the wisdom of displaying goods thoroughly. Silent salesmen extend the entire length of the west side of the store and the various lines of sun-

The Theatre Magazine will be \$3.50 a year beginning with the issue of January, 1909, an advance of 50 cents.

Miss Hattie Tweedie, bookseller and stationer, of Moncton, N.B., was in St. John recently on a business trip in connection with her firm. Miss Tweedie's store is one of the oldest establishments in Moncton and you can generally rely on her goods, of which she always keeps a new and up-to-date supply on hand at all times.

Popular Mechanics will be seven and a half cents returnable to the trade, commencing with the September number. The size of the magazine and the number of illustrations are being increased.

In New Brunswick there are several large post card manufacturing concerns, and all are rushed to their utmost capacity with orders, while the product of several upper Canadian firms, such as Warwick Bros. & Rutter, is also in demand.

St. John Reports Favorable

Tourist Trade Good This Year—Stores Selling Photographic Goods—Death of Stationery Traveler.

St. John, N.B., August 7.—Business has been very good here during the past few months. Ideal summer weather has prevailed and this has resulted in more tourists spending their time in the city, rather than in the country. In the past few seasons the fog has driven many people inland, but this summer, with warm, bright weather, they want to stay right here "where breezes blow," and consequently the sales of souvenir goods, booklets, post cards and fancy lines, have been very satisfactory.

E. G. Nelson & Co., and J. M. Roche & Co., have had a brisk demand for photographic goods, of which they make a specialty.

At Watson & Co.'s, Hall's, Gray & Richey's, D. McArthur's, A. McArthur's, Barnes & Co.'s, Flood's and J. & A. McMillan's, the sales of books, magazines and general stationery lines are reported good.

Some very attractive window displays have been made by the various dealers lately, and there appears to be a more general recognition of the value of a bright, clean and catchy window to attract customers.

The death occurred here on July 27, at his home, Elliott Row, of Archibald McLean, for a number of years connected with the stationery trade in the Maritime Provinces. He was for a time traveler for C. Flood & Sons, and afterwards for J. & A. McMillan, of this city, and severed his connection with the latter firm to accept a position as traveler for W. J. Gage & Co., of Toronto, at first in the west, and afterwards in the Mari-


time Provinces. About a year ago he severed his connection with Messrs. Gage & Co., and accepted a similar position with the Stanfield, Smith Co., of Truro. He was a young man of exemplary habits, and was popular with all who knew him. He was but twenty-six years, had been married only eighteen months, and is survived by his wife, formerly Miss Neelick, of this city, and an infant son. He had been ill about three months with kidney trouble.

The Handling of Toys

Owen Sound Dealer Makes Good Profit Out of Them—Considers Them Good Feature of His Trade.

Among the most successful booksellers in the northern part of Ontario is R. J. Edgar, of Owen Sound. Twelve years ago, after mastering the details of the trade in Hamilton, he came to the county town of Grey and bought out the business of W. J. Creighton, which he has since conducted with gratifying results. Mr. Edgar says that from youth up it was a passion with him to dispose of books. As a lad he took pleasure in visiting various establishments. His Owen Sound store is 23x85 feet, and is filled with a large and varied stock. He handles toys in large numbers, and believes they are not the nuisance which some dealers contend that they are.

"There are many more unprofitable lines than toys," remarked Mr. Edgar recently. "To say that the season lasts only two or three weeks at the most, and that the stock is dead during the balance of the year, is mislead-

The Indestructible
Poker  Chips

BEST MADE

100 Designs to Select From.

Manufactured Exclusively By

THE G. H. HARRIS CO.

56, 58, 60 Scholes St., Brooklyn, N.Y., U.S.A.

Samples to Dealers
Order through your Jobber

Sole Selling Agent for Canada

A. O. HURST, 24 Scott St., Toronto

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 Particulars write

Ward & Co.,

13 St. John St.,

Montreal, P.Q.

Would You Know

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

DRY
GOODS
REVIEW

10 Front St. East

TORONTO


Subscription, \$2.00 a year.

Sample copies, 25 cents.

THE exclusiveness of the up-to-the-day-after-to-morrow patterns and the masterful handling of the exquisite colorings place Staunton Wall Papers so immeasurable a distance in advance of all others that impartial comparison invariably leads to their choice by ambitious booksellers and stationers who have realized the profit there is in the carrying of a strong line of wall paper.

*From the
Interior
Book
Vol. 3
Staunton
Dealers'
Library
1909.*



*Furnished 
Free
to all
Staunton
customers
as part of
Advertising
Co-operation.*

A MODERN DINING ROOM
DECORATED WITH STAUNTON PAPER 1891.

HOLDING your order until you have seen the Staunton samples for 1908-9 is a small thing in itself that leads to big results on the profit side of your wall paper ledger.

\$100.00 In Gold Prizes

If you are not familiar with the terms of our Prize Wall Paper Competition drop us a line on a postal card so that we may send you the particulars.

Do you receive "Silt and Slimmer" the new wall paper magazine?
If not, send us your name for the complimentary mailing list.

STAUNTONS

LIMITED

933 YONGE STREET, TORONTO.

ing. Why every holiday, every birthday, every little social gathering among boys and girls brings a demand for toys. I make a good profit out of them, and have no cause to complain. I know that some stationers are very bitter, and declare they would not place in a stock again as they are always getting broken, out of order or drawing a crowd, which does not buy. My experience is different, and I consider toys a pretty good feature of my trade.

Gives Up Wall Paper.

"As to wall paper, I am going out of that branch of the business. Unless you buy in very large quantities there is no profit in handling wall paper. The style or patterns are constantly changing, and, if you have six or seven rolls left out of a fifty-roll bundle, there is nothing to do but throw them in the stove, and there is your profit all gone. Now, if you can dispose of 300 or 400 rolls you can afford to have a few left over, or, in other words, seven or eight rolls out of fifty left on your hands is equally as much of a loss when you handle only a few rolls as are what you have over from several times this number. I am convinced that only the larger dealers can profitably engage in wall paper and make it pay for the time taken up in selling, the space occupied and the money invested. I intend going out of it altogether."

Mr. Edgar is a gentleman who does not believe in having any unremunerative goods on his shelves. He is not afraid to declare his views on any subject of interest to the trade.

SELLING BOOKS IN COLLINGWOOD.

From running a woollen mill to conducting a book and stationery store is rather a sharp transition, yet it can be successfully done, as Mr. Louis Webber, of Collingwood, can testify. In the little village of Nottawa, a few miles out from Collingwood, Mr. Webber was the owner of a woollen mill for many years. There are numerous

difficulties to-day in conducting a small mill, particularly the fuel problem. When a fire destroyed the structure of a manufacturer in another line, Mr. Webber disposed of his building which was well adapted for the purpose for which the purchaser required it, and removed to Collingwood. Nearly four years ago he launched in the bookshop business. He has a bright, though not a large, store, and his stock is especially well selected. He is a careful buyer and confines his purchases to books, stationery and souvenir goods of the better class. He handles no wall paper, toys or other side lines. Mr. Webber does a nice, steady trade and is assisted in the store by his son. His stock is neatly kept, everything about the premises being tidy and attractive. He likes the trade in which he is engaged and is progressive in his ideals.

A. NEW TORONTO STORE.

B. Noakes, who has been a resident of Toronto for some months, has opened a well-stocked stationery store at 751 Broadview Avenue, near the corner of Danforth Road. His premises are admirably laid out and his goods are nicely displayed. Mr. Noakes began business some time ago by handling the daily newspapers in the northeast section, but his trade soon became so large that he had to look around for more commodious quarters, which were afforded by the erection of a new block a few doors south of his old stand. He is the wholesale agent of all the Toronto dailies in that portion of the city. Under his store he has a convenient and well-lighted place fitted up for the newsboys. There is a separate entrance and several hundred copies of the papers are handled without confusion or interference to his stationery trade. Mr. Noakes also sells the leading magazines. The district in which he is located is a rapidly growing one, as a bank, a dry goods store, and other lines have been started there within the last few weeks.

Picture Post Cards

Made to order only according to instructions supplied.

Specialties: Federa Heliotype styles. plain and coloured.

Very fine make First class Goods only

Well known for efficiency and high-class workmanship.

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



ONLY FOR WHOLESALE DEALERS AND POST CARD PUBLISHERS

MARKERT & SOHN
Graphic Art Works
DRESDEN A. Wintergartenstr. 74

MANUFACTURE:

PICTURE POST CARDS

MADE AFTER YOUR OWN PHOTOS

AS A SPECIALTY WE MAKE

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

Ask for samples and quotations

Telegram-Address: KUNSTMARKERT, DRESDEN

QUALITY BETTER THAN ANY, DELIVERED QUICKER THAN MANY!

COLLOTYPE POSTCARD

post cards of high class finish MADE TO ORDER.

Hand colored colotype cards. Double tone colotype cards.

Photocrom colotype cards.

Thinly colotype cards and all kinds of view albums and sample sheets.

Wholesale and export only.

ADDRESS FOR CABLEGRAMS: LIGHTHORCK, BERLIN

Write to

MESSRS. W. NEUMANN & CO.
42 Wasserthorstrasse
Berlin S. 42
Germany

ENTHUSIASM
IS WHAT
WE FEEL ABOUT IT,



IT WILL BE YOURS WHEN YOU
See "THE COMPLETE LINE"

The Watson - Foster Line

For 1909.

It is full of good things to look at, and priced to sell quickly and profitably,
it is supplemented by our original plan of advertising.

*Brightling
Studies*

A collection of artistic patterns of special merit which people will ask for.
WE believe in it and it costs you nothing.

IF EVER there was a chance to make money in wall paper it surely will be
this Season IF YOU TRUST THE GOODS OF

The Watson - Foster Co., Ltd.

Write "BRIGHTLING STUDIES"
and your name on a postal and let us
tell you more about it.

MONTREAL



What the Wholesalers and Manufacturers are Offering

New Lines for the Retail Trade—Novelties in Leather Goods—Christmas Cards and Calendars — School Goods and Other Staple Lines.

Holiday Papeterie Assortment.

The illustration shows a new Christmas papeterie assortment No. 2, offered by Buntin, Gillies & Co., Hamilton and Montreal. This assortment is composed of lines retailing for twenty-five cents and upwards, each number being distinctly novel and attractive, having artistic boxes filled with fine, white, linen-finished note paper and envelopes, neatly banded and ribbon-tied. The assortment contains the following:

Eighteen boxes to retail at 25c, 12 boxes to retail at 30c, 9 boxes to retail at 35c, 3 boxes to retail at 40c, 4 boxes to retail at 45c, 4 boxes to retail at 50c, 2 boxes to retail at 60c. Total, 52 boxes, worth \$17.45. The wholesale price complete is only \$10.

Calendars and Cards.

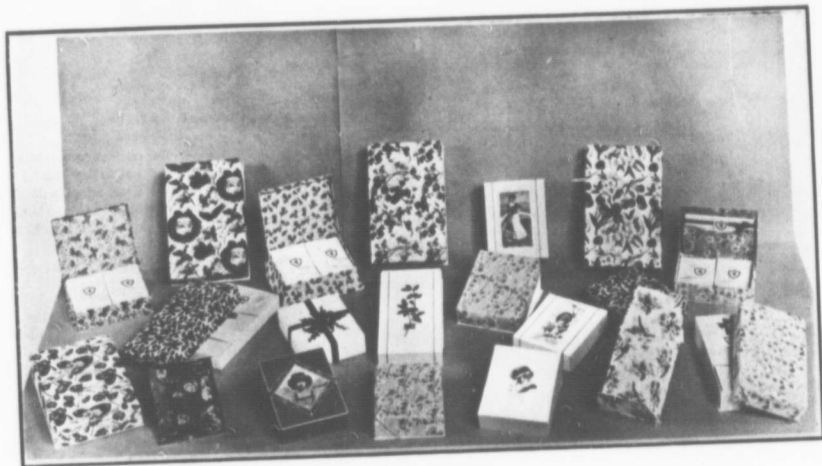
Walter G. Wheeler & Co., London, England, have sent us their lists of 1908-9 calendars, mottoes, Christmas

toes, the Keswick Christmas and New Year cards, chromo booklets, leaflet cards, cameo texts, verse cards, toward sheets, etc.

Useful Rings.

The Morden Manufacturing Corporation's hinged rings for use in eyeletted covers and the thousand and one loose sheets now in use in mercantile houses, are extremely useful in distributing work among a clerical force, the rings permitting the sheets to be most conveniently accessible and yet securing them against loss or disarrangement.

The loose sheets can be held together by the rings with or without covers. Manilla or press board, simply cut the right size, perforated and round-cornered, is often used for covers for holding inventories, estimates, invoices, bills of lading, reports, maps, blue prints, and other matter. The rings, besides being used mounted on



Holiday Papeterie Assortment No. 2.
(Buntin, Gillies & Co.)

cards, etc., for inspection. These lines are known as the Keswick series, and are of a religious and scriptural nature. There is a heavy demand for them amongst church workers, Sunday schools, etc., as well as amongst a large body of the general public in Great Britain, particularly in the Keswick series of penny drop calendars. These are printed in many colors, illuminated, embossed and cut out. The Keswick daily block calendars are made to hang up, and have a daily "tear-off" block. The designs are floral, with landscapes and seascapes. This firm also manufactures leaf calendars, which are elaborate and choice and retail in Great Britain from twopence to two shillings. They have four or six pages, illuminated and embossed, with silk cord for hanging. Other series are the Keswick monthly calendars, the Keswick not-

various kinds of Morden metals for use in loose leaf books, are useful for scores of other purposes, i.e., for holding tool checks, for holding bridge counters, for holding back lace curtains, for stringing on bars, and in many odd ways. If once tried they recommend themselves for various uses peculiar to each individual's requirements.

The Morden Manufacturing Corporation will be pleased to supply dealers with descriptive matter for enclosures in outgoing mail, and with display cards for wall or counter, or electrotypes for circulars or catalogues. They also have a special proposition to make at this time to every stationer, which will insure them a liberal profit in handling this line. Write them as to your requirements, mentioning Bookseller and Stationer.

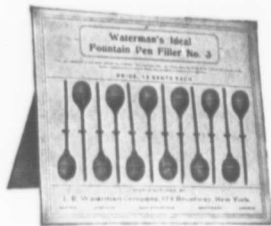
Ideal Fountain Pen Fillers.

For years past dealers have been called upon to supply to their customers, without charge, ink fillers for fountain pens, in cases where they have been lost or broken; and to do this it has been necessary to remove them from the regular stock boxes, furnished to pack the pens



in for sale. This necessitated the dealer sending for fillers to replace those removed.

To do away with this bad feature, and afford dealers the profit they should have on the fillers, the L. E. Waterman Co., of Canada, Limited, Montreal, have prepared two styles, put up on attractive display cards, which will undoubtedly, at the same time, increase the sale. The No. 2 style, illustrated, retails at 5c each, and the No. 3 style, which is new and the most satis-



factory one yet devised, as it is indestructible, retails at 15c each, with liberal discounts from the list prices.

This new No. 3 style will contain a sufficient quantity of ink to completely fill any ordinary size fountain pen, and the tube is long enough to place at the bottom of the holder, thus avoiding the formation of air bubbles by withdrawing the filler as the pen is filled.

They strongly advise dealers displaying one of these attractive cards, and enjoying this additional business.

"Brownie" Ink Pencil.

Attention is called to the "Brownie" stylographic pen or "Ink Pencil," as it is sometimes called, which is shown by the Brown Brothers, Toronto, in their advertisement on another page. This pen is made in a handsome shade of tan vulcanite, is beautifully finished and can be retailed at the popular price of \$1.

Ophir Pencils.

The Brown Bros., Toronto, recently called attention to the fact that it is now just two seasons since they first introduced to the readers of The Bookseller their line of Ophir pencils. At first these were only made in four degrees and copying. Like all articles having real merit the demand has so increased for this well-known

line of pencil, that the Brown Brothers have been compelled to add five more grades, thus more than doubling their range. These pencils are now carried in stock from 6H to 3B, also copying, as well as Nos. 2 and 3, with rubber tips. Thus they claim that the Ophir is the only really high grade pencil on the Canadian market that can be sold at a popular price and be supplied in such a complete range of grades.

New Eyeshade.

The Brown Brothers, Toronto, are showing an entirely new idea in the line of eyeshades. This shade, known as the "Ellis," is so constructed as to completely shade the eyes from the side lights, which are really



New Idea in Eye Shade.
(Brown Bros.)

the ones that are so severe on the optic nerve. Already many prominent oculists have endorsed the Ellis eyeshade, and several large infirmaries have adopted it. The perfect forehead ventilation makes this shade much more comfortable to wear than the old-style article of this class.

New Packing for Glue.

The Brown Brothers, Toronto, are showing a new style of packing in which they are now carrying the old reliable LePage's liquid glue. This glue is now packed



New Packing for Glue.
(Brown Bros.)

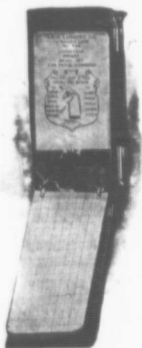
three dozen one-ounce bottles in cartons, with a handsome oak display case for counter use. Dealers, purchasing this small assortment, get show case without extra charge.

A Threefold Increase.

The Reliance Ink Company, of Winnipeg, have had a very successful year. Since last August their business has increased over three-fold. Last May they shipped an entire carload of ink to Montreal, and they are just in receipt of another order for full shipment.

Memorandum Outfit.

In order to conveniently supply their trade with an article which has been demanded quite extensively since the introduction of their check book pen, the L. E.



Waterman Co. of Canada, Limited, Montreal, have prepared a little memorandum set, consisting of a fine quality leather cover, index pages with leather tabs and a quantity of blank pages and a loose leaf device, which they consider to be the most practical, as well as simple, made. There is a leather pocket attachment for conveniently holding the pen.

Whisk Broom Novelty.

The novelty illustrated herewith is a popular priced whisk broom holder, which is sure to meet with success among stationers and novelty dealers. It is made of



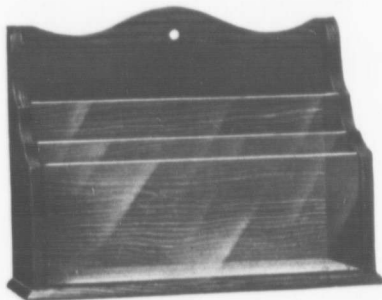
heavy cardboard stock with hand-colored designs, accompanied with catchy phrases. It can be had with or without whisk broom.

Poker Chips.

The G. H. Harris Co., 56-58 and 60 Scholes St., Brooklyn, N.Y., lay claim to being the largest manufacturers of poker chips in the world. For many years now their goods have been standard in the trade and their business is increasing every year. They manufacture all grades, from the common composition to the indestructible plain, and they also make fancy chips for the high class and club trade. A. O. Hurst, 24 Scott St., Toronto, is agent for these poker chips.

A New Office Stationery Case.

A new idea, which will be of interest to the trade is the office stationery case shown in the accompanying illustration. As will be observed, the partitions are of glass, so that the contents may be seen at a glance, thus making it impossible for small articles to become lost in the corners. The partitions being removable, the

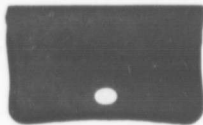


Glass-Partitioned Stationery Case.
(Buntin, Gillies & Co.)

cabinet is easy to keep free of dust. It is finished in polished oak and should prove a handsome and useful addition to any desk. The price is \$1.35 each, subject to a liberal trade discount. This case is offered for sale by Buntin, Gillies & Co., Hamilton and Montreal, who will gladly furnish further particulars.

A Leather Goods Hint.

At this season of the year the retailer is looking around for his Christmas lines. Those who are interested in leather goods will be pleased to see that the firm of Brown Bros., Limited, who manufacture a complete line of leather goods, are showing this year a more varied and complete line than ever.



This firm are making up and showing lines that they will be able to deliver at once, or if the buyer wishes, can be shipped as late as December. In fact, orders placed in December will be filled as completely as earlier in the year. Still it is more satisfactory for the retailer to see the line now and be able to know what he has coming for his Christmas leather goods trade which from

styles shown and orders already placed promises to be right up to former years.

The Brown Bros. make a speciality of fine bags and purses and are showing these in genuine alligator, real seal, walrus, etc. This year they are paying special attention to colors and all leathers may be had in a great variety of shades.

The Brown Bros.' travelling staff are all about to start on their fall trip. Before placing any leather goods order it will pay the retailer to see this line.

Students' Posters

A. O. Hurst, 24 Scott St., Toronto, has been appointed agent for the productions of the Decorative Poster Co., Cincinnati. This company's leading line is undoubtedly the series of students' posters, consisting of



A Hard Night's Study.

five different subjects, reproduced from oil paintings, in bright colors. These are just the thing for students' dens and wherever there is an educational institution the sale of these posters should be instantaneous. They sell to the trade at \$4.80 per dozen, and can be retailed at 75 cents each.

A Catalogue of Hardmuth Specialties.

A compact, useful catalogue of Hardmuth Specialties has just been issued to the trade by L. E. Waterman Co., of Canada, Ltd., Montreal. This catalogue illustrates, gives prices, style of boxing, etc., of the complete line of Hardmuth manufactures. It illustrates the Kohinoor drawing pencils, made in 17 degrees of lead, and the special assortment and sales helps of Kohinoor drawing pencils. All Kohinoor Specials are also included, such as pocket book and artists' pencils, propelling pencils and rebills, pocket pencils and protectors, etc. "Mephisto" copying ink pencils have also a place.

L. & C. Hardmuth stationery specialties, such as pencil sharpeners and dampening brushes, are included. Pencil and ink erasers with Kohinoor tracing cloth complete the catalogue. Prices to the trade as well as consumers' prices are given. This catalogue will be a useful help to many retailers.

Hunt Buys Out G. W. Wilson & Co.

G. W. Wilson & Co., photographic printers and publishers, of Aberdeen, having retired from business, have disposed of their connection for printing collotype post-cards, view books and other work, to Philip G. Hunt, collotype and real photo machine printer, 34 Paternoster Row, London, E.C., and proprietor of the London Photo Printing Company, Balham, and it is hoped that customers who have hitherto had their work executed by Wilson & Co. will favor Mr. Hunt with their future

orders. Samples of the best quality work and favorable quotations will be sent on application to Mr. Hunt, who also wishes to intimate that he has now closed the office at 100 Deansgate, Manchester, therefore, would like all communications addressed to 34 Paternoster Row, E.C.

Special Catalogue for Canada.

William Mitchell, Limited, the English pen manufacturers, have issued a very useful and well-printed catalogue for the special use of the Canadian trade. It deals with a series of pens which have been carefully selected for Canadian requirements, such as experience has shown to be in actual demand. The list has been compiled with the object of enabling Canadian dealers to quickly estimate the cost of goods ordered.

William Mitchell, Limited, are also preparing some attractive advertising matter for the use of the Canadian retail trade, the prices quoted being arranged to suit the various localities of the Dominion. This advertising matter will bear the address of the local dealers. Full information of the scheme may be obtained from the firm's English address, or from their Canadian representative.

Paper Fasteners That Hold.

The "Superior" paper fasteners, made by the Superior Mfg. Co., of Sidney, Ohio, can be recommended to the trade as well made and serviceable fasteners. They include the latest device for fastening papers together in such a way that there is no chance for them to get loose. The fastener is easily handled and requires very little pressure to put it in place.

French Gardening.

An interesting little volume on "French Gardening," or intensive cultivation on the French system, by T. Newsome, has been published by Frederick Steel & Co., Ltd., Craven House, Kingsway, London, England. This little work is essentially a handbook for those cultivating small gardens or allotments, the French system of cultivation aiming to produce conditions of warmth, moisture and suitable soil at any time of year, but generally from one to three months in advance of Nature's own season. While the French system may not be entirely applicable to Canada, this shilling handbook should be of interest to all market gardeners, as well as to private gardeners who wish to study the French method of forcing without a green-house.

An Active Campaign in Canada.

A. W. Faber, the big pencil manufacturer, will shortly begin an active campaign in Canada on behalf of the new "Castell" pencils. Ferdinand Kabus, who is special representative of the main factory in Germany, and sales manager of the American branch, will himself make a trip to Canada in the near future, also a special missionary will be sent to demonstrate the merits of the pencil to consumers.

The new pencils are the result of investigations and experiments which have been carried on for a number of years. The sixteen degrees in which these pencils can be supplied, from 6B, yielding the rich color of India ink, to the extremely hard 8H, fit for drawing on stone, are adapted to all the various purposes of professional employment and daily life.

A Generous Offer.

N. S. Day, 31 Union Square, New York, who makes a splendid line of fancy goods, is extending a generous invitation to Canadian dealers to order goods on approval from him. He would like, of course, to have as many buyers as possible visit his New York sample room, but

he realizes that this would be impossible for many Canadian dealers. He accordingly offers to send on request a full list of the lines he manufactures, from which any dealer can make a selection up to \$20, \$30, \$50 or \$100. These goods will be sent entirely on approval for inspection. Necessarily this offer is only made to responsible dealers.

Lazy Letter Writers.

The Lazy Letter Writer is a clever lithographed post card with a highly polished finish. They come in an assortment of catchy designs. Each design is accompanied with a number of expressions such as Arrived Safely, Weather Very Hot, Feeling Fine, Business is Good, etc. The idea is to place an X alongside of whatever message you wish to send, address on the reverse side and let the post office do the rest. This card is sure to sell twelve months in the year, and is good for any section of the country. They can be had from W. S. Heal of New York. Ask him for samples.

"Rugby" School Bags.

The Copp, Clark Co., are this season showing something new in school bags. The "Rugby" is made of a recently-discovered material said to be more durable than leather. It will stand the hardest wear, will not scratch, tear or peel and is not affected by rain or sunshine. It can easily be cleaned with soap and water. The bags are made in six sizes, from 9 inches wide to 14 inches.

Poetical Works of Louis Frechette

Before his death the great French-Canadian poet, Louis Frechette, made a collection of what he considered his best poetical efforts. It was his wish to see them completed, but he died a few months ago.

The Librairie Beauchemin Co., Limited, Montreal, have just completed the publishing of these poems. There are three volumes, finished in half-morocco, or basket cloth with gilt top. The books are beautifully illustrated, and the illustrations shown of the Plains of Abraham give some idea of them. The printing is exceptionally fine, and is upon heavy coated paper. These volumes are worthy of a place in every library in Canada.

Volume one treats of the history of the Canadian people, from the discovery of America until recent years. Volumes two and three contain four of his best known efforts.

The late Louis Frechette is accepted as a master in French metre and rhythm, and his subject matter is always of an interesting type.

Christmas Cards, Calendars and Toy Books.

The enormous sample lines of Raphael Tuck & Sons, Limited, with Canadian headquarters at Montreal, will be ready about the middle of this month. These lines include Christmas and New Year cards, calendars and every conceivable kind of booklet and toy book, also a remarkable range of Christmas and New Year postals. A few of the features of these lines are here described.

Any persons who suffered from the delusion that the passing of the Christmas and New Year card is at hand, here find a very practical and complete refutation of any such notion, for this collection embraces over 2,000 sets of entirely new and original designs. The trade should be very grateful to Tuck & Sons for having at this time in such a spirited manner given a distinct lead to the New Year and Christmas card trade. Tuck & Sons are in the proud position of announcing "That the Royal Card Collection is reproduced by them direct from the original Christmas cards they had the honor of specially painting last Christmas for their Majesties the King and Queen of England, their Imperial Majesties

the Emperor and Empress of Germany, their Majesties the King and Queen of Spain, their Majesties the King and Queen of Norway, their Royal Highnesses the Prince and Princess of Wales, and in former seasons, for Her Late Majesty Queen Victoria."

Messrs. Tuck have also received the gracious permission of all these Imperial and Royal personages to reproduce these Royal cards for sale to the public, and Mr. Adolph Tuck, with justifiable ambition, expresses the hope that Christmas, 1908, will ever stand out as unique, not only in the annals of Raphael House, London, but of the Christmas card trade throughout the world. The Royal collection numbers forty distinct cards, and for obvious reasons no other publishing house in the world offers such a unique and extremely interesting series of publications.

Another very distinctive line, for which great popularity is predicted, is the English hand-made cards, the paper for which, by the way, is made by one of the best English firms and bears Messrs. Tuck's own watermark. Not only is the paper perfection, but the lettering is from engraved copper plates. Without going into details it may be stated that this collection is high-class from every point of view.

Calendars again offer an enormous variety. The higher prices are folio turnovers, with beautiful photogravures representing figure studies, animals and landscapes and pictures in genre. In the better class grade are several notable titles, "Society Beauties," wonderful pictures of bulldogs "Maidens of the Year," and "Midst Nature's Idylls."

Distinct sections are the "Ragtime Calendars," "Art Panel Calendars," "Boudoir Panel Calendars," the latter having reversible date cards, which appear in a cut-out beneath the picture.

Another variety of novelties is in the shape of mechanical pieces most cleverly designed and carried out. Of these are "The Cosy Corner," a realistic pipe rack, "Happy as a King," showing dogs on a gate, and "What's O'Clock?" representing a large sunflower clock. These and others cannot fail to excite astonishment when seen.

Father Tuck, brother to Father Christmas, as he has been aptly called King of the Land of Toy Books, has indeed a "Royal Collection" to present to his patrons. Father Tuck's Annual is always a success. And the firm publishes scores of books of fairy tales, nursery rhymes, alphabets, natural histories, and a fine series called the "Paint Box," a line of painting books.

Their birthday books and poetical and scriptural quotations deserve special mention, as they comprise some of the daintiest and most attractive volumes ever placed on the market.

It is now just sixty years since the Christmas card became the vehicle for conveying seasonal greetings, and the industry to which it gave birth has expanded to enormous proportions. It is the Christmas post card, however, which has so largely influenced the growth of this industry, and which now holds first place in the hearts of the people. The ordinary Christmas card to a large majority has become old-fashioned and clumsy. This fact has already been set forth by cartopholists, and the postal greetings card is almost universally held to be greater than its predecessor. Much of the success of the Christmas postcard may be credited to Raphael Tuck & Sons, Limited. Their cards are put up in packets of six. One line is a set of "Oilettes" from paintings by Arthur C. Payne, of the interiors of cathedrals, etc. The cards are gilt edged, and printed with gilt inscriptions. Others have suitable holiday designs, appropriate greetings, and scriptural quotations.

Commercial Stationery--A Profitable Branch of the Trade

Amusing Explanation of Origin of Loose Leaf System by George M. Courts,
Galveston—What the System has Enabled Business Men to Accomplish.

When Adam was first called to account, he straightway consulted with his partner, and it was apparent to them both that they could never again get their balances by the use of their old systems. Time had worked many changes—they were face to face with the naked truth. And now that they had branched out into the fruit trade and had gathered their first apple crop, they found themselves confronted with the same question that challenges nearly every business man to-day, namely, that of covering the most ground in the shortest time at the lowest possible cost and with the least effort. And thus it was that the "loose leaf system" was first applied to practical use. This should set at rest all argument as to the originators of this method. But, like many other good things of the early times, it became a lost art, only to be resurrected in more recent years by the ever-ready American genius.

After the passing of the biblical loose leaf systems (among which we learn of many more practical outfits than that above mentioned, not the least of which was the early Bible and the Ten Commandments written on loose leaves of stone), we find in Washington Irving's "Rip Van Winkle" a more improved loose leaf outfit, consisting of the wooden shutter of the old village tavern, where the cunning Nick Vedder kept his "sales account" with a piece of chalk, though this system, we are told, lacked that essential of our more modern methods—perpetuality.

A Modern Case.

Coming on down through history, we find a case in a Southern court of a suit filed by an aged darkey on account of a disputed claim arising from the sale of a mule. The judge insisted upon examining the record of account, and the plaintiff produced from his pocket a small slip of paper with a lot of scribbled figures. The judge called for "the book of original entry," and it developed that the darkey had kept the entire transac-

tion upon a barn door, which was produced in court, and from which the court decided in favor of the plaintiff. The defendant appealed the case, upon the ground that the stable door did not comprise a complete record, and that the entire building should be produced in court. This was over-ruled, however, the court maintaining that the record was complete so far as that transaction was concerned, and that any other record that might be on the stable proper was entirely foreign to the case in question. Thus we have an early record of a court decision establishing the stability of the loose leaf system.

Material Changes.

During the few years that the improved loose leaf systems have been on the market, they have wrought material changes in the methods of accounting in every line of business.

They have made it possible for the counting-house to eliminate many large, unwieldy, and costly books, and to accomplish greater things with a minimized expenditure of time and money.

They have enabled the manufacturer to ascertain and record the exact cost of production.

By their use the time record is kept in many large establishments with greater accuracy and a considerable saving of time and expense.

The mammoth city department store and country merchant alike find the loose leaf system advantageous, if not indispensable as sales records.

The retail clerk, the jobber's houseman, and the traveling salesman each find it has advantages as an order system. The shipping clerk and the drayman find that the loose leaf method is adapted to their needs.

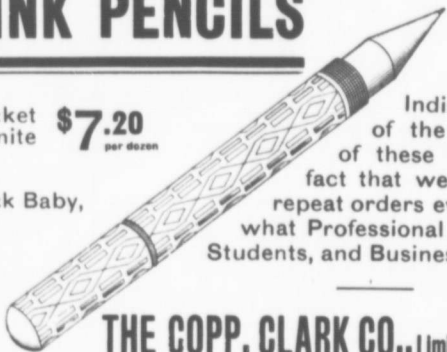
In fact, nearly every business or manufacturing concern is a user of the loose leaf system in some one or more departments, and in many cases this system has supplanted the old style bound books.

FLUID INK PENCILS

The C.C.C. Pocket Style, red vulcanite **\$7.20**
per dozen

The C.C.C. Black Baby, black vulcanite

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per dozen.



Indisputable Proof
of the Pre-eminence
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ROBERT HILTON, Managing Editor

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AN INVITATION !

WE INVITE CANADIAN BUYERS, who will visit New York this Fall, to call on us and inspect our range of FOUNTAIN and STYLOGRAPHIC PENS.

We are the largest manufacturers in AMERICA of FOUNTAIN PENS for special imprint orders, and a visit from you will give us an opportunity, which we will very much appreciate, of showing you our entire line, and of demonstrating the high standard of everything we turn out.

When in New York call and see us. It will be worth while.

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Doings of the Month in the Picture Post Card Department

The Need for Careful Buying—Improved Condition
Of the Trade—What Some Manufacturers Offer.

One danger which is run by the too venturesome buyer of post cards is that of buying to excess and consequently overstocking. The temptation to do this is great, for prices of large quantities often seem very attractive and hold out the promise of large profits. If when only a small percentage of the stock is sold profits dwindle amazingly.

Just at this time retailers should be very careful in buying to avoid this overcrowding of stocks, in order to



Raphael Tuck & Sons Co.

keep fresh, up-to-date goods. In recent months a great deal of bankrupt stock was slaughtered on the market, and now that conditions are righting themselves, the trade seems to be in a more healthy state than ever, and prospects for fall are very good. In view of this dealers should watch their stocks carefully, in order to secure their full share of the business that will be done.

The day of cheap cards is fast drawing to a close, and the "public" every day expect better designs, and better value for their money. The whole life of the post-card industry lies in constant change. Our advice is "Change your stock; change your display, and the more frequently you do so, the more cards you will sell." Competition, both with publishers and retailers, grows keener every day, and we venture to assert, without fear of contradiction, that these publishers and those retailers who produce, and who display the newest and best cards, best designs, well printed, and of good quality are those who do and will do the most business. The post card industry is now too well established, and too much of an institution with the public to suddenly drop out. There are now more cards sold to the public than ever before, and if you are not selling as many as you were, rest assured that it is not because the cards are selling less, but because your competitor is selling more, and for the reason before stated. Again we say, "Do not, if you wish to study the future, do not over-buy." Unless you are perfectly sure of selling the whole, or at least 75 per cent., of the large quantity you are tempted to buy, at a price, you will

be well advised to leave it alone; buy just what you can sell, provided the price is at all reasonable. You know, or you should know well, that, what is selling by hundreds and thousands this week, will next week be dead stock. A certain amount of risk cannot be avoided; what we wish to emphasize is "Minimize that risk." Even views, the foundation of the post card business, are not good stock in too large quantities. The public soon knows the extent of your series, and becomes almost as tired of them as you are yourself, and asks for new views, or the same view from an up-to-date photo. If the points we have brought out are considered, we feel certain that the justice of our remarks will be admitted, and if they prove of benefit to one dealer, they will be of use to the post card industry at large.

Tuck's New Lines of Post Cards.

Raphael Tuck & Sons, Limited, Montreal, are again showing new lines of post cards, and their latest creations show that they mean to retain their position in the post card world that they have so well won. Among the new cards is a very fine set of the "Bonnie Scotland Series," and there are six very excellent views of Edinburgh in color in an ingenious tartan bordering. Glorious Devon is done justice to by the reproduction of original pictures by H. B. Wimbush, with appropriate quotations. A very high-class set is to be found in



Raphael Tuck & Sons Co.

"Types of Beauty," and the various originals by well-known masters are admirably reproduced. "In Childhood's Days" is a happy series specially suitable for children and in "Rural Life" is also found some very beautiful pictures. "A Cause Celebre," in real photographs, plate marked, is an interesting juvenile series, and the poses are excellent. "Favorite Horses" is also a very good set and the "Cornish Coast" introduces several beauty spots in this district.

In the highly successful "Plate marked Oilette" series are issued numerous sets, this splendid style, leading it-

self to almost all the subjects hitherto seen the full size of the card. One of the best is the series of old masters, which is devoted to works by Sir Joshua Reynolds and includes the Duchess of Devonshire, Mrs. Braddyll, and the well-known picture of Mrs. Siddons in the Dulwich Gallery.

Two humorous sets, "Mixed Bathing" and Series III. of "Breakfast in Bed Charged Extra," both being ani-



Raphael Tuck & Sons Co.

mal subjects, by Ellam, are in the "Oilette" series, and are very good.

Among their recent productions is the "Rough Seas" series, beautiful views of stormy sea, on a highly glossy card. Some new floral cards show roses in natural colorings on a black card, and another series of roses, consist of copies from paintings on a delicately tinted card.

The PAGEANT

30 EXACT REPRODUCTIONS OF THE HISTORICAL CELEBRATION TAKEN ON THE PLAINS OF ABRAHAM, QUEBEC

Post Card Size, \$1.25 per 100

Panorama Size, \$2.50 per 100

Historical Souvenir Album with 48 tableaux, \$12.50 per 100

First Coin Struck in Canada on Post Card, \$5.00 per 100

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Only a First-Class Salesman, a man of solid character and some means would do to show the best and the original lines in

PASSEPARTOUTS, MOUNTED GOODS,
CALENDARS and POST CARDS.

Tercentenary Views.

The Illustrated Postal Card Co., Montreal, is making a speciality of Tercentenary publications, and as a result have put out some extremely desirable lines of cards, souvenir albums, etc. One of their albums contains forty-eight engravings of the early history of Canada the grand spectacle of the combined fleets, old scenes and costumes, Quebec in olden times, etc. Their Tercentenary post cards comprise historical scenes in antique, sepia and photo gloss finish, typifying the most important scenes in Canadian history. Others are the battleships coming to Quebec. The Tercentenary art series, Champlain and his crest on real birch bark, Prince of Wales and other royalties, wood veneer with Champlain's seal, military cards, and embossed views of Quebec. They are also issuing an exact reproduction of the historical pageants as they took place on the Plains of Abraham. One of their best sellers is a wood veneer card with Champlain's seal, and the first Canadian coin struck in Canada. All these lines are extremely desirable additions to every dealer's stock, as they are cards which can be

reel at this poet's weird portraiture of undreamt-of scenes that rival the immortal lines of either Dante or our own Milton, if not surpassing these prolific writers.

SILENCE.—By Stewart. Jersey City: Connoisseur's Press. Cloth, \$1.50. A clever, forceful and vigorous book with a social, moral and political aim, dramatic in its galvanic pith and sensational in its denouncements. Its scenes are laid in New York and New Orleans, the characters include an artist, a New York newspaper millionaire's son, their wives, a lawyer who relates the story, and a mysterious "woman in purple." We have read of a full-grown cow being hoisted from the second storey window of a dilapidated house in New Orleans during the yellow fever some three years ago, but confess that we never expected to see the incident exploited in a novel. And, if some of the charges hurled at several offenders in "Silence" are true, certain cities in the States need a thorough housecleaning.

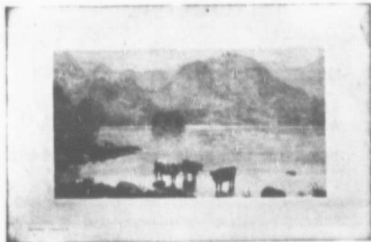


Plate Marked Post Cards—Shown by Raphael Tuck, Sons & Co., Limited, Montreal.

sold profitably, and are sure to be in demand, as every collector will want them.

Toronto Exhibition Views.

Valentine & Sons Co. of Montreal and Toronto, have produced a series of fifteen special colored cards, illustrating the Canadian National Exhibition of Toronto. These cards show scenes of general interest, the various buildings, the crowds, the mid-way and the fireworks. They will be very popular during the course of the big exhibition.

The same firm have also issued a souvenir view book of the exhibition, containing twenty views, printed in black and white from original photographs. The views all show up with remarkable clearness. The book will sell at 25 cents.

SHIFTING SANDS.—By Crawford. Jersey City: Connoisseur's Press. Cloth, \$1.50. Essentially a romance of the type of "Graustark." The hero's father loses his fortune and dies, wherefore, the heroine's father takes her to "Selenia," Spain, and tries to marry her to a questionable Duke. The hero is arrested on account of his marked resemblance to an escaped defalcating bank teller, effects his escape and, after innumerable hardships lands in Spain where miraculous escapes from death follow in quick succession. The book is strong, and will hold the reader's attention from cover to cover.

A SUPERB VIEW BOOK.

The crowning achievement in souvenir view books issued by Valentine & Sons Publishing Co., Montreal and Toronto is undoubtedly their new Rocky Mountain view book, called "Wonderland of Canada." It contains forty-eight views, all especially taken by Wm. Notman & Son, Montreal, and these have been superbly reproduced in a rich brown tint, bringing out all details with the utmost distinctness. The views give an adequate idea of the magnitude and beauty of the great mountain range. This book has an attractive brown cover, with small panel view, and lettering in white and brown, the whole enclosed in a stout envelope. Price is \$1.

BOOKS OF THE MONTH.

BETELGEUSE.—By Jean Louis De Esque. Jersey City: Connoisseur's Press. Cloth, \$1.25. A lyric poem describing a trip through the "Infernal Regions" and to the giant suns Vega and Perseus. Probably the most startling and wonderful creation of a modern poet. It reads like a novel, takes the reader from the earth through the marshalled defences of Old Nick where hair-raising spectacles are presented to the reader in lines that surpass the mind of imagination. Indeed, one's perspective is made to stagger and

Best Selling Books of the Month

Belleville.

1. Shuttle. By F. H. Burnett. Copp.
2. Weavers. By Gilbert Parker. Copp.
3. Barrier. By Rex E. Beach. Musson.
4. Lure of the Mask. By Harold MacGrath. McLeod.
5. Some Ladies in Haste. By R. W. Chambers. McLeod.
6. Saton Sanderson. By H. E. Rives. McLeod.

Calgary.

1. Five Nights. By Victoria Cross. Kennerley.
2. Mr. Crewe's Career. By Winston Churchill. Macmillan.
3. Morals of Marcus. By W. J. Locke. Frowde.
4. Heart of a Child. By Frank Danby. Copp.
5. King Spruce. By Holman Day. Musson.
6. Prima Donna. By F. M. Crawford. Macmillan.

Charlottetown.

1. Shuttle. By F. H. Burnett. Copp.
2. Barrier. By Rex E. Beach. Musson.
3. Some Ladies in Haste. By R. W. Chambers. McLeod.
4. Prima Donna. By F. M. Crawford. Macmillan.
5. Satan Sanderson. By H. E. Rives. McLeod.
6. Forest. By S. E. White. Musson.

Hamilton.

1. Mr. Crewe's Career. By Winston Churchill. Macmillan.
2. Prima Donna. By F. M. Crawford. Macmillan.
3. Lure of the Mask. By Harold MacGrath. McLeod.
4. Songs of a Sourdough. By R. W. Service. Briggs.
5. Last Egyptian. By Anon. Briggs.
6. Golden Dog. By R. Kirby. Musson.

Moncton.

1. Cynthia in the Wilderness. By Wales. Stuyvesant.
2. Jack Spurlock. By G. H. Lorimer. Briggs.
3. Somehow Good. By Wm. De Morgan. Copp.
4. Get-Rich-Quick. By G. R. Chester. Frowde.
5. Fruit of the Tree. By Edith Wharton. McLeod.
6. Three Weeks. By Elinor Glyn. Duffield.

Montreal.

1. Mr. Crewe's Career. By Winston Churchill. Macmillan.
2. The Prima Donna. F. M. Crawford. Macmillan.
3. The Lure of the Mask. Harold McGrath. McLeod.
4. The Blue Lagoon. H. de Vere Staepole. Frowde.
5. The Chaperon. C. N. and A. M. Williamson. Musson.
6. Young Lord Stranleigh. Robert Barr. McLeod.

Peterboro.

1. Lure of the Mask. By Harold MacGrath. McLeod.
2. Mr. Crewe's Career. By Winston Churchill. Macmillan.
3. Prima Donna. By F. M. Crawford. Macmillan.
4. Barrier. By Rex Beach. Musson.
5. Weavers. By Sir Gilbert Parker. Copp.
6. Get-Rich-Quick. By G. R. Chester. Frowde.

St. Catharines.

1. Lure of the Mask. By Harold MacGrath. McLeod.
2. Mr. Crewe's Career. By Winston Churchill. Macmillan.
3. Prima Donna. By F. M. Crawford.
4. Glean of Dawn. By Arthur Goodrich. McLeod.
5. Some Ladies in Haste. By R. W. Chambers. McLeod.
6. Old Wives for New. D. G. Phillips. Langton.

Stratford.

1. Chaperon. By C. N. and A. M. Williamson. Musson.
2. Somehow Good. By Wm. De Morgan. Copp.
3. Coast of Chance. By C. and L. Chamberlain. McLeod.
4. Stuff of a Man. By K. B. Evans. McLeod.
5. Husbands of Edith. By G. B. McCutcheon. Briggs.

Vancouver.

1. Last Egyptian. By Anon. Briggs.
2. Delilah of the Snows. By H. Bindloss. McLeod.
3. City of Delight. By Elizabeth Miller. McLeod.
4. Shepherd of the Hills. By H. B. Wright. McLeod.
5. Rosalind at Red Gate. By M. Nicholson. McLeod.
6. Black Bag. By L. J. Vance. McLeod.

Winnipeg.

1. Barrier. By Rex Beach. Musson.
2. Weavers. By Sir Gilbert Parker. Copp.
3. Shuttle. By F. H. Burnett. Copp.
4. Mr. Crewe's Career. By Winston Churchill. Macmillan.
5. Rosalind at Red Gate. By M. Nicholson. McLeod.
6. Beloved Vagabond. By W. J. Locke. Frowde.

Toronto.

1. Half-Way House. By Maurice Hewlett. McLeod.
2. Mr. Crewe's Career. By Winston Churchill. Macmillan.
3. Somehow Good. By Wm. De Morgan. Copp.
4. Grey Knight. By E. B. De la Pasture. Dutton.
5. Sheaves. By E. F. Benson.
6. Heart of a Child. By Frank Danby. Copp.

Canadian Summary.

Points.

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If some Canadian authors turn to Toronto to secure publishers for their books, it is equally true that many look to Boston for the same purpose. At least one prominent Boston publishing house has quite a list of Canadian authors—L. C. Page & Company. The latest addition to this list is Miss L. M. Montgomery, whose home is in Prince Edward Island, and who has written a sweet and charming story of rural life, entitled 'Anne of Green Gables.' To those who like the simple and appealing, the clean and wholesome, the cheerful and inspiring in literature, this book will be a delight, and Canadians should be proud of an author, who can arouse these finer feelings.

NEWS OF THE TRADE

(Continued from page 40.)

Wm. Northgraves, dealer in fancy goods, Perth, Ont., has made an assignment.

Mr. Gordon, late manager of Barclay's bookstore, Petrolia, has removed to his home in Guelph.

D. Ostrosser, dealer in stationery, Englehart, Ont., has assigned, and a meeting of creditors has been called.

W. J. McLeod, of Galt, Ont., has been appointed agent in that town for the Empire Wall Paper Co., of Toronto.

T. W. Taylor, of T. W. Taylor Co., Limited, bookbinders, etc., Winnipeg, was noticed in Toronto recently.

Daniels Bros., of Victoria, B.C., are opening a new book and stationery business in New Westminster, B.C.

A. D. MacMullen, vice-president of the H. M. Caldwell Co., Boston, has been visiting the trade in Toronto.

Richard Brown, president of the Brown Bros., Toronto, is summing this year at Little Metis on the St. Lawrence.

The stock of R. E. Saunders & Co., stationery and fancy goods dealers, Wingham, Ont., is advertised for sale by tender.

G. H. Price, a former employee of W. J. Gage & Co., Toronto, has bought from Nicholas Garland the stationery and wall paper department of the T. A. Garland store at Portage la Prairie, Man.

Ferdinand Kabus, special representative of the main factory in Germany of A. W. Faber, and sales manager of the American branch, will shortly make a trip to Canada in order to introduce the "Castell" pencils.

The wholesale paper business carried on by George Powley in Hamilton and Toronto has been taken over by the newly incorporated firm of George Powley Paper Company, Limited. The share capital of the company is \$50,000.

Morang & Co., Toronto, are now nearly settled in their new quarters in the new Ogilvie Building, corner Bay and Wellington Streets. They occupy an entire flat, where every facility for carrying on the book business is to be found.

The Bradburn Stationery Co., who opened up business less than a year ago in Edmonton, have attracted such a large trade that they have been compelled to move into more commodious quarters. They have established a big trade in wholesale paper particularly.

John M. Poole, the former Toronto publisher, who was brought from New York City to answer a charge of obtaining \$2,000 from the Farmers' Bank on false pretences, was arraigned before Judge Morgan recently. He pleaded not guilty, elected to be tried by a jury, at the next General Sessions, and was released on \$5,000 bail furnished by his friends.

Colliers, of New York, are now issuing a Canadian edition of their weekly and have appointed H. Franklio Gadsby as editor. The Canadian edition is replete with illustrations from all over the Dominion, and the circulation is most gratifying. Mr. Gadsby is a bright, original and refreshing writer who has made a name for himself by his scintillating sketches and graphic pen pictures of parliamentary proceedings and personages, as well as special events, and historic gatherings. He has filled a niche in Canadian journalism not quite reached by any contemporary writer.

F. B. Bagshaw, who disposed of his business in Portage la Prairie, to E. A. Arnold, last month, has been studying law for the past year and a half and running his business under a manager. He is now going to

devote all his time to the law. "Although disassociated from the book and stationery business," he writes, "I will always be very much interested in the trade and wish to have you continue sending the Bookseller and Stationer, which has been a constant help and companion for many years. His successor, Mr. Arnold, was formerly engaged in the wholesale stationery business with F. W. Law & Co., Winnipeg.

Thomas J. Bolger, previously in charge of the Blue Book Store in the City of Mexico, is now to represent the L. E. Waterman Co. in that country, with headquarters at Gante. Owing to the particularly large field in this country the interests of the L. E. Waterman Co. will undoubtedly be greatly increased through the efforts of Mr. Bolger. He has resided in Mexico for the past seven years and with his large acquaintance is particularly well fitted to fulfill the duties of his new post. Mr. Bolger has been engaged in stationery and typewriter lines, both in their retail and wholesale branches, and is entirely familiar with the trade. A full stock of Waterman's Ideal fountain pens, Waterman's Ideal ink and accessories will be carried in stock at the above address. The command of the Spanish language is, of course, a great factor in trade connections. Mr. Bolger speaks Spanish fluently and expects to make the term "Waterman's Ideal" as familiar in Mexico as it is in Canada and other countries.

Havelock Lonsdale, accompanied by his friend, R. M. Bottomly, were in Montreal, Toronto and other cities during the past month. Mr. Lonsdale is the leading member of the Christmas Card Association, whose head offices are at Preston, England. This association has offices at Bradford, Yorkshire, and at Accrington, Lancashire. Mr. Lonsdale is also a partner in the firm of Glendinning & Co., of Glasgow. He is making a tour of the Dominion to the coast and will appoint representatives in different provinces to handle the product of his factories, which, in the busy season, employ 800 hands. They turn out the greatest number of greeting cards of any house in Great Britain, no less than 20,000 sample books, each of a distinctive pattern, being produced. For all Christmas cards not sold during the holiday season new inserts are forwarded the dealers and jobbers and the series are thereby transformed into pretty greeting cards, suitable for a birthday or any other gladsome occasion. While in Toronto Mr. Lonsdale gave Bookseller and Stationer a pleasant call.

A GREAT CENTRE FOR CALLERS.

Although Hundreds Visit a Stationery Store Daily Their Purchases Are Small.

"There is probably no line of business where there is so much detail and minutiae as in a stationery establishment or where so many customers are required to realize a fair amount from sales," remarked a leading bookseller in an Ontario town a few days ago.

"Look at the number of little things we have to carry. Why your store may be crowded all day long and to an outsider you appear to be doing an immense trade, yet, when you go to your cash drawer or register at night, what do you find? Hundreds of coppers, five and ten-cent pieces. Each individual sale is trivial—scarcely ever more than ten or fifteen cents, and often not that sum. Two or three hundred persons have, perhaps, entered your place. Probably fifty have bought only a copy of a daily newspaper or a postage stamp; another fifty a ruler, some pen points, a lead pencil or a small note-book, while others

have purchased a quire of writing paper, a letter pad, a package of envelopes, a ten-cent novel, an eraser, a bottle of maulage or ink. We wait on scores of customers every day, and the aggregate sum taken in is relatively small. Sometimes the visit of 300 persons will not result in leaving with you more than \$20 or \$25, while in other lines of trade the five or ten patrons will cause a bigger turn over than your hundreds. Our sales, while many, invariably cover only a few cents. I am not kicking, but am simply pointing out what is a peculiar phase of our business. The annual gross revenue of booksellers in an Ontario town is never many thousand dollars, while next to the post office more people possibly enter a bookshop than any other place.

"Why, one day last year I thought I had done a record-breaking trade, yet on examining my till at night, I found 250 coppers, 220 five-cent pieces and 60 ten-cent pieces, which probably meant, as it was the occasion of the re-opening of the schools, that we had attended to about 500 children and adults, and had \$73.58 in 'chicken feed' as the outcome. Of course, there were some purchases for larger amounts, but not many. The average caller in a stationery store rarely spends more than ten or fifteen cents, and some much less."

Conditions are Dull Abroad

Emil Nerlich Says the Factories in Germany Are Inactive Owing to Decreased Export Orders.

Emil Nerlich, of the firm of Nerlich & Co., Toronto, wholesale fancy goods dealers, returned to the city recently after a four-months' trip abroad, purchasing holiday supplies for his house. He visited all the leading manufacturing centres in Germany, Austria, France and Great Britain.

Speaking to Bookseller and Stationer Mr. Nerlich said that conditions in toys, musical instruments, glass and small ware lines were dull in Germany.

"You know that the Fatherland is largely an export country, two-thirds of its productions in the manufacturing trade going to the United States, where business is now very dull. Some of the factories are running only half time and others with greatly reduced staffs. A

year or two ago orders that took six and eight months to fill can now be turned out practically at once. I found all the firms very anxious for business. In Austria, France and Great Britain things are not as bad as in Germany. They do not depend to the same extent on the export trade, but even in these countries conditions might be a whole lot better."

"How do you find trade in Canada?" was asked.

"Well! it has been backward. Our travellers are just going on the road now—some in the west starting about three or four weeks ago. Dealers are buying carefully and there is no disposition to stock up heavily. The prospects though are promising and I notice a decided improvement in affairs over what there was when I left for Europe in February last."

THE GREFE COLOR DRAWINGS.

The Windsor Publishing Company, of 43 West Twenty-seventh Street, New York, have issued for the stationery, picture and book trade, a line of color drawings by the well known artist, Mr. Will Grefe, which meet the requirements of a popular demand. The subjects are divided into two sets, four in each. The first set is a series of cartoons of two figures, a girl and a man, the titles being, "The Leap Year Question," "The Possessive Case," "A Friend at Court," and "The Golden Opportunity." The set of four retails for \$2, or sold separately 50 cents each. They are beautifully reproduced in full colors on heavy plate-marked coated paper, suitable for framing.

The second set is similar in size and quality to the first, but the subjects are heads, entitled, "Off for a Spin," "The Read Feather," "A Dainty Driver," and "A Heart Hunter." These drawings are suitable for home or club decoration, and no matter how expensive the other pictures in a room may be, these color prints by Mr. Grefe hold their own for artistic beauty and add an air of refinement and daintiness to their surroundings. Every retailer in the book, stationery or picture line can handle them to advantage, and as they are especially appropriate for summer cottages, the dealers should put in a stock at once. A window display would do much toward introducing them, as they cannot fail to attract customers to the shops where they are shown.

HURD'S SUEDE FINISH

stands for everything that is best in paper making. There is no speculation or risk about it. It is certain to be up to the mark every time. It fulfills all the good said about it and is a successful paper whether for correspondence or wedding purposes. It is made in different weights and shades. We recommend it most heartily to those who have not already ordered it. Hurd-Grade has our guarantee back of it.

Lawn Finish Thin makes a most satisfactory paper for foreign correspondence or for heavy domestic use. The writing surface is very pleasing.

GEO. B. HURD & CO.

Fine Paper Makers

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



BOOKSELLER & STATIONER OF CANADA

Published on the second Wednesday of every month.

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RECENT CANADIAN COPYRIGHTS.

Books.

Sour Sonnets of a Sorehead. By James P. Haver-
son. Pictured by Fergus Kyle. Hunter Rose Company,
Toronto.

Makers of Canada: Sir James Douglas. By Robert
Hamilton Coats and R. E. Gosnell. Morang & Co., To-
ronto.

Canadian Annual Review of Public Affairs, 1907. By
J. Castell Hopkins. Annual Review Publishing Co., To-
ronto.

Historical Souvenir and Book of the Pageants of the
300th Anniversary of the Founding of Quebec, the Ancient
Capital of Canada. Cambridge Corporation, Montreal.

L'Ecole Saint-Edouard a Beauport, Son Origine, Sa
Fondation, Son Inauguration. L'Action Sociale, Quebec.

Through the Mackenzie Basin. A Narrative of the
Athabaska and Peace River Treaty Expedition of 1839.
By Charles Mair. With a map of the country ceded and
numerous photographs of native life, etc. Also "Notes
on the Mammals and Birds of Northern Canada." By
Roderic MacFarlane. William Briggs, Toronto.

Gleanings from Quebec. By G. M. Fairchild, Jr. G.
M. Fairchild, Jr., Quebec.

Official Programme of the 300th Anniversary of the
Founding of Quebec by Champlain, July 20th to July
31st, 1908. (Book). The Cambridge Corporation, Ltd.,
Montreal.

Champlain. A Drama in Three Acts: with an Intro-
duction entitled, Twenty Years and After. By J. M.
Harper. John M. Harper, Quebec.

The Cradle of New France. By A. G. Doughty.
(Book). A. G. Doughty, Ottawa.

Canada, Ontario. The British Flag and Other Poems.
By Nelson C. Gray. Nelson Cockburn Gray, Montreal.
Cause and Effect. By John Patterson. John Patter-
son, Nelson, British Columbia.

Punctuation Simplified, with Numerous Interesting
Examples. By T. Bridges. James Richardson, Toronto.

The Evolution of Planetary Motion. By Kenneth Mc-
Intosh. Kenneth McIntosh, St. Peters, Nova Scotia.

Music.

The Lost Letter. (Song.) Words by Margaret Anger
Cawthorpe. Music by Josef F. Lamb. Harry H. Sparks,
Toronto.

Love's Ebb Tide. (Ballad.) Words by S. A. White.
Music by Josef F. Lamb. Harry H. Sparks, Toronto.

Won't You Share a Little Home With Me? (Song.)
Words and Music by Harry D. Kerr. Jerome H. Remick
& Co., Detroit.

Les Oiseaux du Couvent. (The Birds of the Con-
vent.) (Chansonnette.) Poessie de Louis Frechette.
Musique de Henri Kowalski. English version by Sieg-
fried Herz. The Nordheimer Piano & Music Co., Ltd.,
Toronto.

Give Me the Key to Your Heart. (Song.) Words by
B. B. Ellison. Music by Henriette Blanke-Belchar. Je-
rome H. Remick & Co., New York.

Hide and Seek. (On Tip Toe.) Intermezzo. (For
piano.) By Reginald de Koven. Op. 216, No. 1. Jerome
H. Remick & Co., New York.

I'd Like to see You Get Along. (Song.) By Kendis
and Paley. (Words and Music.) Jerome H. Remick &
Company, New York.

Don't Let Your Love Grow Cold. (Song.) Words by
Arthur J. Lamb. Music by Albert Gumble. Jerome H.
Remick & Company, New York.

The Little Old Red School House on the Hill. (Song.)
Words by Harry Williams. Music by Egbert Van Al-
styne. Jerome H. Remick & Co., New York.

La Bourrasienne. (Air: "La Marseillaise.") Paroles
de M. Edouard Joyeuse. Albert Turcotte, Delorimier,
pres Montreal.

After the Fray. (Duet for Tenor and Bass.) Words
by G. W. Southey. Music by Theo. Bonheur. Anglo-
Canadian Music Publishers' Association, Limited, Lon-
don, England.

The Battle of Eve. (Duet for Tenor and Bass.) Words
by G. W. Southey. Music by Theo. Bonheur. Anglo-
Canadian Music Publishers' Association, Limited, Lon-
don, Eng.

When Billy Meets the Betty of His Heart. (Song.)
By A. de Takacs. Jerome H. Remick & Company, New
York.

I Want You with Me Forever. (Flower Song.) By
Luella Lockwood Moore. Jerome H. Remick & Co.,
Detroit.

Always Keep the Money in the Family. (Song.) By
Benj. Hapgood Burt. Jerome H. Remick & Company,
New York.

Won't You Come Over and Play Croquet. (Song.)
Words by James J. Daley. Music by Franklin Ardelle.
Jerome H. Remick & Company, New York.

Le Tricentenaire. (Air de "Viens de Pouppole".)
Paroles de Edouard Joyeuse. (Chanson.) Albert Tur-
cotte. Delorimier pres, Montreal.

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 cream of the world's periodical press is too valuable to the busy man to be overlooked. **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.

OUR ARRANGEMENTS with London for importing Newspapers and Magazines are giving great satisfaction to country dealers throughout the West. Full particulars mailed on request. Western News Agency, Winnipeg.

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

BOOKS FOR SALE.

How to dispose of shop-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.

FIVE THOUSAND FACTS ABOUT CANADA—A wonderful compendium of data and information. Fifty per cent discount to newsdealers. Send for sample to Canadian Facts Publishing Company, 607 Spadina Avenue, Toronto. (10)

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

BOOK PLATES (EX LIBRIS)

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

BOOKS WANTED.

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

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

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

BUSINESSES FOR SALE.

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

STATIONERY AND FANCY GOODS business for sale in a town of the Ottawa Valley. A thriving, growing business, with no opposition. Good reasons for selling. For particulars apply Box 165, **BOOKSELLER AND STATIONER**. (10)

FOR SALE Retail Book and Stationery business in one of the best towns in Alberta. Stock about \$2000. In books, stationery and fancy goods. No dead stock. Expenses light and business growing rapidly. Good reasons for selling. This is a splendid opportunity for a man with good experience and small capital. Apply to Box 156, **BOOKSELLER AND STATIONER**. (11)

SELLING PROPOSITION—Since going back into business, Feb. 1st, I have had an offer that I will accept if I can dispose of my business in Guelph, or I am open to make arrangements with a good manager, a partner with some capital, or I will form a joint stock company with 2 young men. Write or come to Guelph if you want to be connected with the best retail Book, Stationery and Wall Paper house in western Ontario. All letters confidential. C. L. Nelles, Guelph. (8)

DIARIES

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

ITALIAN BOOKS

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

INFORMATION WANTED.

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

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)

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HIGH CLASS COLOR WORK—Commercial stationery, posters. The Hough Lithographing Co., Limited, Office, No. 3 Jarvis St., Toronto. Telephone, Main 1876. Art, good workmanship, business methods. (11)

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

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

650,000 Not one of the 650,000 retail merchants who have bought a National Cash Register would think of doing business without it. The National Cash Register Co., F. E. Mutton, Canadian Manager, 129 West King Street, Toronto, Ont. (8)

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—Experienced stationer to take charge of stationery and music store (including piano stock), with knowledge of music preferred. City 14,000. References. Address Box 48, **BOOKSELLER AND STATIONER**. (9)

WANTED—in every town and village, a representative to take charge of the circulation of our various publications:—Hardware and Metal, Canadian Grocer, Financial Post, Plumber and Steamfitter, Dry Goods Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery, and 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. (11)

SITUATION WANTED

WANTED—As buyer for china toy or fancy goods house. Advertiser has ten (10) years experience in the business with foreign connections. Box 44, **BOOKSELLER AND STATIONER**. (9)

WANTED—Position as salesman or manager in book and stationery business. Good references. Box 17, **BOOKSELLER AND STATIONER**. (9)

WANTED—POSITION as traveller for Stationery or Fancy Goods house. Advertiser has good connections in the West and 12 years experience in the trade. A. B. Box, **BOOKSELLER AND STATIONER**.

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Art Publishers.

Copp, Clark Co., Toronto
Books and Magazines.
Ainslee's Magazine, New York
Amalgamated Press, Toronto, London, Eng.
American Code Co., New York
Baker's Book Shop, Birmingham, Eng.
Briggs, Wm., Toronto.
Busy Man's Magazine, Toronto.
Cassell & Co., Toronto.
Clark Bros., Winnipeg, Man.
Electrician and Mechanic, Boston, Mass.
McClelland & Goodchild, Toronto
Morton, Phillips & Co., Montreal
* Publisher - Circular, * London, Eng.
Renouf Publishing Co., Montreal

Blank Books.

Borum & Pease Co., New York
Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
Smith- Davidson & Wright, Vancouver, B.C.
Warwick Bros. & Rutter, Toronto.

Carbon Paper.

Peerless Paper and Ribbon Co., Toronto.
Carter's Ink Co., Boston, Mass.

Christmas Cards, Calendars.

Copp, Clark Co., Toronto.
Menzies & Co., Toronto.
Raphael Tuck & Sons Co., London, Eng.
Wheeler, Walter G. & Co., London, Eng.

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.
Day, N. S., New York, Springfield, Mass.
Heal, W. S., New York.
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.

Flags, &c.

Copp, Clark Co., Toronto.
Sutcliffe-Edmison Co.

Fountain Pens.

Brown Bros., Toronto.
Copp, Clark Co., Toronto
Librairie Beauchemin, Limited, Montreal
Warwick Bros. & Rutter, Toronto.

Glue, Paste and Mucilage.

Auld Mucilage Co., Montreal.
Carter's Ink Co., Montreal.
Higgins, Chas. M., & Co., Brooklyn.
Menzies & Co., Toronto.

Gramophones.

Berliner Gramophone Co., Montreal.

Gummed Labels.

Dennison Mfg. Co., Boston.

Ink Stands.

Numan, C. H., Co., New York

Inks—Writing.

Brown Bros., Limited, Toronto.
Copp, Clark Co., Toronto.
Carter's Ink Co., Montreal.
Higgins, Chas. M., & Co., Brooklyn.
Payson's.
Reliance Ink Co., Winnipeg, Man.
Smith- Davidson & Wright, Vancouver, B.C.
Stephens' Inks, London, Eng.
Underwood, John & Co., Toronto.
Warwick Bros. & Rutter Co., Toronto.

Leather Goods.

Brand, W. H. & Sons, London, Eng.
Brown Bros., Limited, Toronto.
Rumpp, C. F., & Sons, Philadelphia, Pa.

Letter Presses.

Jas. Smart Mfg. Co., Brockville, Ont.

Maps.

Renouf Publishing Co., Montreal.

Paper Fasteners.

O. K. Fastener Co., Syracuse, N.Y.
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
Town, Joseph & Sons, Ltd., Leeds, Eng.

Pens.

Alliance Fountain Pen Co., London, Eng.
Brown Bros., Toronto
Buntin, Gillies Co., Pamilton, Ont.
Copp, Clark Co., Toronto
Crocker Pen Co., New York.
Esterbrook Pen Co., New York.
Heath, John, London.
Hinks, Wells & Co., Birmingham, Eng.
Librairie Beauchemin, Limited, Montreal.
Macniven & Cameron, Edinburgh and
Birmingham
McFarlane, Son & Hodgson, Montreal.
Mitchell, Wm. (Pens), Ltd., London, Eng.
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.

American Crayon Co., Sandusky, O.
Brown Bros., Limited, Toronto.
Copp, Clark Co., Toronto.
Faber, A. W., Newark, N.J.
Librairie Beauchemin, Ltd., Montreal.
McCrue, A. J., Toronto.
Smith- Davidson & Wright, Vancouver, B.C.
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.
U. S. Playing Card Co., Cincinnati, O.

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Buntin-Gillies Co., Hamilton.
Clark Bros. Co., Winnipeg.
Copp, Clark Co., Toronto.
Renouf Publishing Co., Montreal.
Smith- Davidson & Wright, Vancouver, B.C.
Warwick Bros. & Rutter, Toronto.

Souvenir and Picture Post Cards.

Copp, Clark Co., Toronto
Holzman, Alfred, Chicago
Illustrated Post Card Co., Montreal.
Otto Leder, Saxony, Germany
Markert & Sohn, Dresden, Germany.
Menzies & Co., Toronto.
Neumann, W., & Co., Berlin, Germany.
Raphael Tuck & Sons Co., Montreal, New York.
Sheahan, M. T., Boston, Mass.
Verlag Ant. Gerstenkorn, Hamburg.
Warwick Bros. & Rutter, Toronto.
Wheeler, Walter G., & Co., London, Eng.

Tally Papers.

Elliott & Co., Philadelphia, Pa.

Telephones.

Bell Telephone Co. of Canada, Montreal.

Typewriter Supplies.

Carter's Ink Co., Montreal.
Peerless Paper & Ribbon Co., Toronto.
Mittag & Volger, Park Ridge, N.J.

Wall Papers.

Boxer, Reg. N., Co., New Toronto.
Stauntons, Ltd., Toronto.
Watson-Foster Co., Montreal.

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