

HALF-YEARLY BOOK LIST IN THIS NUMBER

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PRICE, \$1.00 PER YEAR

# BOOKSELLER & STATIONER

JANUARY

and  
**Canadian Newsdealer**

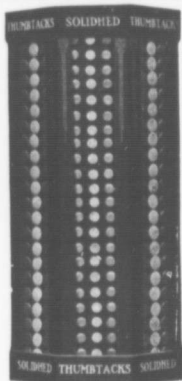
1908

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

MONTREAL

TORONTO

WINNIPEG



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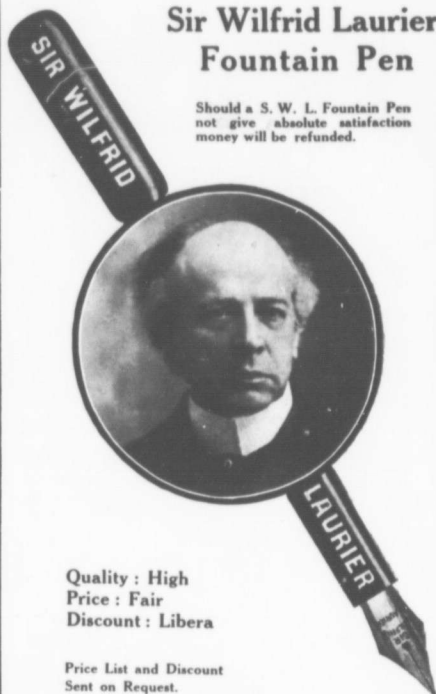
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**Sir Wilfrid Laurier  
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Should a S. W. L. Fountain Pen  
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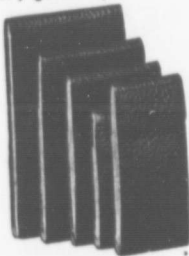
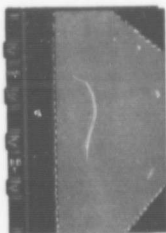
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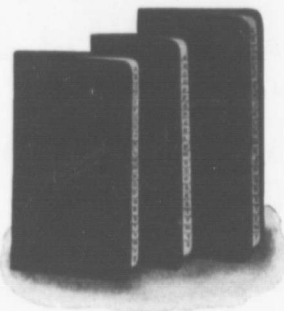


<b>Ledgers</b>	<b>Day Books</b>
<b>Journals</b>	<b>Cash Books</b>
<b>Records</b>	<b>Minute Books</b>
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Newest and Best Made. Unequaled. Undoubted Value.  
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THE BEST VALUE  
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ONE OF MANY  
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Leaders in a second  
grade — GOOD  
LUCK and ST.  
LAWRENCE.

SPECIAL CARD FOR  
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LACROSSE DESIGN.

We are headquarters for PLAYING CARDS  
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Style and finish equal to Imported Cards.  
Advertising Cards of all sorts—Novel Designs.  
FOR SAMPLES AND PRICES APPLY—

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Limited  
**MONTREAL.**





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possess all the essentials of a thoroughly good playing card.

They are durable—outwear other makes—many times. They are flexible, thin, and of uniform thickness. They have a substantial finish and a perfect slip.

The corner indexes are large and readable.

Players prefer them above all others.

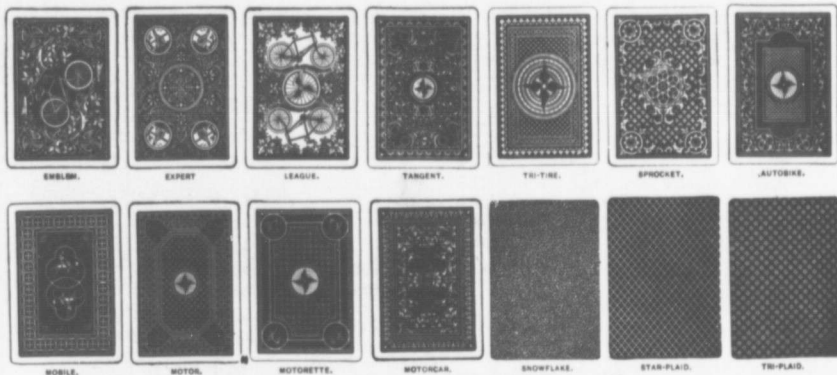
You can safely recommend Bicycle Cards to your customers.

Bicycles give satisfaction and build up a good card trade for the dealer.

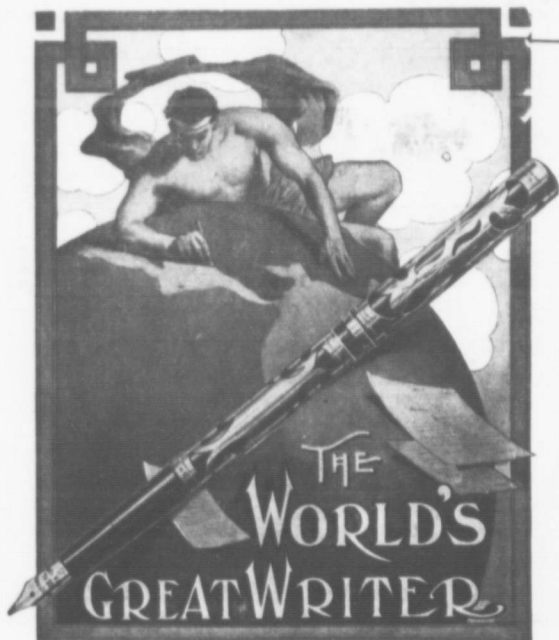
Satisfied customers are steady customers, and a dealer's best advertisement. That's one reason it's to your advantage to push Bicycle Cards.

Order through your jobber.

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



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in the history of many years  
of

## Waterman's Ideal Fountain Pen

has been the one just closed,  
and in which success we trust  
you have participated.

We take this opportunity to  
suggest the preparation of a  
complete stock of WATER-  
MAN'S IDEALS, that the in-  
creased sales continually  
resulting may be satisfactorily  
and profitably filled by you.

The illustration opposite re-  
presents, in reduced size, the  
cover design of our booklet  
just issued, which will aid you  
greatly in the preparation of  
your stock. May we send you  
one of these to-day?

## Koh-i-noor Drawing Pencils

Special  
5-Gross Assortment  
for Office and General Use



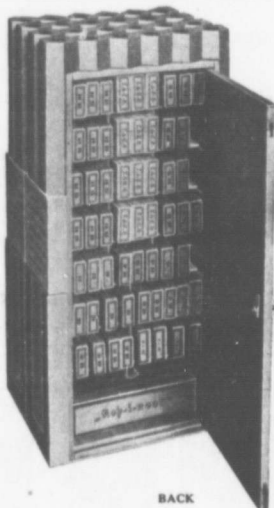
FRONT

Below is our Special Five-Gross Assortment, especially selected as the best grades for retail sales. WE WILL FURNISH FREE with each Five-Gross Assortment one of our new, handsome and convenient counter display cases, as illustrated. Actual size of display case is 11 1/4 inches wide by 22 1/2 inches high by 9 1/4 inches deep. The assortment is made up as follows:

1 Doz. 6B	3 Doz. 2H
1 Doz. 5B	2 Doz. 3H
1 Doz. 4B	2 Doz. 4H
2 Doz. 3B	1 Doz. 5H
4 Doz. 2B	2 Doz. 6H
4 Doz. B	1 Doz. 7H
12 Doz. HB	1 Doz. 8H
2 Doz. F	1 Doz. 9H
1 Doz. RT	2 Doz. SH
3 Doz. H	12 Doz. Copy
2 Doz. Acct. Book	

Retails for \$73.68

Price Complete, Cabinet and 5-Gross Assortment, \$45.69 net



BACK

*W. Determan Co., of Canada Limited*

NEW YORK

136 St. James Street, Montreal

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Papers of Satisfaction

"Berlin" salesmen are out with the brightest—snappiest new line that ever left our factory—over 100 new numbers, don't miss seeing! If you are not on our list, drop us a postal—and let us get acquainted!



# PAPERS

Style, Quality, Reliability

Now is the time to consider the profitable and safe lines you are going to carry for the year 1908—remember "Berlin" lines stand for both good profits and safety—they sell quickly and build business on a safe basis—"Quality First."

**Weddings, Ream Goods  
Tablets, Typewriter  
Papers, Papeteries**

**3** New York Salesrooms **3**  
247 to 253 West 27th Street  
621 Broadway, 126 William Street

**BERLIN & JONES**  
NEW YORK, U.S.A.

In writing to *advertisers* kindly mention that you saw *their announcement* in *Bookseller and Stationer*. You will help us in that way to get out a *bigger* and *better paper*.

## Why Pay Fancy Prices

### "THE PIGMY"

Red Dwarf Stylo Pen or

Fluid Ink Pencil.

Only 4 inches long.

Made of the best red vulcanite.

**\$7.20 doz.**

The **COPP, CLARK CO.**

*Limited*

64 Front Street West,  
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**FOR** the past fifty years  
discriminating dealers  
have insisted, when ordering  
Inks and Adhesives,  
upon getting . . . . .

## CARTER'S

THE CARTER'S INK CO.  
BOSTON : MONTREAL

# A. ROY MACDOUGALL

MANUFACTURERS' REPRESENTATIVE

42 ADELAIDE STREET WEST, TORONTO, CANADA

I am the Canadian Representative of several manufacturers of Stationery Lines, Leather Goods and Wooden Goods. I am in a position this year to give the best attention to the trade, and would ask you to wait and see my samples before placing your orders for this year. I can offer the trade reliable goods at prices that will interest them. The following are some of the firms I represent and the lines they manufacture:

Chemical Paper Co., Holyoke, Mass., FLAT AND FOLDED WRITING PAPERS; Powers Paper Co., Holyoke, Mass., PAPETERIES, TABLETS AND ENVELOPES; Deutch Bros. Mfg. Co., New York, TOILET PAPERS; A. J. Holman & Co., Philadelphia, BIBLES AND HIGH-GRADE POST CARD ALBUMS; Herman Loeb & Co., SCHOOL BAGS, FIBRE SCHOOL BOXES AND LUNCH BOXES; Diamond Point Pen Co., FOUNTAIN PENS AND PEARL GOODS; National Mfg. Co., Worcester, Mass., STATIONERS' WIRE GOODS; E. B. ESTES & Sons, TOOTH-PICKS, MANICURE STICKS AND TURNED WOOD GOODS; Clearfield, Novelty Works, Clearfield, Pa., TOY CARTS, WAGONS AND SLEDS; Copeland & Mittenhall, New York, FANCY LEATHER GOODS; Dow & Lester, London, England, POST CARD ALBUMS.

## Smigel's DESK PADS

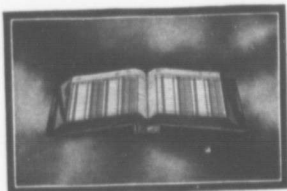
manufactured by I. Smigel, New York, are undoubtedly the most popular desk pads in the trade. The material in them is of the very highest quality; the workmanship and finish cannot be excelled; and the prices are right. They are fast and constant sellers wherever introduced, and THE DEALER'S PROFIT REALLY IS WORTH GETTING AFTER. It would unquestionably pay you to write me for catalogue and quotations if you are not already handling these profitable goods.

**A. ROY MACDOUGALL**

Canadian Representative

42 ADELAIDE ST. WEST, TORONTO

WRITE ME FOR QUOTATIONS IF YOU ARE INTERESTED IN ANY OF THESE LINES



MERCHANTS' CURRENT LEDGER

A GOOD  
**Loose Leaf Ledger Outfit**

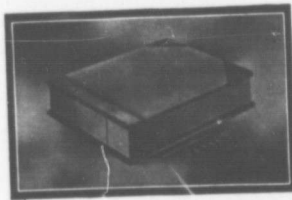
FOR SALE AT A MODERATE PRICE.

QUALITY IS OUR MOTTO

**THE**

**"Merchants' Ledger Outfit"**

A Big Seller *and* A Fine Repeater



MERCHANTS' TRANSFER LEDGER

WRITE US FOR OUR CATALOGUE

**SIEBER & TRUSSELL MANUFACTURING CO.**

4000-2-4-6 Laclède Avenue, ST. LOUIS, MO.

# SMITH, DAVIDSON & WRIGHT

VANCOUVER, - B. C.

We carry a complete stock of Stationery, School Books and School Supplies, Printers' Stock, Fancy Goods and Notions.

## KENMORE LINEN FABRIC

Note Paper, Envelopes, Papeteries, Tablets and Visiting Cards are well known and pay to handle.

Prompt Shipment. Mail Orders receive special attention.

SMITH, DAVIDSON & WRIGHT, Limited, - Vancouver, B.C.

A FULL LINE OF THE FOLLOWING WELL-KNOWN GOODS STOCKED:

Stephen's Ink and Mucilage  
 Stafford's Inks, Mucilage and Paste  
 Higgins' Ink and Mucilage  
 Underwood's Inks and Mucilage  
 Dancing Girl Brand Crepe Tissue  
 Harshbarger's Rub-a-soar and Nephrole Pencils  
 Johann Faber Pencils  
 National Line Black Books  
 Gillett's Pens  
 Spencerian Pens  
 Esterbrook Pens  
 Ball Pointed Pens  
 Waverley & Pickwick Pens  
 E. Faber's Rubber Bands  
 Hunt & McCall's Map and Globes  
 Imperial Tracing Lines

# Quality Papers!

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

## PROVINCIAL BOND

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

## PROVINCIAL BOND

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

## COVER PAPER

### SNOWFLAKE

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

### ADELIA

Fine White Wove, Double Cap and Folio  
 and variety of other lines.

## The Northern Mills Pulp and Paper Co.

278 St. Paul Street

MILLS:  
 St. Adèle, Que.

MONTREAL

# HIGGINS' PHOTO MOUNTER

(TRADE MARK)



NO adhesive on the market at the present time has proved of equal value or has a wider sale than HIGGINS' PHOTO MOUNTER. Its great popularity, not only among amateur and professional photographers, for whom it was originally made, but among business men and users of paste generally, has shown beyond all doubt that it has great intrinsic merit. It is not a flour or starch paste, but a *vegetable glue*—a product entirely new in the chemistry of adhesives. For mounting photographs, aristotypes, scrap pictures, and engravings, and for general use as a substitute for mucilage, it will be found most satisfactory. Be sure and stock HIGGINS' paste.

## HIGGINS' AMERICAN DRAWING INKS

BLACKS AND COLORS

The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., Manufacturers

NEW YORK - CHICAGO - LONDON

Main Office and Factory, BROOKLYN, N.Y., U.S.A.

# Western Booksellers and Stationers

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

Clark Bros. & Co., Limited, Winnipeg, Can.

WHOLESALE STATIONERS



# 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, JANUARY, 1908.

No. 1.

## Hints for February Business

February, like January, is an off-month with the bookseller and stationer, but the dealer must not forget that he is one month nearer the spring season. It is a good month to build upon. If retailing is slow, that is no reason why the bookseller should sit down, fold his hands and go to sleep. He can at least lay plans and make preparations. There is his magazine table. Let him ask himself how he can stimulate magazine sales. There is the wallpaper department, which will soon become a centre of interest to housekeepers and prospective June brides. Let him think over plans for making it more attractive and convenient for customers. In fact, it is a good month to inspect the entire retailing machinery and put everything ship-shape.

### Buying.

The first essential in February is the valentine stock. The wise merchant will have his regular supply ready by the first of the month, but he will also be open to make late purchases, whenever he sees or hears of something novel. The approach of Easter should make him hasten the purchases of Easter cards and novelties. February is also none too early to look into spring and summer goods, notably sporting goods, flags, fireworks, decorations for summer homes, and similar lines. The dealer in picture post cards should begin to look around for attractive novelties. He has probably ordered his local view cards last fall, but his supplementary stock of comies, general views and novelty cards is as yet unsecured. A perusal of the many post card ads in *Bookseller and Stationer* will show him where he can buy to advantage.

### St. Valentine's Day.

The eventful day during February is, of course, St. Valentine's Day, which falls on February 14. The business done only extends over two or three days before this date and consequently the dealer must have his plans carefully laid so that everything will go off with a rush. The window must be utilized at least a week beforehand and pains taken to give it a very attractive dressing. The 1908 novelties should be brought to the front as, of course, the young people want something fresh, and will buy a new valentine when they would turn up their noses at the conventional, old-style affair. A valentine advertisement in the local paper, emphasiz-

ing the unusual and novel features of the stock, will help, and, if the publisher of the paper can be prevailed upon to run an article about St. Valentine's Day and its meaning, so much the better. A popular feature in the store would be a writing table, with pen, ink, envelopes, stamps and a post-box in connection, for the convenience of purchasers.

### How to Move Books.

It is a good plan to make up a list of the book buyers in your town, including the names of people who are known to be heavy readers. The professional men, doctors, lawyers and clergymen, are usually fond of books and make occasional purchases. Whenever you secure a batch of new books or get in a promising new novel, this list should be circularized. Keep these people posted on the new publications, whether you put the books in stock or not, and don't let them forget that you can secure any volume for them expeditiously and conveniently. When they discover that you are progressive and persistent, they will come to you regularly. For instance, take the case of the People's Library. You would be surprised how few people know of this astonishing undertaking. Let the people on your list know about it,—know that during 1908 they can secure many works in it at fifty cents a volume—and surely some results will follow. It is this supplying of information about books that is going to help you to make sales.

### The February Window.

Too many merchants relax their efforts at window-dressing during the short month of February, consoling themselves with the belief that it is no use and won't pay to make frequent changes. But this is a mistake. The wise merchant endeavors to create a demand for his goods by attractive and novel displays. Before Christmas the goods pretty nearly sold themselves, as the public needed and wanted to buy. In February, the demand is at a low ebb and needs to be stimulated. By suggestion, by alluring offers, the merchant seeks to build up business and by keeping everlastingly at it, he will succeed. The point is that, despite apparently unfavorable circumstances, efforts should not be relaxed. The window display is a cheap form of advertising and it should be utilized to the greatest extent possible.

## General Optimism Prevails in Canadian Trade

Reviews of 1907 Business

As far as we can judge from reports received, there has been no falling off in the book and stationery business of the past season. On the contrary, many firms declare that they have had increased trade. We take pleasure in printing the testimony of a number of publishers, wholesalers and retailers, on the situation. One would need to have a microscope to locate a single expression of despondency in any one of these interviews.

Canadian dealers evidently used discretion in buying last fall. They discounted the future to a certain extent, and were a little closer in their estimates. In consequence stocks have been satisfactorily cleared out and the outlook for a good buying season right ahead is promising.

Publishers and wholesalers report no difficulty whatever in making collections. The requests for extensions are not more numerous than usual and in some cases booksellers are asking for special discounts for early payments.

The fact that the buying public practised economy this past season worked out greatly to the advantage of booksellers. Jewelry and other lines were passed over as too expensive and books were bought instead. Should there be so-called hard times, the bookseller stands to benefit in this way.

### Trade Very Satisfactory.

H. L. Thompson, president of the Copp, Clark Co.—“With us trade has been very satisfactory. September was one of the most successful months we ever had. October went well ahead. November dropped a little, but December came right up again and was a most satisfactory month.”

“I’ve heard of some falling off in other lines. This may have helped the booksellers as books are an inexpensive and happy way of remembering friends.”

“The special attention given to retail advertising by The Bookseller and Stationer, several excellent books that sold well, and progressive methods combined to make the outlook bright.”

“There may possibly be a falling off in some lines, as styles change, but I see no reason to expect anything but a good spring trade and, with a fair harvest, the outlook for the fall should be good.”

“Speaking for ourselves, we have been figuring up the sales of ‘The Weavers.’ We find that if all the copies we sold had been piled flat, one on top of the other, the pile would extend four times as high as the tower of St. James’ Cathedral, or so high that you could hardly see the top.”

“Our travelers report that the trade was more careful in buying last season. Consequently, few were overstocked, and as a result conditions are everywhere satisfactory to start the new year.”

“In our factory, overtime has been the rule, and there has been no falling off whatever in the manufacturing department.”

### 1907 Our Best Year.

S. B. Gundy, Canadian manager of the Oxford University Press.—“I have just received three letters from three live booksellers in different parts of Canada. They all say they have had a splendid Christmas trade. A man was in to-day from Owen Sound, who said his clothes were too small for him, business had grown so big. We, ourselves, are to-day (January 3) as far ahead

as we were in the middle of February last year. 1907 was the best year we have ever had.”

“Our accounts are all payable on the 2nd of January. This year we have had no more requests for extensions than usual, which indicates pretty well that trade has been as good as ever. We have even had to refuse requests for discounts made by dealers, offering to pay in advance. Another favorable sign has been the receipt orders for several of our books, which have come in since Christmas.”

### Excellent Business.

E. W. Walker, manager of the wholesale department of the Methodist Book and Publishing Co.—“Every retailer I have spoken to since Christmas has told me that he has had excellent business, probably never equalled before. We, as wholesalers, have done a big business and, if it hadn’t been that there was no Connor book this year, we would have had a very much larger business than last year. Up to November we were far ahead of any year in our history. November fell slightly behind, as we had no big seller like a Connor book, but on the year we held our own splendidly.”

“January trade seems to be starting out very well and enquiries for cheaper lines of books, post card albums, etc., are coming in. As far as our manufacturing end is concerned, we are filled up with work. In fact, we have all we can handle at the present time.”

### A Good Year in Prospect.

Thomas Allen, of McLeod & Allen.—“I think that last year’s business was good with every publisher up till about the last month. Business showed a slight falling off in December, not only in books, but in other lines. The general opinion, so far as I can gather from business men in Toronto and the west, is that we are going to have as good a year in 1908 as we had in 1907, though they don’t expect it to come in with a rush.”

“Talking with the manager of one of the largest retail businesses in the west, he is of the opinion that we’ll have quite as good business this year as last.”

“All reports we have had from retailers indicate very good sales. George Wilson, of Clark Bros., Winnipeg, tells me that things are going to be all right, particularly in the book business, and that Christmas trade finished up strong. And he knows western conditions.”

“Shortly before Christmas we wrote to several booksellers who had bought heavily of several of our books, offering to relieve them, but they replied that, while at the time of writing they were long, yet the amount of business they were doing warranted them in keeping their stock of these books. Since then we learn they cleared them all out.”

### Where Do the Pessimists Come In?

W. C. Bell, of the Musson Co., Toronto.—“A call on the Montreal trade less than a week before Xmas revealed the pleasant fact that not one, but all, were doing a better business than in previous years.”

“To hug one’s hands and look pleasant is usually significant of being on good terms with something or somebody. This was the experience of one interested visitor to at least two of the leading book shops in Toronto.”

“From Winnipeg, I received a card the day before Xmas, and snugly tucked in one corner, as an afterthought ‘Business fine.’ This has since been verified



by a visitor, who says that everyone has done well. Who said hard times?

"From Ottawa: 'Business good, and I can pay every dollar that I owe on the first.' That's making a noise that appeals to the office manager's heart.

"From Edmonton, Dec. 24: '7 a.m. After a mile walk from home, just a few words of greeting.' But think of the possibilities conveyed in this early morning letter.

"From Laeombe, a nice sensible letter that speaks of the anticipated depression, but with an undercurrent that says we think it must have passed on.

"And so on.

"All honor to Mr. Fred Scroggie, of Montreal, for his very able article on the 'depression' question, which appeared in a December number of one of the Montreal newspapers. It applies to all classes of business, and refutes in a very able manner the then prevailing opinion.

"W. C. Barrie, of Davidson, Sask., reports to us that business was far better than he expected."

#### Canadian Books Sell Well.

E. S. Caswell, Methodist Book Room.—"All our departments were exceptionally busy last season. The volume of business done in the retail store gave no indication whatever of a stringency in the money market. The campaign in favor of books for Christmas gifts undoubtedly bore fruit this year and, if continued, will produce still better results next year.

"The Christmas demand for the Canadian poets seems to have been the chief feature so far as Canadian books are concerned. Not only was this noticeable in the case of 'Songs of a Sourdough,' which may be regarded as an exceptional book, but also in the case of Miss Wetherald's new book, the new edition of Mrs. Coleman's poems and Mrs. Blewett's poems. Mrs. Bingham's little biography, 'Holy Ann' has had an exceptional sale. In the first instance we issued an edition of 2,000 copies, but in a few weeks we had to print 2,000 more. This proves that the book business has been good."

#### Going Ahead.

Henry Button, manager Cassell & Company, Limited, Toronto.—"In this period of imaginary 'depression' perhaps a word from ourselves would not be out of place. Since opening in Toronto each month has seen us well ahead of the previous month, so much so, that we had to engage extra help for many weeks to cope with the work.

"If this is what the trade in Canada calls 'trying times,' then it would take a mathematical expert to find out how many extra men we shall need when the times become more natural. I shall not attempt to thresh the question out. Furthermore (when the time for 'weeping and wailing' ends) our head office will realize that in opening a Canadian branch, no better move could have been accomplished.

"Anyhow, we are not dissatisfied with the times, and we look with no little interest towards the revival of the 'good old times.'"

Wm. Tyrell, of Wm. Tyrell & Co.—"Our Christmas trade was the biggest and most gratifying in the history of the store. All lines sold exceedingly well. Monday and Tuesday before Christmas were without doubt the biggest days on record. Our sales in calendars and Christmas cards were particularly good, for out of a very large stock we have scarcely anything left."

Mr. Rutledge, manager book department of the W. A. Murray Company—"Our sales of books for eight days

preceding Christmas, in comparison with same eight days of last year, were infinitely greater. We advertised our book department very extensively this year and that accounts to a great extent for the big increase in sales. Fine art calendars were not in as great demand as heretofore, but our sales in Christmas greeting cards were immense."

H. A. Wilson, of the Harold A. Wilson Co.—"Christmas trade was greater than ever before, books, fancy goods and toys being in great demand. On the aggregate we did ten per cent. more business this Christmas than last. There was a slight falling off in sales of skates and hockey boots and sticks, this being accounted for by the mild weather."

#### Fifteen Per Cent. Better.

Frank Wise, manager of Macmillan Co., of Canada—"Comparing the two years (1906 and 1907) I find that our fiction sold better in 1907, while the more expensive gift books went slower. Our total business for the last quarter of the year exceeded the business for the same three months of 1906 by fifteen per cent. I have enough confidence in spring business to take big editions of three spring novels, and we are importing three good-size re-orders of fall goods, of which I thought the original orders would have been sufficient."

#### The Dean of the Trade.

Richard Brown, president of the Brown Bros.—"The business of the past year has been encouraging. It has been quite up to former years. Prospects look bright for the future but care must be exercised. In our manufacturing departments we have kept our staff to the full. We must not be pessimistic. There is a great deal in looking at the bright side of things."

#### Gleaned Here and There.

In his monthly rounds in Toronto, Bookseller and Stationer's representative heard many optimistic reports which had been received by wholesalers from the retail trade. Here are some of these reports, which have come in indirectly this way.

T. C. Allen & Co., Halifax, state that business with them had increased by fifteen to twenty-five per cent.

A. H. Stratton, Peterboro, was enthusiastic over the season's business, which was entirely satisfactory.

R. H. Piekard, Kingsville, claims to have done a larger trade than in the preceding year.

B. Johnston, Stratford, claims that business is all right. Christmas and greeting cards had an exceptionally large sale.

F. C. Cubbitt, Peterboro, states that business was quite as good as last year and much above what he expected.

Stedman Bros., Brantford, were entirely satisfied with results, which were ahead of expectations.

Henderson Bros., Oshawa, report Christmas trade ahead of last year, with a big turnover in cheap lines. They were able to clear out many old lines. More books and less leather and other expensive goods were sold.

"There is no person in the west, so far as I know," says a publisher, "who is not in a position to pay his account. Fewer dealers are asking for extensions than I expected. I have been agreeably surprised."

W. K. Ireland, of Owen Sound, reported to the trade in Toronto that business with him had been quite up to the average.

W. H. Arthur, of Port Arthur, reported business dull until December 15, but then he began an advertising campaign and books went out with a rush until after Christmas.

# News of The Booksellers' and Stationers' Association

## How About Your Collections?

The problem of making collections is staring booksellers in the face now that the rush of the holiday trade is over. Steps will have to be taken promptly to get in the money in order to meet the demands of the jobbers. There

Another member who is using the service, sent out letters to seventeen delinquents, the accounts totalling \$554.50. Already five have cashed up and \$150.16 paid in. There has not been time to get full returns or use the second letter. In a letter to the secretary the firm write:

"The collection department is a winner. We are getting results every day. They seem to be afraid of you."

G. A. Binns, of Newmarket, writes: "I sent out the forms to twenty dead heads that I had crossed off my books as N.G. The amounts were all small, from \$1.50 to \$5, amounting in all to about \$60. From the first letters I have had \$33.98 paid in. I think the business-like heading of the forms carries more weight than the ordinary collection department letter heads. I feel confident there is nothing that will repay better than a few of these letters sent to dead heads."

F. A. Hoar, of Barrie, says: "I have had excellent returns. In fact, most of the cases that I used them were for accounts that I had considered as lost or no good, as I was anxious to give them a good test, and I have received over \$20. This seems like finding money, as I had used several other methods and could not get any results, so that I am convinced that they are the best thing that I know of, and I intend using them continually."

A. W. Humphries & Son, Parkhill, report as follows: "The first collection made by means of the forms paid us several times over for their cost, and we have still a good supply on hand for further use."

Collection Letter No. 1

is no use dilly-dallying with delinquents when a little firmness will bring them to time.

ONE DOLLAR invested in this work. You have to send out accounts anyway. You spend money in postage and in other ways. Results are usually unsatisfactory. Why not secure better results, when you can?

### A Successful Scheme.

The association's collection plan is not an untried scheme. It has been employed for several months by the Hardware Dealers' Association with splendid results. For fear our readers may have overlooked what we published in previous issues on the subject, we reprint some of the testimonials received by the Secretary of the Retail Hardware Association.

One hardware dealer writes as follows: "I sent out thirty-one of the first letters, amounting to \$108.59, all small amounts, ranging from three to ten dollars, and from these received ten accounts in full, amounting to \$22.17. I followed the balance up with the second letter, and received seven accounts in full, and \$5 on the eighth, amounting to \$19.76, and \$41.93 in all. I think this a very good showing, as these were accounts that I had tried every known means to collect, and all had failed. My opinion is that if I had a third letter (worded a little stronger) I could collect a few more out of the rest of the thirty-one letters first sent out."

"I think it would be a good plan to engage some lawyer to write a legal letter, and I am satisfied it would have a good effect, for coming right after the form letters it would make delinquents think we meant business."

Follow-Up Letter No. 2

"We think that the more general use of these forms would be greatly to the advantage of the retail trade, and the dealers who use them will find almost immediate benefits, and trust that the collection department may continue the good work with vigor."

**Booksellers Should Try It.**

In view of this incontestable evidence in favor of the collection scheme, booksellers should not hesitate to make use of it. The time to act is now. The secretary has a supply of the forms on hand and any member of the association can secure them on payment of the nominal sum of one dollar. Non-members of the association can enjoy the service at the same rate, if they will take out a membership. Two dollars entitles any dealer in the province to a membership for the present year. The value of the collection plan alone should influence many booksellers to cast in their lot with the association. During the year other valuable ideas will also be worked out to the benefit of the members.

**The Illustrations.**

The two forms—No. 1 and No. 2, properly filled out, are shown herewith. The secretary supplies these forms, blank, to applicants and the applicants fill in and mail

the humor for buying, must have turned attention in the direction of the booksellers' shelves and tables.

**VALUE OF FREQUENT MEETINGS.**

While apparently there need be no apprehension about a serious decline in trade, still it is policy to take every possible step to safeguard business interests during such a decline. A contemporary says: "It would be better under lean year conditions for all the tradesmen to meet frequently in an association and discuss the situation and methods to meet or relieve it. Then the counsel of successful business men should be given freely and unselfishly to prevent demoralization of their own trade through price-cutting by others and to protect their less sagacious business associates from endangering their financial standing by price-cutting.

"There is no time in the experience of a business man when his loyal allegiance to an association is of greater benefit to himself and to his trade than when a cessation



**THE BOOK SHOP WINDOW**  
From the inside.—Life

them. For one dollar, an applicant receives 60 copies of No. 1, and 40 copies of No. 2 with 100 envelopes.

The recipient of the forms concludes that they come from the association headquarters. He becomes alarmed, believing that his delinquency is generally known, and, in most cases, he pays up promptly. Where he fails to respond to No. 1, No. 2 brings him to time.

Any further particulars or explanations will be gladly furnished by the secretary of the association, 10 Front St. East, Toronto.

**THE CHRISTMAS ADVERTISING CAMPAIGN.**

Favorable comments on the co-operative Christmas advertising campaign inaugurated last month by the association and supported by the publishers, have been made on all hands. The advertising must have done some good undoubtedly. Such publicity appearing in the leading papers of the country at a time when the public are in

of trade seems imminent. Under such conditions a tradesman can discuss the situation in the association, and, as the result of the information brought out all will be better prepared to avoid the pitfalls. In some associations it has been the custom to expend some effort in explaining to demoralizing factions and price-cutters, sound business principles, so that they will thoroughly understand sound commercial practice and leave their old habits of guessing at the cost and making it too low for the safer custom of figuring everything in the cost and adding a profit.

"An association with frequent meetings in which ideas are freely exchanged and the information of older, experienced and successful business men is freely given for the guidance of all, will have a large attendance and the practice of the precepts laid down is sure to contribute substantially in making a prosperous community where a high-class of goods is demanded and a high class of workmanship is furnished.



everyday purposes, thus saving a good deal of space. The divisions—each one attractively headed—separated by rules are excellent features, being attractive to the eye, easily read and saving confusion. The paragraphs are very well written and exude the right tone of enthusiastic conviction which is the backbone of good advertising copy of any kind.

An ad. which should appeal to all lovers of books is that of James Hope & Sons, of Ottawa, reproduced here. It is purely a book ad., occupying ten inches double-column space in the Ottawa Journal. Its virtue is its simplicity and completeness, which points are so obvious as to require no comment.

Another ad. which should appeal to lovers of books and book shops is that of Foster Brown, 432 St. Catherine Street, Montreal. Mr. Brown relies upon the reputation of his store locally for beauty and convenience to bring in the people, and so doesn't offer any inducement in the way of price. Considering the people appealed to in this case—buyers of books—the lack of priced items is no disadvantage. The argument made in the first paragraph is just the kind to catch the fancy of the book-loving public, who are always influenced by the thought of a comfortable book store where they may browse around, so to speak, among the volumes, picking them up here and there at random. The argument in the last paragraph as to the prices being plainly marked is

## Books for Presents

— AT —

### Foster Brown's Bookstore

FOSTER BROWN'S BOOKSTORE offers to Christmas buyers an opportunity to make their selections in a notably beautiful shop, where every possible improvement in arrangement and lighting administers to their comfort, and when the freedom from outside distractions will make their visit a most agreeable interval in the fatiguing round of Holiday shopping.

All the beautiful Holiday gift books are on hand, the best English and American editions of the standard authors, essays, biography, memoirs, travel, history, description, a fascinating display of the new children's books, and an especially complete stock of the season's novels, as well as the standard fiction which is in general demand.

Notwithstanding the many advantages offered the particular bookbuyer in FOSTER BROWN'S, the prices charged are exactly the same as in any other store in the City or elsewhere. The publisher's price in each book is plainly marked on the inside of the back cover—another convenience that you will doubtless appreciate.

## 432 St. Catherine St. West

another one which will appeal to the book buyer, who hates the thought of having to ask the bookseller the price of every book that takes his fancy.

W. J. Stephenson, Wetaskiwin and Camrose, has a good ad., headed by a cut of a home interior, showing a mother and child playing with toys, in the Wetaskiwin Times of Dec. 5. Mr. Stephenson offers a prize of \$3

for the best letter to Santa Claus, written without adult assistance by children under nine years of age. Mr. Stephenson's ad. is a good one, which would be improved by the introduction of a few priced articles. Nothing like a few good prices to clinch an advertising argument. His opening paragraph, headed "Practical and Beautiful," is a splendidly written argument in favor of his line of goods as Christmas presents, and is calcu-

## Our Great BOOK SALE

is well patronized. Hundreds of books are sent out daily. Residents of surrounding towns and country are all interested and wondering who will get the piano-cased organ.

We have an immense stock. We import direct and are in a position to give you lowest prices.

Dainty little books in leather and fancy bindings, from 12c. upwards.  
All the latest books of fiction, travel, adventure, etc.  
Post card albums at 10c., 15c., 25c., 35c., 45c., 55c., 75c., 90c., \$1.00, \$1.25, \$1.50 and \$2.00.  
Direct importation, exclusive designs.  
We have an excellent assortment of 25c. books, suitable for prizes, over 500 different titles, most of them illustrated.  
Picture Books for the children from 3c. each up to \$1.50 for the latest Teddy Bear Book.

Beautiful Leather Bound Poets, many of them illustrated, large assortment of bindings.  
Books on birds, animals, nature study.

Bible and Hymn Books combined. Hymn Books, Separate Bibles, from 25c. up to \$10.00. We make a specialty of this paper, large print editions.

Another bargain table contains some hundreds of cloth-bound books at 15c. each.

Toys Upstairs in Endless Variety. Come in and Enquire About the Piano-Cased Organ

## J. H. KENNER'S City Book Store 42 Ontario Street

From Stratford

lated to make almost any price put after them look moderate, in view of the quality of the goods.

The ad. of J. H. Kenner, Stratford, Ont., is a very neat specimen. The heading, strongly underlined, is very attractive, "Our Great Book Sale." The best possible use has been made by Mr. Kenner of his 6-inch, double-column space. Following the attractive heading comes a lot of little priced items which are bound to strike many readers as moderate, in view of the quality, and this is the end sought for. The invitation to come in and enquire about the piano-cased organ might well be calculated to bring in the curious public.

Mr. Chapple, the Galt bookseller, has been running a good line of advertising. Nothing sensational about it, good, plain, conservative value talk, set up in a pleasing manner in 6-inch, double-column space, attractively headed.

The ad. of John Hart, of Perth, is a very good one, being splendidly written, replete with price and quality inducements, but being only fairly well laid out. The printer might have made a much stronger ad. by setting the headline in heavier type face.

# Editorial Chronicle & Comment



## SPREADING OPTIMISM.

We commend the action of one publishing house, which sent out "cheer up" cards shortly before Christmas. A despondent feeling was pretty general at the time and the cards were calculated to show the trade that all was not lost. A great deal of good can be done in this way. It is how we feel, either cheerful or despondent, that colors our actions and every smile, every cheering word helps to change our sentiments and outlook. If every one would adopt this optimistic tone and spread cheerfulness around, there would be no further talk of hard times.

## DUTY ABOLISHED.

A serious blow was inflicted on magazine publishers shipping copies of their magazines into Australia, when the Commonwealth Government imposed a duty on all such periodicals "containing advertisements being more than one-fifth of the printed matter contained within the outside covers."

For the first fortnight after its introduction, this tariff item worked out disastrously to many magazines, but on October 17 last, pending the legalization of the clause, a temporary arrangement was made whereby the importers could tear out at the Customs Offices any advertisements in excess of the one-fifth allowed. In the case of many of their magazines, particularly the American ones, which contained an enormous quantity of advertising matter, this represented a serious mutilation of the publications affected and, naturally enough, the advertisers began to complain. As a consequence, the British publishers were placed in the position of being able to accept only a limited number of advertisements.

It is now announced that this extraordinary duty has been abolished, much to the satisfaction of the publishers.

## CHRISTMAS TRADE GOOD.

In spite of the prophecies of many pessimists, Christmas trade in Canada has been excellent. Reports which have been received from many dealers in all parts of the Dominion, bear us out in this statement. There may have been places where a falling-off has been noted, but they are few and far between. Much of the Christmas trade was done in the few days immediately preceding the holiday. This delay in making purchases caused some apprehension. Reports were circulated that the

public were looking around, but were not buying. And these reports, well founded as they undoubtedly were, colored opinions on the entire Christmas trade. But fortunately in the end the public awoke to the fact that presents had to be bought, and they set to work making purchases with a will.

Elsewhere we comment on the marked increase in advertising done by the trade. To us, who have watched the press carefully, this increase was very noticeable. Full page advertisements were not uncommon and large space was the usual thing. The effect of this increased advertising must have contributed considerably to the volume of the Christmas trade. No such publicity is ever wasted and results, indirect as well as direct, must accrue.

The good strong finish to the business of 1907 is a helpful sign for the new year. Let the trade take heart and make up its mind to keep the flag of optimism floating during 1908. We have a great country and it is bound to grow. Business is on a solid foundation and there is no reason for despondency. To all our readers, we wish a Happy and Prosperous New Year.

## ONE WAY IT WORKS.

The fact that an increase of postage has been levied on magazines coming into Canada from the United States and vice versa, has been accepted by many people as a cause for a decrease in the importations of magazines. This is a natural deduction, but it is not one that applies in every case. We must not blind our eyes to the fact that there are other solutions to the problem of increased postage.

A writer in the Toronto Daily Star gives his experience as follows:

"Last October came time to renew our subscription to our New York paper. It had been coming to me for over 30 years, and of course such a thing as dropping it for \$1.56 postage was out of the question, so we sent the postage with the subscription, and had the paper continued, and to relieve the postage charge just dropped our Toronto morning daily. Last July was time for me to renew the subscription to my trade journal, published in the United States. There was no hesitation in doing that, as I had to have it, so away went the 50 cents postage, and the paper was continued. To-day I am asked to renew my subscription to a Canadian trade journal. It is a nice little paper, and I would like to continue it, but since I have to pay postage on the one

I must have, I have to drop the Canadian. It will soon be time for my girls to renew their subscriptions to the magazines. They get two from the United States and the same number from Canada. I understand they intend to continue those from the United States and drop the Canadian.

"Now then, if this postage on American publication was put on to make us read English publications more than we do, as I understand it was, it isn't working out just as was expected. It is true that we, as a people, belong to the British, but it is equally true that we were born and brought up on this American continent, and naturally we are Americans in our likes and dislikes. I must say that I hope some move will soon be made to get a free exchange of publications again between Canada and the United States. We don't get any money out of it, and if we did we don't need it."

This man's experience is not an isolated instance. He voices the experience of many other people in this country. Those magazine readers who have become accustomed to some magazine and who would not do without it, are not allowing the matter of a little extra postage to stop its receipt. If necessary, they cut down expense in other directions.

#### ARE SUBSCRIPTIONS INCREASING?

In conversation recently with several newsdealers, we were advised that the number of subscriptions they had booked for magazines, both English and American, at the end of the year, were very considerably in excess of those taken twelve months ago. They one and all attributed this increase to the change in postal rates. In the case of American periodicals, the increased postage was driving the trade right into their hands, because subscribers were able to get their magazines cheaper from them than if they ordered direct and received their copies by mail. In the case of the English periodicals, the reduced postage brought about the same result. Customers preferred to subscribe through the newsdealers rather than send their money across the ocean, thereby occasioning inconvenience and delay.

It is an ill wind that blows nobody some good and while we deprecate the ill-advised increase of postage on American periodicals, believing in as cheap an exchange of magazines as possible, still if the newsdealers are being benefitted because they get their supplies by freight and express, that is one consolation.

#### A NEWSPAPER EXHIBITION.

In London, the Daily Chronicle has been holding a Book Show. A building was secured for the purpose and sixty publishers arranged to exhibit their books. Mrs. Cornwallis West opened the show in a felicitous speech, and throngs of visitors passed through the building during the course of the exhibition. Beautiful ex-

amples of bookbinding were shown in the entrance hall, and on the stairways were hung originals of illustrations by famous artists. Opportunity was given for visitors to order books, though no sales were made of the books exhibited.

Mrs. Cornwallis West, in her speech, made a clever allusion to the bookseller, saying:

"I often feel inclined to compare a book shop with a big millinery establishment. You go in intending to purchase a motor veil and you come out having ordered a court train. The same snare besets you in the book shop. You 'make up your mind to buy 'Forty-one Years in India,' and you get 'Three Weeks.' (Laughter).

"There is no doubt you must be firm with booksellers—nearly as firm as with publishers. They may be maligned, but they certainly are a necessity, and authors can no more obtain a public without them than suffragists an audience without a cabinet minister." (Laughter).

Why could not some of our metropolitan dailies be induced to work up some such book exhibition as this next Christmas?

#### PROMPT COLLECTIONS.

The need for prompt collections this year is imperative. In this connection, do not overlook the collection plan adopted by the Booksellers' and Stationers' Association of Ontario, which is described on Page 10 of this issue. The cost of the plan is so small and the results obtainable so large, that a man is short-sighted who does not at least give it a fair trial. There are few booksellers who have not some bad accounts on their books, which may or may not be hopeless. Resolve at the beginning of the year to clear them off and, if other plans have failed, make use of the association forms. We are much mistaken if surprising results do not follow.

#### A SLIGHT COPYRIGHT AMENDMENT.

Claude Macdonnell, M.P. for South Toronto, has introduced a bill in parliament to amend the Copyright Act. The change suggested is without significance, being merely intended to simplify the formula required to be printed in each copy of a copyright book. Instead of requiring the words, "Entered according to Act of the Parliament of Canada, in the year—, by A.B., at the Department of Agriculture," the amendment seeks to substitute the simple statement, "Copyright, Canada, 190—, by A.B."

This simplification is commendable and it is unlikely that there will be any opposition to the adoption of Mr. Macdonnell's bill. The whole question of Canadian copyright law needs simplification. At present it is in a very unsettled and unsatisfactory state. However averse the government may be to opening up the act, it is unlikely that they will refuse to adopt the amendment.

# News of the Book World

## BEST SELLING BOOKS.

Sir Gilbert Parker's book, "The Weavers," once more leads the United States list, as well as the Canadian. "The Shuttle" stands second on both lists. By comparing the United States summary with that of last month, it will be noticed that the same six books were most popular; while in the Canadian summary there is considerable change, three new books appearing on the list. "The Dawn at Shanty Bay" reached third place; "Alice-for-Short" is in fifth place, while "Days Off" runs a close sixth. "Satan Sanderson," by H. E. Rives, still holds a place in both lists.

### Canadian Summary.

1. The Weavers. By Sir Gilbert Parker.
2. The Shuttle. By F. H. Burnett.
3. The Dawn at Shanty Bay. By R. E. Knowles.

4. The Comments of Bagshot. Edited by J. A. Spender.
5. Peking to Paris. By Luigi Barzini.
6. The Reign of Queen Victoria. By Sydney Low and L. C. Sanders.

## CURRENT BOOKS NEWS.

The Macmillan Co. of Canada announce for spring publication "Mr. Crewe's Career," by Winston Churchill, author of "Coniston;" "The Battle in the Air," by H. G. Wells, and a Canadian story by a well known Canadian author, of which further particulars will be announced later.

Thomas Y. Crowell & Co., New York, will publish on February 1 a volume entitled "Thomas Alva Edison, Sixty Years of an Inventor's Life," by Francis Arthur Jones. The work is the result of close acquaintance with



"Have you broken trail on snowshoes, mushed your huskies up the rear?"  
One of the illustrations in the New Edition of "Songs of a Sourdough" by R. W. Service

4. Satan Sanderson. By H. E. Rives.
5. Alice-for-Short. By Wm. De Morgan.
6. Days Off. By H. E. Van Dyke.

### United States Summary.

1. The Weavers. Parker.
2. The Shuttle. Burnett.
3. The Daughter of Anderson Crow. McCutcheon.
4. The Younger Set. Chambers.
5. Satan Sanderson. Rives.
6. The Lady of the Decoration. Little.

### English Summary.

1. The Fruit of the Tree. By Edith Wharton.
2. The Old Peabody Pew. By Kate Douglas Wiggin.
3. The Little City of Hope. By F. Marion Crawford.

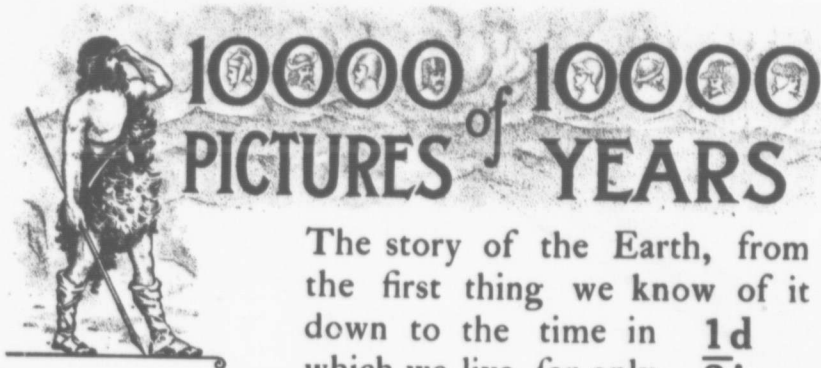
and study of the inventor, and is at once complete, authoritative and intensely interesting.

The Oxford University Press, Toronto, has been appointed exclusive Canadian agents for Hodder & Stoughton's juveniles, and will show the entire range this year.

This month McLeod & Allen are issuing two new novels by popular authors, "The Red Year," by Louis Tracy, and "The Shepherd of the Hills," by Harold Bell Wright. Both are capital stories and should sell well at this time of the year, when new books are scarce. Cloth and paper editions are provided for. There will also be a paper edition of "Rosalind at Red Gate," by Meredith Nicholson.

William Briggs, Toronto, will publish shortly a book of exceptional interest, entitled "Myths and Facts of the





The story of the Earth, from  
the first thing we know of it  
down to the time in  $\frac{1d}{2}$   
which we live, for only  $\frac{1d}{2}$

per day.

The "Harmsworth History of the World" is the latest, greatest and cheapest of all universal histories. It begins with the first thing we know of the earth; it tells the story of man's infant footsteps; it will give the history of all nations, from Ancient Egypt to Modern Japan; it will end only with the events that are engaging the attention of the world at the moment when the last part goes to press.

The story will be told by the foremost living historians and scientists. The Right Hon. James Bryce, Professor Flinders Petrie, Professor Archibald Sayce, Sir Harry Johnston, Sir Robert K. Douglas, are but one or two of the distinguished historians whose services have been secured. Wherever science has any light to throw upon the problems of history the assistance of scientists has been obtained. Who, for example, can discuss with such authority as Dr. Alfred Russel Wallace the subject of the "Origin of Life." The "Harmsworth History of the World" is intended to be read like a novel, and those who read it so will find it more fascinating than any work of fiction.

Illustrations will be used wherever their use will explain or add interest to the letterpress. The total number of pictures, including many magnificent coloured plates, will reach the unprecedented figure of 10,000.

And yet, for all this, the

## "Harmsworth History of the World"

will be one of the cheapest books ever issued: just as it is the book which everyone ought to have, so it is the book which everyone can afford to buy. It is issued in fortnightly parts at sevenpence each in England.

CANADIAN  
NEWSDEALERS



Should stock the Harmsworth History of the World. It is the best selling work of its kind published in recent years. Write for free specimen advertising matter and full particulars to

J. R. IRWIN, Harmsworth Publications, 22 Yonge St. Arcade, Toronto  
Head Office: Export Department, Carmelite House, London, Eng.

American Revolution." It is the work of Arthur Johnston, a Canadian, at present residing in Santa Anna, California. Mr. Johnston has made an exhaustive study of early records in the archives and libraries of America and in his book has exposed the false history that has been served up to the American republic for some years. The book has been read in manuscript by several noted Canadian students of history, and has won their unequalled admiration. It will be ready early in the spring.

A volume of extraordinary interest is announced by William Briggs for publication in February. It is Mr. Charles Mair's narrative of the government expedition of 1899, under the Hon. David Laird, through the Peace River country, making treaty with the Indians for the opening of that vast region to settlement. Mr. Mair was one of the two secretaries to the Halfbreed Scrip Commission which accompanied the expedition. Not only was the expedition to treat for the transfer of territorial rights, but to ascertain as well the numbers and holdings of the few white or other settlers who had made a start at farming or stock-raising, and to clear the way for the incoming tide of settlement. Mr. Mair, who is widely known as the author of the drama "Teumseh," and is one of our most cultured writers, is a keen observer, and sees through the eyes of the practical man of affairs as well as through those of the poet with his appreciation of natural beauties. He has succeeded admirably in not only making the record of this important expedition valuable as history, but also in imparting to it something of what he calls "the novelty and fervor of his own sensations at the time." His pages will be illuminated by numerous engravings from photographs taken at the time by a member of the expedition. With the volume will be included Chief Factor Roderick Macfarlane's "Notes on the Mammals of the Far North" and also his "Notes on and List of Birds and Eggs Collected in Arctic America," which originally were contributed to the Smithsonian Institution at Washington. The work altogether will be one of the greatest possible interest and value.

The People's Almanac, published by Librairie Beauchemin, Limited, Montreal, has just made its appearance for 1908. It is a very creditable production, full of useful information and statistics as well as containing a lot of interesting history and folk-lore. The edition is printed in French only and has a very large circulation among the French Canadian people of Canada and the New England States; this year's edition numbers no less than 80,000 copies.

The Copp, Clark Co. are to have the Canadian edition of the new novel by William De Morgan, author of "Joseph Vance" and "Alice-for-Short." It is called "Somehow Good" and will be ready about February 1. It is the story of a man, who loses his memory as the result of an accident, is nursed by his wife, from whom he had been separated, and falls in love with her (Cloth only \$1.25).

For early spring publication the Copp, Clark Co. announce: "The Square Peg," by W. E. Morris, and "The Light Eternal," by Peter Rosegger, author of "I. E. R. I." Both are to be published in cloth only, at \$1.25.

A Canadian edition of an amusing book of skits entitled "Never" has been arranged for by the Copp, Clark Co. It is by Walter Emanuel, with illustration by John Hassall. (Paper, 25 cents).

The Copp, Clark Co. have arranged for the Canadian agency for the Boys' Friend Library, a series of paper-covered books, to retail at 10 cents.

The Copp, Clark Co. will publish early in the spring "The Missioner," by E. P. Oppenheim, which is now ap-

pearing serially in Pearson's Magazine, and is creating quite a sensation.

Third editions of "The Weavers" and "The Shuttle" have been issued by the Copp, Clark Co. These books and "Days Off," by Henry Van Dyke, and "Ozma of Oz," by Frank Baum, were their leading titles last season.

This month the Copp, Clark Co. are featuring "Thou Fool," by J. J. Bell, and "Love-in-a-Mist," by Madame Albanesi, which were published late last season. Paper editions of both have been prepared, in addition to the cloth editions.

### THE PRAIRIE CLASSICS.

In these days of multitudinous reprints of classic authors, all uniformly good, it is refreshing to come across a series just a little better than the average. The Prairie Classics, for which A. C. McClurg & Co., Chicago, stand sponsor, belong to this category. They are delightful books in every respect. The neat, strong, serviceable green binding, the simple, uniform titles in gold, the excellent letterpress, the strong, durable paper, and the artistic colored frontispieces commend the volumes to every lover of a good book. So far, four volumes have been issued: "Ivanhoe," and "Kenilworth," by Scott, "A Tale of Two Cities" and "Oliver Twist," by Dickens. It is the intention of the publishers to complete each of these authors in time. Owing to the use of a specially made, thin and opaque paper, it has been found possible to compress even so long a story as "Oliver Twist" into a compact volume, without sacrificing the legibility of the type. A good size, new type, made by Miller & Richard, Edinburgh, is used. The publishers seem to have hit the happy medium in the size of the books. Each volume sells at \$1.

### CANADIAN ALMANAC, 1908.

The new volume of this indispensable publication is now on the market and, as was to be expected, is selling rapidly. In appearance and general makeup, it preserves the style found so serviceable in preceding issues. All the departments are corrected to date and the historical diary for 1906-7 brought down to the present time. The complete customs tariff in alphabetical order, is among the valuable contents.

Booksellers will find the Canadian Almanac worth pushing. A circular letter addressed to business and professional men, will undoubtedly bring in orders. Adopt the plan of enclosing an order blank in each letter and have an ad. in the local paper, on the principle that every little helps.

Last month Bookseller and Stationer unwittingly stated that the 1908 edition had been completely sold out. Of course the 1907 edition was meant.

### A GIGANTIC UNDERTAKING.

A History of the World, containing ten thousand pictures of ten thousand years, complete in 40 parts, and procurable in toto at about \$8.75, is the big undertaking which the Amalgamated Press have now on hand. Several of the parts are already out, and the balance will be brought out at regular intervals.

The history places a vast store of learning and knowledge in the hands of the public at an extremely low figure. Scholars of international reputation contribute to the work, which is under the united editorial charge of A. D. Innes, M.A., Arthur Mee and J. A. Hammerton.

Booksellers, who fail to introduce this important and saleable publication to their public, are losing a good chance to make profitable sales. The parts only need to

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be shown to be in demand, and artisans, workmen and the poorer classes of the people can be successfully canvassed.

J. R. Irwin, at 42 Adelaide street west, Toronto, is going to push the sale of the history this spring.

**ADMIRABLE BOOK FOR TRAVELERS.**

"The ambassador of comereere" is the title bestowed on the commercial traveler by Walter D. Moody, author of "Men Who Sell Things," one of the recent notable publications of A. C. McClurg & Co., Chicago. Only words of unqualified praise can be bestowed on this volume. It is written by one who knows whereof he speaks. He is no sham preacher, this man who has been through it all, and he is no poor master of English, either. His book breathes knowledge, sincerity and strength. Nor does it lack entertaining qualities as well, for Mr. Moody has brightened his pages by recounting many actual experiences and anecdotes of the road. But primarily, "Men Who Sell Things" is a text book, aiming to instruct young salesmen, to maintain the dignity of the traveler's calling and to encourage and strengthen those whose lives are devoted to salesmanship. We can commend this book unqualifiedly.

**TWO JANUARY LEADERS.**

Owing to the lateness of their publication last year, the Copp, Clark Co. have decided to feature specially this month, "Thou Fool," by J. J. Bell, and "Love-in-a-Mist," by Madame Albanesi, which they have issued in both cloth and paper editions. The former is J. J. Bell's longest and most important novel. In it he works out the life-story of a man, who rises from a humble position to great wealth and honor, through strict regard to business, and equally strict disregard for his fellows.

In "Love-in-a-Mist," the interest of the book centres on Richard Prescott's love for Jane Charlton, and all the various ways in which this love is tested before the girl's father will allow the affection to be confessed, but in and out of this fresh and invigorating love story were weaved other interests and other stories. The book has an original scheme, and the delineation of Jane and her fine young lover, Madame Albanesi has scope for those graceful delicate touches, those shrewd suggestions of character, and that sincerity which marks all her work.

**IMPORT COSTS.**

Morton, Phillips & Co., publishers, of Montreal, have issued a handy little book by H. S. Martin, entitled "Import Costs," which will prove of great benefit to importers generally. In a clear and simple way, by means of a separate table for each rate, this book shows the "laid down costs" from one-eighth of a penny to one thousand pounds, with the advance on sterling costs from five per cent. to fifty per cent., calculated at the Canadian par of exchange, advancing by two-and-a-half per cent. rates. For instance, say an article costs in sterling three shillings and ten pence halfpenny, the duty is 27 1/2 per cent., and the charges are 7 1/2 per cent., this equals an advance of 35 per cent. It is only necessary to turn to the 35 per cent. table, and at three shillings and tenpence halfpenny will be found \$1.27 29, which is the actual laid-down cost. When it is seen that it is only necessary to look at this one place to find the figure, the advantages of these tables can be readily understood.

# What Men in the Trade Are Doing

W. Miller Jones, manager of the export department of Eberhard Faber, New York, is due on his Canadian rounds this month.

Thomas S. McCrae, of the American Lead Pencil Co., has sent his advance cards to the Canadian trade and will be round shortly.

Wilkie Collins, of the Morden Pharmacy, Morden, Manitoba, was noticed in Toronto recently. He came east on a holiday jaunt.

George Savoy, representing the National Blank Book Co., of Holyoke, Mass., has been booking orders from Toronto jobbers recently.

B. A. Clarke, Canadian representative of Ward, Lock & Co., is making preparations to commence his spring campaign on February 1.

W. K. Ireland, the Owen Sound bookseller and stationer, addressed a meeting in Streetsville recently on the subject of local option.

A. K. Ingraham, representing the Joseph Dixon Crucible Co., of Jersey City, has been calling on the Canadian wholesale trade this month.

William Copp, of the Copp, Clark So., has returned from England, where he obtained an exceptionally fine line of books for the 1908 import season.

Hector Prenter, who represents a string of English stationery houses in Canada, is already off on his spring trip. We understand he is at present in Montreal.

Among dealers who visited Toronto since Christmas are A. H. Stratton, Peterboro; Benson Johnston, Stratford; W. K. Ireland, Owen Sound; Piekiard, Kingsville.

Mr. Lawrie, who is covering Canada for William Collins, Sons & Co., the London publishers, is now in this country. He left Toronto for Winnipeg on the 3rd inst.

No changes are announced on the traveling staff of the Musson Book Co. this year. Messrs. Musson, Bell, Gemmell and Hobden will cover their respective territories as usual.

Alex. Dunlop, representing George Wright & Co., George W. Hughes, and other British stationery houses, has now a nice bright little sample room in the Pacific Building, 23 Scott Street, Toronto.

J. Meredith McKin, London manager of The Bookseller and Stationer, is at present on a visit to the Canadian offices of the paper. His many friends in the trade here will be glad to welcome him back.

J. T. Large, Canadian representative of George B. Hurd & Co., had the misfortune to slip from a street car in Toronto last month and break his leg. He is at present laid up in St. Michael's Hospital.

George J. McLeod, of McLeod & Allen, Toronto, spent the Christmas and New Year holidays in Boston. He reports that the Boston booksellers did a fine business the last few days before the holiday.

George D. Wilson, of Clark Bros. & Co., the wholesale booksellers and stationers of Winnipeg, has been east lately, looking up samples. He was a welcome visitor around the Toronto wholesale houses.

George R. Warwiek, president of Warwiek Bros. &

Rutter, Limited, returned from Europe about Christmas time, where he had been buying fancy goods for the 1908 import trade. He reported trade bad in Germany and money tight, but in France business was good.

A. Roy MacDougall, manufacturers' agent, is now settled in his office in the basement of the McLeod & Allen Building, 42 Adelaide Street West, Toronto. He has fixed up an attractive sample room, which should be the Mecca of the retail trade when visiting Toronto.

Whaley, Royce & Co., the music publishers and dealers in musical instruments, Toronto, are sending out a splendid large catalogue, on which Mr. Whaley has been working "nights" for the past year. Every dealer should have one of these catalogues for reference purposes.

C. L. Numan, of C. L. Numan & Co., New York, has just made a trip to Toronto, Hamilton and London, pushing the sale of his stationery specialties and particularly the Victor instands, which are now enjoying a large sale in this country. Later Mr. Numan will visit Montreal and the east.

Mr. Sanford, senior member of the firm of Sanford & Bennett, fountain pen manufacturers, New York, has returned home from a successful trip through New England and Eastern Canada. When in Toronto he called at the office of Bookseller and Stationer, and expressed his satisfaction at trade conditions in Eastern Canada.

The Toronto publishers who visited London in November and December, all returned in safety just before Christmas. Charles J. Musson, president of the Musson Book Co., was the first back, while Wm. Copp, vice-president of the Copp, Clark Co., and Ernest Walker, manager of the wholesale department of the Methodist Book and Publishing Co., arrived soon after.

A. O. Hurst, the popular representative of Chas. Goodall on this side of the Atlantic, is in New York just before Christmas, concluding arrangements whereby George B. Hurd & Co., have become sole agents for Goodall's playing cards in the United States. Trade in these cards has increased to such an extent that it was found necessary to appoint a special agent, who would carry a stock and supply the demand direct from New York.

C. R. Irwin, representative in Canada of the Harmsworth publications, which have a total sale of 20,000,000 copies a week, has opened an office in the McLeod & Allen Building, 42 Adelaide Street West, Toronto. Mr. Irwin has just returned from a flying visit to London, going over and back on the Lusitania. He is now planning to visit the Canadian trade from coast to coast this spring. The increase in the sale of the Harmsworth publications is immense.

Wm. J. Brady, who severed his connection with the Methodist Book and Publishing House, Toronto, on Christmas Eve, to join A. Roy MacDougall, manufacturers' agent, was made the recipient of a handsome mission morris chair by the office staff of the Methodist Book Room on Christmas Eve. Dr. Briggs made the presentation in a humorous speech, and Messrs. Reddit, Walker, Caswell and Dale also spoke, testifying to the high esteem in which Mr. Brady was held. Mr. Brady replied in fitting terms, thanking his old associates for their kindness.

## BOOKSELLER AND STATIONER

### MONTREAL TRADE OPTIMISTIC.

Retailers, manufacturers and jobbers alike are all optimistic with reference to the stationery, book and post card trade. From everywhere comes the statement that the so-called financial depression has not interfered with the trade, etc., etc.

Mr. Chapman, of Chapman's book store, when interviewed, seemed quite optimistic regarding the general prospects for the book business in Montreal. According to Mr. Chapman's views, it is a curious thing that if money is tight among the better classes, books and stationery are more in demand for gifts than jewelry. Yet when money is easy, the book trade benefits also. Certainly this Christmas, while it cannot be said that diamond tiaras were popular as gifts, boxes of stationery, from \$1 to \$5 and books well gotten up, from \$2 to \$10, were greatly in demand.

In Mr. Chapman's opinion, the rage for bargains is one of the worst features of after-holiday business, but if the trade would not allow their stock to run to seed, but immediately freshen up with new things, good sound business would be attracted, and any soiled or undesirable stock could easily be moved by being placed on special tables at special prices.

The financial stringency is expected to be only temporary. However, as yet it is a little early to judge by the response to accounts which have just been rendered.

### Poster, Brown & Co.

This firm has handled the largest business during 1907 ever experienced. All lines sold well.

### F. E. Phelan.

F. E. Phelan reports a record business. Mr. Phelan, personally, is thoroughly satisfied with prevailing conditions. This firm looks for a big 1908 business. As last

year was one of the best from a business standpoint, they expect 1908 to be even better and have ordered their requirements accordingly. When Mr. Phelan was asked re price cutting in January sales, he stated that he could see no necessity whatever.

### E. M. Renouf, Limited.

The business of E. M. Renouf, Limited, has exceeded that of former years. This, they look upon as being most gratifying, particularly when, taking into consideration the fact that business has been more or less upset, owing to their moving from one location to another, namely from Renouf Building, corner of University and St. Catherine Streets to their present location at 432 St. Catherine Street.

The so-called financial stringency has in no way affected this firm and they are of the opinion that it has been very much overdone. With them, sales have been good and collections have been quite up to those of their best year. So far as the outlook for spring is concerned they in no way feel pessimistic; quite the contrary.

### The Cambridge Corporation.

This firm found business very good throughout the past year, considering general circumstances. The jobbing end of the business really exceeded their expectations and the new agencies which they have undertaken for the season of 1908 will undoubtedly lead to a large increase in the business. In the past couple of months, the financial depression has affected the subscription business to a small extent, but this particular department is on a strong basis and is so well established that they do not measure results by the month, but by the season. Collections have been below the average but not in any way alarming. Now that the holiday season is over, they believe that general business conditions will greatly improve.

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Books Published in Canada from July 1 to December 31, 1907.  
Not including Medical Text Books, School Books or Law Books.

- ABBOTT, G. F. "Israel in Europe." Toronto: Macmillan. \$3.00 net.
- ACKERMAN, A. S. E. "Popular Fallacies." Toronto: Cassell, 6s.
- "Adventurer, The." By Lloyd Osbourne.
- "Adventures of a Doll." By Nora A. Smith.
- "Adventures of the Scarlet Car." By Richard Harding Davis.
- "Admirable Davis." By Ronald Legge.
- AKED, CHARLES F. "The Courage of the Coward." Toronto: Revell. Cloth, \$1.25 net.
- AKED, CHARLES F. "Realities: A Series of Booklets." Each, paper, 15 cts. net.
- ALBANESI, MADAME. "Love-in-a-Mist." Toronto: Copp, Clark. Cloth, \$1.25.
- ALCOTT, LOUISA M. Works of. Toronto: Musson Book Co. Cheap edition, 60 cents. New illustrated edition, \$1.75.
- "Alcohol and the Human Body." By Horsley and Sturge.
- "Alice's Adventures in Wonderland." "Pease" Edition. Toronto: Musson Book Co. Cloth, boxed, \$1.50.
- "Alice's Adventures in Wonderland." By Lewis Carroll. Miniature Edition.
- "Alice-for-Short." By William De Morgan.
- Alter Ego, a Tale." By W. W. Walker.
- "American History." By R. L. Ashley.
- "Analyzed Bible, The." By G. Campbell Morgan.
- "Ancestors." By Gertrude Atherton.
- "Ancient Athens." By Ernest A. Gardner.
- "Ancient Jerusalem." By Selah Merrill.
- ANDREWS, G. C. "House of Murgatroyd." Toronto: Cassell, 6s.
- ANDOM, R. "Four Men With a Van." Toronto: Cassell, 6s.
- "Angel of Forgiveness, The." By Rosa N. Carey.
- "Antidote to Christian Science, The." By James M. Gray.
- "Apple of Discord, The." By E. A. Walcott.
- "Arizona Nights." By Stewart Edward White.
- "Armature Construction." By Hobart and Ellis.
- "Arnold's Practical Sabbath School Commentary on the International Lessons, 1908." Toronto: Frowde, 50 cents.
- ASHLEY, R. L. "American History." For Use in Secondary Schools. Toronto: Macmillan. \$1.40 net.
- ASKEW, ALICE AND CLAUDE. "Plains of Silence." Toronto: Cassell, 6s.
- ASKEW, F. AND C. "The Shulamite." Toronto: Copp, Clark. Cloth, \$1.25.
- ATHERTON, GERTRUDE. "Ancestors." Toronto: Musson Book Co. Cloth, \$1.50.
- "Athabasca Bill." By Bessie Marchant.
- "Autumn Leaves." Poems. By M. A. Maitland.
- AVEBURY, LORD. "The Pleasures of Life." "The Use of Life." Special Holiday Editions. Toronto: Macmillan. Cloth, 75 cents. Leather, \$1.00 each.
- BABCOCK, MALTBIE D. "Fragments That Remain." Toronto: Revell. Cloth, \$1.25 net.
- BAGOT, RICHARD. "Lakes of Northern Italy." Toronto: Macmillan, \$1.75.
- BAIRD, FRANK. "Roger Davis, Loyalist." "Canada" Series. Toronto: Musson. 50 cents.
- BAKER, G. P. "Development of Shakespeare as a Dramatist." Toronto: Macmillan. \$1.75 net.
- "Bar-20." By Clarence E. Mulford.
- BARNARD AND CHILD. "New Geometry for Middle Forms. Toronto: Macmillan. 75 cents net.
- BARR, AMELIA E. "Heart of Jessy Laurie." Toronto: Briggs. Cloth, \$1.25.
- BARRIE, J. M. "Peter Pan Book." Toronto. McClelland & Goodchild. Cloth, \$1.50 net.
- BARTON, MARION T. D. "Experiment in Perfection." Toronto: Cassell, 6s.
- "Battle of the Bears." By E. R. Young.
- BAUM, L. FRANK. "Ozma of Oz." Toronto: Copp, Clark. Cloth, \$1.25.
- BELL, J. J. "Thou Fool." Toronto: Copp, Clark. Cloth, \$1.25.
- BENEDICT, LEONARD. "Waifs of the Slums." Toronto: Revell. Cloth, \$1.00 net.
- "Best Man, The." By Harold MacGrath.
- "Beth Norvell." By Randall Parrish.
- "Bettina Beguiled." By Eleanor Hoyt Brainerd.
- "Beyond Good and Evil." By Friedrich Nietzsche.
- "Bible Lessons for Schools." Genesis. By Miss E. M. Knox.
- BIDWELL, REV. E. J. "Manual of Private Prayers for Boys." Toronto: Briggs. 30 cents.
- BIDWELL, REV. E. J. "Pulpit and Platform." Toronto: Briggs. 60 cents net.
- BINDLOSS, HAROLD. "The Mistress of Bonaventure." Toronto: McLeod & Allen. Cloth, \$1.00.
- BINDLOSS, HAROLD. "Sunshine and Snow." "Canada" Series. Toronto: Musson, 35 cents.
- BINGHAM, HELEN E. "An Irish Saint." Toronto: Briggs. 50 cents net.
- "Blazed Trail, The." By S. E. White. New Edition.
- BLACK, HUGH. "Christ's Service of Love." Toronto: Frowde. Cloth, \$1.25.
- "Bohemia in London." By Arthur Ransome.
- "Brief Course in the History of Education." By Paul Monroe.
- BOULGER, G. S. "Familiar Trees." Toronto. Cassell. 3 vols. 6s. each.
- BRAINERD, ELEANOR HOYT. "Bettina Beguiled." Toronto: Cassell, 6s.
- "Broken Lance, The." By Herbert Quick.
- "Broken Road, The." By A. E. W. Mason.
- BROUGHTON, LEN G. "The Second Coming of Christ." Toronto: Revell. Cloth, 50 cents net.
- BROWN, ARTHUR J. "The Foreign Missionary." Toronto: Revell. Cloth, \$1.50 net.
- BROWN, G. CAMPBELL. "China in Legend and Story." Toronto: Revell. \$1.25 net.
- BROWNE, EDITH A. "Great Buildings and How to Enjoy Them." Toronto: Macmillan. \$1.75.
- "Browning's Italy." By Helen A. Clarke.
- BULLEN, FRANK T. "The Call of the Deep." Toronto: Copp, Clark. Cloth, \$1.25.
- BURGESS, GELETT. "The Heart Line." Toronto: McLeod & Allen. Cloth, \$1.25. Paper, 75 cents.

BOOKSELLER AND STATIONER

- BURNETT, FRANCES HODGSON. "The Shuttle." Toronto: Copp, Clark. Cloth, \$1.50.
- BURRELL, DAVID J. "The Wayfarers of the Bible." Toronto: Revell. Cloth, \$1.00 net.
- BURROUGHES, DWIGHT. "Jaek, the Giant Killer, Junior." Toronto: Musson. Cloth, \$1.00.
- BURROUGHES, JOHN. "Nature Essays." 6 volumes. Toronto, Musson Book Co. Lambskin, \$4.50. Cloth, \$3.00.
- BURY, J. B. "A Student's History of Greece." Toronto: Macmillan. \$1.10.
- BUTLER, ELLIS PARKER. "Kilo." Toronto: Musson Book Co. Cloth, \$1.00.
- "Cairo, Jerusalem and Damascus." By D. S. Margolouth.
- "Caleb Conover, Railroadier." By A. P. Terhune.
- CALKINS, FRANKLIN W. "The Wooing of Tokala." Toronto: Revell. Cloth, \$1.50.
- "Call of the Deep, The." By Frank T. Bullen.
- "Call of the Drum." By Horace Wyndham.
- CAMERON, J. A. H. "A Colonel from Wyoming." Toronto: Copp, Clark. \$1.25 net.
- "Camp and Trail." By S. E. White.
- CAMPBELL, FRANCES. "A Shepherd of the Stars." Toronto: Copp, Clark. Cloth, \$1.25.
- CAMPELL, JAMES M. "The Heart of the Gospel." Toronto: Revell. Cloth, \$1.25 net.
- "Canada" (Romance of Empire Series). By Beekles Wilson.
- "Canadian Poems and Lays." Selections of Native Verse. Arranged and edited by W. D. Lighthall. Toronto: Musson. Leather 75 cents. Velvet calf, yapp., \$1.25.
- "Canadian Scenes and Other Poems." By W. H. Porter.
- "Captain June." By Alice Hegan Rice.
- "Carette of Sark." by John Oxenham.
- "Car of Destiny, The." By C. N. and A. M. Williamson.
- CAREY, ROSA N. "The Angel of Forgiveness." Toronto: Macmillan. \$1.25.
- CARLETON, WILL. Poems. 6 volumes. Toronto: Musson Book Co. Cloth, \$3.00. Leather, \$6.00.
- CARLETON, WILL. Small folio edition. Cloth, \$1.50. Leather, \$2.00. Velvet calf, \$3.00.
- CARMAN, BLISS. "Sappho." One Hundred Lyrics. Toronto. Musson Book Co. Lambskin in box, \$1.00. Velvet calf yapp. in box, \$1.25.
- CARROLL, LEWIS. "Alice's Adventures in Wonderland." Re-issue in Miniature Edition. Toronto: Macmillan. 35 cents.
- CASTLE, AGNES AND EGERTON. "My Merry Rock-hurst." Toronto: Macmillan. \$1.50.
- "Cathedral Cities of France." By Herbert and Hester Marshall.
- "Cedar Creek." A Tale of Canada Life. "Canada" Series. Toronto: Musson, \$1.00.
- "Citizens of To-morrow." By Alice M. Guernsey.
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- "Parables of the Kingdom, The." By G. Campbell Morgan.
- "Paris." Color Book. 24 illustrations. By Mortimer Menpes. Toronto: Macmillan. \$2.00.
- PARKER, SIR GILBERT. "The Weavers." Toronto: Copp, Clark. Cloth, \$1.50.
- PARKMAN'S "Montealm and Wolfe." 2 volumes. Toronto: Musson Book Co. Polished half leather in box, \$5.00.
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- "Poems of Wild Life." Selected and edited by Charles G. D. Roberts. Toronto: Musson Book Co. Leather, 75 cents. Velvet calf, yapp, \$1.25.
- "Poems Old and New." By Margaret L. Woods.
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- SYMONDS, JOHN A. "Our Life in the Swiss Highlands." Color Book. Toronto: Macmillan. \$2.50.
- "System of Medicine, A." By many writers. Edited by T. C. Allbutt and H. D. Rolleston. Vol. III. Toronto: Macmillan. \$5.00.
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- TORREY, R. A. "The Gist of the Lesson." Toronto: Frowde. 25 cents.
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- "Way of a Man, The." By Emerson Hough.
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- "Wooing of Hiawatha." By H. W. Longfellow. Birch bark edition.
- "Wooing of Tokala, The." By Franklin W. Calkins.
- WYNDHAM, HORACE. "Call of the Drum." Toronto: Cassell. 6s.
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- YERKES, ROBERT M. "The Dancing Mouse." Toronto: Macmillan. \$1.25.
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- YOUNG, EGBERTON R. "Indian Life in the Great Northwest." "Canada" series. Toronto: Musson. 35 cents.
- YOUNG, E. R. "The Battle of the Bears." Toronto: Briggs. \$1.50.
- "Young Ranchman, The." By C. R. Kenyon.
- "Younger Set, The." By Robert W. Chambers.

Received too Late to be Classified in the Above List.

- Books published by Librairie Beauchemin, Limited, Montreal.
- ALFRED GARNEAU. "Poésies." \$1.
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- E. Z. MASSICOTTE. "Conteurs Canadiens-Français du XIX. Siècle." 50 cents.
- JOS. MARLETTE. "Français de Bienville." 30 cents.
- P. F. BOURGEOIS. "Histoire du Canada en 200 Leçons." 40 cents.
- LOUIS FRECHETTE. "La Légende d'un Peuple." \$3.
- A. D. DECELLES. "Lafontaine et son temps et Cartier et son temps." \$2.
- G. DUGAS. "Le Mouvement des Métis." 75 cents.
- A. D. DECELLES. "Papineau." \$1.75.
- "DOM. BENOIT." "Via de Mgr. Tahe." \$3.
- SYLVA CLAPIN. "Dictionnaire Canadien-Français." \$1.50.
- VICTOR DELANAYE. "Dictionnaire de la Prononciation Moderne de la Langue Française." \$1.
- SYLVA CLAPIN. "Nugent's Up-to-date Dictionary." 80 cents.

## Fancy Goods and Notions

Everything indicates that the trade in valentines is going to be very large this year. The wholesale houses have received large numbers of advance orders and are well stocked in anticipation of big sales. Many new lines are being shown in lace, booklet, comic, novelty and mechanical effects. A great variety of designs are also shown in the private post card, comic and sentimental subjects being most in evidence.

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now on the road with a full line of staples, leather wallets, letter cases, bill folds, coin purses, card cases, etc.

### Popular Games and Amusements.

The game called Diabolo has not yet had sufficient time to become popular in Canada, but newspaper reports say that in Europe, where it is scarcely a year old, the game surpasses anything of its kind that has been introduced, ping pong not excepted. England, especially London, has gone mad over the fascinating game. Diabolo is new in its modern guise, but as long ago as 1640 it was introduced by a priest from China where the people had played it for ages. At the European health resorts and bathing places, this year, it held the field against all other games, while in Paris a special law had to be passed prohibiting it in the streets. There the newspapers are daily publishing reports of matches and offering prizes for new records, which are made every twenty-four hours.

The playing outfit is very simple, and consists of two sticks, joined at one end by a cord, apparently about six or eight feet long, the other ends being held one in each hand. There is also a celluloid or wooden bobbin or spool, in the shape of a spindle that looks something like a dice box. The object of the game is to get the

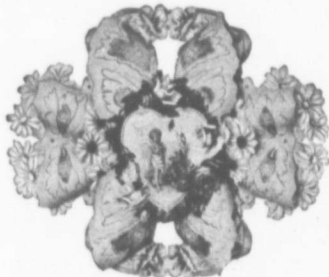
spindle spinning upon the cord. It is quite a trick to do this, and until the spinning begins one is warned that he knows nothing of the fascinations of the game. Once the player can spin the spindle, there is practically no limit to the evolutions and tricks he can make it perform.

The commonest is to toss the spindle high in the air and catch it on the cord as it descends. One may also toss it up between his legs, or in any other dramatic manner that occurs to him. For the plain toss the last record noted was that of a French youth, who caught the spindle 3,307 times in 100 minutes. This is *solitaire diabolo*; but much more exciting is the game that is played between two experts. A court is chalked out and a net raised, as in tennis, and the spindle is whirled to and fro, the man that fails to return losing out. Chalk lines and nets are not essential, however, the game being almost as exciting without them. Not content with single and double diabolo, the "fans" have devised a game that demands teams like a football match, the side that first drops the spindle losing.

The game is appearing under a different name than Diabolo in Canada. *Satanolo* is the name adopted here. The object of giving it a new name in Canada is to prevent friction with the copyrights of other countries.

### Another New Game.

Another popular new game is a form of bowls; in which the pins are mounted on top of a box, and when knocked down can be drawn into place again with a single movement of a lever, by strings run from the bases through holes in the box. The ball is suspended from the ceiling, and it takes a lot of judgment to drop



it effectively from sufficient distance to overthrow all the pins.

A new and fascinating game, which will likely become popular, is a development of crokinole crossed with pool and parlor billiards.

The Copp, Clark Co. are carrying a new line of Canadian souvenirs in enamel finish. The line, which is a most attractive one, includes stick pins, hat pins, brooches, cuff links, etc.

Books published by the Renouf Publishing Company,  
Montreal.

- M. L. MILHAU. "Choix de Poesies." 40 cents.  
M. L. FERGUSON. "Introduction to Bookkeeping." 25 cents.  
A. H. MONTEITH. "French Without a Master." 25 cents.

Book published by the Montreal News Company.  
J. REED SCOTT. "Beatrix of Clare." Paper, 75 cents; cloth, \$1.25.

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# Stationery Department



## A TRUE STORY.

The other day a stationery traveler went into an Ontario town and called on the trade. There were two stationery stores. He visited the proprietors of both and endeavored to interest them in some new lines of crayons. These crayons were unique, possessing qualities



Stationery Booth

Designed by J. Kaufers for W. H. Scroggie, Limited, Montreal

never before seen. The traveler assured the dealers that there would be an undoubted demand for them in the schools. The stationers shook their heads and said no.

Disgusted at the lack of enterprise displayed, the traveler went up to the public school and showed the crayons to one or two of the teachers. He succeeded in interesting them in a few minutes and disposed of one gross of the goods at one hundred per cent. profit. He pocketed a tidy sum, which might just as well have gone into the stationers' till.

What a stranger could accomplish in a few minutes, could surely be done by a local tradesman possessing the acquaintance and friendship of the teachers. Buck up, stationers.

## AN IMPORTANT DEVELOPMENT.

A Roy MacDougall, who for the past two years has represented the Powers Paper Company in Canada, covering the Dominion from coast to coast, has opened a sample room in the basement of the McLeod & Allen building, 42 Adelaide Street West, Toronto, and has added several more stationery lines to his list. In addition to the Powers Paper Co., he now represents A. J. Holman, of Philadelphia; I. Smigel, of New York, manufacturer of desk pads; the Diamond Pen Point Co.; E. B. Estes & Sons, New York; Copland & Mittenhal, leather goods, New York; Fisk Paper Co., Hinsdale, N.H.; and Deutsch Bros. Mfg. Co., New York, toilet papers; Dow & Lester, London, post card albums, and the National Mfg. Co., Worcester, Mass., stationers' wire goods.

Associated with Mr. MacDougall is Mr. Wm. J. Brady, who resigned from the staff of the Methodist Book and Publishing Co. in order to join him. Mr. Brady was connected with the Methodist Book Room for 13 years and during the past four years covered the Maritime Provinces for them. He will cover eastern territory for Mr. MacDougall, while the latter will take the western territory.

Mr. MacDougall, himself, has had a lengthy experience in the trade. He was originally with P. S. Patillo & Co., Truro, N.S., later running a wholesale stationery business in Halifax for several years. He is thoroughly posted, and with his fine list of connections, and with the assistance of Mr. Brady, he should be able to build up a splendid trade. His sample room is well equipped and centrally located. It should prove a convenient rendezvous for stationers visiting the city.

## NEW LEAD PENCIL.

Librairie Beauchemin, wholesale stationers, Montreal, are putting on the market a new lead pencil very appropriately named "Canada's Pride." It is of excellent quality and the maker's name is a guarantee of satisfaction. They are manufacturing it in the ordinary lead pencil and also in the propelling pencil.

## A PURPLE TINT.

When the goddess of fashion promulgates her stern decree, there is no appeal. At the present time she has decreed that purple shall be worn, and milady of fashion is gowned, clothed and coiffured in purple. Yes, and all the accessories are purple.

The Eaton-Hurlbutt Paper Company, who are nothing unless ultra-fashionable, have put out a purple paper, "le Lilas." This is a tint given their Highland Linen. This paper has run in white, Swiss blue, Scotch grey, pearl grey, imperial violet, and now it takes on the purple tint in response to popular demand.



To those who follow implicitly in fashion's train, this new paper will be welcomed with open arms; to those who love purple, it will be a thing of beauty and a joy forever, and to all dealers in papers it will be an absolute necessity. It came in response to a clamorous demand and it fills the bill.



**A SIMPLE HINT.**

Visiting one of our big provincial cities recently, there was a rather well known gentleman, who was, however, a "foreigner in those parts." He was in want of a pen, ink and paper, and he was observed to travel along one of the principal business thoroughfares on his quest. Somewhat strangely, as it was thought at the time, he passed the first two stationer's shops without entering, but on reaching the third went in and made his purchases. Thinking perhaps there was some element of superstition in this performance, a friend asked him why he had passed the first two shops, which were more convenient for him to enter. His answer was that when buying any article in a strange town he always looked at the windows, and if he found them unclean or untidy he kept walking until he came to a more attractive and better kept establishment. He considered the chances of securing clean goods rather poor in an establishment the proprietor of which did not care for his windows. This little incident gives a simple and obvious hint to those stationers who neglect their windows, which they should not consider themselves above taking.

**THE SHRIMP.**

The L. E. Waterman Company, of Canada, Limited, headquarters in Montreal, report a very large sale for the "Shrimp" stylographic fountain pen. The "Shrimp" is a new "ink pencil" three inches long, when closed—suitable length for vest pocket or ladies' purse—finely made from red, polished vulcanite. It holds a whole lot of ink and will write whenever you want it to. It is fitted with a platinum point and needle, and the needle is arranged on a silver yoke and gold spring. This prevents any possibility of leaking when upside down or in any other position.

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

Up-to-date business men and women are using this pen. It also proves quite an inexpensive gift, that will last and be greatly appreciated by wife, child, clerk, stenographer or friends. You, yourself will also value it dearly.

Progressive booksellers and stationers throughout the Dominion who have not a line of these goods in stock

should immediately write the T. E. Waterman Company of Canada, Limited, headquarters 136 St. James Street West, Montreal, for all particulars.

**A NEW WRITING PAPER.**

A new line of writing paper has lately been produced by Brown Bros., Limited, Toronto, called Royal Mail Bond. This is a highly commendable paper at the



A Popular Stand

price. It is a linen finish bond, and is made in a variety of pleasing shades—white, orient, gold, sienna, levant brown, lilac, moorish gray, blue, Nile green and sage green. It is just right for correspondence, circular letters, announcements, department and order forms. The paper sells, for case lots, 600 pounds and over, 12 cents per pound; ream lots, up to 600 pounds, 13½ cents per pound; broken ream lots, 14½ cents per pound. Envelopes sell in half-thousand boxes, 7, 20 pound; \$1.35 per 1,000; 8, 20 pound, \$1.50 per 1,000.

# WRITING PAPERS

with "Hurd's Name on the Box" are known, sold and used wherever high grade goods are appreciated and have been for many years. The fame of Hurd's Line is known from coast to coast. Such a reputation as our lines have would be impossible with papers that failed in the slightest to make good on their guarantee. These papers are the most satisfying kind and cost little if any more than the "just as good" ones.

The Swastika Stamped Papeterie is very much in demand.  
Send orders or for samples.

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

Fine Paper Manufacturers

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



**NEW GOODALL CARDS.**

Amongst the handsome new backs in Goodall's playing cards, which A. O. Hurst is showing this season, may be noted the "Swastika" in narrow, whist size, which he expects to be a big seller. A new edition of the famed Ocean to Ocean cards is included in the series, showing all the provinces; this sells at retail for 50 cents, either with or without the views.

In the Salon series, the "Gainsborough" is an attractive new card, beautifully printed; the "Watteau," consisting of two cards, the "Male" and "Female" respectively, is very handsome, going through no fewer than 14 printings. The "Cameo" is another delicate production.

The demand for the latest linette cards is remarkably large. These are now being used in all the principal clubs and a big demand is developing for them in the United States.

**CARTER'S INK CO. CONVENTION.**

The Carter's Ink Company realizes that personal cooperation, whether it be between manufacturer and dealer or between heads of a firm and employes, is the keynote of success. With this idea in mind, the company has been holding a ribbon and carbon convention at its factory in Boston. All the field salesmen and head men connected with that department were present from all over the United States and Canada; the company including Messrs. French and Laskowski, representing the New York branch; Cox and Van Zandt, representing the Chicago branch; Crites, of the Montreal branch, and Sanger, Bearing, Stone, Whalen, Parrott, Hannon, Browne, Goodwin and Rollins traveling over various other portions of the United States territory.

The convention continued with morning and afternoon sessions from Wednesday to Saturday, December 18-21, and at every session discussions of a helpful and instructive nature in regard to every department of the business were entered into by all. Tests of great interest were shown, conclusively proving the high standard of Carter's ribbons and carbons.

The convention closed Saturday night with a banquet at the Hotel Lennox, where not only the ribbon and carbon men were present, but also R. B. Carter, president, and C. B. Gordon, general manager of the Carter's Ink Company and the following department heads and assistants: Messrs. Erickson, Porter, Tyler, Robbins, Mitchell, Schmitt, Miller, Corliss, Brooke, Bowers and Taft—Geyer's Stationer.

The most popular pens are

**ESTERBROOK'S**

MADE IN ALL STYLES



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

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

**JOHN HEATH'S PENS**

A good pen is a good servant, and John Heath's Pens are made to serve! ALWAYS READY AND ALWAYS WILLING! They were first 45 years ago, and are still leading the way. British made of British steel. Write for samples.

LONDON AGENCY  
 8 St. Bride St., LONDON, E.C., ENGLAND

**"ROB ROY" PENS**

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

**ROB ROY PEN**  
 HINKS, WELLS & CO.  
 BIRMINGHAM, ENGLAND

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

HINKS, WELLS & CO. BIRMINGHAM, ENGLAND

**IMPORTANT**

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

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

**SPENCERIAN STEEL PENS.**

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

**THE BEST**

Works: BIRMINGHAM, ENGLAND  
 Imported by all the leading stationers in Canada.  
 Proprietors: Spencerian Pen Co., New York

# Music and Musical Instruments

During the week preceding Christmas and a few days after the new year, the sale of music took a decided drop. However, towards the middle of the month, or at latest the beginning of February will see the music departments once again thronged with people. Songs suitable to Christmas and the new year were displayed and high-class ballads, which generally retail at 35c., were the order of the day. In Christmas songs, among the most noticeable were "Purest Love," published by the Delmar Music Co., Montreal, and "Abide With Me," published by Hoosey & Co., New York.

Jerome H. Remick Co., New York, have two good instrumental pieces in "Hip, Hip, Hurrah," march and two-step, by Charlotte Blake, and "Tri-Color," march, by Chas. N. Daniels.

"Sacramento," a characteristic of the golden west, is by Harry Von Tilzer and is published by Harry Von Tilzer Music Publishing Co., New York. "Mariuteh," intermezzo and two-step, is by the same author and blends well.

John Franklin Music Co., Boston, have in their "La Blanche Waltzes" and "The Man of the Hour," two very original compositions.

"Valse Miroir," by J. Tafreniere, is a very pretty waltz piece and is published by the Canadian Music Publishing Co., Montreal.

The John Church Company, New York, has a very strong piece in "Consolation." It is characterized as a companion piece to "Meditation," and is in every way just as pleasing. The author is C. S. Morrison.

The Delmar Music Co., Montreal, is again to the front with a piece entitled, "The Wreck of the Julie Plante," words by the late Henry Drummond, M.D., and music by Herbert Speneer. The piece is very pretty and the words harmonize perfectly with the musical setting.

Five songs from the Jerome H. Remick Co., New York, which are selling well in Montreal, are "My Irish Fluffy Ruffles," introduced by Miss Blanche Ringl in "The Gay White Way;" "Captain Willie Brown," song; "The Best I get is Much Obligated to You," song; "Everybody Likes the Girl I Like," song, and "I Want a Gibson Man," song, sung with immense success by Miss Gertrude Hoffmann.

"When I Get Back to Piccadilly," introduced by Hetty King, is by Pelham, Rule and Butts. "When They're Bringing in the Corn," is by Alfred Bryan and Seymour Furth. "When a Fellow is Twenty-one," is by Alfred Mills and Bennett Scott. These four last mentioned pieces are published by Shapiro, music publisher, New York.

"I Never Loved Another Girl as I Love You," is by Fred Strachan and is published by the John Franklin Music Co., Boston. "Be My Love, be my Own," also published by this firm, is characterized as a Neapolitan serenade.

Summer Breezes. Waltz. Helen Black, Winnipeg.

Wedding Bells. Waltzes. By Percy Wenrick. Arnet-Delonais Company, Chicago.

The Four Jacks. March and two-step. By Abe Losh. Vandersloot Music Publishing Company, Williamsport.

When I Miss You. Words by Boyle Laperriere. Music by Jules Faber. In the Garden of Bleeding Hearts,

Words by Samuel A. White. Music by Edwin Willis. Whom Have I on Earth Beside Thee. Sacred song. Words and music by Norman Lambly. A Father's Lullaby. Sacred song. Words and music by Norman Lambly. Harry H. Sparks, Toronto.


The Song of Long Ago. Medley. Arranged by W. R. Williams and Harry L. Alford. Flowerland. Reverie. By Sara B. Egan. Music. My Cow Boy Lady. Words and music by Wm. B. Friedlander. Always the Same Old Colors. Words and music by Wm. B. Friedlander. Will Rossiter, Chicago.

Peace. Words by Edward Rowland Sill. Music by Harold Key. The Young May Moon. Words by Thomas Moore. Music by Harold Key. The Nordheimer Piano and Music Company, Limited, Toronto.

Our Grand Canadian Land. Words by James Noble. Music by George Neil. Arranged by James Burns Thomson. George Neil, Deseronto.

Flower of the Nile. Waltzes. By F. H. Losey. Excuse Me, But Isn't Your Name Johnson? Words by Wm. Hauser. Music by Harry J. Lincoln. Vandersloot Music Publishing Company, Williamsport.

My Skating Girl. By Capt. C. W. Allen. Music. Captain Charles William Allen, Philadelphia.



**EVERY BOOKSELLER**

and Stationer in Canada ought to be on our monthly Record list. We are getting new Records every month for the "BERLINER" Gramophone and the "VICTOR" Talking Machine. Your customer will buy these records for his machine, if you only take the trouble to let him know you have them. Have you a Gramophone department in your store? No! Then we have some interesting news for you. Write now to the one of the following agents who is nearest to your locality:

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

**THE BERLINER GRAM-O-PHONE CO.**  
OF CANADA, LIMITED, MONTREAL



# Picture Post Cards



## CURRENT CONDITIONS.

Renewed activity was shown in the post card trade during the past month, owing chiefly to the large demand for Christmas and New Year cards. The variety shown in these lines being greater and better than ever before. The effects obtained in the cards with silk and satin finish were especially attractive. Undoubtedly the private postal has superseded the old time card as a greeting card. Dealers report that the sale of the old Xmas card was very small in comparison with former years.

New designs are being shown in valentine cards, both in the fancy and comic lines. The manufacturers are giving the retailer a large assortment to choose from.

Dealers contemplating putting in a new stock of local view cards should place their orders as soon as possible. The great majority of black and white and

They are reproduced from the originals in exquisite colorings, on very heavy Bristol stock, and sell to the trade at \$20 per thousand, and in lots of less than one thousand, at the rate of \$2.50 per hundred.

Reinthal & Newman are large distributors of popular priced novelty pictures, their own, and many good subjects published by others, but always supplied at publisher's prices to the trade. Their five-storey building at 106 West 29th Street, New York, is a place of great interest to stationers and others who carry framed or unframed pictures, their lines being complete and splendidly exhibited. In addition to novelty pictures, they control a collection of ninety pictures in a newly perfected mezzogravure process and known as the Burlington Proofs. These retail at \$5 plain, and \$10 hand colored. Another collection in the same process, but smaller size will be shown early this year, and are to be known as the Grosvenor Prints. Large assortments



"Nocturne"



"To-Morrow"



"A Passing Shadow"



"Anticipation"

Copyright, 1907, Reinthal & Newman

colored cards are manufactured in Germany and the time taken to fill an order ranges from three to six months. The dealer that places his order now is the one that will have his cards for the opening of the summer trade. Last year there were a great number of dealers who did not receive their cards till the summer season was half over; those who suffered in that way should see that their orders are placed in good time.

## FINE ART POST CARDS.

The subjects shown on this page are taken from the series of twelve post cards by Philip Boileau, whose "girl" has become famous in the fine art trade. Reinthal & Newman, New York, have established a big demand for this artist's work, and very seldom does one have an opportunity of purchasing such high-class goods in the form of post cards. This series has already demonstrated itself to be a most striking and salable line.

of old French and English prints, moderately priced oil paintings, fancy frames, etc., are also shown. They publish an illustrated booklet, which is sent upon request.

## SOMETHING NEW.

Novelties in fancy post cards have been coming fast and often of late, but one worthy of special mention is a hand painted satin card, published by the Fabric Art Company, New York. The card can be used for making pillow tops, table covers, and in numerous other ways, by removing fabric from card and sewing together. Being only slightly fastened at each end the fabric is easily separated from the card. The subjects consist of comies, flowers, greetings, views of leading cities, etc. There is a large variety of colors in the fabric used. The card is likely to prove a good seller, as it is one of the few which can be used in a practical way.

**NOVELTY CARDS.**

A real novelty in valentine and Easter cards has just been prepared by Alfred Holzman Co., Chicago. These cards consist of 10 valentine cards and 10 Easter cards and are called "Sunbonnet" series. The designs are entirely different from subjects that have so far been used for illustrating the valentine and Easter holidays. The cards represent a cute little sunbonnet baby playing with hearts, chickens and rabbits, and cleverly illustrating the symbols of these two holidays.

**WHAT THE POST CARD MEANS TO STATIONERS.**

Within the last few years stationers have had a new interest develop in their business. It may really be said to have come upon them unawares. It did not take many years to grow. It did not need wooing and waiting and anxious care to bring it to fruition. Post cards came; they had but to be seen and they conquered. The demand for them spread from big cities to little. From little cities to towns and villages. From villages to hamlets. And to-day where there are no post cards it is only because there is no one to sell them and no one to buy them.

B. G. Newton, for some time manager of the Canadian office of the MacFarlane Company, the large post card house, severed his connection with that firm at the first of the year to accept a position with the Home Monthly Publishing Co., of Brantford. Mr. Newton carried with him the very best wishes of every member of the staff.

**12 Famous BOILEAU Heads**



In Color  
To Retail at  
Five Cents

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

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**Reinthal & Newman, Publishers**

Picture Novelties of Interest to Live Stationers and Art Dealers  
106 WEST 29th STREET, NEW YORK

**START THE NEW YEAR RIGHT !**

We have, and we want you to do so as well. **DON'T**, as you did last year, leave the buying of your "Seasonable" Goods too late. **NOW** is not too soon to get your stock of

**VALENTINE POST CARDS.**

Your stock of fancy cards requires freshening up. Our Valentine Cards will do it. Best assortment on the market from which to choose artistically lithographed, flat and embossed, cards with padded silk Hearts, and we are making a specialty of our

**ASSORTMENT OF SEVENTY-FIVE DESIGNS AT 80 CENTS PER 100.**

It will pay you to start making enquiries now.

**CANADA'S GREATEST  
POST CARD HOUSE**

**MacFARLANE COMPANY**

**60 FRONT ST. WEST  
TORONTO**

**W. NEUMANN & CO.,**

Wasserthorstrasse 42,  
Berlin, S. 42

**High-class Collotype Printers**

SPECIALTY: **Collotype Postcards** TO ORDER

**Hand-coloured Collotype Cards**  
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**Glossy Collotype Cards**  
**Photochrom Collotype Cards**

ALL KINDS OF VIEW-ALBUMS AND SAMPLE SHEETS

CHEAPEST PRICES

WHOLESALE AND EXPORT ONLY

**SUNBONNET  
VALENTINE  
and EASTER  
POST CARDS**



**\$1.00 PER  
100  
PREPAID**

**\$10.00 PER  
1000  
PREPAID**



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

Our New Catalogue is Ready

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

**COMIC POST CARDS**

We publish money-making Post Cards, or rather Post Cards that possess some selling ability.

High Class Comics from \$1.88 per 1,000.

All Canada Views for \$6.00 per 1,000.

Floral Cards for Jewelling, \$2.75 per 1,000.

Jewelling Powder, \$2.50 per lb.

Glass Pens, 2 for 25c.

Beautiful Gold and Silver Ink, for decorating Post Cards, \$1.00 per pint.

Special Mucilage for Jewelling, 50c. per pint.

Leather Cards, \$2.75 per 100.

Wire Wall Racks, \$1.25 per dozen.

Special figures to wholesalers. Send \$2.00 for full line of samples, or write us for catalogue and news of Post Cards and Novelties. It will pay you to have our line of samples.

**CANADA TOY CO., Montreal, P.Q.**

**Picture**

Made to order only according to instructions supplied.

Specialties:  
Modern Heliotype  
styles.

Very fine  
make. First  
class Goods  
only.

plain and coloured.

Well known for efficiency and high-class workmanship.

**Cards**

**Otto Leder**

Dresden 7 Saxony

Picture Post Card Manufacturer.

WHOLESALE

EXPORT



ONLY FOR WHOLESALE DEALERS  
AND POST CARD PUBLISHERS

**MARKERT & SOHN**

Graphic Art Works

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MANUFACTURE

**PICTURE POST CARDS**

MADE AFTER YOUR OWN THOUGHTS.

Telegram Address:  
KUNSMARKKET,  
DRESDEN

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

**Fine Art Printing Co.**

**Kaufbeuren, Munich, Germany**

Manufacture to order for important buyers,  
as a specialty:

**Postcards**

in Collotype, from 1,000 upwards, per design.

in Copper-plate Printing, from 1,000 upwards, per design.

in Photochrom—combined letter press and lithographic

color printing, 3,000, 5,000 and 10,000 per design, in sheets of 30 and 61 designs.



## Photo Supplies



Now that the stores are re-arranging their stock, after the rush of the Christmas business, they should see that they give their photo supply department more prominence. Dealers could increase their sales considerably if more time was devoted to this department.

There is no doubt but that the number of "camera fiends" is increasing every day, especially in the country towns and in a great number of cases people have to send to the cities to get necessary supplies in order to continue their hobby. Stationers in small towns will find it to their advantage to carry a stock of photo supplies, for they not only cater to local trade, but also to the tourist. It might be safely said that fifty per cent. of people traveling for pleasure carry with them their camera. When can a person visit any resort without seeing evidence of the camera?

Some years ago it would not have paid small dealers to handle these supplies, for the price of a camera was beyond the average person. To-day it is different; one can secure a complete outfit for very little. There are a great number of makes to choose from and a very good article can be secured for a small sum.

While no doubt the attractions for photography are greater in the summer time, still there are numerous subjects of interest in our Canadian winter scenes. To encourage the pastime during the winter, the dealer will have to keep his goods before the public and show, if possible, samples of winter scenes by local amateurs.

#### To Help the Amateur.

For the mutual encouragement and betterment of amateur photography, the Riverside Camera Club, of Point St. Charles, was recently formed. Competitions are held monthly, with first and second prizes, and certificate of honorable mention.

#### A New Company.

Photography, Limited, is the name of a new company formed in Ottawa for the carrying on of a general photography business. They purpose manufacturing and dealing in all supplies pertaining to needs of photography. The company has been capitalized at \$50,000. The provisional directors are: Alfred George Pittaway, Samuel James Jarvis and Henry Watson Sproule, all of the city of Ottawa.

THE . . .

## "WELLINGTON"

Photographic Specialties

have a world-wide reputation.

BROMIDE PAPERS, GASLIGHT PAPERS, FILMS  
AND PLATES.

Ask your dealer or write

WARD & CO.

13 ST. JOHN ST., . . . MONTREAL.





# THE TELEPHONE

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

#### LONG DISTANCE TELEPHONE SERVICE

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

#### THE BELL TELEPHONE COMPANY OF CANADA

## WESTERN

Incorporated 1851

## ASSURANCE COMPANY.

FIRE  
AND  
MARINE

HEAD OFFICE—TORONTO, ONT.

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

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

## IF YOU SAVE

Though it be only \$1.00 a week, you will soon be on the way to independence and wealth.

In the Savings Department of the METROPOLITAN BANK \$1.00 opens an account. Interest is allowed from date of deposit and compounded every three months.

We'll gladly handle your account and serve you with the same courtesy and efficiency as if you were a large depositor.

## THE METROPOLITAN BANK

Capital Paid Up. . . Reserve Fund and Undivided Profits  
\$1,000,000 . . . \$1,183,713.23

## British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

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

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

**IMPORT COSTS**

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

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

Full Bound Leather, Limp.  
Price, \$1.50.

A specimen sheet will be sent upon application.

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

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

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

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

F.Cap Bvo. Cloth,  
Price, 50c.

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Publishers

115 Notre Dame St. West, MONTREAL

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**WINDSOR HOTEL**

HAMILTON, BERMU DA

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

**TOWER HOTEL GEORGETOWN**

DEM ERARA

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

**WOODSIDE BOARDING HOUSE**

Corner of Main and Lanark Streets  
GEORGETOWN, DEMERARA

Cool and airy Bedrooms. Excellent Cuisine. Attendance qualified. Terms moderate. Race track. The Loop as gate of premises. Patrons Solicited. Managers, E. COTTAN.

**VICTORIA LODGE**

HAMILTON, BERMU DA

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

**WINTER RESORT**

**QUEEN'S PARK HOTEL**

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

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

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The most popular hotel in

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RENFREW, ONTARIO  
The most popular Hotel in the Ottawa Valley.

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**HOTEL IMPERIAL** Large Sample Rooms

Steam Heated and Gas Lit  
GEO. W. WEBSTER, Prop., South Cornhill, Sask.

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JENKINS & HARDY  
Accountants, Chartered Accountants, Estate and Fire Insurance Agents, 151 Toronto St., Toronto, 465 Temple Building, Montreal.

**The Topaz Pencil**

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

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— AND —

**Indelible Copying.**

Write for Samples to

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

**THREE FREE INSERTIONS**

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

**The Bookseller and Stationer**

Toronto Montreal Winnipeg

**BOY WANTED**

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

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

Write at once to

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







## THE SELECTING OF WALL PAPER.

The average dealer has a very limited knowledge of the proper methods to be adopted in the selection of wall-paper. This should not be, for the customer naturally expects to be informed as to the most suitable style to be in keeping with a certain pattern and color of carpet; or customers describe to you the size of room to be decorated and the purpose for which it is intended to be used. The dealer who can select to please the customer is the one that can reasonably expect to increase his sales.

For the benefit of the trade the following rules may prove helpful in the selecting of wallpaper:

In selecting wallpaper, the character of the room should first be given careful consideration, then the size should also be taken into account. It is, for instance, out of the question to put a paper with a large pattern on the walls of a small room, nor is a wide frieze possible for a room of small dimensions. Then the use to which the room is to be put is important to remember, thus a paper that would be charming for a boudoir would be inappropriate for a dining-room and vice versa.

The natural conditions which affect a room should also be taken into account. If there are several windows in the room and it has a southern exposure the wall hangings may be of some dark color, but if the light comes from the north, warmer, lighter tones should be used. In a dining-room, and especially one that is especially planned for evening entertainments, given at the fashionable dinner hour, when it will be brilliantly illuminated, the daylight may be ignored and paper that will look well by artificial light may be selected.

If a room is large and well lighted, the side wall should be done in large patterns, of subdued colorings; soft tones of red, warm yellow and orange are all good, while pale tones and reeding colors, like greens and blues, make a room which is already large look larger. The woodwork of the furniture should be in harmony with the wood trim of the room and in contrast to the furniture coverings. If such a room has a great deal of sunlight, add more gray tones to the wall covering.

A small room calls for very different treatment. A paper showing heavy lines and set figures should be avoided, and if the ceiling is low it is better to do without a frieze and to use perpendicular fine line effects, the parallels being wide apart. In a little room, white woodwork is very advantageous, and the floor should be covered with a number of rugs, in preference to a single large centre rug, as when the lines of the floor are thus broken its limitations are not so apparent. Large pieces of furniture should be placed at the remote end of the room. If the room is well lighted and has a sunny exposure pale gray or soft green tones are charming, while the same room not well lighted will gain cheeriness by having a white or light wood trim, light ceiling and light colored wall treatment. The draperies and furniture coverings should also be light and warm in tone, orange or yellow tones or such luminous colors being especially to be commended. Rooms that are poorly lighted should be treated so that all the light possible is admitted.

Use only lace or net at the windows, and if an extra window drapery is required, suspend it over the wood trim and let it conceal the woodwork of the window and

HANDLING  
**STAUNTON  
WALL PAPERS**  
Inspires Confidence  
and  
Invites Profits

¶ And you tighten your grip on your trade by giving them what they want—The Good Things—The Best for the Money—The Same as You Want.

**If Your General Order is Not Yet Placed, Write us.**

We will arrange to send a Salesman or our sample books of best sellers, charges prepaid, so you can make an excellent selection.  
You want to see full lines. Then don't wait.

**Delay may prove expensive as prices may advance**

WRITE US TO-DAY

**STAUNTONS LIMITED**  
MAKERS OF SUPERIOR WALL PAPERS  
TORONTO

not the glass. The cornice and ceiling of such a room should always be of the palest possible tones in reeding colors.

Another point to be considered in papering a room, is what is to go into that room. The furnishings and character of the room, have much to do with the effect of the wall covering. If a room has dull woodwork, silk papers are very good style, while if there is a white wood trim and plenty of light furnishings, cut glass and china, a dull finished paper will look best.

When the woodwork is highly polished, "cloth" papers are most desirable, and with dark woodwork, deep toned papers are essential. When the woodwork is light, however, charming effects are obtained by the use of contrasting colors, such as a red or green paper with a white enamelled wood trim.

To accompany delicate woodwork and furniture, such as birch, maple or white enamel, the paper should be of a delicate character, white with mahogany, a soft antique tapestry effect or a dull finished paper in tones which will throw out the beauty of the mahogany coloring, should be selected.

Some of the new papers show the Japanese influence, and especially in a dining-room or sitting-room, very artistic effects have been gained by the use of a light Japanese paper with a dark wood trim.

If the room is finished in dull Creassian walnut, the silk finish lustre papers in graceful French patterns are correct, and have a very pleasing effect. In bedrooms, the cretonne patterns in wallpaper are very attractive, and the papers which come for children's bedrooms are also delightful. A great many of these have picture friezes, with a plain one tone fabric covered side wall.

# Magazines That Sell

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

**The American Magazine** was *Leslie's Popular Monthly*. It belongs now to John S. Phillips, Ida M. Tarbell, Lincoln Steffens, William Allen White, F. P. Dunne ("Mr. Dooley"), Ray Stannard Baker and other live wires. Seven and a half cents to the trade; ten cents to the public. Fully returnable.

**The World To-Day** is the only monthly world review that has a large sale through dealers. This sale has been gained by merit alone. Its contributors are the very best. Retail price but 15 cents (all others retail at 25 cents). Price to the trade 11 cents; profit 4 cents. Fully returnable. Posters free. THE WORLD TO-DAY, CHICAGO.

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

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

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

## BRITISH PERIODICALS IN DEMAND.

J. R. Irwin, who represents the Harmsworth publications in Canada, is enthusiastic over trade prospects in this country. He recently secured some statistics from the Post Office Department at Ottawa, comparing the importations of English periodicals for the seven months since the new postal arrangements were made with the corresponding months of the preceding year. In Toronto the increase was 125 per cent.; in Winnipeg it was 225 per cent., while the average all over Canada was over 100 per cent.

The great increase has been made in the penny papers

which are selling in large quantities, particularly in Winnipeg and the west. While English settlers consume the largest number of these papers, Canadians as well are beginning to be interested. Mr. Irwin cited the case of a Toronto store established only three months ago where the sale of penny papers amounts to at least two thousand a week. Mr. Irwin believes the future for these penny papers to be enormous, if only undesirable publications are kept out of the country.

The amount of business being done through Canadian news agents on American magazines is also very much greater. Owing to the increase in postage on these publications, the public can now buy them at a lower rate through newsdealers than if they bought them direct from the publishers.

Mr. Irwin is strongly of the opinion that Canadian booksellers ought to organize at once weekly deliveries of magazines and papers. At present most of them depend on their catch trade, waiting for purchasers to come to their stores. In the cities there have been developments along this line and numerous dealers are now delivering papers every week. The plan, if adopted generally, is sure to prove most successful.

Up to a few months ago, Mr. Irwin was the only permanent representative of an English publisher in Canada. He was at first very much disheartened, but since the postal change was made business has grown by leaps and bounds, and he is now well satisfied with results. Other English publishers are hurrying to get representatives established here and the future for English periodicals looks very bright.

## MAGAZINE NOTES.

Ainslee's has started out on its new year with increased vigor. The January number contained several notable stories. In it was published E. Phillips Oppenheim's new novel, complete, "Berenice." Agnes and Egerton Castle were also contributors. The February number will be a worthy successor to this. The complete novel will be a dramatic story, the joint work of Edith Mae-vane and Beatrix Demarest Lloyd, who have frequently contributed to Ainslee's before. O. Henry will be another contributor, writing a new story called "The Memento." There will be besides a lot of entertaining fiction in this number.

The International Studio for January presents illustrated articles on the "Paintings of S. Melton Fisher," "The Landscape Paintings of Mr. Algernon M. Tal-mage," "Recent Designs in Domestic Architecture," "The Autumn Salon, Paris," "Birmingham Painters and Craftsmen," etc., with nine color inserts, exquisitely printed.

A new magazine, "The Canadian Home Monthly," will make its appearance to the public about the 15th February. The magazine will be purely Canadian in its contents, aiming to be of special interest to the home or family. The low price at which it will be placed on the market will enable it to be read by the thousands of people who cannot afford to subscribe to the higher priced periodicals. The Canadian Home Monthly Publishing Company, of Brantford, are the publishers.

Dealers should be careful to read all agreements or contracts they sign when ordering goods. J. F. McKenna, Toronto, placed an order with Owen Bros. for Christmas magazines, but did not get them till after the holiday. Mr. McKenna did not notice the words "to be delivered as soon as possible" which appeared on the order, and naturally refused to accept the goods. Judgment was given in favor of Owen Bros., the court claiming that the time clause made it impossible to give any other decision.

# Condensed or "Want" Advertisements

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

## RATES.

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

Five cents additional each insertion where box number is desired.

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

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

## AGENTS WANTED.

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

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

## ARTICLES FOR SALE.

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

**HUNDRED THOUSAND HEADLINES PERFECT** goods; 30c. a1,000; envelopes, all sizes, bargains; paperettes, \$5 per 100. W. R. Adams, Toronto. (1)

## 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.

**COLUMBIAN CYCLOPEDIA**, 42 VOLUMES, cloth bound, titles in gilt letters, pretty backs for bookcase, includes Atlas, \$22.00; also "History of the Nineteenth Century," year by year, by Edwin Emerson, 1r, beautifully illustrated with colored plates and half-tones, \$3.00. W. T. Allen, Bowmanville. (1)

**10, HANDY REFERENCE ATLAS OF THE** World, new, enlarged edition, John Walker & Co.; 50c. Royal Atlas for Canadian Schools, new edition, T. Nelson & Sons; 1c. Miller's School Management; 1c. Corson's Voice and Spiritual Education; 1c. Corson's Aims of Literary Study; 1c. Burrell's Clear Speaking and Good Reading; 5c. Williams and Fisher's Theory and Practice of Cookery; 1 gross, illuminated texts, 1 1/2 x 6 1/2, large assortment for \$2.50 gross. Cloke & Son, Hamilton, Ont. (1)

## BOOKS IN FOREIGN LANGUAGES

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

## BOOK PLATES (EX LIBRIS)

**R**OBERT 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**. (1)

## BUSINESSES FOR SALE.

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

**A RETAIL BOOK BUSINESS WITH LARGE** connection and doing a good trade in church and college books is one of the best cities in Canada; stock about \$10,000; splendid opportunity for good bookman. Apply to Box 37, **BOOKSELLER AND STATIONER**, Toronto. (1)

## DIARIES

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

## ITALIAN BOOKS

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

## MISCELLANEOUS.

**TO RENT—FLAT SUITABLE FOR BOOK,** stationery or allied lines, between Yonge and Bay on Adelaide Street, Toronto, steam-heated and splendid light, hot and cold water to ship from, site about 25 by 77; one of best and central locations in Toronto. Apply McLeod & Allen, 42 Adelaide West. (1)

## MISCELLANEOUS

**SALESMAN TO CARRY SIDE LINE OF** postcards, calendars and novelty pictures; weights less than 10 pounds, assures good returns; state references, territory and present connections. Reinthal & Newman, 106 West 29th St., New York. (1)

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

## POST CARDS

**BEAUTIFUL BIRTHDAY FOLDERS FINE** assortments for \$2, \$3, \$5 and \$10; comic postcards, \$2.75 a 1,000; 1,000 good scenery, art and comic souvenir cards, \$5.50. W. R. Adams, Toronto. (2)

**BARGAINS IN COLORED SOUVENIR POST** cards post free—100 Canada, 60c., 75c.; 100 comics, 35c.; 100 illustrated, \$1.00; 100 novelty, \$1; 100 flowers, 80c., 75c.; \$1; 100 foreign, 75c.; \$1; 100 bathing girls, \$1; 100 birthday, \$1. W. R. Adams, Toronto. (2)

**VALENTINES—POST CARDS**, 75c., \$1, \$1.25 per 100; paper comics, 35c. gross; order early. W. R. Adams, Toronto. (1)

**WEAVER'S POST CARD PRESS**, 12-14 King East, Berlin, Ont., will make double-tone local view post cards, glass-views, roll-ones, or four color views and ship in from two to four weeks. Samples free. (1)

## 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.

**WANTED—A FIRST-CLASS SALESMAN** who thoroughly understands books, stationery and wall paper business; such a person desiring to better his position apply to "Experience," care of **BOOKSELLER AND STATIONER**. (1)

## TRAVELLER WANTED.

**EXPERIENCED STATIONERY TRAVELLER**, must be first class man; state experience, references, age; salary, \$1,000 a year and expenses to start. Menzies & Company, Ltd.

# BOOKSELLER & STATIONER OF CANADA

Published on the second Wednesday of every month.

The Maclean Publishing Co., Limited

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

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TORONTO (Telephone 2701)  
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232 McGUIRE Street,  
10 Front St. East,  
Room 341 Union Bank Building,  
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GRANT BRITAIN

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

RECENT CANADIAN COPYRIGHTS.

Registered at Ottawa, during December, 1907.

Books.

Blair's Canadian Drawing Series. Book 4, senior grade. By David Blair. The Copp, Clark Company, Limited, Toronto.

Our 1908 Canadian Calendar. For every day in the year. Published in the Toronto Globe, the Winnipeg Free Press and the Vancouver Province. Book. Temporary copyright, Frank Yeigh, Toronto, Ont.

The Artists Series of Picture Post Cards. By Wm. Balfour Ker. Book of drawings. Life Publishing Company, New York, N.Y., U.S.A.

The Artists Series of Souvenir Post Cards. By Harrison Fisher. Book of drawings. Life Publishing Company, New York, N.Y., U.S.A.

Souvenir Post Cards, Series I. From Original "Life" sketches. Book of drawings. Life Publishing Company, New York, N.Y., U.S.A.

Un Bon Patriote d'Autrefois: Le Docteur Labrie. Par l'Abbe Auguste Gosselin. Livre. Auguste H. Gosselin, St-Charles de Bellechasse, Que.

Nelson's Recorder for Storekeepers and Business Men. Book. Frederik Nelson, trading as the National Business Methods Company, Toronto, Ont.

A Few More Suggestions for 1908. Literary Composition. Henry D. Bayne, Montreal, Que.

Exclusia: A Dream Containing Phantasy, With an Epilogue Containing Fact. By Arthur Davies. Book. Arthur Davies, Victoria, British Columbia.

Through Five Republics on Horseback. By G. Whitfield Ray. F.R.G.S. With an introduction by the Rev. J. G. Brown, D.D. Second edition. Rev. G. Whitfield Ray, Blenheim, Ont.

La Nouvelle Indulgence Pleniere de la Bonne Mort. Livre. Pierre Lafrance, Notre Dame des Sept Douleurs de l'Isle Verte, Que.

City of New Westminster, Compiled from Authentic Sources. By Albert J. Hill, A.M., C.E., 1907. Map. James Arthur Thomson, Vancouver, British Columbia.

The Bench and Bar of the Provinces of Quebec, Nova Scotia and New Brunswick. Editor, A. W. G. Macalister. Book. John Lovell & Son, Limited, Montreal, Que.

The Heart of Christianity. By Rev. T. S. Linscott, D.D., F.R.C.I. Volume II. T. S. Linscott, Brantford, Ont.

Petit Ceremonial. A l'Usage des Enfants de Choeur pour la Province Ecclesiastique de Quebec. Livre. J. P. Garneau, Quebec, Que.

Fisherman Scotch Limericks. Booklet. A. Kelly Evans, Toronto, Ont.

Photos and Pictures.

Cascade Falls, Canadian Rockies; Pack Train, Canadian Rockies; Lake Minnewauka, Canadian Rockies; Goat Mountain, Banff; Mt. Rundle, Banff, Altitude 9,665 feet; Devil's Canyon, Banff; Pipe Stone Summit, Altitude 8,500 feet; Bathing, Hot Sulphur Springs, Banff; Ascending Mt. Aberdeen, Altitude 10,300 feet; Buffalo, Banff; Bow River Falls, Banff; Cascade Glacier, Canadian Rockies, photos. Byron Harmon, Banff, Alberta.

Canada's Monopoly. Photo. Cassell M. Tait, Edmonton, Alberta.

Buffalo in Elk Park, Alberta. Photo. Cassell M. Tait, Edmonton, Alberta.

A Youngster of Four Months. Photo. Cassell M. Tait, Edmonton, Alberta.

Methodist Church, Markdale. Photo. Joseph C. Kentner, Markdale, Ont.

Music.

Canada for Christ. Song. Words by Grant Balfour. Music by Fay-G. Stanbury. I. M. Grant, Toronto.

I'm Afraid to Come Home in the Dark. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Company, New York, N.Y., U.S.A.

Wait for Me by the Mulberry Tree. Words by Will J. Harris. Music by Harry I. Robinson. Will Rossiter, Chicago, Illinois, U.S.A.

Meet Me at the Depot. Song. Words and Music by Arthur Gillespie and Bernard Alder. Will Rossiter, Chicago, Illinois, U.S.A.

My Pretty Witty Kitty from Killarney. Song. Words and Music by Harry L. Newton and Hampton Durand. Will Rossiter, Chicago, Illinois.

Fluttering Leaves. Three-Step. By Delhi A. Doty. Will Rossiter, Chicago, Illinois, U.S.A.

The Ivy Green. Song. Words by Charles Dickens. Music by E. H. Tiffany. E. H. Tiffany, Alexandria, Ont.

That's Why I Never Married. Song. Words by John L. Golden and Joseph Cawthorne. Music by John L. Golden. Jerome H. Remick & Company, New York, N.Y., U.S.A.

Grethen Madchen Mine. The song of the old Dutch mill. Words and music by John L. Golden. Jerome H. Remick & Company, New York, N.Y., U.S.A.

## Best Selling Books of the Month

### Belleville.

1. Satan Sanderson. By H. E. Rives. McLeod.
2. Romance of an Old-Fashioned Gentleman. By F. H. Smith. Musson.
3. Dawn at Shanty Bay. By R. E. Knowles. Frowde.
4. Prophet in Babylon. By W. J. Dawson. Revell.
5. Weavers. By Sir Gilbert Parker. Copp.
6. Best Man. By Harold MacGrath. McLeod.

### Brantford.

1. Dawn at Shanty Bay. By R. E. Knowles. Frowde.
2. Weavers. By Sir Gilbert Parker. Copp.
3. Shuttle. By F. H. Burnett. Copp.
4. Prophet in Babylon. By W. J. Dawson. Revell.
5. Satan Sanderson. By H. E. Rives. McLeod.

### Collingwood.

1. Dawn at Shanty Bay. By R. E. Knowles. Frowde.
2. Weavers. By Sir Gilbert Parker. Copp.
3. Woman of Babylon. By Joseph Hoeking. Copp.
4. Garrison's Finish. By W. B. M. Ferguson. Copp.
5. Shuttle. By F. H. Burnett. Copp.
6. Younger Set. By R. W. Chambers. McLeod.

### Charlottetown.

1. Weavers. By Sir Gilbert Parker. Copp.
2. Satan Sanderson. By H. E. Rives. McLeod.
3. Daughter of Anderson Crow. By G. B. McCutcheon. Briggs.
4. Days Off. By H. Van Dyke. Copp.
5. Frenzied Finance. By T. W. Lawson. McLeod.
6. Rosalind at Red Gate. By M. Nicholson. McLeod.

### Hamilton.

1. Weavers. By Sir Gilbert Parker. Copp.
2. Shuttle. By F. H. Burnett. Copp.
3. Arizona Nights. By S. E. White. Musson.
4. Alice-for-Short. By Wm. De Morgan. Frowde.
5. Satan Sanderson. By H. E. Rives. McLeod.
6. Car of Destiny. By C. N. and A. M. Williamson. Musson.

### Kingston.

1. Weavers. By Sir Gilbert Parker. Copp.
2. Shuttle. By F. H. Burnett. Copp.
3. Bud. By N. Munro. Harpers.
4. Car of Destiny. By C. N. and A. M. Williamson. Musson.
5. Arethusa. By Marion Crawford. Macmillan.
6. The Broken Road. By A. E. W. Mason. McLeod.

### London.

1. Weavers. By Sir Gilbert Parker. Copp.
2. Days Off. By H. Van Dyke. Copp.
3. The Broken Road. By A. E. W. Mason. McLeod.
4. Fruit of the Tree. By E. Wharton. McLeod.
5. Ross Durham. By David Lyall. Copp.
6. Dawn at Shanty Bay. By R. E. Knowles. Frowde.

### Moncton.

1. Weavers. By Sir Gilbert Parker. Copp.
2. Sadie. By H. E. Rives. McLeod.
3. Light Fingered Gentry. By D. A. Phillips. Briggs.
4. Alice-for-Short. By Wm. De Morgan. Frowde.
5. Joseph Vance. By Wm. De Morgan. Frowde.
6. Daughter of Anderson Crow. By G. B. McCutcheon. Briggs.

### Montreal.

1. The Weavers. Sir Gilbert Parker. Copp.
2. The Shuttle. F. H. Burnett. Copp.
3. The Broken Road. A. E. W. Mason. McLeod.
4. The Fruit of the Tree. Edith Wharton. McLeod.
5. Daughter of Anderson Crow. G. B. McCutcheon. Briggs.
6. The Younger Set. R. W. Chambers. McLeod.

### Peterboro.

1. Weavers. By Sir Gilbert Parker. Copp.
2. Shuttle. By F. H. Burnett. Copp.
3. Lady of Decoration. By F. Little. Musson.
4. Satan Sanderson. By H. E. Rives. McLeod.
5. Daughter of Anderson Crow. By G. B. McCutcheon. Briggs.
6. Dawn at Shanty Bay. By R. E. Knowles. Frowde.

### Sarnia.

1. Weavers. By Sir Gilbert Parker. Copp.
2. Shuttle. By F. H. Burnett. Copp.
3. Dawn at Shanty Bay. By R. E. Knowles. Frowde.
4. Sadie. By H. E. Rives. McLeod.
5. Beth Norvell. By R. Parrish. Briggs.
6. Night Riders. By R. Cullum. Copp.

### Toronto.

1. Weavers. By Sir Gilbert Parker. Copp.
2. Shuttle. By F. H. Burnett. Copp.
3. Fruit of the Tree. By E. Wharton. McLeod.
4. Alice-for-Short. By Wm. De Morgan. Frowde.
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### THE IDLE MOMENT.

We believe there are men to whom books are sacred, who open them with reverence; for whom an hour in a bookshop has in it something in the nature of worship. To such minds even a publishing house may have dignity. We apologize to these men for this story of an irreverent young office boy in a New York publishing house, in whom familiarity has bred at least disillusion. The boy's duty in the firm is limited, being chiefly to report messages over the telephone; but he has a personality of his own, and when, after several days during which a different voice answered the phone, the fresh, familiar tone rang out again, somebody from Harper's at the other end of the wire was moved to mention that he had noticed the change.

"Say, how'd ye like him?" asked the youth, eagerly. "Ain't he a boid?"

"Who is he?" inquired the friend. "A new boy?" "Ah, g'wan!" came the disgusted voice. "New boy! He's de boss o' de dump here, dat's who he is!"

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Amalgamated Press, London, Eng.  
American Code Co., New York  
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Busy Man's Magazine, Toronto  
Chapman's Book Store, Montreal  
Clark Bros., Winnipeg, Man.  
Electrician and Mechanic, Boston, Mass.  
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Mr. Bookseller, every time you sell a copy of the Busy Man's Magazine you are also increasing the sale of your other Magazines. That's rather peculiar, isn't it ?

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It will pay you, then, to have the Busy Man's in your magazine display. When a customer inquires what good things are in the magazines of the month direct his attention to the special department in Busy Man's. This will show him the very articles which interest him and thus create a sale for your periodicals.

The February number of Busy Man's will add to the artistic appearance of your magazine counter. See that you have it in stock. It's bound to be a ready seller and your commission makes it well worth your while.

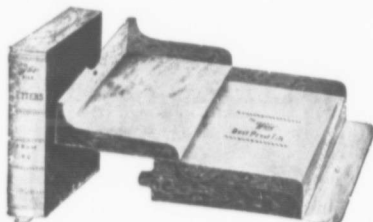
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