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BOOKSELLER & STATIONER

OF CANADA

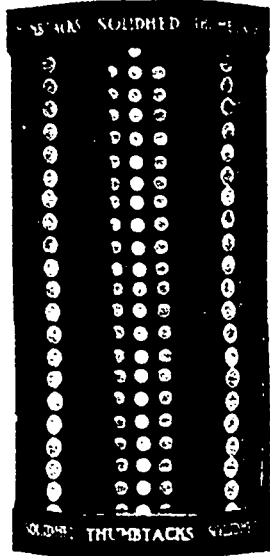
NOVEMBER 1907

The New Idea Trade Newspaper that Shows Retailers How to Sell Goods. [Covers the Entire Canadian Field and has a Growing Circulation Abroad.]

MONTREAL

TORONTO

WINNIPEG



**It's the Solidhed Display
that sells tacks**

Ask your jobber or
Hawkes-Jackson Co., Makers
82 Duane Street, N. Y.



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BOOKSELLER AND STATIONER

1907 ANNUALS



THE BOY'S OWN ANNUAL

For nearly two generations this annual has been conceded as the best book for Boys ever published. Its stories are by the best authors and it is full of interest from cover to cover.

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this year is larger and more attractive than ever. It appeals to Girls of all ages. It has a splendid collection of fiction by the best writers of the day, besides hundreds of other useful articles on all kinds of subjects in which girls are interested.

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No Xmas Stock is complete without these Books.

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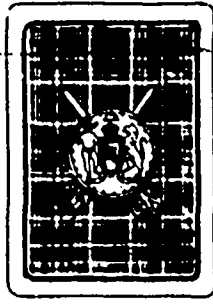
Publishers for Canada,

Toronto

BOOKSELLER AND STATIONER



Salon 4



Can-16 Clans



Union Jack, all the Provinces



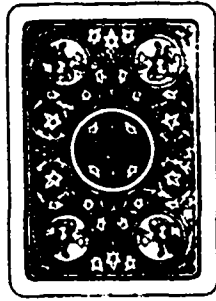
National-England, Ireland, Scotland, Canada



Salon 23



Elk

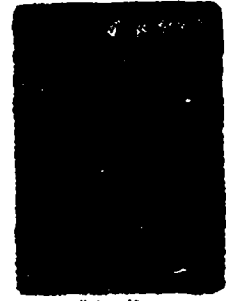


Imperial Club Bicycle 5

Ask
to see
Samples of



Imperial Club Bicycle 8



Salon 19



Salon 18

The
LINETTE
Cards



The
LINETTE
Cards



Salon 30



Sultan A

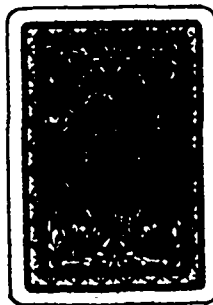
Order from
your jobber



Salon 21



Grand Trunk



Linette Series 2

A. O. HURST
24 Scott St.
TORONTO



Linette Series 4



Sultan C



Salon 7



Burns, Dickens, Shakespeare



Salon



Salon 8



Salon 6

Holiday Goods

Fine New Assortment now on hand, suitable for Holiday Trade.

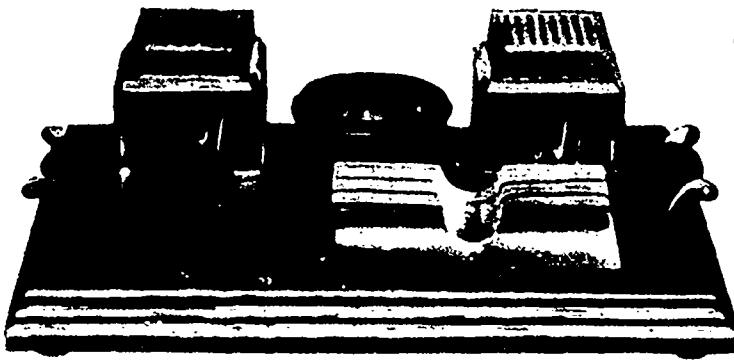


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Diaries, 1908

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Office Supplies, Office and Home Stationery
Fountain and Stylo Pens. Fine range "The Best."

Fine Art Calendars and Pictures

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Manufacturing and Importing Stationers

Toronto

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Xmas-New-Years- and Valentine-Cards
Illustrated Postcards, Calendars and Studies

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grade — GOOD
LUCK and ST.
LAWRENCE.

SPECIAL CARD FOR
WHIST PLAYERS

Colonial Whist

LACROSSE DESIGN.

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MADE IN CANADA.

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Advertising Cards of all sorts—Novel Designs.

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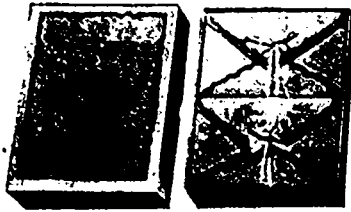
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MONTREAL.

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Style, Quality, Reliability



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621 Broadway, 130 William Street

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NEW YORK, U.S.A.

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Manufacturers of

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Largest Manufacturers in U.S. in Imprint Work

We manufacture special lines for leading Stationers and Jewellers all over Canada. We make only high-grade lines. Every pen we send out carries with it our absolute guarantee.

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Jewellers' Court, 51-53 Maiden Lane

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NOW

is the best season of the year to establish a Fountain Pen Department in your store.

Give one of Santa Claus advance agents an opportunity to start you right, and by the first of the year you will have gained an impetus in this department that will carry it actively through the entire year, ever afterwards.


We extend many aids to our dealers at this particular season, as well as all others.


Write to-day for full information


L. E. Waterman Co.
of Canada, Limited
 136 St. James St., - MONTREAL
 New York London


Sizes and Styles of Cone Cap Holders


No. 12 Pen is 6 3/4 inch long; other sizes in proportion



 No. 12 Style: Plain Black
 No. 2 \$2.50 No. 14 \$4.00 No. 16 \$6.00 No. 18 \$8.00
 No. 13 3.50 No. 15 5.00 No. 17 7.00
 Also Chased, Mottled or Cardinal at same prices.



 No. 13 Style: Chased, Plain Gold Middle Band, 18-K. Filled.
 No. 12, G.M.M. ... \$3.10 No. 14, G.M.M. \$4.50 No. 16, G.M.M. \$7.00
 No. 13, G.M.M. 4.50 No. 15, G.M.M. 6.00 No. 17, G.M.M. 8.00
 No. 18, G.M.M. 9.00


 No. 14 Style: Cantina, with Clip-Cap, used largely for red ink.
 No. 12 \$1.50 No. 14 \$1.00 No. 16 \$6.00 No. 18 \$8.00
 No. 13 3.50 No. 15 5.00 No. 17 7.00
 Also Plain Black, Chased or Mottled at same prices. German Silver Clips, add 25 cents to all prices.


 No. 15 Style: Gold-Mounted, Chased Bands, with Clip-Cap
 No. 12, G.M. \$3.50 No. 14, G.M. \$5.00 No. 16, G.M. \$7.00
 No. 13, G.M. 4.80 No. 15, G.M. 6.00 No. 17, G.M. 8.00
 No. 18, G.M. 9.00
 Gold-Filled Clips, add \$1.00 to all prices; Solid Gold Clips, add \$2.00 to all prices.


 No. 16 Style: Filigree, Sterling Silver, with Clip-Cap.
 No. 412, Fil. \$3.00 No. 414, Fil. \$7.00 No. 416, Fil. \$9.50
 No. 413, Fil. Not made No. 415, Fil. 8.50 No. 417, Fil. 11.00
 No. 419, Fil. 12.00
 Mounted on Black or Cardinal Holder. Sterling Silver Clips add 50c. to all prices


 No. 17-Style: Gold Mounted Cap, (chased or plain band.)
 No. 12, G.M. Cap .. \$1.50 No. 14, G.M. Cap .. \$3.00 No. 16, G.M. Cap \$7.00
 No. 13, G.M. Cap . 4.50 No. 15, G.M. Ca) 6.00 No. 17, G.M. Cap 8.00
 No. 18, G.M. Cap 9.00
 Plain Black, Chased or Mottled finish.


 No. 18-Style: Mottled.
 No. 12 \$2.50 No. 14 \$4.00 No. 16 \$6.00 No. 18 \$8.00
 No. 13 3.50 No. 15 5.00 No. 17 7.00
 Also Plain Black, Chased or Cardinal finish.



SUNDOWN.



THE DANCERS.



EXPECTATION.



THE OLD, OLD STORY.

New designs in Congress Playing Cards

Are pleasing in character and embrace a wide variety of subjects.

They are the dainty, salable additions to the Congress grade. Their light margins make them unusually wearable.

They include copies of well-known European paintings, and also the works of such American artists as Harrison Fisher (Laughing Water), H. C. Christy (Miss Demure), Hamilton King (Dolores), John Ward Dunsmore (The Old, Old Story), and others.

Jobbers can now supply these new designs, but orders should be placed at once as first editions may soon be exhausted.

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



BERENICE.



JULIA MARLOWE.



DOLORES.



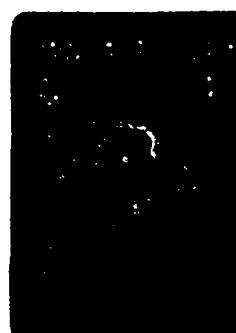
AN OLD-FASHIONED GIRL.



MISS DEMURE.



LAUGHING WATER.



ERIN.



JERRY

QUALITY



First, Last and Always is what everybody insists upon. Be protected—have an article whose name and seal will reassure your customers and cause them to come again. Keep a good stock of

CARTER'S Inks, Mucilage and Paste

and you will get a quick return for your money. They not only attract customers by their appearance but hold them by their

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More Higgins' Drawing Inks



CHAS. M. HIGGINS & CO.

ORIGINATORS AND MANUFACTURERS

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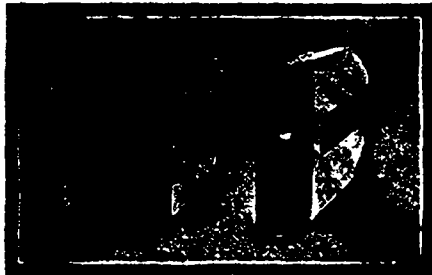
NEW YORK—CHICAGO—LONDON

Main Office, 271 Ninth Street } BROOKLYN, N.Y.
Factory, 240-244 Eighth Street } U.S.A.

Were sold in 1906 than any previous year of their history, by a large percentage. This is proof positive that when all is said and done, both discriminating consumers and dealers know how to sift the chaff from the wheat, and cleave to that which is good.

Higgins' Drawing Inks

are the best made and are deservedly the Standard Liquid Drawing Inks of the world.



THE MAJESTIC Loose Leaf Ledger

is made to satisfy the demand of the most critical buyer

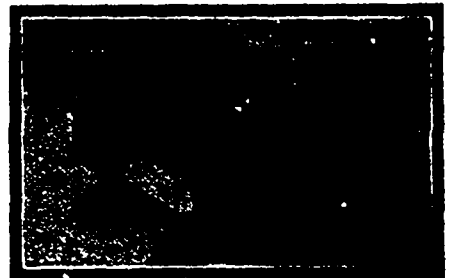
Simplicity — Durability — Beauty

Stationers! Sell the Line of Quality

THE MAJESTIC Transfer Ledger

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Used for Office Records of all kinds

Write us for 72-page Catalogue



Sieber & Trussell Manufacturing Company

Office and Factory :

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Dennison Quality is a tangible, actual asset.

It stands for more business and better prices.

Whether it is Tags, Crepe Paper, Adhesives, Gummed Paper or any other feature of Dennison manufacture, Dennison Quality is being emphasized over and over again to the consumer by a campaign of advertising that is largely increasing the trade of Dennison dealers.

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The Tag Makers

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NEW YORK
15 John Street.

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1007 Chestnut Street.

CHICAGO
128 Franklin Street.

ST. LOUIS
413 North Fourth Street.

BOOKSELLER AND STATIONER

THE CHRISTMAS NUMBER

— OF —

BLACK AND WHITE

READY NOVEMBER 18TH WITH
THREE PRESENTATION PLATES

"REVERIE" by Frank Dicksee, R. A., "SWEETHEARTS and WIVES" (from the original in the Tate Gallery) by S. E. Waller, and "THE DRUMS OF THE FORE AND AFT," from the painting of E. Matthew Hale.



Mr. Rudyard Kipling's "The Drums of the Fore and Aft" has suggested to Mr. Matthew Hale a picture of extraordinary vitality. The two gallant little drummers have wandered, unknowingly, into the zone of fire of battle. Dimly realizing the issue at stake, with fife and drum they summon their comrades back to the struggle. The two erect, manly little forms stand out grim and defiant between the opposing hosts against a background of dull brown Afghan hills. There is a splutter of fire from the Afghan guns, and they fall. But their fall is the signal of victory. The "Fore and Aft" come on—silently, relentlessly—on to a vengeance that will not be denied, to reap the victory which the "drums" have bought and paid for with their brave little lives.

Stories by : Morley Roberts, J. J. Bell, Geo. R. Sims, G. B. Burgin, E. Nesbit, Hansard Watt, Mayne Lindsay, Halliwell Sutcliffe.

Illustrated by :—Will Owen, Cyrus Cuneo, Christopher Clark, R.I., Steven Spurrier, W. Rainey, R.I., A. Michael, Stephen Reid, L. Daviel.

Remember the Date.

Black and White Publishing Co., Ltd.

63 Fleet St., LONDON, ENGLAND

THE Bookseller and Stationer

Vol. XXIII.

MONTREAL AND TORONTO, CANADA, NOVEMBER, 1907.

No. 11.

The Booksellers' and Stationers' Association

A Valuable Collection Scheme -- Christmas Book List.

The money shortage this fall is forcing merchants to realize the importance of insisting upon prompt settlement of accounts. Many retailers have been lax in making their collections in recent years, the general expansion of industry and the plentitude of money encouraging them to deal too liberally with credit customers. As a result, most merchants find it hard to meet the demands of the jobbers, who are being urged by the banks to reduce their loans.

If jobbers are forced to pay higher rates for money the burden will be passed on to retailers who are behind in their payments, and to escape this addition, retailers must collect hard and gather in every cent available, and the time to act is before the real squeeze comes during the winter.

The Ontario Retail Hardware Association is helping its members in a practical manner by supplying form letters at a nominal cost to enable dealers to collect hard accounts. These "collection department" letters have been in use by some merchants since last May, and the results have exceeded the most sanguine expectations of any member.

A Warm Testimonial.

One member, G. A. Binns, of Newmarket, is enthusiastic in his commendation of the scheme. Writing to the secretary of the Hardware Association, he says:

Dear Sir,—Replying to your favor of the 18th, asking for my opinion with reference to my experience with the "collection department" letters, I am glad to say I have found them more effective than any plan I have ever tried.

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 \$33.89 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.

G. A. BINNS.

Newmarket, Sept. 25, 1907.

A. W. Humphries & Son, Parkhill, had splendid results from their use of the Association collection forms. Their letter to the secretary reads as follows:

Dear Sir, --We have your letter of the 18th, making enquiry as to our success with the collection forms of the O.R.H.A., and would say that results so far have been very satisfactory. In all but one instance we have received full settlement with interest, and that one case was a particularly hard one, which will require very vigorous following up.

The first collection made by means of the forms repaid us several times over for their cost, and we have still a good supply on hand for further use.

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.

A. W. HUMPHRIES & SON.

Parkhill, Sept. 25, 1907.

Belleville and Barrie Approve.

To show how general has been the success of the scheme, two other testimonial letters may well be reproduced, one from a Belleville firm and the other from a firm in Barrie.

Dear Sir,—With reference to the collection forms which we received from the association, we are pleased to say that we received very large returns from the investment.

We had lately transferred our accounts to new ledgers, and before writing a large number of accounts off to "bad debts," sent a number of your collection forms to these parties. In response, several accounts were paid which we considered lost accounts. We trust that your department will prove equally successful to others.

W. W. CHOWN CO., LIMITED.

Belleville, Sept. 19, 1907.

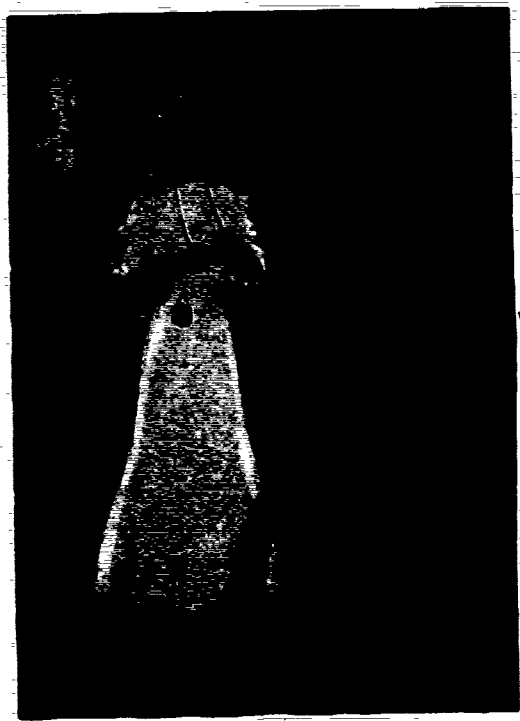
Dear Sir,—In reply to your letter of the 18th, re results of using collecting forms, I might state that I have had excellent returns. In fact, most of the cases that I used them were for accounts that I had considered as lost or no good, as I was anxious to give them a good test, and I have received 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.

F. A. HOAR.

Barrie Sept. 20, 1907.

How Booksellers May Profit.

What has all this got to do with the booksellers, some reader may ask. Simply this—the Booksellers' and Stationers' Association are going to afford precisely the same service to their members. Through the courtesy of the secretary of the Hardware Association, the secretary of the Booksellers' Association, is in a position to supply members with the identical means of collecting, which have proved so satisfactory.



Frontispiece of "The Shuttle."
By Frances Hodgson Burnett, (Copp, Clark)

The service will, of course, be confined strictly to members of the association in good standing. Any booksellers, outside the organization, who desire to benefit by it, must first make application for membership and pay up their dues. The advantages to be derived from membership, in this one particular alone, are sufficient to induce every bookseller to join the association.

For the reason that the association members alone are to benefit, it is impossible to explain the scheme in detail here. Suffice it to say that the collection letters and follow-up letters are supplied to members at cost. An outlay of \$1 is sufficient to secure letters, follow-ups and envelopes, with which to reach 60 delinquents. Add to this the membership fee in the association of two dollars and it will be found that every bookseller has at

hand a cheap and efficient way of collecting his bad debts.

How to Secure the Service.

The way to secure the service is to communicate at once with W. A. Craick, Secretary of the Booksellers' and Stationers' Association, 10 Front Street East, Toronto. If you are already a member of the association and want to make a trial of the scheme, send in \$1 and secure sufficient printed matter to cover 60 delinquents. If you are not a member, send in \$3, which includes \$2 for membership and \$1 for the printed matter. In any case, give the scheme a good trial. It has helped others and it is quite likely it will help you.

Officers of the association, who have been shown the collection forms, express their approval of the idea and believe it will be found beneficial. One officer stated that he considered it the best thing the association had yet done for its members and he expected that the membership would be very considerably increased by means of it.

Organize Everywhere.

There should be provincial trade organizations all over Canada, and a central organization to link together the various provincial bodies. Cannot something be done to bring this result about?

Take, for instance, the collection scheme outlined in the preceding columns. This scheme should be available by every bookseller in Canada, whereas, as it stands, it can only be used by the Ontario dealers.

Mr. Douglas, of Edmonton, was shown the collection plan when in Toronto, and was so impressed with its value, that he determined on his return to the west to get the Alberta booksellers together and suggest an Alberta Association. We hope he will be very successful in his efforts to bring about this result.

CO-OPERATIVE BOOK LIST.

Arrangements are being made by the secretary of the Booksellers' and Stationers' Association, of Ontario, to issue a co-operative Christmas Book List for the benefit of members and for such other booksellers as may care to avail themselves of the offer.

Typographically, the booklets will be dainty little productions, printed on coated stock and well-illustrated. The cover will be specially designed in holly wreaths, in two colors, and in each case will bear the dealer's imprint. No publisher's name will appear, so that the booklet will apparently be the bookseller's own production.

To members of the Association, the booklet will be supplied at cost. Only orders for one hundred or more booklets will be accepted, and the maximum price will be \$3.00 per hundred; \$5.50 for 200 copies; \$8.00 for 300 copies; \$14.00 for 500 copies, and \$25.00 for 1,000 copies. These prices will be reduced should the edition run over 5,000 copies.

Non-members of the Association, resident in the Province of Ontario, can secure booklets by paying an additional charge of \$2.00 in each case, which will entitle them to membership.

As for booksellers outside the Province of Ontario, the Association is willing to supply them with booklets at the above figures. It hopes that many of them will avail themselves of this offer.

Any further particulars will be gladly supplied by the Secretary, 10 Front Street East, Toronto.



Interior of Rintoul & Co.'s Fancy Goods Store, Dauphin, Man.

A Progressive Store in a Manitoba Town

Rintoul & Co., Dauphin

Rintoul & Co., a pioneer name in the book and stationery business of Western Canada, started business in the town of Dauphin, Manitoba, just eleven years ago this month. Like most of the old-established firms of the West to-day, they opened up in a small way, occupying a little one-storey building, twelve by sixteen feet in size. But the start they made in the little store was of the right kind and in the right direction, for it didn't take very long before they were forced by increasing business to seek larger quarters.

Move to Larger Quarters.

In the Spring of 1898, Rintoul & Co. moved into the Walton Block, on Burrows avenue, where they had more room to develop the resources of their business, as the town grew. By using sound methods of retailing and paying careful attention to every detail, the increasing prosperity of the West was shared in by them to the full so that this spring another move to still larger premises became imperative.

The Present Store.

The present Rintoul store, as shown in the accompanying illustrations, which give both exterior and interior views, was occupied on May 1. It is located in the Wallace Block, on Main street, and is fitted up expressly for the fancy goods trade in which Rintoul & Co. specialize. All the fixtures are painted a pearl white, which shows the goods to the best possible advantage. The store is steam-heated and measures twenty-two by sixty eight feet. The stock comprises a good selection of the leading lines requisite to make the store a headquarters for the book, stationery and fancy goods trade of Dauphin and vicinity. A good display of books is made, stationery of all kinds is stocked, and a strong point is made of souvenir goods of all varieties. Fancy china and glassware are included in the general stock of fancy goods. School supplies and wallpaper form an important adjunct.

The Head of the Firm.

William Rintoul, the principal of the firm, has had long experience in the book, stationery and fancy goods

trade, and is considered a good buyer. As evidence of this fact, all one has to do is to refer to the stock. Nothing old or unsalable is to be seen in the store. In addition to his prominent position as a successful business man, Mr. Rintoul has held positions of trust and importance in the town. He was for seven years Deey, Treasurer, and later Police Magistrate, but was led to resign both offices in order to give all his time and attention to his business.

His assistant in the management of the business for the past three years has been Miss Ella McAllister, formerly of Teeswater Ontario.



Rintoul & Co.'s Store, Dauphin.

Some Pointers on Show Windows

In the Book Shop

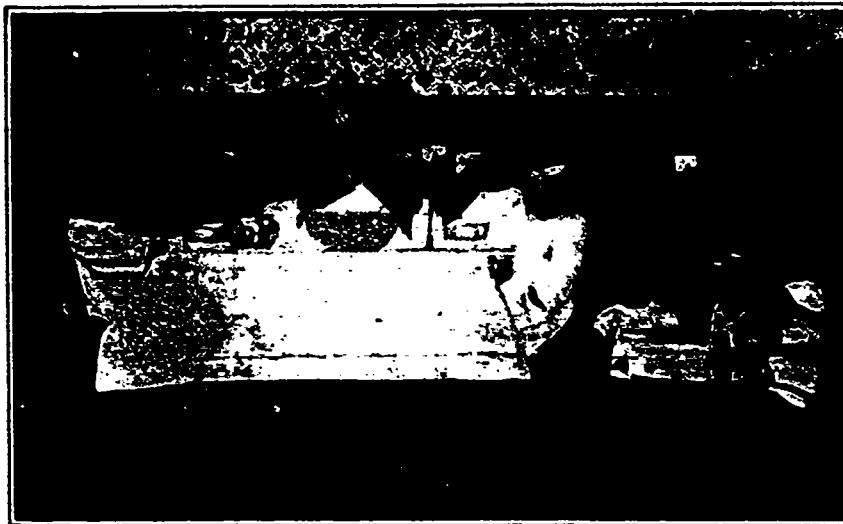
In the next few weeks the stationer's and bookseller's show window will be a centre of interest to thousands of shoppers in the cities, towns and villages of our country. It will prove to be when properly utilized, one of the best assets he possesses. Mind you, it must be properly utilized. Attention must be bestowed on it and careful thought given to its arrangement. Otherwise the public will not be influenced as they well might be.

When a man has made up his mind to go into the retail business, says M. W. Armour, in the Business Magazine, the first thing he does is to look for a suitable stand. When he finds it, if it's a building that has been occupied, he immediately proceeds to tear out the front, and at much expense, perhaps, puts in show windows as big as the space will allow. The day of this man's opening arrives and his windows are pronounced beautiful. Pass these same show windows six months later, and if you find them well dressed and attractive you will find a merchant on the road to success. On the other hand, if the merchant, after being showered with compliments which,

The show windows of a store I don't care how unpretentious the store may be—are its strongest arguments for trade, or against it. Let the passer-by halt for a second in front of one of your show windows and remark: "Isn't that pretty?" or "Isn't that cheap?" You have made a friend or a customer right there. If a woman, her tongue will wag; if a man he will remember. No matter which, your window has done its work and results will follow.

Now to the point: Show windows are for the purpose of showing goods with the thought in mind of drawing trade. That's why show windows are so much in evidence. If they were a failure, you would never see one, and the main streets of every city in the United States would resemble an endless row of tenement houses, and half the glory of a woman's shopping tour taken from her.

Probably no class of trade has a better opportunity to make an attractive window display than stationers. Their goods are so varied and most of them are made up



Courtesy
American Stationer

A Connecticut Stationer's Unique Window.

if not taken sensibly, are the undoing of many a good business man, says to himself: "My reputation is made," and ceases to give other than a passing thought to his show windows. Six months later the people that were most loud in their praises of his beautiful windows have forgotten all about them and seldom, if ever, give them a glance.

Then, again, take the old experienced merchant who is so successful that he finds his quarters too small for his ever increasing business. A new building, possibly half a dozen times larger than the old one, springs up. Note the attention that is given the show windows. They are planned with the greatest care. Every inch of available front space is given to the display of merchandise. The market is searched for the latest devices in fixtures to further enhance the advertising value of this display. Why is this? Because the successful merchant knows the value of his show windows.

Just as a man is judged by his personal appearance, so is a store judged by its windows.

so handsomely that they can be utilized in displays which are sure to attract passers.

Enterprising stationers know the value of their goods and not infrequently make up displays which attract attention and sell goods. One of the best recently seen, according to the American Stationer, was a window made up by B. O. Barnard, a stationer of Bristol, Conn.

He arranged the window as a dining-room, with attractive wall paper, picture moulding and some small passe partout pictures. The table showed a party of Teddy Bears at dinner. The Baby Bear was in a high chair with nursing bottle full of milk on the table in front of him. The large dish in the centre was filled with Indian meal pudding. To make the display more attractive the crockery was old-fashioned blue ware.

The furniture was all small size. Under the table was a rug with green border to match the color of the wall paper. On the settee was a Red Cross nurse at work with two little bears.

Clearing Sales for Retailers

A Suggestion

A correspondent of an English trade journal sends an interesting business tip. The question he raises is an important one, and we think many retail stationers and booksellers might, with advantage, follow his example. Of course, there are two sides to every question, and should any reader differ from the conclusions of the writer of the letter, we shall be pleased to receive and publish their contra views.

Few Sales by Stationer.

"I get about a good deal," says the correspondent, "having a small wholesale business in addition to my retail shop, and in my travels frequently see on the windows of stores of almost every description, announcements of a 'clearance sale.' Such sales are seldom or never held by stationers, and the question has often occurred to me, 'Why don't they?' Surely it cannot be because they have no old stock to dispose of. I can hardly think so, and being a retailer of over twenty years' standing, ought to know something about the trade. My experience is that, if allowed, old stock quickly accumulates. I notice that Messrs. Wyman & Sons have already found it advisable to hold a sale of books, etc., and the large department stores with stationery departments have sales three or four times each year. 'Why not retail stationers and booksellers?' I ask again.

Really No Loss.

"A little more than a year ago I made inquiries as to the methods of running these sales. Of course, I did not learn as much as I should have liked but what I did learn convinced me that an occasional sale was sound business. Of course there are many methods of conducting sales, and much gulling of the public goes on, but the result in most cases is the clearing out of much old stock, and an increased sale of general lines. Investigation shows that there is little or no loss of actual profits, for though a few lines are marked exceptionally low, the loss is made up on other goods. The sale of the old lines is encouraged by a bonus system, the commission being increased according to the length of time the article has been in stock. So impressed was I with what I saw that I decided to hold a clearance sale myself. My stock was a fairly mixed one. Educational books and materials, fancy goods, postcards, and a variety of goods from my athletic department, besides general lines.

The System.

"Having got all my stock marked, I inserted an advertisement in the principal local newspaper, and sent out a quantity of circulars, drawing special attention to the principal reductions. The result exceeded my anticipations in more ways than one. Not only did I clear most of my out-of-date goods, but ordinary sales went up with a jump, and many of the 'sale' customers are now regular visitors to my shop. At the end of this month I shall repeat the experiment, and I am at present busy looking out for some suitable job lines, for, naturally, I have not sufficient old stock on hand to make a bold enough show. Now, sir, I think my experience should prove profitable to many of your readers. I have often profited by useful tips given in your columns by other retailers, and thought I might show my gratitude by passing on this idea, if you will be good enough to find room for it."—The Publisher and Retailer.

The selection of the best editions is one pastime of modern life. The question is entirely one of taste and discrimination. . . . A man of unlimited purse and cultivated taste may indulge his fancy for first editions, black letter missels and extra illumination to excellent advantage. But money cannot buy him a more practical or sounder edition of Thackeray or Dickens or Kipling than a reasonable expenditure and discriminating selection will place on the library shelves of the comfortable American home.—Arthur B. Maurice, in *Good House-keeping*.



"MY LADY CAPRICE."

Xmas Gift Book Design. (William Briggs.)

The basis of the real book business is the genuine love of good literature latent in every educated mind. Such people as possess those educated minds like to be able to go into a well-kept book shop like that of Decker or Peppley and buy what they want and see what is new and what they may want later. The giving up of this style of book-shop will mean a lowering of the tenor of the book business very materially, and if the people are far-sighted they will try to help keep up the local book-shops at the expense of even paying a small per cent. more for the literature they buy.—Frank Farrington, in *Publisher and Retailer*.

Good Stationery Advertising
How to Produce It

Occasional Chats
By W. F. Ralph

"Every good ad. is a rung in the ladder of success." Just where this little chunk of revised Solomon had its origin, is more than I can tell you. But that doesn't matter very much anyway. The main thing is, that it is overflowing with sound horse-sense.

If every good ad. is a rung in the ladder of success it must be remembered that the ladder of success is sky-high. And while each rung brings the climber nearer to the top, the top is so far off that it is only dimly seen. That's probably why there's so much room at the top. People starting away down on the lower rungs, climbing

ducted right, and if it isn't, it can hardly be expected to even pay its way.

A good ad. is: "Proper copy in the proper place at the proper time—which is all the time." Thus it is divisible into three parts—copy, medium and time. Moreover, this advertising trinity can't very well be separated. The right copy must be in the right medium often enough to produce the desired result. And I take it that the result of advertising by progressive stationers, is not success with one line of goods, in one season, but success with all lines at all seasons.

Cumulative Effects.

It is the cumulative effect of a number of good ads. which brings the top of the ladder within reach. Examples of the cumulative effect of good advertising are found in the many things of commerce which have come to be "household words." Lots of them come to the tip of the tongue at the very thought of it. Without mentioning any names, let me draw your attention to soap, tea, cereals, ink, medicine—almost any article of human use. Each one of these articles has one or more branded names which are as well known to you as is the name of the street on which your store is built. Cumulative effect of a succession of good ads. is the cause of it. These ads. are national—yes, international—ads., which go to prove that it is within the province of every stationer in Canada to be as well known in his own town as are the names of the articles referred to, on two continents.

No, if the most conservative stationer in Canada reads this, he cannot successfully deny that advertising is the ladder of business success—if it is conducted properly.

What is Good Copy?

What is good copy, anyway? A number of the most prominent advertising writers on the continent have been asked this question, and the burden of the reply is: "The kind which sells the goods." This is an ambiguous reply, to say the least of it. It needs another question what kind of copy sells the goods? The answer is: The kind of copy which strikes a chord in the bosom of the buyer.

This answer indicates that the successful ad-writer must conquer a problem of no-mean-dimensions. He has to know, to some extent, what chords there are in the bosom of a legion of possible buyers. He has to find a means to touch those chords and make them vibrate enough to shake some of the shekels out of the buyer's pocket. Lots of people can do such things instinctively. The main qualifications necessary to the purpose are knowing the goods—the uses to which they may be put, and the kind of people who use them.

Here is where the thorough-going stationer has the drop on the man who makes no particular effort to understand the ins and outs of the trade and the characteristics of stationery buyers. Such a stationer ought to be able to write stationery ads. of the best kind possible. He knows the goods, what they're for, and what kind of people use them.

Suppose you are advertising books of a general na-

BOOKS

WITHDRAWN FROM THE BOOK-
LOVERS LIBRARY TO CLEAR AT

15 and 25 Cents

All the Popular Titles of the past year.
Come in Saturday and get your supply of
reading-matter.

While here ask for a catalogue and particu-
lars of the Library Service.

The Booklovers Library
LIMITED
66 KING STREET WEST

Example 1.

up rung by rung, get discouraged when the top seems as far off as ever. They think they are climbing up the wrong ladder, and so jump off.

But the fact that the main ladder to business success is advertising, and that every good ad. is a rung in that ladder, has been proved beyond the shadow of a doubt. It is being proved to-day, and it will keep on being proved, so long as one man has something to sell to another.

Advertising Right.

Look around you for ample proof, close at hand. Every community from "Greenland's Icy Mountains to India's Coral Strand" is chock full of proof that advertising pays—if it's conducted right. There's the rock whereon many business toes are stubbed, and by which a lot of people are turned back, declaring that advertising doesn't pay its cost. Advertising must be con-

ture. You must display the ad. in such a manner that the general reader will be unconsciously attracted. The ad. of the Booklover's Library, reproduced here as Fig. 1, is an example of book advertising, which attracts the general reader's attention at once. The prices are very low and probably few readers of Bookseller and Stationer could afford to sell last year's popular fiction at such a low price. But this ad. shows a good knowledge of the wants of the general reader, particularly of the fiction reader. He wants books, he wants a range of titles to choose from and he doesn't want to pay too much money. The mere headline "Books," in fairly generous space, is quite sufficient to attract the general reader's attention. The addition of the price may be, clinches his attention. If the price in the case before us had been \$15 and \$25 instead of those numbers of cents, the reader would be attracted all the same, even if only by curiosity to know what books cost such a price. The mention of a price within his means causes him

somewhere. The most successful retail advertisers on this continent never use newspaper space without putting in a price. The ideal retail ad. is the one which, while hammering the advertiser's name and business into the public mind, at the same time contains some inducement for immediate purchase. Indeed, immediate results—a perceptible flow of new business—should be striven after by every retail advertiser, for by so doing can he the more widely spread his name abroad. A combination of talk about your store in general and prices of some particular articles has generally been found a good ad.

Terse Descriptions.

It has been found also, in most retail businesses, that a description in terse and comprehensive language, of the goods offered, has materially helped sales. Most dry goods stores, for instance, never dream of offering a fabric, or a garment, or anything else, without a brief description of what it is like, often accompanied by an illustration. This has been found very effective. Why not in the stationery trade? Suppose you want to feature notepaper. The reader's interest may be aroused by the display of your ad., but his interest may disappear almost immediately, unless there is something to follow it up. A description of the paper, and an illustration showing what the box looks like, followed by a price which you talk about the quality of the paper has been made moderate looking, will generally have more effect than a bare statement like: "Notepaper, 65 cents a box, at Browns."

[As this department is to be continued regularly every month, readers of Bookseller and Stationer are invited to send us in samples of their advertising, whether booklet or newspaper, for criticism and suggestion. Exceptionally good ads. will be reproduced for the benefit of all our readers.—Editor.]

Magazines and Papers

We are headquarters for all the leading magazines both English and American.

We also carry a very complete line of all the leading English, Scotch, Canadian and American Newspapers. Our arrangements are now such to enable us to give you a service second to none in Canada.

When you want something good to read drop in at

SWEET'S BOOKSTORE

Todhunter's Old Stand

Example 2.

to read the ad. with the idea of purchase, instead of mere book-loving curiosity—and this is the end desired. The space used by this ad. is generous, and is not crowded into unreadableness, as many ads. are. The main attraction in this case is price.

All the Time.

The Booklover's ad. is really a special ad. What we have been considering chiefly is "all the time" advertising which creates the cumulative effect and makes the advertiser's name synonymous with the goods he deals in. An example of this kind of advertising is found in Sweet's Bookstore ad. (Fig. 2.) In this case the talk is general, and if kept up will be bound to produce the cumulative effect referred to. Yet the retail ad., to be really effective, ought to have a price in it

HOW DID YOU FIGHT?

How did you fight?

Did you tackle that trouble that came your way,
With a resolute heart and cheerful?

Or hide your face from the light of day
With a craven heart and fearful?

Oh, a trouble's a ton, or a trouble's an ounce—
Or a trouble is what you make it;

And it isn't the fact that you're hurt that counts,
But only how did you take it?

You are beaten to earth?

Well, well, what is that?

Come up with a smiling face,

It's nothing against you to fall down flat,
But to lie there—that's disgrace—

The harder you're thrown, why, the harder you'll
bounce,

Be proud of your blackened eye—

It isn't the fact that you're licked that counts—

It's how did you fight and why?

And though you be done to death, what's that?

If you battled the best you could,

If you played your part in the world of men,

Why, the critic will call it good.

Death comes with a crawl, or he comes with a pounce,

And whether he's slow or spry—

It isn't the fact that you're dead that counts,

But only—how did you die?

What Men in the Trade are Doing

A. A. Schedel, druggist and stationer, of Preston, Ont., has advertised his business for sale.

L. R. Burns, of Southampton was noticed last month in Toronto. He was down on a buying trip.

E. J. Wood, wall paper dealer, of Tillsonburg, Ont., has sold out to J. A. Trestain, of Wardsville.

N. B. Anderson, druggist and stationer, Bethune, Man., has been succeeded in business by H. Gilles.

R. Uglow, of Uglow & Co., Kingston, was in New York recently on a combined business and pleasure trip.

Ernest C. Walker, manager of the wholesale department of the Methodist Book & Publishing Co., Toronto, sailed for England on November 1, on his annual buying trip.

necessary owing to the increase of business. Mr. Copland specializes in books and stationery

...William Tyrrell & Co., Toronto, report business as being quite as good this year as in any preceding one. Active buying has not commenced as yet, but it is expected to begin almost any time now.

S. M. Lowery, the Petrolea bookseller and stationer, has disposed of his business to Frank C. Fisher. He does not intend to retire from business activity, but will look out for an opening in a larger field.

The book department of the T. Eaton Co., Toronto, bought the book and stationery stock of the defunct Poole Publishing Co. The books sold at about 50 cents on the dollar, and the stationery at 25 cents.

Russell, Lang & Co., and John A. Hart Co., Winnipeg, are both reported to be making excellent window displays this fall. The former showed a window of mechanical books lately that brought in good results.

G. Frankfurter, Winnipeg, has placed new plate glass fronts in his store, giving it a much more imposing appearance. Mr. Frankfurter does a big business in fancy goods, picture post cards, Christmas cards, toy books and paper novels.

C. A. Caldwell, representative of Dana Estes & Co., the Boston publishers, is spending a few days in Toronto at present, preparatory to making a Western trip. Mr. Caldwell is a brother of H. M. Caldwell, the publisher, and his wife is a Torontonian.

J. H. Scott, of the Scott Stationery Co., Sydney, N.S., was noticed in Toronto last month. From there he went to New York on a buying trip. It is reported that Mr. Scott is building up a nice little jobbing trade in general lines of stationery in Cape Breton.

J. E. O'Farrel, newsdealer, 143 Queen west, Toronto, is doing a large trade in British publications. He deals in Old Country papers almost exclusively, and finds a big demand for them, since postage rates have been reduced on British publications coming into Canada.

A person seldom enters McKenna's bookstore, Toronto, without finding the wheels of business in active motion, but with the approach of the holiday season they are beginning to move with greater velocity. The store is now constantly besieged with busy buyers.

R. J. Soden, Peterboro, had a window display last month that attracted considerable attention in the Plate Class City. He showed the "Roosevelt Bears," using posters and books to good advantage. His sales are said to have been very good, as a result of the show.

S. B. Gundy, manager of the Oxford University Press, Toronto, is back from his hunting and fishing trip in northern wilds, looking hale and hearty. He is now pushing his "Big Four," viz., Joe Vance, Alice, Sadie and the Prophet. Joking aside, they make a strong mixed quartette.

Among the American book travelers noticed in Toronto recently were John Hopkins, representing Thomas Y. Crowell & Co., New York; Harry Sully, of L. C. Page & Co., Boston; Thomas Claget, of J. B. Lippincott Co., Philadelphia, and F. Shoemaker, of the Penn Publishing Co., Philadelphia.



MICHAEL ABRAHAM,
Bookseller, New Liskeard, Ontario.

H. W. B. Douglas, of the Douglas Co., Edmonton, paid a visit to the Toronto office of Bookseller and Stationer last month. Another visitor was J. G. Cloke, of Hamilton.

A. H. Cobb, of London, England, representing Sir Isaac Pitman & Sons and several other publishers, has been visiting Canada, on his way around the world. He was in Toronto a short time ago.

J. S. Copland, Brockville, has taken in the back section of his store, which had been sub-let to another tenant, and now has a fine, long store. The enlargement was

BOOKSELLER AND STATIONER

Dwight Terry, who has lately been showing the Berlin & Jones Co.'s holiday line of papeteries in Chicago, spent his summer vacation this year at "Terrymore Island," Chaffee Locks, Ontario. Mr. Terry represents Berlin & Jones Co. in Eastern Canada, while Frank J. Warner covers Western Canadian points.

Bookseller and Stationer's old friend, R. A. J. Little, late of Oshawa, writes that he is now established in business in Edmonton. He has opened a fancy goods and souvenir store. As yet he is not carrying books or school supplies. His store is located in the west end of Edmonton and he reports business very good.

C. B. Allison, Picton, has enlarged his store almost two-fold and redecorated it in white. Several new silent salesmen have been installed. While primarily a drug store, Mr. Allison carries books and stationery as well, and in the enlarged premises will be able to give more attention to these lines. Harry Tobey is in charge.

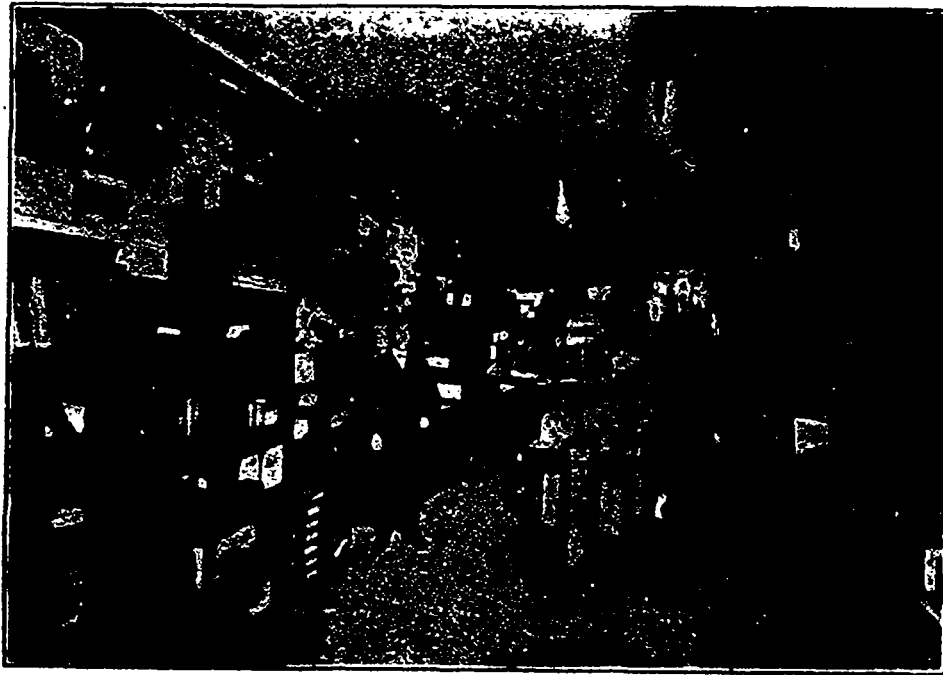
A. A. Perry & Co., the new booksellers and stationers, Welland, have now got their stock in shape and are de-

veloping a nice business. They have a bright store and a clean stock of books, stationery and wall paper. One special feature is a mail-box placed in the post card department from which the mail is collected at regular intervals.

an entrance to a new theatre. It is on Miss Tweedie's request that we print the poem, "How Did You Fight?" in this number.

J. L. Riches, representative of the Karn Piano & Organ Co., at Brockville, Ont., who for over two years has had his office located in Copeland's bookstore, is going into the bookselling and stationery business himself, in what was formerly known as Allan Turner's drug store. The firm name will be J. L. Riches & Co., dealers in books, stationery, notions, leather goods, fancy goods, etc. Mr. Riches will still continue as agent for the Karn Co.

Harry Bamforth, manager of the New York branch office of Bamforth & Co., the manufacturers of picture post cards, has been in Toronto recently, supervising the establishment of a branch office for Canada. Premises have been secured in the Mail Building, corner Bay and King streets, where a large stock of Bamforth's lines will be kept. Charles Shaw, formerly manager of the London branch, is to be in charge and he will be glad to have dealers call on him when visiting the city.



The Bagshaw Store at Portage la Prairie, Advertised for Sale.

George Porter, the Goderich bookseller, who has been laid up for the past six months with rheumatism at the Dannville Sanitarium is so far recovered as to be expected back in Goderich this month. The trade generally sympathize with Mr. Porter in his prolonged illness. During his absence the store has been in the capable hands of Miss Goldthorpe.

Miss Hattie Tweedie, Moncton, N.B., paid her annual fall visit to the trade in Toronto in October, and, as usual, came in to see The Bookseller and Stationer. She reports that she will shortly have to secure new premises in Moncton, as her present store is being taken to form

C. W. Schaffer and M. N. Weyl, of the Edward Stern Co., Philadelphia, were visitors in Toronto towards the latter part of October. The Stern Co. are large printers and lithographers. Latterly they have gone in for publishing, their first venture being "The Roosevelt Bears," by Seymour Eaton. They have a big project on for next spring, particulars of which will be given later, while at present they are arranging with William Briggs for an American edition of "Songs of a Sourdough."

The first of a series of monthly dinners, to be given this winter by the Boost Club, of Toronto, was held on Tuesday evening, October 29, at the Arlington Hotel, King street west. A fairly good attendance of members was present. The speakers of the evening were Rev. J. D. Fitzpatrick and C. E. Haight, who both acquitted themselves to the taste of the audience. The club songs were sung over many times during the evening, with

BOOKSELLER AND STATIONER

great enthusiasm. These informal gatherings are sure to prove popular during the winter months.

Night work is still the order of the day around the premises of the wholesale booksellers and stationers. The strain will probably last until Christmas.

F. B. Bagshaw, bookseller and stationer, Portage la Prairie, Manitoba, intends giving up business to enter the legal profession. For some time past he has been studying law, and giving over the charge of his business to a manager. Now he wishes to sell out. His store is one of the most up-to-date in Western Canada, and the locality in which it is situated is very prosperous. This year, when crops have been small, the Portage Plains have



The Fine St. John Warehouse of
J. & A. McMillan.

loomed up with an average yield of almost 25 bushels to the acre, which is about the best showing in the whole West. Here is a good opportunity for some one.

L. B. Randall, Port Hope, has removed from his old stand on the north side of Walton street, to a store on the south side of the street, where he is now settled. The new place is a wide, bright store, with an extra large show window, and Mr. Randall considers that he is better situated than in the old store. He occupies an up-stairs

floor as well, which is devoted to wallpaper and picture framing. The interior of the store has been decorated in white. Its chief advantage lies in its roominess, due to its width. Mr. Randall's stock comprises books, stationery, fancy goods and wallpaper, and his business is the second oldest in the town.

The Scantlebury store, in Belleville, which was damaged by fire to the extent of \$21,000 last month, is being rapidly put into shape. The worst havoc was wrought in the rear portion, and this has been boarded up, pending re-construction. The front section was not seriously injured and is, we believe, now in use once more. Mr. Scantlebury was fortunate in not having his import lines in stock at the time of the fire, so that Christmas trade will not be seriously interfered with. The insurance paid Mr. Scantlebury is reported to have been about \$10,000. The trade will sympathize with him in his loss, particularly when it is known that he is at present not in the best of health.

N. L. Hamly, Port Hope, is developing quite a large business. He now occupies a commodious store on Walton street, where he carries a large stock of china and glassware, in addition to stationery, fancy goods, books and wall paper. The store is decorated in white and the stock is tastily arranged, giving a general impression of roominess and neatness. New show windows have just been put in place and the displays in them are attractively done. Mr. Hamly started in business in Port Hope a few years ago, as a printer, gradually adding new lines and expanding his business. He still runs a printing department at the rear of his store. He is a brother of J. W. Hamly, of Picton.

W. C. Williamson, son of William Williamson, the Port Hope bookseller, has returned to the town after an absence of several years. Mr. Williamson, Jr., at one time operated a book bindery in connection with his father's business, and gained a reputation for high-class binding that extended far beyond the confines of Port Hope. For the past few years, he has held a responsible position in the bindery of the Correspondence School at Scranton. He gave up this work last summer and crossed to the Old Country, where he spent six weeks in De Coverley's bindery, in London, acquiring a more intimate knowledge of the craft. Mr. Williamson is at present considering the advisability of resuming book binding in Port Hope.

Michael Abraham, whose picture appears on a preceding page, and who is one of the leading merchants in the New Ontario town of New Liskeard, was born in Syria and came to Canada when a boy to join his brothers and sister and a number of friends who had previously come to Canada. His father owned, and the family still own, a fruit farm in Syria, on which are grown grapes, figs, apples, oranges, peaches, plums, olives, nuts, etc. Mr. Abraham says, "Our place is on the leading road between Jerusalem and Damascus, but it is not the road St. Paul traveled on that occasion when he was armed with authority to proceed to Damascus to put to death the followers of Christ. The leading road then traveled is about ten miles from the present leading road." Mr. Abraham came to Temiskaming in October, seven years ago, and has grown up with the town. He owns a valuable block on Armstrong street, where he is carrying on a splendid book and stationery business. He is twenty-four years of age, well liked as a citizen, straight forward in business matters, and genial and pleasant in manner. Mr. Abraham has important mining interests, and is the manager of two companies.

Monthly Trade Reports

WINNIPEG.

Business Active, but Payments Slow—Retailers Disinclined to Buy—College Business Good.

Office of BOOKSELLER AND STATIONER,
511 Union Bank Bldg., Winnipeg, Nov. 1, 1917

Retail business in Winnipeg has been very active during the last two months. September surpassed all previous records for the same month, and it is probable that October was also a record breaker. The only complaint that local retailers have to make is of the slowness of payments. Most of their accounts are good, but all are carrying large amounts on their books which they find it hard to collect.

In the country business is said to be only fairly active. The commercial travelers find their customers with good stocks on hand and little disposed to buy. In fact, in all lines of business there has been a tendency among Western retailers to overstock, and this year the folly of this policy has been made abundantly evident. As a consequence, buying this fall is much more cautious than in previous years.

The opening of the colleges in October meant big business for the stores catering to this class of trade. The number of students in attendance at the various colleges included in the University of Manitoba, is steadily increasing each year, and this trade is becoming a very important item.

R. J. Plaskett, representing the Copp, Clark Co., Toronto, was in Winnipeg to-day on his way back to Toronto from an extended trip in the West. F. R. M.

TORONTO.

Trade Holding Up Well—Carbon Paper and Ribon Co.'s Development—Books and Sugar—Personals.

Office of BOOKSELLER AND STATIONER,
10 Front Street East, Toronto,
November 8, 1917

The trade for the past month has been somewhat beyond expectations, and is not behind last year in any respect. People are buying earlier than usual, which is a great convenience to the trade. A Toronto retail dealer has remarked that last year at this time he had but six orders for special Christmas stationery at this time, and this year he has upwards of 40 orders booked.

The Carbon Paper & Ribbon Co., Toronto, a few months ago purchased the stencil manufacturing department from the Canada Office Supply Co., Montreal, which they are bringing to Toronto to be amalgamated with their present business in this city. This firm ship to all parts of the world, being one of the very few Canadian manufacturers that compete with the United States upon their own soil. The business is but six years old, and has grown from a very small beginning to the largest manufacturer of their kind under the British flag. They expect to soon outgrow their present accommodation.

The Harold A. Wilson Co. are pushing the sale of "Diabolo," the new game which is proving so popular across the Atlantic.

Eaton's window display of Everyman's Library last month was another evidence of the decadence of old-time

bookselling. Several boxes of the books were dumped in a heap on the floor of a window, just like so many barrels of sugar. I suppose books can be sold that way, but it jars one to see the masterpieces of great minds treated so disrespectfully.

The Harold A. Wilson Co., Toronto, found trade rather dull lately, but this is expected by them, considering the class of goods handled. Their business comes in periodical rushes, and in a few weeks they expect to have no less than 25 or more extra clerks hired. A new game, called Satanola, is being handled by them. It is of French origin, and is said to be the craze in Europe. It consists of two sticks with string attaching them at the ends, and a wooden spool. The object is to keep the spool on the string while going through various motions.

W. B. Hart, bookseller and stationer, of Perth, Ont., was a visitor in Toronto on November 4th.

Ryrie Bros., jewelers and stationers, are now making preparations for their holiday opening, which takes place on the 15th of this month. This is rather soon, but is done to encourage early buying. In the stationery department visitors are always met with a refined and exquisite display, but Mr. W. E. Coutts the manager of this department, says that they are going to spread themselves on this occasion, and some exceptionally fine displays may be looked for.

MONTREAL.

Book Bargains in Order—Holiday Books Arrive—The Leading Sellers and Current Fiction.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal,
November 6, 1917

Just now the general conditions of the trade are considered favorable, with the outlook for holidays and Christmas very good. At the time of writing the weather is fine and St. Catherine street booksellers are having all they can handle in the way of business.

Stock-taking was the order of the day in most book stores last month, and this served to weed out many undesirable and slow-selling titles which were placed upon the bargain table. Bargain sales were advertised in the daily papers, and in conjunction windows were used as one of the cheapest and most effective forms of attracting trade. Cards in the store were wisely used to draw attention to the sales.

The first of this month saw the arrival of many of the holiday books. Initial displays and arrangements were commendable in most stores. Windows were changed frequently, and the new arrivals were pushed separately in individual displays in many cases.

"The Weavers," by Sir Gilbert Parker, published by Copp, Clark Co., continues a strong favorite. "The Car of Destiny," by C. N. & A. M. Williamson, published by Musson, promises to be equally as popular as "The Princess Virginia." "The Shuttle," another current book, is by Frances H. Burnett. This book is meeting with great success. "The Fruit of the Tree," by Edith Wharton, is also in popular demand. "The Daughter of Anderson Crow," by Geo. Barr McCutcheon, is having a steady sale. "Joseph Vance," by William de Morgan, is particularly good, as is "Satan Sanderson," by Hallie E. Rives. "The Younger Set," by Robert W. Chambers, continues popular, as does "Alice for Short," by William de Morgan. Bernard Shaw's works continue in demand.

Editorial Chronicle & Comment



LOOK UP THE ADS.

The holiday season is so fast approaching that if booksellers intend to get orders filled before then they will have to hurry. For convenience, the dealer might look over the advertising pages of this issue, which contains a number of ads. devoted to Christmas and New Year's lines, and we are sure the host of suggestions given will be a great help in deciding what to buy. Many new things for the holiday trade are being advertised, new creations in Christmas cards and calendars, new stationery, new books and several other lines.

BUSY, NOTWITHSTANDING.

Although a loud outcry has been lately made about the scarcity or tightness of money it does not seem to have any tendency to check buying in the book novelty and stationery trade. The wholesale stationers of the country are expecting a record-breaking season. Buying for the Christmas trade has started earlier this year than it has for a long time, and this is taken for a good sign. Buyers may be seen at the wholesale houses in goodly numbers selecting their holiday lines. Each day sees the trade growing brisker, and everybody is busy. Many of the wholesalers have been forced to work nights that they may keep up with the influx of orders.

HARD TIMES.

A man who fails as a result of a panic is really the victim of his own over-expansion. He has placed himself where the substantial in his enterprise is not sufficiently strong to support the superstructure of inflation. A lessened activity on the part of the people arises from a condition of mind which is the reverse of rational optimism. Fright engenders over-caution, money is withdrawn from circulation, and contraction is forced upon industries supported by the greater consumption of merchandise natural to a hopeful mental state of the users. A consumer who is told that "times are hard" will wonder, perhaps, what "hard times" means; but, nevertheless, influenced by the suggestion, will not purchase what he came especially to town to buy. He concludes that as "times are hard" he will get along without it.

WILL YOU HELP?

That The Bookseller and Stationer has many friends who are interested in the success of the publication is abundantly apparent by the numerous testimonials on file. And all are willing, no doubt, to contribute in a certain

measure towards the progress of the paper if they but knew how. Well, there is something that they can all do, which would be a wonderful help to the publishers and which would keep up the vital character of the publication: get in line, everybody, who is interested, and register your criticisms. Tell us what we are leaving out that should be in, and what we are putting in that does not justify the space it occupies. We shall be as glad of your criticisms as of your praises. Or if you haven't anything to serve up in that line, **make some suggestions.** Tell us what subjects would be of interest to you and the other fellows; or ask us some questions. *Just scribble* off an informal note when your mind is on the subject. Tell us what you think in the most direct way. Say as much or as little as you wish, and it will be appreciated in no small degree. "Every little bit helps."

THE ASSOCIATION'S SCHEME.

The collection scheme outlined on another page of this issue merits the careful attention of readers. It has been tried and found successful by several merchants. The evidence given by four of them is printed in the article referred to. Each one gives his unqualified approval of the plan. We want the booksellers to try it. Nearly every one of them has his list of bad debts—many of them hopeless. Why not have a try at collecting them by means of the new system? Every cent thus rescued will be "found" money.

The tightness of the money market and the difficulty of making collections is very general, and every reader must recognize the need for prompt action. The retailer has to meet the demands of the jobber, and it is imperative for him to collect every cent he can possibly lay his hands on. The effort of the Booksellers' and Stationers' Association to help him out in his need should be appreciated, at least, to the extent of giving the plan a fair trial.

WHY BE PESSIMISTIC?

The tendency noticeable particularly in Western Canada at the present time to take a pessimistic view of trade conditions is much to be deprecated. Even granted that the outlook is as bad as many would have us believe (which we are strongly inclined to doubt) it will not help matters in the least to adopt a going-to-smash-sure attitude of mind. If anything is needed to bring about such a condition it is just this everlasting talk of trade depression. Merchants should take just the opposite

course and instead of predicting blue ruin, pick out the favorable signs and make the most of them. The public will retain confidence in the solidarity of things, when they hear the bright side emphasized.

Booksellers, especially in the West, are said to be very mercurial. A spell of wet weather makes them look at the world through blue glasses, but when fine days succeed the rainy ones, they are exuberantly elated. A little evening up would do them no harm. By transferring some optimism into the gloomy days, they would do themselves and the trade in general a good turn.

Trade is good in Canada and there is no reason for assuming that it is going to the dogs for a long time to come. Let us make the best of the present and look hopefully into the future, each determined to do his share to keep things livened up.

PARCELS POST IN U. S.

A progressive policy has been outlined by Postmaster-General Meyer, who recently took charge of the United States Postal Department. The parcels post problem has for years been a fighting issue between the retail merchants and the large mail order house interests, and in outlining a policy of progression, Mr. Meyer has shown a capacity to deal with this problem in a broad and somewhat novel manner.

The mail order people have pointed out that they are now called upon to pay 16 cents per pound on parcels delivered within the United States, while the rate across the seas to foreign countries has been only 12 cents per pound. Mr. Meyer has admitted that a reform is needed, and will recommend to Congress that the domestic rate be reduced to meet the foreign rate, so that 12 cents will carry a parcel to any point in the States as well as to a foreign address. He will further recommend that the limit of weight for such parcels be increased from 4 to 11 pounds, that local parcels posts equipped with wagons or automobiles be established in cities where the free delivery system prevails, and that a special parcels post system with an extremely low charge for service be established in connection with the rural free delivery. Mr. Meyer says:

"If my recommendations are adopted, it will cost twelve cents a pound for the mail order house to send parcels to the rural delivery patron from any city post office, while for delivery from the distributing office of the rural route, or if mailed by a patron of any rural route for delivery to a patron on the same route, or at the distributing office of said route, the charge will be but five cents for the first pound and two cents for each additional pound, up to eleven pounds, or 25 cents for a package weighing eleven pounds. I will also recommend a postal savings bank system and the adoption of postal notes."

This is certainly a novel solution of the problem. Concessions are made to the retail merchants, as well as to the catalogue houses, and if the retailers adopt modern advertising and business methods, it is probable

that they can retain the advantage given the local dealer of a specially low rate for short distance parcels. The members of retail associations, however, are suspicious of the present proposal, and are not giving it a cordial support. If there is a mailed fist behind the gloved hand, its presence has not yet been shown, but fears are expressed that the special rates given local retailers are likely to be of short duration, the mail order houses being willing to allow this concession to be made to disarm the opposition of the retail merchants, their intention being to come forward at the last moment with an amendment providing that the reduced rate apply on all domestic matter.

In the light of past experience it will be well for the retailers of the United States to be on their guard against the sharp tricks of the mail order people, but it must be generally admitted that, if left unchanged, the recommendation of Postmaster-General Meyer is an intelligent effort to solve the problem of an improved parcels post system, the details being fair to both retailers and mail order merchants.

WHY WE MERIT SUPPORT.

It is not always the direct results, which count, in estimating the value of an advertisement in such a paper as *The Bookseller and Stationer*. True, it is that direct results are important, but they should not obscure an advertiser's judgment of the merits of the paper. Irrespective of the business that may come to him directly from readers answering his advertisement, he ought to consider the general benefit to the trade which a well-conducted trade paper does.

If it can be shown that a trade paper is benefiting the retail trade in any way, by educating its readers, by showing them new ways of selling goods, by fighting for improved conditions, by strengthening the trade generally, then that trade paper undoubtedly merits the support of the wholesaler and jobber. The work of bettering trade conditions and increasing the selling power of the retailer, is of importance to the wholesaler, and that work demands recognition.

Suppose a reader of *The Bookseller and Stationer* comes across an article, which gives him an entirely new and helpful view of a business problem, and suppose he makes use of this article to the advancement of his business. It may be that it leads him to open up a new department. To equip this department he must needs buy goods. Though the wholesaler from whom he buys may never know it, yet undoubtedly it was the trade paper that brought about this result.

A trade paper, such as *The Bookseller and Stationer*, would never succeed unless it aimed to help the retailer by suggestion and advice. This is a legitimate and necessary work and even though advertisers may be disappointed in direct returns, yet they should console themselves in the knowledge that they are helping to support an institution that is working hard to improve trade conditions and increase the volume of business.

SOME NEW FALL BOOKS



FICTION

- Clementina's Highwayman.** By Robert Neilson Stephens. With six illustrations by Adelaide Everhart 1.50
 "As good as his best, and that is high praise." Boston Herald.
- The Red Feathers.** By Theodore Roberts. Illustrated by Charles Livingston Bull..... 1.50
 "Exceedingly well written - full of vivid imagery."—Chicago Tribune.
- Mystery Island.** By Edward H. Hurst. With colored frontispiece by Griswald Tyng..... 1.50
 "Similar in theme, just as interesting and more modern than 'Wings of the Morning.'"—New York Times.
- Hester of the Hills.** By Grover Clay. With colored frontispiece by Griswald Tyng..... 1.50
 "A strong novel which attacks the doctrine of heredity."—Pittsburg Despatch.
- The Sorceress of Rome.** By Nathan Gallizier. with colored illustrations by The Kinneys.. 1.50
 The second book in his trilogy of Medieval Italy.

ON NATURE AND ANIMAL LIFE

- Haunters of the Silences.** By Charles G. D. Roberts With 62 illustrations, 4 in full color, by Charles Livingston Bull..... 2.00
 "We swear by the whole book." New York Sun.
- Tenants of the Trees.** By Clarence Hawkes. With 24 illustrations, 4 in color, by Louis Rhead ... 1.50
 "Notable for its simplicity and truth" Philadelphia Press.

BOOKS OF LIVING VERSE

- Complete Poems.** By Charles G. D. Roberts. with new portrait frontispiece..... 2.00
- The Rubaiyat of Omar Khayyam.** Five versions. Nathan Haskell Dole Edition. With 12 colored plates by Blanche McManus. Boxed ... 1.00
 Same. Ooze Leather 1.50
- The Golden Treasury of American Songs and Lyrics** By Frederic Lawrence Knowles. New limp leather edition Boxed 1.50

OF HISTORIC INTEREST

- Old New England Inns.** By Mary Caroline Crawford. The new volume in the "Little Pilgrimages Series," uniform with "Among English Inns." Illustrated with many rare prints and photographs 2.00

Finely Illustrated Books

ON ART SUBJECTS

- Portraits and Portrait Painting.** By Estelle M. Hurl, author of "The Madonna in Art," etc. Illustrated with 48 reproductions in duogravure. Boxed 2.50
In the Art Galleries of Europe Series. Uniform with "The Art of the Louvre," etc.
- The Art of the Prado.** By C. S. Ricketts. Octavo. Profusely illustrated with full-page plates in duogravure. Boxed. Net, postage extra 2.00

FOR TRAVEL LOVERS

- Castles and Chateaux of Old Navarre.** By Francis Miltoun, author of "Castles and Chateaux of Old Touraine." With eight colored plates and upwards of fifty other illustrations by Blanche McManus. Boxed 3.00
- Castles and Keeps of Scotland.** By Frank Roy Fraprie, author of "Among Bavarian Inns," etc. With many illustrations in color and duogravure from photographs. Boxed 3.00
- Mexico and Her People of To-day.** The Customs, Characteristics, Amusements, History and Advancement of the Mexicans, and the Development and Resources of Their Country. By Nevin O. Winter. Illustrated from numerous photographs taken by the author. Boxed ... 3.00
- Turkey and the Turks.** The Lands, the Peoples, and the Institutions of the Ottoman Empire. By W. S. Monroe. Fully illustrated from carefully selected photographs. Boxed..... 3.00
- A Woman's Journey Through the Philippines.** By Florence Kimball Russell. Illustrated from very many interesting photographs taken by the author. Boxed 2.50
- The Umbrian Cities of Italy.** Vol. I. Assisi and Orvieto. Vol. II. Perugia and Smaller Towns. By J. W. and A. M. Cruickshank. With eighty full-page illustrations. Two volumes. Boxed 3.00
- The Automobilist Abroad.** A Record of Hundreds of Miles of Motor Touring Through Great Britain and Europe. By Francis Miltoun. With 50 illustrations and minor decorations by Blanche McManus. Boxed. Net, postage extra 3.00
- The Italian Lakes.** By W. D. McCracken, author of "The Fair Land Tyrol," etc. With 40 illustrations in duogravure from photographs taken by the author 2.00

L. C. PAGE & COMPANY, Publishers, BOSTON

Send for our complete catalogue and list of new books for young people. We solicit your holiday order either direct or thru your jobber.

News of the Book World

BEST SELLING BOOKS.

As was to be expected, "The Weavers," by Sir Gilbert Parker, immediately upon publication, took place in the favor of the Canadian public. It also led in England. Following closely comes "The Younger Set," by R. W. Chambers, which has enjoyed an exceptionally good sale in Canada. "The Car of Destiny" and "The Shuttle," make their appearance in the list for the first time and will doubtless move up as they become better known.

Canadian Summary.

1. Weavers. By Gilbert Parker.
2. Younger Set. By R. W. Chambers.
3. Satan Sanderson. By I. E. Rives.
4. Daughter of Anderson Crow. By G. B. McCutcheon.
5. Brass Bowl. By Joseph Vance.
6. Car of Destiny. By C. N. & A. M. Williamson.
6. Shuttle. By F. H. Burnett.

United States Summary.

1. The Younger Set. By R. W. Chambers.
2. Satan Sanderson. By H. E. Rives.
3. The Daughter of Anderson Crow. By G. B. McCutcheon.
4. The Lady of the Decoration. By Frances Little.
5. The Weavers. By Sir Gilbert Parker.
6. The Traitor. By Thomas Dixon.

English Summary.

1. Weavers. By Gilbert Parker.
2. Fair Margaret. By Rider Haggard.
3. Kate Meredith. By Cutcliffe Hyne.
4. Robert Thorne. By Shan F. Bullock.
5. In Wildest Africa. By C. G. Schillings.
6. An Artist's Reminiscences. By Walter Crane.

CANADIAN NOTES.

The Oxford University Press have brought out the Rev. W. J. Dawson's powerful new novel, "A Prophet in Babylon," a story of social service. Mr. Dawson is an eminent Congregational preacher, who came to America about a year ago to accept a professorship in a theological seminary. To readers he is probably better known as the author of "The Makers of English Fiction," and "The Makers of English Poetry," both books of splendid scope. Lately he has been conducting services in Winnipeg, where he was the guest of "Ralph Connor." Winnipeg booksellers sold many copies of his new book.

The new Christmas book, by Rev. R. E. Knowles, of Galt, which Henry Frowde is publishing, is entitled "Down at Shanty Bay." It is very handsomely printed and illustrated, and at \$1.00 makes an attractive gift book.

"The Search for the Western Sea" is the title of an historical work by Lawrence J. Burpee, of Ottawa, which the Musson Book Co. are bringing out in an elaborate Canadian edition to retail at \$5.00. The book is fully illustrated. Mr. Burpee is one of Canada's foremost

literary men, and his new book will be received with interest.

Miss Ellen M. Knox, principal of Havergal College, Toronto, has written "Bible Lessons for Schools," taking up the book of Genesis. The lessons are twenty-six in number, each containing the story of one or more chapters of Genesis, together with the moral and spiritual truths most clearly to be deduced from them. The Macmillan Co. are the publishers.

In conjunction with John Murray, of London, the Musson Book Co. are publishing "Speeches and Despatches Relating to the Canadian Constitution," by Egerton and Grant. This is a valuable contribution to Canadian constitutional history.

Canadian boys will welcome Herbert Strang's latest



ILLUSTRATION FROM "THE RED FEATHERS,"
By Theodore Roberts. (L. C. Page & Co.)

boy's book, "Rob the Ranger," because it has to do with this country. Its sub-title is "A Story of the Fight for Canada," and the reader follows the adventures of the hero with all the keener interest because it deals with our own land. The Musson Book Co. are handling the book in Canada.

A handsome book on "Canada" has been added to the "Romance of the Empire" series, handled in this country by the Copp, Clark Co. It is the work of Beccles Wilson, a Canadian author, who has already won fame by a history of the Hudson's Bay Company. The illustrations, exquisitely reproduced in color, are by Henry Sandham, also a Canadian, who has made a considerable success as an artist in England. (\$2.00).

The Copp, Clark Co. last week published "The Conspirators," by E. P. Oppenheim, "Thou Fool," by J. J.

BOOKSELLER AND STATIONER

Bell, and "Quicksands" a temperance story, by J. A. Stewart.

"The Shuttle," by Frances Hodgson Burnett, is reported by the publishers, the Copp, Clark Co., to be in good demand and a second edition has been called for.



CAPTAIN F. S. BRERETON.
The Writer of Boys' Stories.

Captain F. S. Brereton, the writer of boys' books, was a visitor to Canada last month. It is understood that he came out to see Quebec, in order to gather local color for his next book. Captain Brereton acted as a scout in the South African War, and went through many exciting experiences. He has now retired from the army and devotes himself to writing, producing on an average two books a year.

The first edition of "The Weavers," by Sir Gilbert Parker, is completely exhausted, and the Copp, Clark Co. are now busy getting out a second edition. A new edition of "The Woman of Babylon," by Joseph Hocking, has also been required.

One of the choicest of this season's juveniles is undoubtedly "The Rhyme of a Run," which the Copp, Clark Co. are handling in this country. It is printed on dark grey paper, and the illustrations are pasted in. The latter are handsome examples of color work, and are the work of Florence Harrison, an artist of note.

"Jones, of the 64th," and "With Wolseley to Kumassi," by F. S. Brereton, are the two boys' books, which the Copp, Clark Co. are pushing this season. Capt. Brereton is acknowledged to be a prince of story tellers, and these two books are bound to prove popular among the boys.

The Copp, Clark Co., have arranged to supply the Canadian market with two series of gift books, of more than passing interest. The first, "Masterpieces in Color" series, consists of twelve handsome little volumes, each dealing with an artist and containing reproductions in color of his best work. Retailing at 70 cents, these books are remarkable value. The other series, "The Great Operas," consists of ten volumes, each describing an opera. These retail at 35 cents.

The new Henry van Dyke book, which the Copp, Clark Co. have just brought out, is called "Days Off."

It is uniform in binding with his earlier books, "The Ruling Passion," "The Blue Flower," etc. The Copp, Clark Co. also have a handsome leather-bound edition of his "Little Rivers," retailing at \$1.00.

The Macmillan Co. began the publication in September of a new pocket edition of the prose works of Rudyard Kipling. They are being issued in leather binding only, and special cover designs have been prepared by A. A. Turbayne. Eighteen volumes will comprise the series.

Professor John Watson, of Queen's University, is the author of a series of Lectures on "The Philosophical Basis of Religion," which is to be published shortly by the Macmillan Company. While these lectures necessarily contain a certain amount of philosophical exposition, they are as untechnical as possible, the author's aim having been to make a popular statement of the philosophy of religion.

The Copp, Clark Company, Toronto, announce that arrangements have been made with the Saalfield Publishing Company, to handle the Canadian edition of "Teddy Bears," by Adah Louise Sutton. This book has had a phenomenal sale throughout the United States, reaching several large editions. The story is cleverly illustrated in colors. The literary reviewer says: "As a writer of winsome character, fascinating dialogue, and quaint fairy stories, Miss Sutton has no equal. She seems to take the child on her lap by the fireside and there unfold a story of 'once upon a time' that carries with it affection and pleasure." This handsome juvenile is profusely illustrated in colors and black and white.

"Alice's Adventures in Wonderland," by Lewis Carroll, is one of the Macmillan Co.'s new juvenile copyrights in Every Boys' and Girls' Series. It is beautifully illustrated in color. Cloth, 75 cents.



CHARLES E. HUDSON,
Author of "The Crimson Conquest." (Mussion).

Note should be made of Jack London's "Love of Life," which the Macmillan Co., of Canada, are issuing. This is Mr. London's latest work.

"Comrade John," the new novel on which Samuel Merwin and Webster have collaborated, is the story of a

BOOKSELLER AND STATIONER

religious fakir—a palpably close composite portrait of Elbert Hubbard and Elisha Dowie. The name of the settlement where the scene is laid—Beecheroft—will at once suggest East Aurora. It is a thriller, and very amusing to boot. The Macmillan Co., of Canada, publish a Canadian edition at \$1.25.

The Macmillan Co., of Canada, announce a new series of books for boys and girls, "Peeps at Many Lands," with twelve full-page illustrations in color in each volume. Each book is written in simple and interesting style and nowhere smacks of the geographical text-book. So far, France, Holland, India, Italy, Japan and Scotland, have been issued. Each volume 60 cents net.

A Canadian edition of Sir Isaac Pitman & Sons' "The World's Commercial Products," of which a notice appeared in the last issue of Bookseller and Stationer, is published by Morang & Co., Toronto, to whom all orders for the Dominion should be sent.

The Westminster Co. have had some trouble lately with pirated editions of some of Ralph Connor's books, which have found their way into the country. They wish it to be distinctly understood that they will use every means in their power to prevent such importations and infringement of copyright.

"God's Message to the Human Soul," is the title of Ian MacLaren's last religious work. It is published in Canada by the Oxford University Press. Another religious volume is "Christ's Service of Love," a book of sermons on the sacrament by Rev. Hugh Black. Both retail at \$1.25.

One of the choicest novelty gift books this year is an edition of "Hiawatha's Wooing," printed on imitation birch-bark, and bound with a leather cord. The book is neatly boxed. Musson Book Co. are the publishers.

"New Canada and the New Canadians" is a new guide-book to Western Canada by Angus Kennedy, with an introduction by Lord Strathcona. The volume contains many illustrations, of which several are in color.



RANDALL PARRISH,

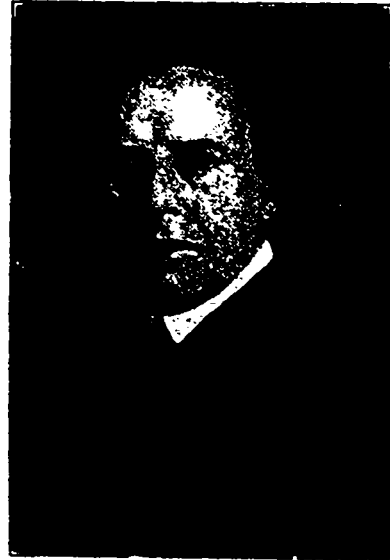
Author of "Beth Norvell." (William Briggs.)

It will be found of value to Eastern Canadians, who intend migrating to the West. The Musson Book Co. have the Canadian market.

The Musson Book Co., Toronto, have been appointed Canadian agents for Harper & Bros., New York, and will

carry a stock of their leading publications. Among their recent books are "A Horse's Tale," by Mark Twain; "Last Days A'Fishing," by Eben Holden, and "The Settler," a story of Manitoba, by Hermann Whittaker.

"Pigs is Pigs," that inimitable little story by Ellis



GEO. BARR McCUTCHEON,

Author of "The Daughter of Anderson Crow." (Wm. Briggs.)

Parker Butler, is still selling in Canada. The Musson Book Co. report that they have now disposed of close on 20,000 copies of the book.

"The Oxford Book of French Verse" (13th-19th century), chosen by St. John Lucas, will be published early in November. This anthology, which is similar in form to A. T. Quiller Couch's "Oxford Book of English Verse," is dedicated to the memory of Professor York Powell. It contains 317 poems, many of them copyright; the latest in the collection is the work of Paul Verlaine, and none is by any living author. The editor has written a long critical introduction on French verse, and has contributed biographical and other notes.

The latest addition to the Macmillan series of illustrated color books is "The Riviera," painted and described by William Scott. The text deals in a pleasant and intimate fashion not only with the scenery of the Mediterranean shore, but also with the people and customs of the south of France and the bordering territory of Italy. The volume owes much of its attractiveness, however, to the illustrations, of which there are nearly a hundred all together, most of them in color. Mr. Scott is an artist of admirable gifts, and the reproduction of his pictures is all that earlier books in the series have given a right to expect.

Henry Frowde, Oxford University Press, announces the publication of "The Mediator," by Edward A. Steiner, author of "On the Trail of the Emigrant." It is a story of a Russian Jew, who crosses to the United States, becomes converted to Christianity and does an important work among the Jews there.

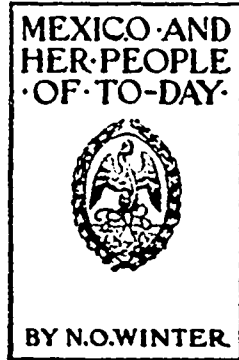
Margaret E. Sangster's Christmas book this year is entitled "The Queenly Mother." Like "Fairest Girlhood" and "Winsome Womanhood," it is beautifully printed, illustrated, bound and boxed, and will prove an

(Continued on page 50.)

Books of the Month

Gift Books.

FROM GREYNA GREEN TO LAND'S END. By Katharine Lee Bates. Illustrated from photographs. New York: Thomas Y. Crowell & Co. Cloth, \$2.00 net. A literary journey in England, wherein the author takes us to various historic places and tells of their connection with tradition and written word. A good book for a stay-at-home traveler.



MEXICO AND HER PEOPLE OF TO-DAY. By Nevin O. Winter. Boston: L. C. Page & Co. Cloth, illustrated, boxed. Presenting in readable form, reliable information concerning the customs and characteristics of the people of Mexico, as well as the great natural resources of the country and their present state of development, or lack of development.

ART OF THE PRADO. By C. S. Nicketts. Boston: L. C. Page & Co. Cloth, illustrated, \$2.00 net. A survey of the contents of the art gallery in the Prado Museum, which contains a collection estimated at about 2,000 paintings. Many of these are admirably reproduced. Another handsome gift-book.

AUTOMOBILIST ABROAD, THE. By Francis Milton.



From the "Art of the Prado"

Illustrated by Blanche McManus. Cloth, \$3.00 net. An extremely handsome piece of book-making, splendidly illustrated and giving in entertaining fashion an account of motor tours through Europe.

VALUE OF SINCERITY AND CHARACTER, THE. Compiled by Mary M. Barrows. New York and Bos-



From "The Automobilist Abroad."

ton: H. M. Caldwell Co. Cloth, \$1.50. The selections have been made with great care and each will prove of service in these days when Sincerity is often lacking and Character is not always of the highest standard. Colonel Thomas Wentworth Higginson, himself an example of the best qualities of sincerity and character, adds a delightful and appropriate touch to the book in his masterly introduction. The volume is printed in two colors with special border designs by Matthews and is truly a Gift Book of Value.

PORTRAITS AND PORTRAIT PAINTING. By Estelle M. Hurl. Boston: L. C. Page & Co. Cloth, boxed, \$2.50. A brief survey of portrait painting from the Middle Ages to the present day showing what has been contributed to the art by each age and by each nationality. Many handsome illustrations add to the interest of the book.



From "Portraits and Portrait Painting."

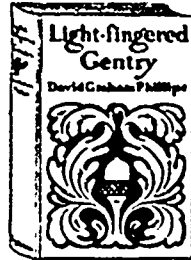
CHRISTMAS ANTHOLOGY, A. Carols and Poems, Old and New. New York: Thomas Y. Crowell & Co. Cloth, 50 cts. A selection of the carols and poems, which seem to breathe the true spirit of Christmas. A prettily bound volume.

STORY OF INSECT LIFE, THE. W. P. Westell. London: Robert Culley. Cloth, 5s. net. In this handsomely illustrated volume the author has endeavored to deal in an interesting informing and popular manner with the commoner species of British insects and to encourage the intelligent life-study of insects by the younger folk.

BOOKSELLER AND STATIONER

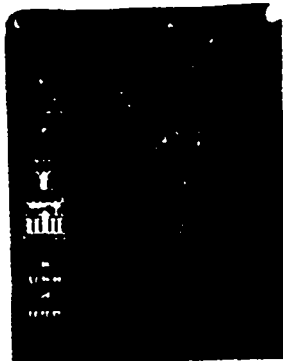
Fiction.

BETH NORVELL. By Randall Parrish. Toronto: William Briggs. Cloth, \$1.25. Handsome in appearance, unique in plot conception, strong in continued interest, this new novel by Randall Parrish ranks high among fall fiction. The reader is captivated by Beth Norvell on her first appearance just as the hero was, even though her surroundings were those to which a troupe of actors, traveling in the West, had to accustom themselves. The romance which sprang up between Beth and Winston is prettily conceived and brought to a dramatic crisis in a western mining camp.



LIGHT-FINGERED GENTRY. By David Graham Phillips. Toronto: William Briggs. Cloth, \$1.25. A story of "high finance" among the large insurance companies of New York, exposing the means whereby men and corporations prey upon and rob their fellowmen. A love story runs through the book, wherein a man and his wife become divorced and afterwards appreciate each other as they never did when married, and, of course, the inevitable result follows. Can be recommended as a most interesting and readable book.

CAR OF DESTINY, THE. By C. N. and A. M. Williamson. Toronto: Musson Book Co. Cloth, \$1.50. Another motoring story by the authors of "The Princess Passes," this time with the scene laid in Spain at the time of King Alfonso's wedding. The hero, an exiled Spanish nobleman, falls in love with a young English girl, a friend of the Princess Eua.



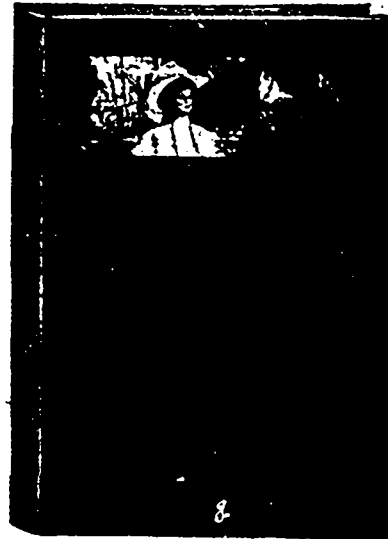
In order to prevent the Duke of Carmona from winning her, he pursues the Duke and the girl to Seville in his motor car, and, after many exciting adventures, defeats the Duke and carries off the girl. The other characters and the descriptions are well handled.

LADY OF THE DECORATION, THE. By Frances Little. Toronto: The Musson Book Co. Cloth, \$1.00. This book, which held the position of best seller in the United States during four consecutive months

last summer, is a bright little story of a young widow, who goes to Japan to teach in a kindergarten. Her experience there told in a series of letters to a friend at home, are cleverly and wittily recorded and through it all runs a plaintive personal note, that touches the heart and brings the reader into close sympathy with the writer.

COLONEL FROM WYOMING. By John Alexander Hugh Cameron. The Copp, Clark Co., Toronto. \$1.25. A new book by a new Canadian author, which will be welcomed as a valuable addition to our steadily growing Canadian literature. Its strong points are its descriptions of the early settlers in the Maritime Provinces—their characteristics and mode of life. The later developments in mining and finance also receive a share of attention, and the writer has cleverly exploited the coal areas for material. The old smuggler, with his quaint yarns, is a fine piece of characterization, and the chapter on nomenclature is at once amusing and informing.

SHUTTLE, THE. By Frances Hodgson Burnett. The Copp, Clark Co., Toronto. \$1.25. In this, her latest book, Mrs. Burnett has surpassed every previous



effort. In her portrayal of character she has displayed that finished touch which is the result of the highest literary skill. Her heroine, Bettina Vanderpool, is the resultant of that better spirit of new world commercialism which regards wealth and business capacity as a stewardship. The story turns upon her visit to England to rescue her sister from intolerable domestic tyranny, and her subsequent meeting with Lord Mount Dunstan, whom she marries.

CRIMSON CONQUEST, THE. By Charles Bradford Hudson. The Musson Book Co., Toronto. \$1.50. A romance of the Conquest of Peru, by the Spaniards. The reader is for a time transported into the Middle Ages, when daring adventure and the love of military glory were men's motive for action. Stirring scenes of martial strife and a tender and pathetic love story, relieved by some humorous situations, lend variety to the book.

DAUGHTER OF ANDERSON CROW. By Geo. Barr McCutcheon. Toronto. William Briggs. Cloth, \$1.25. The funny old detective, with his wonderful clues, which are always the wrong ones, is a most

BOOKSELLER AND STATIONER

entertaining and diverting character. His daughter, a baby girl, left on his doorstep and whose ancestry he so long attempts to discover, is the heroine of this clever story by this well known author.

LION'S SHARE, THE. By Octave Thanet. The Bobbs-Merrill Co., Indianapolis. \$1.50. A vigorous, breezy book, entirely healthy and optimistic in tone and brimful of adventure. A train robbery, kidnapping and dynamite are thrown in to keep things lively. So many sensational elements are woven into the story that expectation is kept at high tension until the climax is reached in the great San Francisco earthquake.

TRAMPLED CROSS, THE. By Joseph Hoeking. The Copp, Clark Co., Toronto. \$1.25. This story turns upon an incident in the life of a young man. Under stress of great danger and to save his life and that of a friend, he is led to make public renunciation of the Christian faith, and become a Mohammedan. He does not realize until too late all that is involved in his action. The book is full of life and adventure.

VIDA, OR THE IRON LORD OF KIRKTOWN. By S. R. Crockett. Toronto: the Macmillan Co., of Canada, Limited. Cloth, \$1.25. Lovers of Crockett will gladly welcome another book from his prolific pen. In VIDA, he lives up to his reputation as a story teller. The plot is unusual, the exciting scenes are well depicted, and the heroine is a beautiful and striking creation.

WAY OF A MAN, THE. By Emerson Hough. Toronto: the Musson Book Co. Cloth, \$1.25. A strong and thrilling tale of Western life, previous to the late Civil War. It is full of movement and passionate life, and depicts the great westward movement with skill and exactness. It is a good story, well told, which will appeal to all lovers of good literature.

HIS WIFE. By Warren Cheney. Indianapolis: The Bobbs-Merrill Company. Cloth, \$1.50. A strong, stirring drama taken from life at a trading post in the silent immensity of Russian snows. The story has that charming feature of not revealing the plot upon which it is based until the last chapter is read. The author has often been called the American Turgenev, and this book truly entitles him to that distinction.

SADIE. By Karl Edwin Harriman. Toronto: Henry Frowde. Cloth, \$1.25. From the minute Sadie steps on the scene in Chapter I, as one of "Kelsey's Girls," or, in other words, a waitress in Kelsey's No. 1 Restaurant, in Kansas City, until she finally gives herself over to the keeping of Billy Thompson, of Bagdad, in the last chapter, this astonishing young woman of the glib tongue commands the reader's undivided attention. Sadie is a remarkably well-drawn type of the waitress variety, independent, slangy and yet tender-hearted and sensible. Her adventures as waitress in the lunch room at Bagdad Station will prove diverting.

FRUIT OF THE TREE, THE. By Edith Wharton. Toronto: McLeod & Allen. 1.25. A book that must take first rank among the novels of the day. Justine Brent is a creation that must live as an exponent of certain high principles in life and in art. The story is in itself interesting, but the purpose is greater than the story. The author has treated with consummate skill the question of the sacredness of human life. She has probed with unerring instinct the

intricacies of human motive. And she has shown the futility of human action in the face of the Nemesis of resulting circumstance. No more powerful book has appeared for some time.

VIGIL, THE. By Harold Begbie. London: Hodder & Stoughton. The author of this book is an English writer of established literary reputation. An earlier book, "The Priest," has had a wide circulation. "The Vigil" is a still more remarkable book. It deals with a village community in the West of England, of depraved character. A work of reformation is inaugurated by Richard Rodwell, a young clergyman backed up by effective aid from a wealthy young lady. The means adopted and the results form the groundwork of the story. The breezy personality of Champagne Shorder, the village magnate, with his lively banter, enlivens the pages of a book otherwise serious in tone.

Juveniles.

LITTLE GIPSY LASS, A. By Gordon Stables. London and Edinburgh: W. & R. Chambers. Cloth, 3s. 6d. The mystery hanging over Lotty, the little gipsy girl, forms the central theme of this story. Lotty is a member of Nat Lee's band of touring players, from whom she escapes in a caravan, purchased by a young man called Antony Blake. Finally the mystery surrounding her is cleared up, to the satisfaction of all concerned and especially Antony Blake.



LITTLE COLONEL'S KNIGHT COMES RIDING, THE. By Annie Fellows Johnston. Boston: L. C. Page & Company. Cloth, \$1.50. There is no writer of children's stories whose works have been more sought after than the author of the Little Colonel series. In each succeeding volume the Little Colonel has been portrayed in a more beautiful character, and this latest addition to the series is no exception to the rule. It is nicely illustrated.

TROUBLESOME URSULA. By Mabel Quiller-Couch. London and Edinburgh: W. & R. Chambers. Cloth, 3s. 6d. A quaint story of a little girl, whose father dies and who is taken away by a grandmother to live with her. The little girl makes unfortunate mistakes, which get her into trouble, and finally, after losing her grandmother's ring, she runs away. But the end is a happy one and Ursula is restored to her mother.

THREE SCHOOL CHUMS. By John Finnemore. London and Edinburgh: W. & R. Chambers. Cloth, 3s. 6d. A capital boys' school story, involving the fortunes of Tom Sandys, Arthur Digby and Teddy Les-

(Continued on page 32.)

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| <i>The Woman With the Fan.</i> Robert Hichens. | <i>The Wickhamses.</i> W. Pett Ridge. |
| <i>Hetty Wesley.</i> A. T. Quiller Couch. | <i>Susannah and One Other.</i> E. Maria Albanesi. |
| <i>The Shadowy Third.</i> H. A. Vachell. | <i>The Conflict.</i> Miss Braddon. |
| <i>Tally Ho.</i> Helen Mathers. | <i>Behind the Throne.</i> William le Queux. |
| | <i>Miranda of the Balcony.</i> A. E. W. Mason. |

Books Forthcoming

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| <i>The Pinch of Prosperity.</i> H. A. Vachell. | <i>The Castle Inn.</i> Stanley Weyman. | <i>The Guarded Flame.</i> W. B. Maxwell. |
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Miss Beatrice Harraden has for some time past been engaged on a long novel which is now approaching completion. The scene of the story is laid entirely in London.

There is a gap of some hundreds of years between the Old and New Testaments. A book, which claims to tell us the story of those centuries and make clear many hitherto puzzling Jewish allusions, found in the New Testament, will shortly be issued by Messrs. Skeffington, under the title of "Between Malachi and Saint Matthew." The author is Miss G. M. Ford.

The Library Edition of Ruskin's works, the last and greatest publishing undertaking of the late George Allen, is now approaching completion—31 out of 38 volumes being already issued—and it will be concluded next year.

A beautiful edition of "Stories from the Arabian Nights," retold by Laurence Housman, with 50 plates in color by Edmund Dulac, is announced by Hodder & Stoughton.

Nearly fifty full page plates of postage stamps of all countries, including the rarest stamps of the British Museum collection, appear in a valuable treatise by Bertram T. K. Smith, entitled, "How to Collect Postage Stamps," which is published by George Bell & Sons.

Several important additions have been made this fall to that very serviceable series of books, the York Library published by George Bell & Sons. Probably the most notable is Ranke's "History of the Popes," in three volumes. Then there is George Hooper's "Waterloo," Coleridge's "Lectures and Notes on Shakespeare," "Zadig and Other Tales," by Voltaire, and "An Egyptian Princess," by Georg Ebers. These volumes are issued in cloth at 2s. net, and in leather at 3s. net.

"Games of Patience," for one or more players, is the title of an exhaustive work on patience by Mrs. Whitmore Jones. It is published by L. Upcott Gill, London, England. In the compilation of this book, the authoress has endeavored to comprise most of the best known forms of this useful game, and also to include many that have never been published before. Altogether there are five series, including 173 different games of patience, all lucidly illustrated. This book is also published in five separate parts, embracing the five separate series, and the cost of each part is one shilling. The five bound together in cloth are published at 6s.

"Modern Dairy Farming," is the title of a work by H. L. Puxley, and published by L. Upcott Gill London, England. This book, which is a practical handbook on the management of the milch cow and the profitable utilization of milk, is issued in cloth at 3s. 6d., and is profusely illustrated throughout. Its 270 pages are full of valuable advice for the treatment of milch cows, both in times of health and in time of sickness. The work is intended specially for those whose knowledge of the subject is more or less elementary.

The doctrine of a future life is widely believed to have been discredited by modern science, and many earnest minds are disturbed by vexing doubts. It will be welcome news to these that a book is available, the work of a writer who is at once a theologian and an accomplished scientist. The book is entitled "The Future Life and Modern Difficulties." (Sir Isaac Pitman & Sons, Limited), and the author is the Rev. F. Claude Kempson, M.B., Demonstrator of Human Anatomy in the University of Cambridge, who defends the doctrine as scientifically possible.



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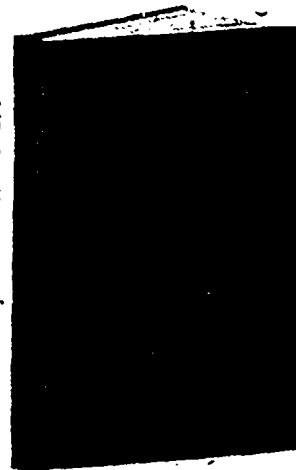


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BOOKS OF THE MONTH.

(Continued from page 28.)

ter, and their game struggle against the bullying ways of Big Baldwin and his pals. Illustrations are by Harold Copping.

THREE GIRLS FROM SCHOOL. By L. T. Meade. London and Edinburgh: W. & R. Chambers. Cloth, 5s. A well-conceived story of three school girls, who are led through force of circumstances to use deceit to gain a certain end. How a first deception lead to further wrong acts and sorrow is the concern of the story which is told with all Mrs. Meade's well-known skill.

THAT IMP MARCELLA. By Raymond Jaebens. London and Edinburgh: W. & R. Chambers. Cloth, 3s. 6d. Marcella, left an orphan in France, was a very wilful, wild little girl, when her guardian, Colonel Strangeway, came to take her home to England. The book contains a record of her naughty doings, recounting how she finally became a better girl.

VIVIAN'S LESSON. By E. W. Grierson. London and Edinburgh: W. & R. Chambers. Cloth, 3s. 6d. The story of a boy, who was frequently lead to do a wrong deed and who hesitated to confess his fault. The book tells how he was cured of this failing. A Christmas atmosphere pervades the story, which is extremely well told.

MYSIE: A HIGHLAND LASSIE. By May Baldwin. London and Edinburgh: W. & R. Chambers. Cloth 5s. A story for girls, narrating the adventures of a little girl, who comes with her mother and brother to Scotland from India, to live with an uncle. The various incidents which befall her there and her relations with her older sisters, are well told, making an entertaining book for any girl.

WELL PLAYED. By Andrew Home. London and Edinburgh: W. & R. Chambers. Cloth 5s. A first-rate boys' school story, involving mainly the fortunes of two boys, who looked so much alike as to be easily mistaken for each other. One boy, who had done wrong, confides his fault to the other, who agrees to keep silent. Blame naturally falls on him, and he is unable to defend himself. In the end the difficulty is straightened out. A manly story, inculcating good principles and with a strong plot.

CHATTERBOX FOR 1907.

This year's volume of Chatterbox is quite up to the standard of its predecessors. It is bound uniform with previous numbers and contains over 200 full-page illustrations, including six handsome color plates. The serial stories running through it are "A Pair of Eagles," by Fred Whishaw, and "Nobody's Dog," by Edith Carrington. Other serial features are "A Hundred Years Ago," being incidents that happened in 1807; "From the Cities of Italy," stories of happenings in Rome and other cities; "Heroines of the Civil War," "Puzzlers for Wise Heads," "Some of Nature's Wonders," "Doors, Locks and Keys," etc. The combination of entertaining and instructive matter in Chatterbox makes it a good book to place in a child's hands. Dana, Estes & Co., Boston, are the publishers, and the price is \$1.25.

PELOUBET'S "SELECT NOTES."

For the thirty-fourth time this admirable commentary on the International Sunday School lessons has made its appearance. Over a million and a half of these

books have been sold during a generation. Its scholarship has been accurate, broad, and fresh in every respect, while it has gained a large army of friends through its practical character, for the material given has been tried and proved. The quality which has been most apparent has been the suggestive and wise arrangement whereby teachers could appropriate its contents most readily and use it most effectively. These qualities are particularly noticeable in the volume for 1908, which renders it as complete and valuable a book for Sunday school workers as experience and the highest grade of scholarship can make it. Each year new departments have been added to meet changing conditions, and this year we notice the introduction of a large number of suggestive questions, given, not in a new department by itself, but interwoven with the information presented and in sprightly question and answer form, just as they would be used in the class. In fact, the busy teacher can find all that he desires in a nutshell, while to him who can devote more time to the study of the lesson, this volume offers a tremendous range for personal research.

In addition to the accurate maps, chronological tables, and small pictures which have always run through the volume, the publishers have added this year four beautiful full page illustrations in color, which are instructive and most pleasing to the eye. Every Sunday school teacher and every student of the Bible should own a copy of this volume. The publishers are W. A. Wilde Co., 120 Boylston St., Boston, and the price in cloth, \$1.25; cloth, interleaved, \$2, and French morocco, \$2.

VALENTINES.

The Copp, Clark Co. wish to remind the trade that they are now prepared to receive orders for valentines. Their stock includes all that may be desired. The cheaper grades are shown in the usual comic style and many new cartoons appear among them. The better class are exquisite in the extreme.

PERSONALS.

W. J. Gage & Co., Limited, the wholesale and manufacturing stationers, have removed their sample rooms from 54 Front St. west to their warehouse and factory, 82-94 Spadina Ave.

E. J. Kastner, manager and secretary of the L. E. Waterman Co., of Canada, Limited, after a serious illness running into weeks, is now enjoying a pleasure trip. Mr. Kastner will be back at his desk on or about the 21st of the month.

Mr. John Morgan, of the Religious Tract Society of London, who pays an annual visit to Canada, has arranged to take a trip around the world. Mr. Morgan started for the Antipodes in November and expects to work around to Vancouver about March next, so that his visit to Canada will be a little later than usual. The Religious Tract Society are finding their colonial trade developing satisfactorily and doubtless Mr. Morgan's tour will result in a further development of trade.

J. M. Marley, traveler for the L. E. Waterman Co. of Canada, Limited, has returned from his Western trip. Mr. Marley finds the trade has been very good. H. H. Hebb, also with this firm, has been to the coast and at present he is working his way back to Montreal. Mr. Hebb reports trade in the Far West excellent. On his return he will leave for Halifax and St. John. A. R. Whimbey, also with this firm, is now in the Maritime Provinces, taking orders for the Christmas and holiday trade.

Attention

is called to some of our more important publications of recent date.

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| <p>The Heart of Jessy Laurie Amelia E. Barr \$1.25</p> | | <p>The Joyful Life By Margaret E. Sangster \$1.25</p> |
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At the Magazine Counter

Black & White's Christmas number gives promise of being one of the most popular of this season's publications. It is announced for sale by the publishers in London on Monday, November 18. The cover, printed in colors, bears an attractive design, depicting a clown in the pantomime coming out before the curtain to bow to the audience. Three presentation plates are given with the number. The largest one is a reproduction of "The Drums of the Fore and Aft," a painting by E. Matthew Hale. The other two are shown in miniature on this page. The best writers of fiction in England provide the stories. Among the authors represented are J. J. Bell, E. Nesbitt, Morley Roberts, G. B. Burgin, Halliwell Sutcliffe, etc., and such artists as Will Owen, Cyrus Cuneo, Steven Spurrier, A. Michael, L. Daviel, W. Rainey, R. I. Stephen Reid and Christopher Clark, R.I., contribute sketches and paintings. Altogether it will be the finest number in a series of fine numbers produced by the Black & White Publishing Co.

Macmillan's Magazine has been discontinued. This removes still another of the monthlies so well known to the last generation.

By far the most important magazine issue of the month is the November At-

Charles Eliot Norton, William Dean Howells, J. T. Trowbridge, Thomas Wentworth Higginson, Henry S. Pritchett, Hamilton W. Mabie, Woodrow Wilson, Arthur Gilman, Walter H. Page, and Bliss Perry, the present editor. The articles are largely of a historical and reminiscent character.



Sweethearts and Wives.

From the Painting
by S. E. Waller

Christmas
Black and White



Reverie.

From the Painting
by Frank Dicksee, R.A.

Christmas
Black and White

Success Magazine announces a "Traveling Editor," who is to go about the country observing things and writing about them. "There are to be no strings on him," the announcement continues picturesquely. "He is simply to wander where his fancy wills. He is a humorist as well as an observer. And he can and will write about what you want to know."

Hereafter the Travel Magazine will be sold at fifteen cents per copy. The yearly subscription price of one dollar remains unchanged.

Tropical and Sub-Tropical America is the title of a new monthly magazine devoted to the varied interests of South America, Mexico, Central America, and the West Indies, to be published by the Tropical America Publishing Company, of New York. The magazine will be under the immediate editorship of G. M. L. Brown, who will have as associate W. S. Dunbar.

lantic—the fiftieth anniversary number of a periodical whose history is more intimately associated with the best in American literature than any other. Among the contributors to this noteworthy issue are James Russell Lowell (with a hitherto unprinted poem).

A somewhat unique periodical is announced in England. The contents will be written out in long-hand and the printing will be done by lithography. In addition to literary contributions from high sources, each number will contain six original lithographs by artists of Euro-

BOOKSELLER AND STATIONER

pean reputation. The periodical will be called the Neolith.

The cover of the Christmas *Cosmopolitan* will be a reproduction in color of Harrison Fisher's "The Christmas Girl." In the number will appear reproductions of the choicest pictures in the private art collection of the late Rodolphe Kann, of Paris. Charles Edward Russell will contribute the first of a series of important articles, "At the Throat of the Republic," describing minutely the nature and extent of election frauds. Gellott, Burgess & Bruno Lessing will contribute Christmas stories.

McClure's Christmas number will contain more of Ellen Terry's *Memoirs*, an important commentary on "The New Canadian Labor Law," by President Eliot, of Harvard University; "The Wonder-Working Gyroscope," by Cleveland Moffett, an account of a marvelous invention; "Thomas F. Ryan," by Burton J. Hendrick, in the series of Great Fortunes, and a study of "Mayor Fitzgerald, of Boston," by George K. Turner; also many stories.

Among the contents of the Christmas Scribner will be "The Child in Fairyland," a series of drawings by Sarah S. Stilwell, accompanied by some charming verses by Edith B. Sturgis, an article dealing with "Josiah Wedgwood," by R. T. H. Halsey, illustrated in color, and seven short stories by good writers.

Appleton's will endeavor to have a distinctive Christmas number. John T. McCutcheon will contribute a character study of "Santa Claus." Agnes C. Laut has prepared a valuable article on Henry Hudson, the dis-

coverer; Marie van Vorst writes an article on "The Oasis," and Louis A. Holman on "The Etchers of America." Four pages in tint will be taken up by "The Blast Furnace," by Thornton Oakley. A story by Charles G. D. Roberts is noteworthy.

The special winter number of the *International Studio*, devoted to the "Gardens of England," will form, without doubt, one of the most popular and beautiful volumes of the series. The publishers have decided to treat the subject in such a unique and attractive manner that the number will be indispensable, not only to those interested in gardens but to all lovers of art and nature. It will form the most complete work of the kind ever issued. The subject is such an extensive one that it has been found impossible to include the whole of England in one volume, and this number will deal only with the gardens in the southern and western counties. Hundreds of views have been specially taken of the most interesting gardens in these counties, and a selection has been made for illustration, of which there will be nearly 150, printed as full page plates in the best possible style, many of them in color. The letterpress will be written by an expert, and will be found invaluable to those who are interested in the laying out and artistic treatment of the garden.

The November number of the ever-popular *Chambers' Journal* contains a good selection of articles, including "The Conquest of Australia," "London in the Time of Romney," "The Romance of Wild Animal Collecting," "The Evolution of the Deer-Forest," "Some Pacific Islands Birds," "The Gentle Art of Ju-Ju-Tsu," "Economy in Paris," "English and Scottish Inns," etc.

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ART DEPARTMENT

THE POPULARITY OF PICTURES.

There is nothing like a few pictures, be they only of the poster variety, to brighten up the bookstore and make it alluring to the passer-by. Where one person will stop to look at a window full of books, ten will pause to look at a window full of pictures. This fact is abundantly proven in the case of a Toronto book store, where there are two such windows. The book window is neglected for the picture window every time.

In this there should be a lesson for booksellers and stationers. Make the pictures your principal drawing card, both inside and outside the store. If you do not already carry a line of pictures, do not delay to secure a supply, especially as the holiday season is now so near at hand. Use them in every way possible, so that passers-by will pause to look at them. Have a few in your window all the time changing them frequently. On this and the next page will be found reproductions of some pictures and cards that may be used to advantage.

Mr. Grefe's work (of which the color drawings are but too poorly suggested in these illustrations) has established for that artist a reputation so general and well-founded that it is hardly necessary to touch upon it. In these examples will be found most pronounced the charm of his feminine types, which win one alike by their piquancy and their simplicity; that rich sense of color which is peculiarly his; the veiled and subtle inference of his work; and that masterful arrangement and composition of the whole which joins all in a complete and felicitous ensemble.

The subtillies and refinements of the artist's work, which so often elude reproduction, have been conserved by the publishers through the advanced methods of scientific typography which they have utilized, and in the care



The Possessive Case.

Copyright 1907
by Will Grefe



The Golden Opportunity.

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FOUR SPLENDID DRAWINGS.

The two drawings illustrated on this page will give the reader some idea of the character of a set of four cartoons in color, drawn by Will Grefe, and published by the Windsor Publishing Company, 13 West 27 street, New York. The cartoons are handsomely produced in color on heavy coated stock, plate-marked, size 16x20 inches. They will be found to form a most suitable addition to the interior of a boudoir, den, smoking-room or club, and will be appropriate presents for birthdays, weddings, anniversaries or holidays. The four pictures are priced at \$2.00, and will be sent express prepaid. The single pictures are priced at 50 cents, but purchaser must pay the express on these.

and pains which they have devoted to their employment, sparing neither labor nor expense in the attainment of the desired end.

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The show room of the Copp, Clark Co., Toronto, who are leaders in novelty art lines for the Christmas trade has lately assumed its holiday attire and the display of Christmas specialties presents a splendid appearance. A complete set of the Scribner picture publications for 1908, arrayed together on the right wall of the show room, is the most striking line that is shown, and arrests attention immediately upon entering.

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for the Scribner picture publications. These pictures are indeed a work of art, and are generally acknowledged to be equal to any publications of their kind.

Several pictures are the work of Harrison Fisher.



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1908 Calendar Drawing by J. C. Leyendecker.

Our Wives and Sweethearts," "Affinities," "Well Manned," etc. Howard Chandler Christy, whose pictures are widely known, is also a contributor. Mr.

Christy's most popular drawings, probably are, "The Seasons," "The Oldest Trust Company" and "Which." Maxfield Parrish's four drawings, which were inspired by the poems of Eugene Field, are seen in the display. They are known as "The Dinkey Bird," "The Sugar Plum Tree," "Wynken, Blynken and Nod," and "With Trumpet and Drum." Other pictures in the display that have become popular, are four animal pictures by Philip R. Goodwin: "The Day's Shooting," a set of six pictures, by A. B. Frost; four sketches of Western cowboy life, by C. M. Russell; two pictures of cow-punchers, by N. C. Wyeth; "Child Life," four interesting subjects



COPYRIGHT 1904 BY CHARLES SCRIBNER'S SONS
FOOTBALL

Cartoon by Alonzo Kimball.

by Sarah S. Stilwell, and a number of children's drawings, by Jessie Wilcox Smith.

The selection is quite a complete one, a wide range of characters in many walks of life being represented. Some of the pictures are in colors, but the majority are black and white. They range in sizes from 9½x14½ to 12x16 inches, and the mounts nearly all measure 19x24 inches.

Two beautiful calendars for 1908 have been published by Scribners, which the Copp. Clark Co. are selling to the Canadian trade. One consists of four college athletes a football player, rower, runner and hockey player. It has been said of these pictures, that the artist, J. C. Leyendecker, gets a heroic quality into his figures, coupled with a sense of strength, which gives them a

(Continued on page 57.)

IT'S

A BLAMED
SIGHT EASIER
TO MAKE
AN EXCUSE
THAN TO
MAKE
GOOD

"If you don't know where to get it—ask Gallagher." "You get what you want when you want it."

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No. 2076

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A FRIEND AT COURT.

BY

WILL GREFE

THE four pictures in this set show great variety in color schemes while their arrangement and ever requisite proportion of sentiment has been gauged to a nicety. Having the great advantage of being entirely new subjects they will meet with almost instantaneous sales.

The most advanced color process has been utilized for reproduction purposes and great care in the selection of paper and printing.

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Comprises 4 subjects;—A Tennis Champion, Over The Tea Cup, A Winter Girl, American Beauties. **THE FISHER CALENDAR for 1907**, surpassed those of previous years as a seller, and the new **CALENDAR for 1908**, promises to be even more popular.

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Comprises 4 subjects;—**FOOTBALL, HOCKEY, RUNNING, ROWING**. This will appeal to all who are interested in **ATHLETICS**. Size 16 x 22 inches, and boxed. List Price, \$2.00 each.

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Special Values
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Post Cards that possess some selling ability.

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Beautiful Gold and Silver Ink, for decorating Post
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Special Mucilage for Jewelling, 50c. per pint.

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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.

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We have also lists of firms in every branch of trade in the Dominion
the professions, club members, society, etc., and we are prepared to address
and mail circulars or letters to these at any time.

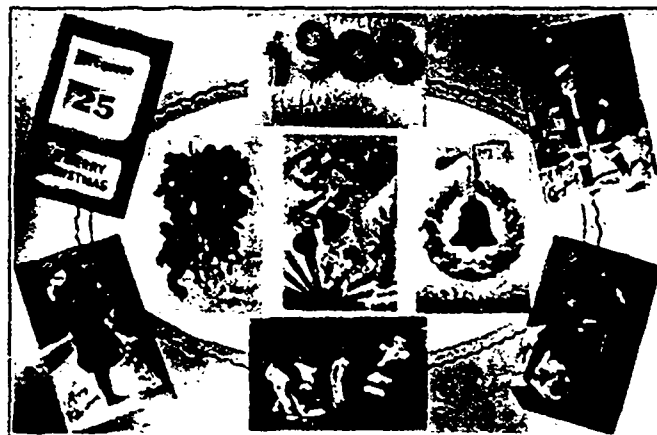
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We have the choicest assortment of fancy designs in Christmas and New Year
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We will mail Samples on request.

Warwick Bros. & Rutter, Limited

Publishers of Picture Post Cards

Toronto


Fancy Goods and Notions


Leather Goods.

Last year at this time leather goods had an exceptionally large run. This year the sales are equally as good, if not better. The wholesale houses speak well of the trade and look forward to a rush of orders from now until the end of the holiday season. Handbags of a good quality are being bought more than ever before. Prices that proved almost prohibitive a year or so ago are not considered out of the way now.

The most expensive articles in leather goods are those made from alligator skin. Some exquisite ideas are seen in this leather. There are some new leathers on the market that are said to be mainly variations in color and treatment. Calf is still the popular leather for novelties. Calf alligator is now being shown in a wide range of colors and finishes and is so near the genuine article in appearance as to be almost undistinguishable. The scarcity of the real alligator leather and the popularity



The Auto Bag.

it has achieved has been the means of bringing into the market these latest imitations.

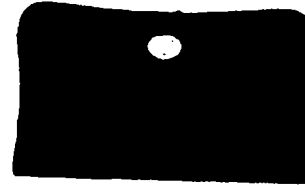
Some of the new and noteworthy lines that are now selling well are the finger purse and the two bags herewith illustrated, and sold by Brown Bros., Limited, Toronto. The ladies' finger purse is shown in the various fancy and colored leathers. It has strap on back for finger to clasp, this being the feature of the purse which has brought it into popularity. The higher priced purses of this class are selling the best.

The ladies' strap handle purse is proving to be a winner, judging by the demand which is becoming stronger each day.

Of the bags, there are few, if any, that have gained the popularity that the Auto bag has in the past couple of months. It is made in three sizes, 8, 9, 10 inches, of crepe seal leather with fancy moire lining. The sale of this bag has been exceptionally large.

A very interesting feature of the present season in leather goods is the prevalence of set names for hand-

bags, purses, belts, etc. Every available name in sight is adopted to lend eclat to the various lines. Popular foot-light favorites, comic supplement characters, etc., are all utilized to aid in the sale of goods. Some of these names are very catchy and have doubtless aided consid-



The Popular Finger Purse.

erably in the sale of goods, but most of these fancy lines have but a short run and are soon retired from public view.

Beautiful Belt Creations.

The host of beautiful creations in belts are quite striking. The designer's art is much in evidence and a wide range of dainty creations is seen. The extreme richness of design that has of late characterized so many other lines has begun to be noticeable in belts and some extreme styles are seen, but their continued favor is doubtful. The Fluffy Ruffles belt in leather, elastic and silk has had quite a sale during the month, but like other extreme novelties, will soon have had its day. Its distinctive feature, as noted last month, was four or five slides placed about four inches apart. There is a question as to whether the steel-studded belt will hold its popularity much beyond the present season. Extreme applications of cut steel are still very popular in Paris, but the taste of American women is more modest. Some beautiful combinations of steel beads and stones are shown, the former forming a border to set off the latter.



New Strap Handle Purse.

High Back Comb is Popular.

The vogue of the high back comb will probably be strong for some time to come, and a great variety of designs and patterns continue to be seen. The prevailing

(Continued on page 58.)

BOOKSELLER AND STATIONER

Bamforth's Celebrated
**LIFE MODEL
POST CARDS**

are the most popular line on the market

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Picture Post Cards



NEW USES FOR POST CARDS.

While it may not be pleasing to have to contemplate a diminution in post card sales, it is nevertheless worth while to consider ways and means of keeping up the demand for them. New uses for picture post cards should be welcomed and utilized to the fullest extent possible. A wise and prudent post card dealer will search out these new uses and endeavor to educate the public up to them. For instance, here is an article reproduced from an English paper. It would pay dealers to have this article reprinted in their local newspaper. By this means, the sale of post cards would quite probably be stimulated in their locality.

Stained Glass Effects.

At this time of the year, more than at any other, our letter-boxes overflow with picture post cards, and the question becomes acute as to what use can be made of the missives sent us by friends who are holiday-making at the seaside, or in the country. A method has recently been evolved, remarks Hobbies, by which the quaint and beautiful effects of stained glass can be got by the aid of pictorial cards, without the exercise of any more skill and patience than the average art worker is endowed with.

By way of a first endeavor we will make a teapot stand out of a single card and a sheet of glass of the same shape, but $\frac{1}{2}$ inch larger all round. The style of the picture does not particularly signify, which is a good thing, as individual tastes and sentiments can be allowed free play. We can keep always before us the view of some place full of pleasant associations for us, the reproduction of any famous picture we admire, or the fancy card which has captured our imagination. If we are to exercise any discrimination it should be in favor of deep rich tints, crimson sunsets, dark moonlight scenes, and so on. Having picked our card, we soak it for twelve hours in clean, cold water. At the end of that time we take it out and lay it face downwards on a flat board, and gently and carefully rub off the cardboard from the back, so as to leave only a thin sheet with the picture. This process is not nearly so difficult as might appear, and a little practice will soon enable one to manage it successfully. Fine sandpaper may be used, as well as the finger in the work. When quite dry the card must be fixed down to the square to be decorated, with the picture side next to the glass. Any good clear paste may be employed here, but it must be clear. All moisture having been squeezed out, the stand is left to dry before the business of rendering the picture transparent is entered upon. For this purpose some good, clear varnish can be obtained. A substance sold under the name of "Royal Clearine" has been tried with success. If this be well rubbed in over night the card will be found as transparent as could be wished in the morning. Finally, a narrow strip of black paper, to give the illusion of leading, is run all round the glass, the extra $\frac{1}{2}$ inch allowed preventing it from encroaching on the picture.

These teapot stands, though undoubtedly effective, are only the rudiments of the work under consideration.

By using larger sheets of glass and bits cut out from different cards instead of whole ones, the most artistic results can be arrived at. Glass fireplace screens, which are not particularly expensive to buy, or particularly troublesome to make, hold out vast possibilities. The best method for these is to place a row of figures cut out from cards one above the other, down the centre of each panel, forming the background of self-colored pieces, similarly obtained, which are dovetailed into each other, according to their shapes, all the joints being, of course, covered up by the lengths of black paper previously mentioned. If one has any cards with floral or conventional designs, or mottoes printed in ornamental characters, it will be found possible to work in bits cut from them into the backgrounds. A catalogue of stained-glass lights, or of transparent paper "Window Decorations," will give many useful hints as to the disposition of these adventitious ornaments. If preferred, there would be nothing against making a firescreen to show a series of views upon a plain ground: in such a case we should advise dark blue.

Table Covers.

A rather ambitious effort, but one which will repay a good deal of time and trouble, is to cover a table top with cards treated in the manner we are describing. In this case, they are stuck down from the back on to the wood, and the glass, cut to the shape of the table, is subsequently fixed to it, as is done in the case of some valuable Chippendale pieces. The advantage of a table thus decorated is that nothing spilled on it will leave any mark, nor will it be nearly so liable to get scratched or dirty, as if it were painted. A series of reproductions of well-known pictures with a rich red or blue filling strikes us as a most hopeful suggestion for this special branch of the work.

The hanging glass panels, which are used by a good many people as window ornaments, are another promising subject. Shields of arms, cut from heraldic cards, look admirable on them, and so do full length figures or Dutch patterns. Though a Japanese design might seem out of place in stained glass, one might be tried as an experiment.

Breakfast Boards.

Another example is that of a breakfast board, on which to stand a coffee pot, etc. It would be made of glass with a polished wood rim and little feet. In this instance, we begin by plotting out the surface into a series of little panels, making the two halves correspond with one another, and not allowing the different pieces to run in together as they come, as we have to do when forming backgrounds all of a single color. For the large circle in the centre we advise the use of one of the giant post cards, now to be bought at all places of popular resort, and for the other panels it is not a difficult matter to find cards from which a self-contained bit, so to speak, can be taken of the size and shape required.

The principle on which this breakfast board is decorated is applicable to all the different kinds of glass trays which are now sold. The subjects need not, of

BOOKSELLER AND STATIONER

course, be confined to any particular style. The Dutch blue and white cards, that one so often gets, could be worked up into a beautiful tray, or one could make a most admirable patriotic one, with a portrait of his Gracious Majesty for a centrepiece, and the flags and emblems of our country and its colonies disposed around it. We can picture a fine one of naval subjects, arranged around a card of the Victory or the Dreadnought, or a military one given up to one or more of the famous regiments of the British Army. In fact, it is always the same when one comes to speak of picture post cards. Their range is so wide nowadays that one at once begins to imagine collections formed on all sorts of lines. It is not difficult to reduce such notions to practice. Once let your friends know that you are accumulating patriotic or naval or military cards, or whatever it may be, and they will soon begin to come in.

THREE EXCELLENT SONG BOOKS.

Three novel song books have been issued by Valentine & Sons' Publishing Company, Toronto and Montreal, which are specially suited for the holiday trade. They are named, the Gem Selections of Irish, Scottish and Welsh Songs. The books are beautifully bound: the Scotch volume being bound in pretty satin plaid, and the Irish and Welsh volumes in a nice green color of satin. They have a number of fine full-page illustrations of quaint, old characters and scenes. Annie Laurie, Duncan Gray, Camm' Thro' the Rye, Within a Mile o' Edinburgh Town, Afton Water, Green Grow the Rushes O! Scots Wha Hae, Bonnie Dundee, Auld Lang Syne are some of the songs in the Scottish selection. Notes of the songs

are printed in the front of the book, giving a short sketch of the composers and what inspired them to write. These books will make an excellent Christmas present or New Year's gift. They certainly are an excellent selection.

Pictorial Postcards, Autotype-chromo, Photo type, and Lithographic Coloured, etc.

Cards made from any Photograph. All orders receive prompt and careful attention. Lowest terms.

**German Postcard Works
Boch & Kirsch-Frankfort^oM.**

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POSTAL CARDS

Big Variety. Low Prices.

Lovers' Set Post Cards

¶ We have always in stock the nicest and finest assortment of love sets; both English and French Text.

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¶ We have 20 different packages of samples, ranging from 1c. to 25c. per card. Each package costs \$1 and gives a profit of 100%.


Catalogue on request.

Cash Only

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195 St. Catherine St. East,


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THE NEW FAD

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Different
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Can be used on Letter Seals, Envelope Corners,
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Also a large assortment of Fancy Cards for Holiday and Christmas
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W. NEUMANN & CO., Wasserthorstrasse 42,
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High-class Collotype Printers

SPECIALTY: **Collotype Postcards** TO ORDER

Hand-coloured Collotype Cards
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High - Grade Local View Cards

A personal careful investigation in Europe, as to the various processes of making Colored View Cards, has taught us to make cards as good as the very best imported cards made in Germany, for the same price and in less than half the time. We are in a position to quote special prices to users in large quantities, and guarantee prompt delivery and first-class work.

The importing of view cards will be a thing of the past as soon as our samples are shown.

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Picture Made to order only according to instructions supplied.

Specialties:
Modern Halotype styles.
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Well known for efficiency and high-class workmanship.

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**COLLOTYPE, COLOURED COLLOTYPE,
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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, 2,000, 5,000 and 10,000 per design, in sheets of 30, and 64 designs



Stationery Department



THE OUTLOOK.

An exceedingly busy season of buying is indicated in the stationery business this year, in fact, a record-breaking season is anticipated. Retail dealers have been purchasing heavily of the wholesale houses in the past month, which speaks well. The stationery trade in the past two years has been very active at this time, but this year bids fair to surpass these, notwithstanding the financial flurries that are occurring just now.

PAPETERIE BOXES AND WRITING PAPER.

The manufacturers of stationery seem to have been trying to outdo one another in the excellence of their product. New and beautiful designs are shown in papeterie boxes. Floral designs as a rule, predominate for the Christmas trade. Some very pretty lines are shown in holly, mistletoe and evergreen designs.

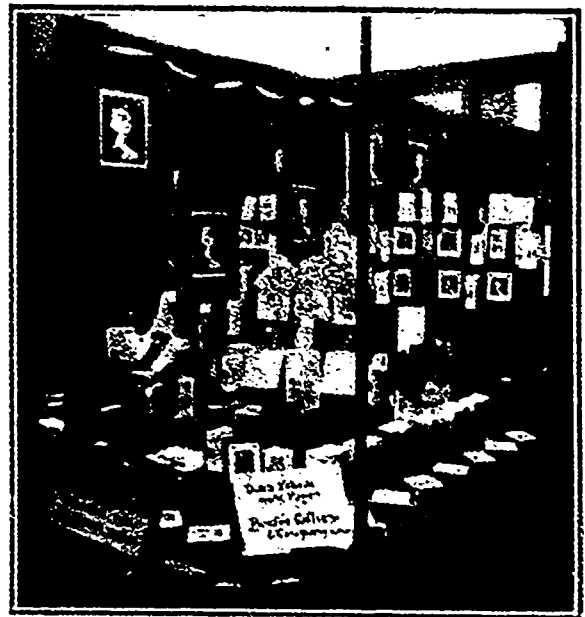
Very select lines appear in writing papers. They come in high plate finish, in fabric finish, linen finish, organdie glaze, angora, kid finish, etc. Nice lines are shown in lattice effect, interwoven, Marseilles fabric, Scotch plaid and quartered oak.

There has apparently been no change lately in visiting cards, which are now small, ladies' being nearly square, and men's oblong.

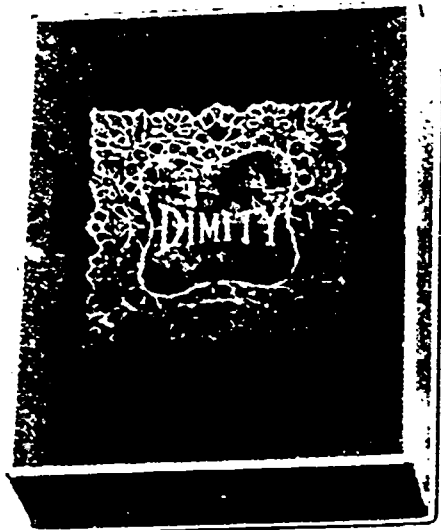
Orders for printed and embossed stationery are ahead of previous years, and coats of arms, monograms, initials, dainty art nouveau effects in color, and other designs are now frequently ordered on correspondence paper.

Dimity Plaid, Dutch Fabrik and Bleached Canvas Dimity and Dimity Plaid are probably the favorites of the four. They are being strongly advertised and the sales for them have been exceptionally large.

Dimity appears in a variety of shades and Dimity Plaid is produced only in white. This handsome paper derives its name from the fact that across its surface are faintly defined plaids of drab and white about an eighth



Display of Dutch Finish by Buntin, Gillies & Co.



Dimity—Buntin, Gillies & Co.'s Special Line

BUNTIN, GILLIES & CO. SHOWING.

Many new lines of writing paper have lately been introduced by the manufacturing stationers. Buntin, Gillies & Co., Limited, Hamilton, have brought out four fine lines of note papers. They are called Dimity,

of an inch in width. In appearance this paper looks novel and neat, appealing to refined taste.

Dutch Fabrik is another of the Hamilton firm's specials. It will be noticed the name Fabrik is spelled with a "k." It is the custom of this firm to be ever seeking for something novel and striking, so we are not surprised to see them changing the spelling of names that they may be in keeping with their new lines. Dutch Fabrik is not as finely woven as Dimity, but it is in the same class of fine note papers. It is appearing in white, azure and grey. The idea of having a band around each quire is a feature of Dutch Fabrik and the Dimities, which makes counting easy.


Bleached Canvas, the other leading writing paper of Buntin, Gillies & Co., is appearing in white only. The surface of this paper is intermediate in weave to Dimity and Dutch Fabrik.

The papeterie boxes which Buntin, Gillies & Co. have specially prepared for the Christmas trade are exceptionally well gotten up. They are shown in holly designs and other appropriate emblems. There are a number of lines with pretty girl-heads in raised work which present a nice appearance. The assortment is a very complete one, comprising various lines of fine writing paper and envelopes.



NEVER MEET THE CONSUMER DIRECT

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BLANK BOOKS

Recognized as the leading and most complete line of Blank Books in the market.

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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.

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"ROB ROY"

PENS

SOLD BY ALL STATIONERS in 6d., 1/- and Gross Boxes



This series of Pens is made of the same material, by the same tools, by the same process and at the same Works as the series of 'Waverley' Pens which Hinks, Wells & Co. have for 33 years and upwards (prior to Sept. 1901) manufactured for and supplied to the Proprietors thereof.

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Sure to Sell

The **WAVERLEY** Fountain Pen

IN 3 POINTS—
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The only Fountain Pen with a Waverley Nib—14kt. gold iridium pointed.


PATENTED FEED-BAR
Absolute regularity and cleanliness in use guaranteed. Send now for illustrated price list and terms

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The most popular pens are

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MADE IN ALL STYLES



Fine Points, A1, 128, 333.
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CANADIAN AGENTS:
THE BROWN BROS., LIMITED
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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

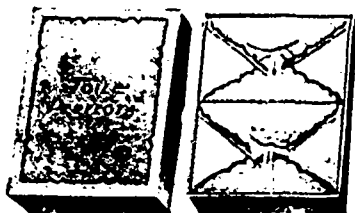
THE BEST

Works: BIRMINGHAM, ENGLAND
Imported by all the leading stationers in Canada.

Proprietors: Spencerian Pen Co., New York

NEW FALL PAPETERIES.

A hit has been made by Berlin & Jones Co., New York, with their new Opaque line of papeteries just put on the market. The sale of this line has been enormous, although their salesmen have just started out, and have covered about one-third of their respective territories.



This line is put up in two sizes, their popular Winthrop note size and the new swell London bar size, which is the correct size for foreign correspondence. The gray white stock contained in these papeteries is very desirable and adds greatly to the sale of the same. The



Opaque envelope linings are produced by special process printing, in four colors, and are quite as effective, as well as practical, as the old tissue linings.

A novel effect is brought out in their line of Trans-oceanic papeteries. The fourth page of the sheet is litho-



graphed in brown, violet, blue or green, which, when folded and placed in the envelope, makes correspondence invisible.

The Toile Perfecta line, with its very artistic borders on sheets and envelopes in colors, has taken remarkably well with the trade, which is proven by the very handsome orders received from salesmen.

The cuts herewith give an idea of their new lines which are now being shown by their travelers, and at their three New York salesrooms, 621 Broadway, 136 William street, and at factory sample rooms, 517 West 27th street.



USEFUL CHRISTMAS PRESENTS

PELOUZE POSTAL SCALES

Invaluable to the Office, Store and Home

They tell instantly the exact cost of postage in cents on all mail matter. Warranted Accurate. Several sizes.

NATIONAL, 4 lbs. - \$3.75 STAR, 1 lb. - \$2.00
 UNION, 2 1/2 lbs. - 3.00 CRESCENT, 1 lb. - 1.50
 COLUMBIAN, 2 lbs. - 2.50

Buy through your Jobber.

PELOUZE SCALE & MFG. CO. - Chicago

Special For Stationers

SCHOOL OPENING

We are showing the finest range of new scribblers ever offered to the Trade in Canada.

SIXTEEN NEW DESIGNS

We wish to call special attention to our eight new Animal Designs done in three-color process, and specially made up for us in the Old Country. Highest grade of Toned Paper for Pen Work.

These scribblers are absolutely in a class by themselves.

We also carry a full range of supplies, and all authorized School Text Books.

Clark Bros. & Co., Limited

Wholesale Stationers - Winnipeg, Man.

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 32-56 lbs.
 23 x 30-72 lbs.

COVER PAPER

SNOWFLAKE

In Blue, Red, Lilac and Wine
 20 x 25-40 and 60 lbs.
 22 1/2 x 28 1/2-50, 60 and 80 lbs.

ADELIA

Fine White Wave, Double Cap and Fello
 and variety of other lines.

The Northern Mills Pulp and Paper Co.

278 St. Paul Street

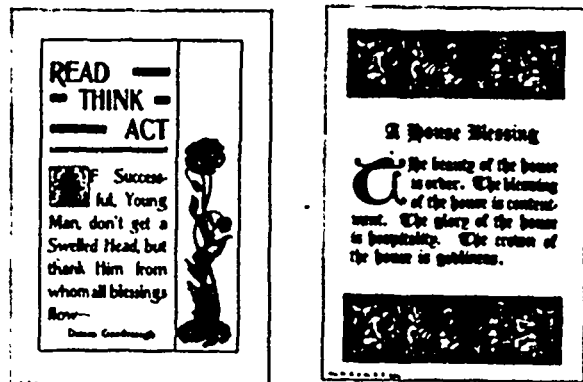
MILLS.
 St. Adèle, Que.

MONTREAL

BOOKSELLER AND STATIONER

PICTURES TO DRAW TRADE.

Pictures are a line that take up no room, draw trade, and lend a warmth and attractiveness to the store, unattainable through any other medium. The cuts shown on this page are selected from the line of the W. H. Gallagher Company, 18 East 17th Street, New York. This company have only just started selling pictures to the stationery trade and have been successful in placing their pictures in a great many book and stationery stores. Their goods deserve and merit the attention of the Canadian trade, who might show them during the next few weeks to decided advantage.



Gallagher Mottoes.

Copyright 1907 by
The W. H. Gallagher Co.

AN ESSENTIAL FACTOR.

As the holiday season approaches the necessity for adequate window display increases. While it is necessary at all times, it becomes even more so to attract attention to the holiday goods which from now up to Christmas will be the principal features in all stationery stores.

One display will not keep the buying public coming to your store, though it will have a powerful influence in turning them that way. One good window must be followed by others at frequent intervals, at least once a week, and twice a week, if possible. It requires considerable thought and much hard work to do this successfully, but it pays heavily on the investment.

While conditions vary in different localities the main principle obtains everywhere—the necessity of doing this kind of work for advertising purposes. If neglected the effect will be seen at once in reduced sales. If followed faithfully the effect will be seen in steadily increasing business. The expense is comparatively light, most times costing but a dollar or two at the most.

NEW PAPETERIES.

Of the many new and beautiful styles in papeterie boxes that are shown by the Copp, Clark Co., the plain imitation alligator skin is the most novel in appearance. The paper inside the boxes is in keeping with the outward appearance, it is of superior quality and finish.

There has always been an extensive call by the consumer for envelopes of irregular sizes, especially in the holiday season, when cards of many sizes are being sent through the mails. The Copp, Clark Co. have prepared to meet this demand by making boxes containing 500 envelopes of assorted sizes. As every stationer is asked daily now to furnish these envelopes, they will be a great convenience to the trade. No dealer need be afraid of

overstocking with them, as there is always a steady demand for them. They are selling at \$1.50 per box.

The office and pocket diaries will soon be in demand. The Copp, Clark Co. are showing the Dominion Office Diaries in six sizes (48 numbers). All A and B size are made in different rulings; ruled faint with and without Sunday, and ruled $\$$ and c. with, and without Sunday. Each diary contains such valuable information as law relating to joint stock companies, including rules, regulations and tariff of fees for incorporation of same; banks in Canada with their agencies, postal information, synopsis of mercantile law, tables of weights and measures, etc. Numbers 208 to 216 have extra space for the 4th and 18th of each month.

Dominion Pocket Diaries are made in six sizes, (87 numbers), the specialties being perpetual diaries and vest pocket diary and memorandum book combined. The case leather pocket diaries are admirably suited for presentation purposes.

A SUPERIOR PAPER.

The trials and difficulties that beset the Carbon Paper & Ribbon Co., Toronto, before they achieved success as manufacturers of typewriter carbon supplies were enough to discourage the most hardy and energetic of business enterprises. They have always had to depend upon their own resources in the manufacture of their goods, so guarded are the secret processes by which they are made. That they have been triumphant in producing paper that is on a par with the best in the world is amply shown in Peerless Brand of carbon paper and ribbon which is exceptionally clean and of superior quality. This department of the stationery business has been very much neglected by the dealer and there is no reason why it should be. This class of trade does not come to you,



Copyright 1907 by
The W. H. Gallagher Co.

it has to be drummed up, but the profit to be gained is well worth the trouble. Every typewriter in a town presents so much business which the stationery dealer should have, and which is going into other hands. There is no doubt but what carbon would prove a profitable line if the dealer would get out after the trade.

Clark Bros. & Co., Winnipeg, have a well assorted stock of Christmas papeteries in Eaton-Hurlburt papers. Western dealers wanting to sort their stock can obtain supplies of this line on short notice.

BOOKSELLER AND STATIONER

SCRIBNER PICTURES AND OTHERS.

(Continued from page 44.)

touch of distinction not before attained in any series of published pictures of athletes.

The other calendar is made up of four of Harrison Fisher's most notable feminine subjects, "A Tennis Champion," "American Beauties," "Over the Tencup" and "The Winter Girl."

The 12 months of the calendar are divided into three parts, the first picture being left free, and each of the other three having four months printed on the lower part of the mounts. The size of the calendars are 14x22 inches.

Christmas and New Year greeting post cards are shown in many pretty varieties by the Copp, Clark Co. They appear in 12 different designs of holly and mistletoe wreaths, pretty-girl and Santa Claus pictures. The cards are selling at \$1.25 per package, 100 cards to the package. Another line of ordinary Christmas cards appears in two assortments, which retail at 5 cents per package, six cards in a package. They wholesale at \$3.60 per gross. These cards are very nice at the price. The better class of Christmas cards are shown in many beautiful and artistic designs. They are sold assorted in boxes with envelopes at various prices.

Christmas calendars appear in an assortment of new shapes and creations. A line called the Art Calendars are shown in book marks, drop fans and turn overs. Some very pretty and new creations appear in the assortment. Some exquisite embossed designs in the Christmas calendars are also shown. A line of very pretty tags to be attached to Christmas gifts are on display. These are mostly in holly designs. They appear in round and square shape, the round ones being in the neighborhood of an American dollar in size, selling at 75 cents per 100. The square shaped cards have appropriate greetings printed upon them. They measure 4x2½ inches and sell at \$1.00 per 100.

The tissue paper bell is becoming the favorite decoration for Christmas. It is rich in appearance and is inexpensive. The Copp, Clark Co. have a large stock of the bells and anticipate a large sale. They have them in three sizes, the largest bell probably measures 15 inches in depth and the others about 10 and 5 inches

The sale of the bells last year exceeded all others, but it is expected that this season will see them more popular than ever.

HANDY DESK ACCESSORY.

An exceedingly handy and useful desk accessory is the stamp and envelope moistener, the invention of an Alaska man. Its purpose ostensibly is to obviate the nuisance of moistening stamps and envelopes by the lips. The ease with which stamps and envelopes—especially large quantities—can be moistened for fastening will be apparent. At the top of the device is a reservoir for holding water, the latter reaching the sponge through a small tube. In the tube is a spring which prevents the water escaping except when released. Attached to the reservoir is an extension which supports a blotter, the latter being curved. With the moistener in one hand the operation of applying the stamps and sealing the envelopes is an easy matter.

A FEW TIMELY HINTS.

An up-to-date stationery department is, first of all, an attraction for customers of the store, and it will lend tone to the store in general. Besides, there is excellent profit in the line for the retailer.

Another point in favor of such a department is that it can be made exceedingly interesting from time to time through an offering of specials. Still another advantage which the department store has in the sale of this line lies in the fact that the greater portion of it is purchased by women.

Some of the best periods for pushing the line through publicity are before and after all holidays, because at such seasons more stationery is generally used than at other periods. In this manner, by planning a timely sale, greater quantities will be disposed of and the department will be more readily popularized.

The manufacturers of the better grades of stationery all put their products up in the most attractive manner possible, and this is quite an aid toward the making of sales. Designs in papeteries and box covers can be had appropriate for all seasons and they figure largely as gifts and as suggestions for the selection of them.

In the Long Run

the man who sells the high grade satisfactory paper is the man who gets the best results. Imitations, "just as good," etc., may make a stir and answer for a time, but the public recognizes true merit which after all is the only thing that counts. The success of this business is due to the combination of high quality, up-to-date styles, perfect manufacture, quick service and price consistent with these values. In the long run it will pay you best to handle the line with "Hurd's Name on the Box."


Crane's Wedding Papers are perfect in quality and make the finest possible invitations and announcements. Your best trade at least want them.

GEO. B. HURD & CO.

Fine Paper Manufacturers

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





PERMANENT PROFITS

accrue to the bookseller and stationer who is wise enough to handle "Berliner" Gramophones and "Victor" Talking Machines. It cannot be denied that they are the two most popular musical instruments ever put on the market. Have you investigated the selling proposition, we are offering to all booksellers and stationers?

It is a proposition which will net you continual profit. Write to the one of the following list 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. |
| R. S. Williams & Sons, Limited, | Winnipeg, |
| Ormie & Sons, Limited, | Ottawa, |
| J. A. McDonald, Piano & Organ Co., | Halifax, |
| Nordheimer Piano and 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

FANCY GOODS AND NOTIONS.

(Continued from Page 47)

styles run to richness and elaborate designs and nothing seems too fancy to please my lady's taste. Some come set with single rows of semi-precious stones in various colors and are very effective in appearance. There are many beautiful lines with inlaid gold designs of flowers, figures and other patterns, and these are very taking. There is no metal about them to catch stray hairs.

Burnt Work in Demand.

The art of pyrography was never more popular than it is at the present time. The demand for burnt work of every description is growing steadily with the approach of the holiday season. That this class of fancy work will be one of the foremost to be chosen for Christmas gifts, is plainly evidenced by the call there has already been for it. There was a time, and it is not long ago, when the art of pyrography was merely a fad, but now burnt work has been so improved and developed that it is fast becoming recognized as no mean art. When bas-relief effect in designing was introduced it revolutionized pyrography, and made it what it is to-day. Most stationers and dealers in fancy goods and novelties are carrying a fairly wide range of burnt work, principally wood, and, no doubt, expect it to prove a very profitable lie in the near future.

Toys, Dolls.

The demand for the Teddy Bear has been so great as to go beyond the possibility of the wholesalers and jobbers meeting the orders that are being constantly sent in for them. Just now this latest craze for children seems to be at its height. As fast as they are made the

Teddy Bear is being bought up in all colors and sizes. There is little doubt but what the Teddys are having a greater sale than dolls at present, but, as a matter of fact, the demand for dolls is just as good now as before the bears were thought of, which is contrary to the general belief. Sutcliffe-Edmison Co., Limited, Toronto, lately received a shipment of Teddy Bears, which they found a market for the day they came in. They expect another shipment immediately from the States, and also one from Germany in the near future. They will probably be the last that will be received this season, as the manufacturers are refusing all orders for delivery before next year.

New Ideas in Dolls.

A few new ideas in dolls and their accessories are now shown. The crying doll that requires no squeezing to produce a cry is the one that is in popular favor at present. The doll merely requires rocking from side to side in order to produce a crying sound. Some new things in dolls' accessories are the toilet set, bed and mirror set, sewing sets, soothing bottle, knife and fork and spoon sets, celluloid doll and bath sets.

Little Dutch carts are having a great sale. They are made in several sizes. The cart is a cheaply gotten up affair, but, nevertheless, makes a good toy for the little folks. They retail from 25 cents up. Wooden horses are made to attach.

Lehman's A. H. A. mechanical auto has sold better than any other of the smaller class of toys. It retails at 25 cents. The auto is an intricate little machine, and it is wonderful how they can be sold so cheaply.

The Climbing Mouse is a new toy which is having a good sale. It consists of a mouse which climbs a tube by a spiral course when the tube is set upright. This is a very amusing toy, which retails at 5 cents.

Of the small toys, the Auto Sisters is probably the most complicated of any. The mechanism of this little machine is very interesting, there being a number of parts made to move at one time, and in harmony with one another. It consists of two ladies in a hansom, a driver and a dog, which are all brought into motion. This retails at 50 cents.



A Holiday Outfit.

A DAINY CHRISTMAS GIFT.

The ingenuity of the L. E. Waterman Company in devising novelties to attract the popular taste is apparent in the attractive little outfit illustrated herewith. In brief, it is a strongly-constructed cardboard box, 6x1 1/2 inches, covered with bright holly paper, and containing a little sterling silver pencil holder, with ring attachment to fasten to a watch-chain. The box also contains an additional half-dozen Koh-i-noor pencils, of a size to fit the holder. The retail price of the outfit is \$1.50.

Another attractive feature of this line is the holders mounted with emblem designs. They have quite a number of these in stock and are prepared to furnish them with and emblem design that may be required. An emblem mounted on the silver holder adds 50 cents to the retail price.

Music and Musical Instruments

STOCKS COMPLETE.

Sheet music conditions, at retail music counters continue good. In fact, they are improving as the Christmas trade draws near. As stated in last month's issue, merchants start preparations for the holiday trade, and at present complete stocks are the order of the day. The feeling for both vocal and instrumental music continues good. In fact, month by month, this business is rapidly forging to the front. It is not a fad, here, but has come to stay. Music publishing houses are springing up, and at present there are two in Montreal.

Popular sheet music is rapidly becoming a staple article, and if present conditions continue, as they are quite sure of doing, it will not be a very long time before some of the towns in Canada become a "New York" or "Chicago." Both of these places are established music centres at present.

Four new vocal pieces just introduced in Montreal last month, are, "Couldn't Make a Hit With Molly," "Keep on Smiling," "As Long as the World Goes Round," and "Everybody's Pickin' on Me." These songs are published by Jerome H. Remick Co., Chicago, and New York. The first two compositions are by Kindis and Paley, authors of "Cheer Up, Mary." The other two pieces are by James O'Dea and Anna Caldwell, and Irving Lewis and Isabell D'Armond.

Ten other vocal pieces published by this firm are "Neath the Old Cherry Tree, Sweet Marie," "Ain't You Glad You Found Me," both compositions by Williams and Van Alstyne. "Dreaming," by L. Heiser, and J. Dailey, is a high-class ballad, and is a sure seller. "I'd Rather Two-Step Than Waltz, Bill," and "The Best I Get is Much Obligated to You," are two pleasing comic songs by Benjamin H. Burt. "B. P. O. E.," standing for Best People on Earth, is characterized as "The Elk's Song." It is by Nat M. Wills, the favorite comedian. "The Feeling for Somebody's Waiting for You," a waltz song, by Vincent Bryan and Al Gumble, continues strong.

"Bye Bye, Dearie," introduced by the Village Choir, and composed by Andrew B. Sterling and Harry Von Tilzer, is a pleasing song. "Sacramento," a cowboy song, and "Mariuteh," an Italian piece, by the same authors, are frequently heard on the stage, which always proves a great help to the popularization of a song. Another good thing in a high-class way is, "You Are My Life, My All," in three keys. John Kemble and Alfred Doyle are the authors. "Everloving, Sponay Sam," by Andy Rice and Fred Fischer, is a good comic song. A song which is selling well here is "Farewell Prosperity." This song has seven verses and choruses, and is by John Kemble and Lester Keith. All of above songs are published by Harry Von Tilzer Music Publishing Co., New York.

Hitland Music Publishers, Helf & Hagar Co., New York, have three active sellers in "Every Little Bit Added to What You've Got Makes Just a Little Bit More," "Neath the Old Acorn Tree, Sweet Estelle," and "When the Blue Birds' Nest Again, Sweet Nellie Gray." The well known Dillon Brothers are the composers of the first mentioned piece. C. M. Dennison and

J. Fred. Helf, the authors of the second, and B. Costello and J. Fred. Helf the third. All of these songs are meeting with success here.

Three pleasing song hits, published by Walter Jacobs, Boston, are, "When To-morrow Brings a Thought of Yesterday," "Vanity Fair," and "Just Take Me Down to Wonderland." The first mentioned is by Phil Kats, and author of "Some Day When Dreams Come True." The second is a waltz song, by Stella Mayhew, and the third is a popular march by Thos S. Allen, composer of "By the Water Melon Vine."

In the songs, "I'm Sorry," and "Honey Boy," Jack Norworth and Albert Von Tilzer have two big hits. These songs are published by the York Music Co., New York.

Charles K. Harris' "Yesterday is Selling Well." This piece is by the author of the world-famous song, "After the Ball," and is published by Charles K. Harris, New York.

Joseph W. Stern & Co., New York, claim that their song, "The Flowers Outside the Cafe," is the prettiest pathetic ballad ever written. The authors are Lamb and Solmon. "Down in the Old Cherry Orchard," by Henry and Bryan, is characterized as the original cherry tree ballad. "The Gibson Bathing Girl," sung by Miss Anna Belle Whitford, is by Paul West, and Alfred Solmon. This piece is the song hit of Ziegfeld's Musical Revue, "The Follies of 1907." "Kitty O'Neil," a waltz song, by Florence Chapin, is characterized as an instantaneous waltz song hit. These compositions are published by Joseph W. Stern & Co., New York.

"Under the Tropical Moon," by McDonald and Wenrich, is published by Victor Kremer Co., Chicago. This piece ought to sell well.

"Dream on, Dear Heart, Dream On," is a high-class ballad by R. Buck and T. Morse. This song is current and ought to make a big success. "Since Arrah Wannah Married Barney Carney," by Drislane and Morse, is the sequel to "Arrah Wannah." "That's Gratitude," by Geo. Norton and Shepherd Camp, is being successfully sung by Harry H. Lamont. In their song, "In Monkey Land," Drislane and Morse have a pleasing composition. All of above are published by F. B. Haviland Publishing Co., New York.

"Dixie Dan," Blanch Ring's big hit, is being featured in "The Great White Way." This song is published by "Shapiro" Music Publishers, and the authors are Will D. Cobb and Seymour Furth.

"They All Look Alike to Mary," was introduced in Ziegfeld's Review, Follies, of 1907, at the Jardin de Paris Theatre. The author is Billy Kent.

"When a Girl Leads the Band," is featured in Billy B. Van's musical comedy. Will A. Heelan and Seymour Furth are the authors of this pretty composition.

Claire Romaine's song hits, "I Haven't Told My Mother Up to Now," is by Percy Ford and Chas. J. Moore. "I'd Like to Know When You Can," by A. J. Mills and Bennet E. Scott, and "Keep Away From the Girl," by Percy Ford and Chas. J. Moore. Claire Romaine is characterized as London's Pet Boy. All of above songs are published by "Shapiro" Music Publisher, New York.

NEWS OF THE BOOK WORLD.

(Continued from page 25.)

appropriate holiday gift book. (\$1.50). It is published by the Oxford University Press.

The trade will be glad to know that many American books, not published in Canadian editions or stocked by jobbers, can be secured from McClelland & Goodchild, Toronto. For instance, they have now in stock such books as "The Uprising of the Many," by Charles Edward Russell, a book containing Mr. Russell's contributions to Everybody's Magazine, "His Own People," by Booth Tarkington; "Wards of Liberty," and "Little Citizens," by Myra Kelly; "Pinafore Place," a volume of nursery rhymes, edited by Kate Douglas Wiggin; "Famous Stories Every Child Should Know," by Hamilton Wright Mabie; "Sheaves," the new novel by E. F. Benson, author of "Dodo," etc.

McClelland & Goodchild, the new publishers, have arranged for an edition of "The Peter Pan Book," by J. M. Barrie, with 28 full-page color illustrations, by Alice B. Young and Daniel O'Connor. In view of the popularity of the play at present this edition at \$1.50, should be in large demand about Christmas time.

A new volume of Kipling's collected poems, including "The Seven Seas," "Barrack Room Ballads," "Departmental Ditties" and "The Five Nations," has been



Two Macmillan Books.

stocked by McClelland & Goodchild, Toronto. (\$1.80 net).

"The Broken Road," by A. E. W. Mason will be ready about November 15. McLeod & Allen are publishers of the Canadian edition.

A new edition of "The Fruit of the Tree," by Edith Wharton, and a third edition of "The Younger Set," by R. W. Chambers, have been arranged for by the publishers, McLeod & Allen.

The author of "The House of One Thousand Candles," is to have a new book this fall after all. It will be called "Rosalind," and will be published by McLeod & Allen about November 20. Mr. Nicholson's previous successes will ensure a good demand for this book.

Those old favorites, the Boys' Own Annual and the Girls' Own Annual, are again being published by Warwick Bros. & Rutter, Toronto. As the years go by, the popularity of these splendid books sees no diminution. They are just as enthusiastically desired by the youngsters of to-day as they were by those of ten or twenty

years ago. Booksellers should see that their supply is adequate to the needs of their localities and should boom their sale vigorously.

THE RELIGIOUS TRACT SOCIETY.

The list of holiday and gift books, published by the Religious Tract Society, contains many series which will find ready sale in Canada. The list is too long to permit of our giving details. The following, however, are worthy of special notice: "Scenes in the Life of Our Lord," depicted in twenty-four original colored drawings, by Harold Copping, 16s.; "Griffith John," a story of 50 years in China, by R. Wardlaw Thompson, D.D., 7s. 6d.; "St. Jude's," by Ian MacLaren, 7s. 6d.; "For Want of a Word," and "Doctor Forester," by Mrs. O. F. Walton, 6s. 0d.; "The Mender," by Miss Amy le Feuvre, with eleven illustrations by W. Rainey, R.I., 6s. 0d.; "The Pilgrim's Progress," with 31 full page plates, by Harold Copping, 5s.; the Alexandra Library for Girls, six volumes, at 3s. 6d.; the Boys' Library of Adventure and Heroism, 12 volumes, at 3s. 6d.; Sundays of the Year series, a series of books for Sunday reading; the Boys' Own Series, 30 volumes, at 2s. 6d.; The Girls' Own Series of Stories, 18 volumes, at 2s. 6d.; the Girls' Library, 32 volumes, at 2s.; the Pilgrim Library, 4 volumes, with colored pictures, at 2s. 6d.; Amy le Feuvre's Stories, 22 volumes, at 1s.; Hesperia Stretton's Stories, 36 volumes, at 1s.; Mrs. O. F. Walton's Stories, 29 volumes, at 6d.; the White Rose Series of Tales, 37 volumes, at 1s.; the Good Shepherd Series of picture books, 26 volumes, at 1s.; the Buttercups and Daisies Series, 11 volumes, at 1s.; the Pilgrim's Progress Series, 15 volumes, with colored pictures, at 1s.; the Favorite Gift Series, 49 volumes, at 1s.; the Pioneer Series, 47 volumes, at 1s.; and the Golden Sunbeam Series, 8 volumes, at 6d.

The yearly volumes of the Religious Tract Society retain all their popularity in Canada as gift books.

MUSICAL GRACES.

Ernest Fowles has recently added to his list, an educative and interesting book on music, entitled, "Studies in Musical Graces." This book is published by the Boston Music Co., Boston. As is stated in the preface, the aim of the author in writing this book is "to place before the student a guide, sufficiently concise, and at the same time adequately comprehensive, to the clearer understanding of musical graces." It really contains a presentation of the rudiments of musical style. A new feature is noticed. Each chapter is accompanied by a series of questions and exercises upon the matter previously considered, the latter being intended for practical as well as for the usual method of explanation.

Each section deals with one simple subject. For example, the second section is a consideration of "The Turn," the third section deals with "The Trill in Modern Music," and the fourth section is a faithful and instructive chapter on "Difficulties in the Execution of the Mordent." At the back of the book is contained a thirty-page glossary, containing careful definitions of all the various terms used in the musical profession.

The work throughout is a very lucid and interesting discussion of the various methods and manners adopted in the musical world, and should be in the hands of everyone interested in music, either professionally or critically.

PHOTO SUPPLY DEPARTMENT

STATIONERS AND PHOTO SUPPLIES.

In the last few years photography has become so simplified by improved methods that a novice with a little diligent practice can take and finish a picture in a creditable manner. This is what is increasing its popularity. In the larger towns and cities there are stores which deal in photo supplies exclusively, but in the smaller places druggists usually handle them. A few stationery stores have ventured to carry a line of kodaks and supplies, but the majority of dealers are inclined to be a trifle sceptical about the issue of such a venture.

A few years back when kodaks were many times more expensive than they are now, it was not everyone who could afford to take advantage of this fascinating work, and the trade in this line was not large. But now, that the prices are within the reach of every individual, and the simple methods by which photos may be produced, have given them a place in every walk of life, they are becoming more popular each day, and sales are increasing in every town in Canada. It is as much in the stationer's sphere to handle these goods as any other dealers, likely more so, therefore, they should look into this developing trade.

The stationery dealers who are now carrying a line of photo goods will do well to give this end of their business extra attention. There are no doubt numbers of people in your town who merely need the fact broached to them that it has become quite easy for an amateur to make photos with the improved methods, and they would be more than interested. In your advertisements, suggestions like these would be valuable factors in working up trade in this line. Or try and interest those of your customers who you think are possible buyers, by displaying and explaining your lines.

THE IMPROVED KODAK AND SUPPLIES.

Every year marks a distinct step forward in the development of the kodak system. The advance from the kodak of 1888, making a round picture two and one-half inches in diameter and selling at \$25.00, to the efficient and inexpensive kodaks of to-day, shows what can be accomplished by a sustained effort to produce goods of the highest merit.

And the advance has not been confined to the kodak alone. The daylight-loading cartridges, non-curling film, machine and then tank development have followed each other in rapid succession. The printing processes have been equally simplified and improved. Solio and Velox and Eastman Sepia have taken the place of the old Albumen printing, and Kodak Dry Mounting Tissue is supplanting the use of paste. Every step in kodak work is now simple, easy and satisfactory.

There have been a multitude of little improvements in kodak goods this year. Among the notable new things are the Dollar Brownie Developing Box for daylight development of No. 1 and No. 2 Brownie films the 2A Brownie Camera for pictures of the popular 2½x4½ size, the 4x5 Folding Pocket Kodak, and the Brownie Enlarging Camera, which makes it possible for the army of

Brownie users to make large prints from their small negatives, easily and inexpensively.

There are new papers and albums and tripods and specialties that are sure to interest the advanced as well as the novice in photography.

"I'm feeling quite comfortable to-day," said Meredith Nicholson, novelist, to a visitor, "perhaps a little jubilant, as a man may feel over an unexpected and, it may be, undeserved honor. I hope to continue to wear my usual size of hat, however, and modestly bear in mind that somewhat trite saying that pride goeth before a fall."

"What's happened?" asked the visitor, sympathetically.

"I've just learned," said the novelist, "that my story, 'The House of a Thousand Candles,' has been translated into Norwegian, Swedish, and Danish. I'm trying to figure it out, but can't understand why those people of the far north, up there toward the land of the midnight sun, should take so kindly to a novel of that kind."

"That's easy," said the visitor. "It's all in the word 'candles'; they're thinking of tallow candles. Their taste runs that way."

And the novelist, more in sorrow than in anger, opened the door that his visitor might depart as speedily as possible.—Indianapolis News.

• • •

On a shelf in a New York bookstore, where a grave attempt at classification by subject is made, a volume of Marten Maartens' novels was found in the religious section, flanked by Baxter's Saint's Rest and other calls to the "higher life." Curious to discover the occasion of its being in such goodly company, I made an examination of the title page and found it to read "Greater Glory—A story of high life." On assuring the stock clerk that he had gotten the book a story too high, he meekly transferred it to the shelf with "East Lynne" and others of the classics.

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

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WALLPAPER ADVERTISING.

The Purchaser of General Publicity is cast for a thinking part in the Advertising performance.

He is supposed to represent a "setrock" upon the landscape, a distant dot, a clump of cactus, or something else equally scenic and silent.

When he does become a principal, comes down to the footlights and starts asking plain questions as to where he's at and what he's getting, he is likely to demoralize the whole drama. Incidentally, he may also learn some enlightening and theatric truths.

When the General Publicity Advertiser begins to inquire around for results there is one solacing sop that is always ready: "Consider all the country's great Publicity Advertisers who have been long and liberally at it. It must pay them or they wouldn't keep it up!"

And there you have it: The ancient, overworked and waterlogged fallacy. The excuseless excuse and reasonless reason. The silencing shot that is supposed to puncture all criticism. "It must pay them or they wouldn't keep it up."

Remember, dear brother, that none of us, even the shrewdest financier, has discernment enough to drop all profitless expense. General Publicity though it may show up absolutely nothing in definite results is so hemmed about with suppositions and superstitions that the Advertiser frequently is led to believe that it is doing much good in an intangible way—that it is creating an impetus to be felt "later on." That it is "keeping the name up." That it is "influencing the trade." That it is doing a lot of other things—vague but beneficial.

There are scores of big National Advertisers who could not honestly tell you whether or not their Advertising investments had represented profit or loss in the past many years. Their business has advanced—or maybe it has gone back. Maybe the Advertising has done the boosting, or caused the loss. Maybe, a new selling scheme deserves credit—or blame. Maybe better prices—better service—or worse.

Good business is not always proof of good Advertising—any more than poor Advertising is always blamable for poor business.

Many a General Advertiser holds his finger on the pulse of advertising, and although he cannot feel a throb "supposes" that it is accomplishing something for the money it costs. At any rate, he knows no way to add vitality to his "printed salesmanship." He contributes to the support of the principle that "all Advertising is good advertising" and continues in the belief that some day a cumulative reward for all his investment will return, like bread upon the waters. He does "Keep it up" although he does not know whether or not "it pays him."

Wall paper, like many other things, has always been advertised in a too general form. We are certain that nine-tenths of the advertising space given to it could be utilized to a greater profit were more thought and consideration given to the possibilities that wall paper gives for really powerful pulling advertisements.



Unique and Striking
Designs, Rich Colorings
and Low Prices make

Staunton's Wall Papers

An exceedingly attractive and
profitable line to handle.
We give you goods that sell
strictly on their merits.
You will appreciate this line
when you see it.
WAIT FOR OUR SALESMAN'S VISIT

STAUNTONS LIMITED
Makers of Superior Wall Paper
TORONTO

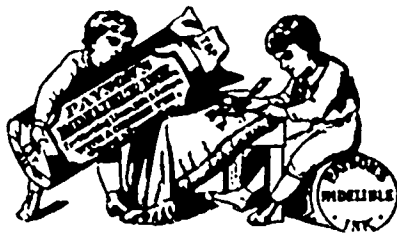
The average dealer, when advertising wall paper, merely states that he is carrying, or has just received, a fine line of wall paper, or something similar. Usually it does not occur to him to try and interest more than a probable buyer. Then, for all the advertisement claims, the buyer is quite as likely to go somewhere else. Numbers of people need wall paper who are not aware of it. It remains for the dealer to suggest the fact with a well-reasoned argument that will create a desire for a look at his display.

Wallpaper offers wide scope to the imagination. What irresistible mind-pictures may be conjured up before the reader from the beautiful scenic and other designs that are now appearing in wallpaper, and thus a desire created that is not possible with the general form of advertising.

PLAYING CARD CATALOGUE.

Chas. Goodall & Son, Limited, London, have issued a small illustrated catalogue, showing their new card issued for the season. Every dealer in playing cards should have one of these lists, for it will assist in selling the goods. All the backs are illustrated together, so that a purchaser can rapidly pick out the cards he or she likes best. The catalogue also contains particulars about card game cabinets and other players' accessories, illustrated with cuts of the cabinets, markers, score books, etc. Write to V. O. Hurst, the Canadian representative, Scott street, Toronto, for a copy of the list

PAYSON'S INDELIBLE INK



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

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

Standard Commercial Works.

Mattie's Interest Tables.

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

Mattie's Three Per Cent. Interest Tables. By the same author. On fine toned paper and strongly bound. Price, \$3.00.

Hughes' Interest Tables and Book of Days combined.

At 2, 3½, 4, 5, 5½, 6, 7 and 8 per cent. per annum By CHARLES M. C. HUGHES. Price, 5.00.

Hughes' Supplementary Interest Tables, Comprising a Special Interest Table for daily balances, showing interest for one thousand days on any amount, rates from ½ per cent. to 3½ per cent., inclusive. Also a table showing interest for one thousand days at 5 per cent., by means of which (in connection with Comparative Tables), interest for one thousand days can be obtained at any rate from ½ per cent. to 10 per cent., inclusive, and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from ½ per cent. to 10 per cent., inclusive, on the basis of 365 days to the year in ½ per cent. rates. By CHARLES M. C. HUGHES. Price, \$2.00.

Hughes' Interest Tables.

At 6 and 7 per cent. per annum (on the basis of 365 days to the year), for one, two, three and four months and days of grace; for use in Discounting and Renewing Promissory Notes. By CHARLES M. C. HUGHES (on folded card, 14½ x 9½) strongly bound. Price, \$1.00.

Hughes' Savings Bank Interest Tables.

At 2½, 3 or 3½ per cent. (each on separate card), on the basis of one month, being 1/12 part of a year; by CHARLES M. C. HUGHES. Price, \$1.00.

Buchan's Sterling Exchange Tables.

Converting sterling into Canadian currency, and vice versa, advancing by 8ths and 16ths, with other useful tables; by EWING BUCHAN. Second edition. Price, \$1.00.

Buchan's Sterling Equivalents and Exchange Tables.

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

Buchan's Par of Exchange (Canadian).

Giving sterling into dollars and cents and vice versa, from £1 upwards, also sterling equivalents, Canada into New York and vice versa; by EWING BUCHAN. Price (in sheets), each, 30c.; mounted (on boards), each, 35c.

The Importers' Guide.

A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 100 shillings per piece of 46 yards; by R. CAMPBELL and J. W. LITTLE. Cloth, 7c.; leather, \$1.00.

The Canadian Customs Tariff.

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

MORTON, PHILLIPS & CO.,
PUBLISHERS,

754 and 1757 Notre Dame St., MONTREAL

The BROWN BROS., Limited, of Toronto, carry a full line of our publications in stock.

HOTEL DIRECTORY

WINDSOR HOTEL

HAMILTON, BERMUDA

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. McNicol, Prop.

TOWER HOTEL GEORGETOWN DEMERARA

BRITISH GUIANA

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

WOODSIDE BOARDING HOUSE

Corner of Main and Lamaha Streets
GEORGETOWN, DEMERARA.

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

VICTORIA LODGE

HAMILTON, BERMUDA

Mrs. J. F. SMITH Proprietress.

Opposite Victoria Park and Cedar Ave. Private Board \$12 to \$14 per week. Open Nov. 1 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.

THE GRAND UNION

The most popular hotel in

OTTAWA, Ont. JAMES K. PAISLEY, Prop

DOMINION HOUSE

W. H. DURHAM, Proprietor

RENFREW, ONTARIO

The most popular Hotel in the Ottawa Valley.

HALIFAX HOTEL

HALIFAX, N.S.

HOTEL IMPERIAL Large Sample Rooms

Steam Heated and Gas Lit

GEO. W. WEBSTER, Prop., Swift Current, Sask.

ACCOUNTANTS AND AUDITORS'

JENKINS & HARDY

Assessors, Chartered Accountants, Estate and Fire Insurance Agents, 114 Toronto St., Toronto. 688 Temple Building, Montreal.

DAVENPORT, PICKUP & CO.

Chartered Accountants and Assessors.

632 McIntyre Block and 473 Ashdown Block, Winnipeg, Man., and at Brandon, Man.

The Topaz Pencil

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

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

— AND —

Indelible Copying.

Write for Samples to

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

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 this offer. Advertisements should be limited to thirty words and should deal with some trade subject.

The Bookseller and Stationer

Toronto Montreal Winnipeg

BOY WANTED

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



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

Write at once to

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

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.
Editor, W. A. Craik.

OFFICES:

CANADA—

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Telephone 3725

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UNITED STATES—

CHICAGO (J. Roland Kay) Teutonic Building

FRANCE—

PARIS, Agence Havas, 8 Place de la Bourse.

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

SIX BEST SELLERS OF THE MONTH.

Montreal.

1. Weavers. By Sir Gilbert Parker. Copp, Clark.
2. Car of Destiny. By C. N. & A. M. Williamson. Musson.
3. Shuttle. By Francis H. Burnett. Copp, Clark.
4. Fruit of the Tree. By Edith Wharton. McLeod.
5. Daughter of Anderson Crow. By Geo. Barr McCutcheon, Briggs.
6. Joseph Vance. By William de Morgan. Frowde.
6. Satan Sanderson. By Halle E. Rives. McLeod.

Toronto.

1. Weavers. By Gilbert Parker. Copp, Clark.
2. Shuttle. By Francis Hodgins Burnett. Copp, Clark.
3. Younger Set. By Robt. Chambers. McLeod.
4. Car of Destiny By C. N. & A. M. Williamson. Musson.
5. Daughter of Anderson Crow. By Geo. Barr McCutcheon. Briggs.
6. Joseph Vance. By Wm. de Morgan. Frowde.

RECENT CANADIAN COPYRIGHTS.

Registered at Ottawa during October, 1907.

Books.

- The Toiler: And Other Poems. By William J. Fisher. Dr. William J. Fisher, Waterloo, Ont.
The Daughter of Anderson Crow. By George Barr McCutcheon. William Briggs, Toronto.
Profit and Pleasure. For Busy Business Men. By E. A. Owen. Egbert A. Owen, Delhi, Ont.
Faith's Living Power. Sermon by the Rev. Frank De Witt Talmage, Los Angeles, California. Frederick Diver, Toronto.

A Colonel From Wyoming. By John Alexander Hugh Cameron. John Alexander Hugh Cameron, Mabou, Cape Breton.

English Language and Literature. By L. E. Horning, M.A., Ph.D. The Musson Book Company, Limited, Toronto.

An Irish Saint: The Life Story of Ann Preston. (Holy Ann). By Helen E. Bingham. With Introduction by Rev. John Potts, D.D., LL.D. Helen E. Bingham, Toronto.

The Household Guide. John A. Scanlon, Winnipeg.

History and Institutes of Roman Law. Outline Sketch for the use of Students of the University of Toronto. By A. H. F. Lefroy. Augustus Henry Fraser Lefroy, Toronto.

Autumn Leaves. By M. A. Maitland. Mrs. Mary A. Maitland, Stratford, Ont.

Beiser's Lightning and Economical Code Book. John Beiser, Montreal.

Import Costs. By H. S. Martin. Henry S. Martin, Montreal.

The Assessor's Guide. By James Morrison Glenn, K.C., LL.B. The Municipal World, Limited, St. Thomas, Ont.

Music.

I'm Growing Fond of You. Words and music by John L. Golden. Finish. Words by Henry Blossom. Music by John L. Golden. Advertising. Words by Henry Blossom. Music by John L. Golden. Bugs. Words by Geo. V. Hobart. Music by John L. Golden. Ev'ry Fellow Wants to Love Me. Lyric by Raymond W. Peck. Music by Robert Hood Bowers. I'd Like to Lock You in My Heart. Lyric by Raymond W. Peck. Music by Robert Hood Bowers. Mama. Words and music by John L. Golden. Wheels. By John L. Golden. As Long as the World Goes Round. Song. Words by James O'Dea. Music by Anna Caldwell. B. P. O. E. Words and music by Nat. M. Wills. Jerome H. Remick & Company, New York.

Southern Beauties.. Two Step. By Chas. L. Johnson. Jerome H. Remick & Company, Detroit.

My Imogene. Words by Will S. Genaro. Music by W. R. Williams. Pining; or, My Heart is Pining All for You. Song. Words by Bowman Bros. Music by Fred. Fisher. Will Rossiter, Chicago.

Shavings: A Semi-Legal Medley. Part I. By J. J. Godfrey. Arthur Poole, Toronto. I Haven't Told My Mother Up to Now. Song. Words by Percy Ford. Music by Charles J. Moore. Keep Away From the Girl. Words by Percy Ford. Music by Charles J. Moore. I'd Like to Know When You Can. Words by A. J. Mills. Music by Bennett Scott. Maurice Shapiro, New York.

The Three Graces. Three-Step Mazurka. By Clare W. Vinson. Clarence W. Vinson, Toronto. Twinkling Stars. Three Step. By C. R. Harrison. March of the Teddy Bears. By Teddy Ruse. Music. A. Cox & Company, Toronto.

Pictures and Photos.

Quebec Bridge View No. 48. Photo. E. R. Kinloch, New Liverpool, Que.

Quebec Bridge. Photo. F. E. Culveta, New Liverpool, Que.

View of George Street, Peterboro, Ontario. Picture post card. R. M. Roy, Peterboro, Ont.

Birk's Corner, Montreal. Post card. Alfred W. Bell, Montreal.

The Calendar Picture Post Card. Norman Everett Peel, London, Ont.

BOOKSELLER AND STATIONER

BEST SELLING BOOKS OF THE MONTH.

Calgary.

1. Weavers By Sir Gilbert Parker. Copp.
2. Younger Set. By R. W. Chambers. McLeod.
3. Satan Sanderson. By H. E. Rives. McLeod.
4. Songs of a Sourdough. By R. W. Service. Briggs.
5. Empire Builders. By Francis Lynde. McLeod.
6. Traitor. By Thomas Dixon, Jr. Copp.

Charlottetown.

1. Younger Set. By R. W. Chambers. McLeod.
2. Haunters of the Silence. By C. G. D. Roberts. Copp.
3. Treasure of Heaven. By Marie Corelli. Briggs
4. At the Court of the Maharajah.
5. Brass Bowl By Joseph Vance. McLeod.
6. Heart that Knows. By C. C. D. Roberts. Copp.

Collingwood.

1. Woman of Babylon. By Joseph Hocking. Copp.
2. Younger Set. By R. W. Chambers. McLeod.
3. Night Riders. By Ridgwell Cullum. Copp.
4. Daughter of Anderson Crow By G. B. McCutcheon. Briggs.
5. Delicia. By Marie Corelli. Briggs.
6. Weavers By Sir Gilbert Parker. Copp.

Edmonton.

1. Younger Set. By R. W. Chambers. McLeod.
2. Brass Bowl. By Joseph Vance. McLeod.
3. Captain of the Kansas By Louis Tracy. McLeod.
4. Songs of a Sourdough. By R. W. Service. Briggs
5. Where the Trail Divides. By Will Lillibridge. Briggs

Hamilton.

1. Weavers By Sir Gilbert Parker. Copp.
2. Satan Sanderson By H. E. Rives. McLeod.
3. Younger Set. By R. W. Chambers. McLeod.
4. Alice for Short. By William De Morgan. Frowde.
5. Joseph Vance. By William De Morgan. Frowde.
6. Daughter of Anderson Crow. By G. B. McCutcheon. Briggs.

Kingston.

1. Weavers By Sir Gilbert Parker. Copp.
2. Lady of the Decoration. By Frances Little. Musson.
3. Younger Set. By R. W. Chambers. McLeod.
4. Bud. By N. Munro. Harpers.
5. Satan Sanderson By H. E. Rives. McLeod.
6. Brass Bowl By Joseph Vance. McLeod.

Moncton.

1. Weavers By Sir Gilbert Parker. Copp.
2. Younger Set. By R. W. Chambers. McLeod.
3. Satan Sanderson. By H. E. Rives. McLeod.
4. Brass Bowl. By Joseph Vance. McLeod.
5. Imposter. By Harold Bindloss. McLeod.
6. Cruise of Shining Light. By Norman Duncan Frowde.

Ottawa.

1. Weavers By Sir Gilbert Parker. Copp.
2. Younger Set. By R. W. Chambers. McLeod.
3. Satan Sanderson. By H. E. Rives. McLeod.
4. Light of Way. By Sir Gilbert Parker. Copp.
5. Car of Destiny. By C. N. and A. M. Williamson Musson
6. Shuttle. By F. H. Burnett. Copp.

Peterboro.

1. Younger Set. By R. W. Chambers. McLeod.
2. Daughter of Anderson Crow. By G. B. McCutcheon Briggs.
3. Weavers By Sir Gilbert Parker. Copp.
4. Beatrix of Clare By John Reed Scott. Montreal News Co.

5. Satan Sanderson. By H. E. Rives. McLeod.
6. Scarlet Car By R. H. Davis. McLeod.

Quebec.

1. Trampled Cross. By Joseph Hocking. Copp.
2. Younger Set. By R. W. Chambers. McLeod.
3. Weavers. By Sir Gilbert Parker. Copp.
4. Lodestar. By Max Pemberton. Copp.
5. Satan Sanderson. By H. E. Rives. McLeod.
6. Empire Builders. By Francis Lynde. McLeod.

St. Catharines.

1. Younger Set. By R. W. Chambers. McLeod.
2. Satan Sanderson. By H. E. Rives. McLeod.
3. Weavers. By Sir Gilbert Parker. Copp.
4. Daughter of Anderson Crow. By G. B. McCutcheon. Briggs.
5. Traitor. By Thomas Dixon, Jr. Copp.
6. Priest. By Harold Begbie. Briggs.

Sarnia.

1. Weavers. By Sir Gilbert Parker. Copp.
2. Younger Set. By R. W. Chambers. McLeod.
3. Night Riders. By Ridgwell Cullum. Copp.
4. Lodestar. By Max Pemberton. Copp.
5. Secret. By E. P. Oppenheim. Copp.
6. Garrison's Finish. By W. B. M. Ferguson. Copp.

Stratford.

1. Satan Sanderson. By H. E. Rives. McLeod.
 2. St. Jude's. By Ian Maclaren. Briggs.
 3. Daughter of Anderson Crow. By G. B. McCutcheon. Briggs.
 4. Delicia. By Marie Corelli. Briggs.
 5. Felicity. By C. E. Laughlin. Scribner.
 6. Younger Set. By R. W. Chambers. McLeod.
- Vancover.**
1. Younger Set. By R. W. Chambers. McLeod.
 2. Running Water. By A. E. W. Mason. Briggs.
 3. Weavers. By Sir Gilbert Parker. Copp.
 4. Daughter of Anderson Crow. By G. B. McCutcheon. Briggs.
 5. Cruise of the Shining Light. By Norman Duncan Frowde.
 6. Friday the Thirteenth. By Thomas Lawson. McLeod.

Victoria.

1. Weavers. By Sir Gilbert Parker. Copp.
2. Satan Sanderson. By H. E. Rives. McLeod.
3. Younger Set. By R. W. Chambers. McLeod.
4. Empire Builders. By Francis Lynde. McLeod.
5. Trampled Cross. By Joseph Hocking. Copp.
6. Glen o' Weeping. By Marjorie Bowen. Musson.

Winnipeg.

1. Weavers. By Sir Gilbert Parker. Copp.
2. Garrison's Finish. By W. B. M. Ferguson. Copp.
3. Lady of the Decoration. By Frances Little. Musson.
4. Songs of a Sourdough. By R. W. Service. Briggs.
5. Satan Sanderson. By H. E. Rives. McLeod.
6. Princess Virginia. By C. N. and A. M. Williamson. Musson.

Canadian Summary.

| | Points. |
|---|---------|
| 1. Weavers. By Gilbert Parker..... | 132 |
| 2. Younger Set. By R. W. Chambers..... | 120 |
| 3. Satan Sanderson. By H. E. Rives..... | 79 |
| 4. Daughter of Anderson Crow. By G. B. McCutcheon ... | 47 |
| 5. Brass Bowl. By Joseph Vance..... | 23 |
| 6. Car of Destiny. By C. N. & A. M. Williamson. | 21 |
| 6. Shuttle. By F. H. Burnett..... | 21 |

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?

PRACTICAL BOOKS FOR PAINTERS AND decorators—The Trade Papers Publishing Co., Ltd., 365 Blkbeck Bank Chambers, London, W.C., England, will make special terms to Canadian Booksellers willing to push books on graining, paint and color mixing, gilding, stenciling, etc. Correspondence solicited. [9]

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. [11]

ARTICLES FOR SALE.

Don't keep any fixtures or goods around your store for which you have no further 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.

WEAVER'S POST CARD PRESS, 12-14 King East, Berlin, Ont., will make double-tone local view post cards, glosso-views, triolines, or four color views and ship in from two to four weeks. Samples free. [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.

"FIVE THOUSAND FACTS ABOUT CANADA." Send 25 cents for copy to Canadian Facts Publishing Co., 667 Spadina Avenue, Toronto, or order supply from your News Co.

BOOKS FOR SALE.

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, Jr., 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.; 50, Royal Atlas for Canadian Schools, new edition, T. Nelson & Sons; 10, Millar's School Management; 10, Corson's Voice and Spiritual Education; 10, Corson's Atlas of Literary Study; 10, Burrell's Clear Speaking and Good Reading; 5, Williams and Fisher's Theory and Practice of Cookery; 10 gross, Illuminated Texts, 10 1/2 x 4 1/2, large assortment for \$2.50 a gross. Cloke & Son, Hamilton, Ont. [11]

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**. [11]

McCLURE'S MAGAZINE, JULY, 1893, Cosmopolitan, June, 1892; Scribner's Magazine, March, 1881; Contemporary Review, September, 1898; Forum, June, 1888, Box 78, **BOOKSELLER AND STATIONER**. [1]

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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.

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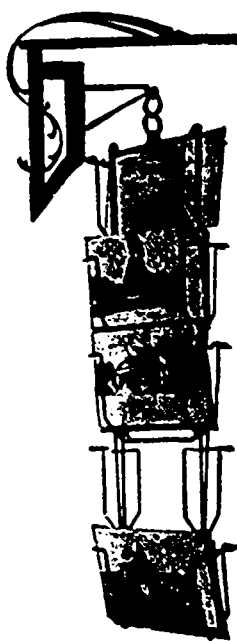
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- Typewriter Supplies.**
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Carbon Paper & Ribbon Co., Toronto.
Mittag & Volger, Park Ridge, N.J.
- Wall Paper.**
Stauntons Limited, Toronto.

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