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# BOOKSELLER & STATIONER OF CANADA

DECEMBER

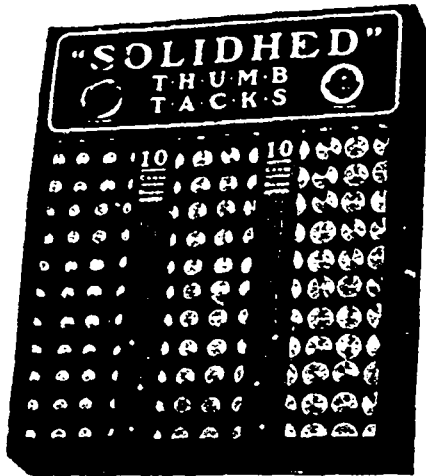
1906

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

MONTREAL

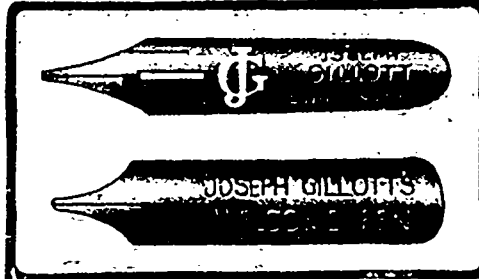
TORONTO

WINNIPEG



It's the Solidhed Display  
that sells tacks

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

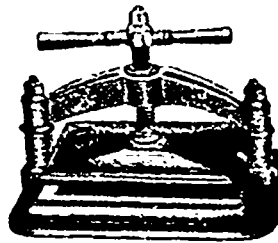


TWO  
ONLY  
of the  
Many  
Varieties  
of

## Joseph Gillott's Pens

Every stationer should stock these, the premier pens, by the premier pen makers. Joseph Gillott's pens have long held an exclusive reputation for variety in make and shape and point, and for their perfection of finish. The founder of the firm of Joseph Gillott & Sons took out one of the original patents for the making of steel pens.

For all particulars, samples for list, list or show cards, etc. apply JOSEPH GILLOTT & SONS, 27, Cannon-Street, London, E.C.



FOR  
**COPYING  
PRESSES**

ALL SIZES  
from Quarto Post to largest Waybill,

WRITE THE  
**JAMES SMART MFG. CO.,**  
Brockville, Ont., or Winnipeg, Man. Limited

ESTABLISHED 1854

1907

# BLANK BOOKS

Complete line ready

Small Post 8vo

Large Post 8vo

Royal 8vo

Small Post 4to

Large Post 4to

Foolscap Folio



Ledgers

Journals

Cash Books

Day Books

Minute Books

Faint Only

Two Styles of Bindings

**Half Russia**

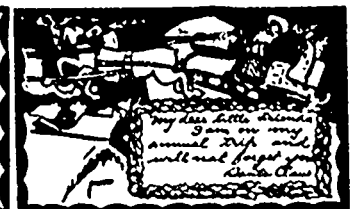
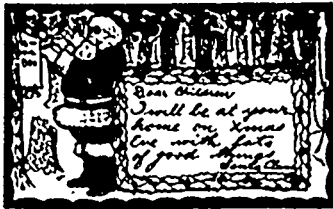
**Half Russia Extra**

The series comprises sizes and rulings to answer every requirement of a petty account book. Do not omit to have an assortment for January sale.

## Warwick Bros. & Rutter

Wholesale and  
Manufacturing Stationers

Limited  
TORONTO



## CHRISTMAS POST CARDS

Our last reminder for 1906. Do not under-estimate the number of Christmas Post Cards you will be able to sell this season. There is every indication that Christmas Post Cards are going to sell enormously.

Our Christmas Leather Post Cards are admitted to be the most unique line ever shown. Beautifully colored, \$3.50 per hundred; with the name of your town, \$3.75. Christmas Fancy Post Cards all the most popular designs, \$12.00 and \$15.00 per thousand.

Maple Leaf Series (as illustrated) our big selling line, \$12.50 per thousand.



Our  
Canadian  
Winter  
Girl  
Calendar  
\$2.50  
per  
Dozen



Our  
Canadian  
Xmas  
Booklets  
90 cents  
per  
Dozen

### Local View Cards      Souvenir View Books Calendars and Booklets Albums

Finally, we thank you for your patronage of the past year and wish you all the compliments of the season. May you enjoy a happy and a profitable Christmas.

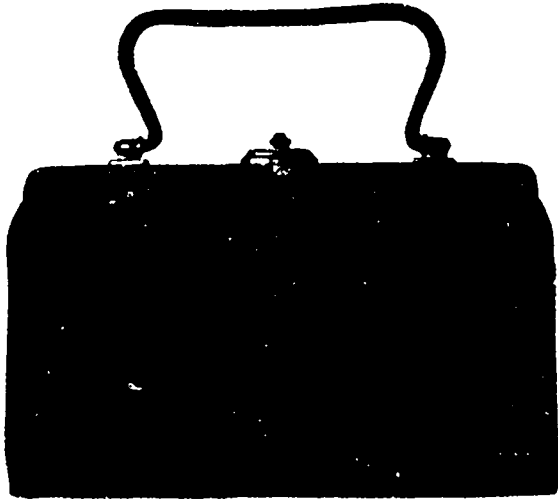


**W. G. MacFARLANE,** PUBLISHER AND IMPORTER, **TORONTO, CANADA**  
68-62 FRONT STREET WEST,

# HOLIDAY GOODS

New Select Stock Now on Hand

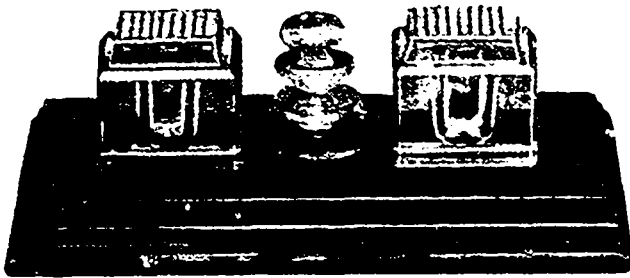
## FINE LEATHER GOODS



*Bags, Purses, Letter and Card Cases  
Writing Portfolios, Music Rolls, etc.  
Memo. Books, Price Books, Loose Leaf, etc.*

**DIARIES, 1907** { OFFICE and  
POCKET

**Office Supplies and Stationery**



**Inkstands.** Fine Variety, Own Make.  
**Cash Boxes, Letter Balances**  
**Papeteries, Note Paper and Envelopes**  
**Fountain and Stylo Pens**  
**Crepe and Sheet Tissue**  
**Waste and Document Basket**

WE AIM TO HAVE THE MOST COMPLETE PAPER  
AND STATIONERY HOUSE IN THE DOMINION.  
ESTABLISHED OVER HALF A CENTURY.

# BROWN BROS.

LIMITED

51-53 Wellington Street West

TORONTO



**No. 511. 2-oz. bottle.  
Wooden Case**

A perfect fluid that will not clog the pen point or barrel. Has a free, even flow.

*Put up in all sizes.*

Every dealer should write us for particulars of our new "Public Filler Outfit."

## CARTER'S Fountain Pen Fluid

Is put up to please the  
**Traveling Public**

HERE ARE TWO DIFFERENT STYLES.



**No. 511. 1-oz. bottle.  
Aluminum Case.**

### THE CARTER'S INK CO.

Boston      New York      Chicago      Montreal

## "Sports" Playing Cards



**LACROSSE DESIGN.**

THE BEST VALUE  
IN THE MARKET.

ONE OF MANY  
VARIETIES

---

Leaders in a second  
grade — GOOD  
LUCK and ST.  
LAWRENCE.

---

SPECIAL CARD FOR  
WHIST PLAYERS

### Colonial Whist

We are headquarters for PLAYING CARDS  
**MADE IN CANADA.**

Style and finish equal to Imported Cards.

Advertising Cards of all sorts—Novel Designs.  
FOR SAMPLES AND PRICES APPLY—

## The UNION CARD & PAPER CO., Limited MONTREAL.



# THE TELEPHONE

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

## LONG DISTANCE TELEPHONE SERVICE

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

## THE BELL TELEPHONE COMPANY OF CANADA

**WESTERN** Incorporated 1857  
**ASSURANCE COMPANY.**

**FIRE AND MARINE**

Head Office	Capital	-	\$1,500,000.00
Toronto,	Assets, over	- -	3,460,000.00
Ont.	Income for 1905, over		3,680,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

## BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, \$850,000.00.

TOTAL ASSETS, \$2,119,347.89.

LOSSES PAID SINCE ORGANIZATION, \$27,383,068.64.

HEAD OFFICE, - BRITISH AMERICA BUILDING,  
Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J. KENNY, Vice-President and Managing Director  
P. H. SIMS, Secretary.

## THE METROPOLITAN BANK

Capital Paid Up,	- - -	\$1,000,000
Reserve Fund,	- - -	\$1,000,000
Undivided Profits,	- - -	\$ 133,133

### GENERAL BANKING BUSINESS

We  
Solicit  
Your  
Account

Drafts bought and sold.  
Letters of credit issued.  
Collections promptly attended to.

### SAVINGS DEPARTMENT

open at all branches.  
Interest allowed on all deposit  
of one dollar and upwards.



## The Bookseller is the Man: "Berliner" and "Victor" the Machines.

Get the fact firmly implanted in your mind that you are the man who can and who ought to sell

## Berliner Gram-o-phones Victor Talking Machines

**First.**—Understand these machines have prestige which means "sell-fastness."

**Second.**—Understand you are the natural party to retail these machines, which means that opportunity seeks the man.

Who else will the people go to for talking machines if they don't go to you?—Your competitor.

### DISTRIBUTORS FOR CANADA.

Maritime Gram. Co.,	. . .	Truro, N.S.
J. & A. McMillan,	. . .	St. John, N.B.
Clark Bros. Co., Ltd.,	. . .	Winnipeg, Man.
Dyke, Evans & Callaghan,	. . .	Vancouver, B.C.
R. S. Williams & Sons, Ltd.,	. . .	Toronto, Ont.

Write your nearest distributor.

The Berliner Gram-o-phone Co., of Canada, Limited, Montreal

## Money

CAN BE SAVED BY MEANS  
OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE  
SUCH A POLICY WHILE YOU  
ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the  
New Accumulation Endowment Policy  
sent on application.

## Confederation Life ASSOCIATION

W. H. BEATTY, President.

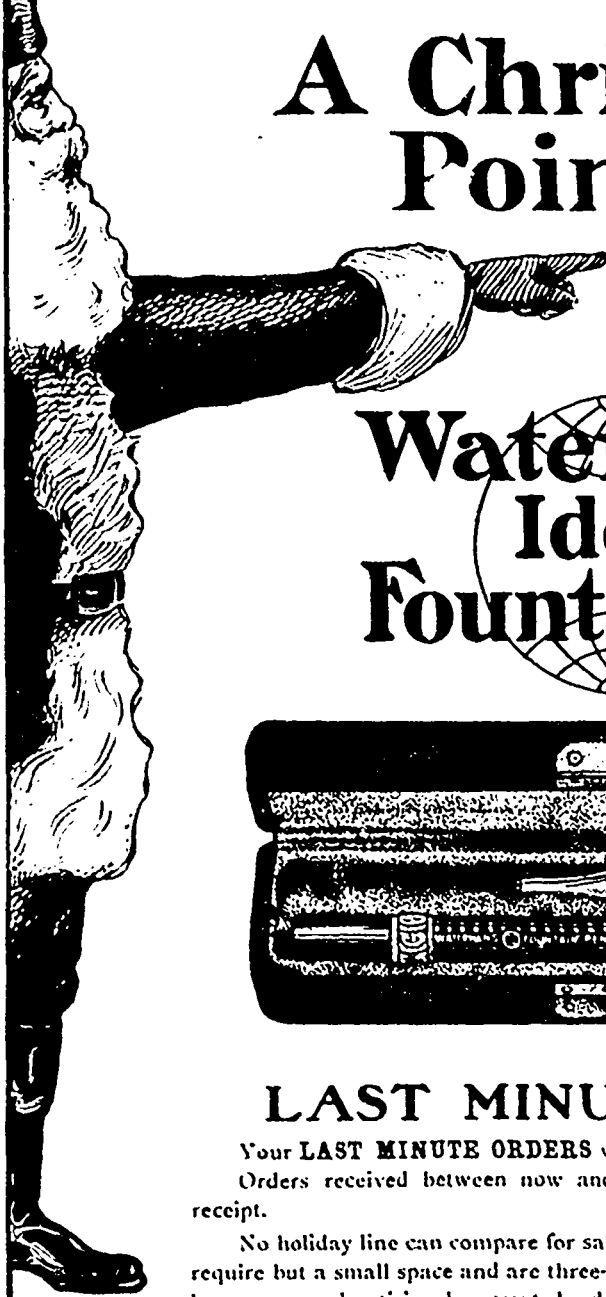
W. C. MACDONALD,  
ACTUARY.

J. K. MACDONALD,  
MANAGING DIRECTOR.

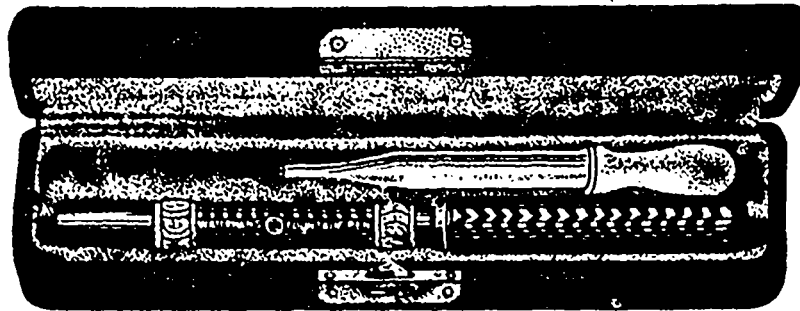
HEAD OFFICE, - TORONTO, CANADA.



# A Christmas Pointer



## Waterman's Ideal Fountain Pen



### LAST MINUTE ORDERS

Your **LAST MINUTE ORDERS** will be filled promptly.

Orders received between now and Christmas will be shipped on date of receipt.

No holiday line can compare for sales and profits with our goods. They require but a small space and are three-quarters sold when you display them, because our advertising has created a demand.

We are taking it for granted that you have a stock of Waterman's Ideal Fountain Pens on hand and want to impress you with our ability to promptly ship any orders you may receive for pens you do not carry in stock.

### If You Have No Stock

write on the back of a postal card and say—"Send me a catalogue," and we will forward not only a catalogue but "Suggested Assortments" showing styles and prices of pens we furnish in the show cases which we loan.

In any event the catalogue will be useful at this time of the year--**WRITE FOR IT NOW.**

If you have our goods on hand and have not yet fill up your stock--**NOW IS THE TIME TO DO IT.**

CONE CAP	
STYLE, PLAIN.	
NO 12	\$ 2.50
-- 13	-- 3.50
-- 14	-- 4.00
-- 15	-- 5.00
-- 16	-- 6.00
-- 17	-- 7.00
-- 18	-- 8.00
CLIP - CAP	
25¢ EXTRA	

**L. E. Waterman Co. of Canada, Limited**  
136 St. James Street, Montreal

# Our Best Selling Business Pencils


• • • IN STERLING SILVER • • •

**WE** OFFER below a list of best selling mounted pencils in Sterling Silver of the latest designs, and of the highest grade finish and workmanship throughout, with which we supply only "KOH-I-NOOR" Leads and Refill Pencils. These Refill Pencils and Leads are procurable everywhere.

The following adjustable pencils are entirely new and have the advantage of holding firmly any size of lead from 9H to 2B, they are easily adjusted and will not bite or snap the lead.

---


**No. 585 Plain—Round—Sterling** (Illustration  $\frac{2}{3}$  size) Retail \$1.25 each



In Sets. This pencil neatly boxed with six extra "KOH-I-NOOR" Refill Leads No. 2200 in cedar wood box, as illustrated, any of the degrees from 9H to 2B Retail \$2.00 each

---


**No. 586 Chased—Round—Sterling** (Illustration  $\frac{2}{3}$  size) Retail \$2.00 each



In Sets. This pencil neatly boxed with six extra "KOH-I-NOOR" Refill Leads No. 2200 in cedar wood box, as illustrated, any of the degrees from 9H to 2B Retail \$2.50 each

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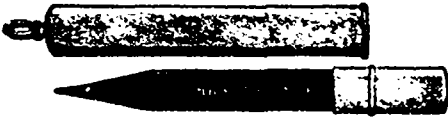
**No. 587 Plain—Hexagon—Sterling** (Illustration  $\frac{2}{3}$  size) Retail \$1.75 each



In Sets. This pencil neatly boxed with six extra "KOH-I-NOOR" Refill Leads No. 2200 in cedar wood box, as illustrated, any of the degrees from 9H to 2B Retail \$2.00 each

---


**No. 579 K Reversible Pencil, Flat—Plain—Sterling** (Illustration  $\frac{2}{3}$  size) Retail \$1.00 each



In Sets. This pencil neatly boxed with twelve extra "KOH-I-NOOR" Refill Pencils No. 1546m Retail \$1.50 each

---


**No. H Slide design—Chased—Sterling** (Illustration  $\frac{2}{3}$  size) Retail \$1.75 each



In Sets. This pencil neatly boxed with six extra "KOH-I-NOOR" Refill Pencils HB No. 1519a Retail \$2.00 each

---

**No. L Slide design, Cable ( $\frac{1}{2}$  Chased)—Sterling** (Illustration  $\frac{2}{3}$  size) Retail \$2.00 each



In Sets. This pencil neatly boxed with six extra "KOH-I-NOOR" Refill Pencils HB No. 1519a Retail \$2.50 each

---

Pencils illustrated hereon are standard, as Refill Leads and Pencils are procurable everywhere, which is very important to users. Can be purchased at the leading Jewelry, Stationery, Optical and Department Stores.

### Refill Leads




**Always  
Procurable**

All sets listed  
can be furnished  
in holly design  
boxes  
where requested

## L. E. WATERMAN CO. of Canada, Limited

136 ST. JAMES STREET, MONTREAL



# HIGGINS' OFFICE PASTE



A PURE, opalescent, white paste, semi-fluid, or midway between a fluid mucilage and a non-fluid or set-paste. It spreads with

great ease and smoothness, catches quickly, dries readily, has great adhesive power, and does not warp the paper. Very popular for general office or home use. The brush-holding device (our own patent) forms an attractive method of holding the brush for display. In use, the brush is withdrawn, the inner disk or

lining of the cap removed, and the brush passed up vertically through the cap. In this position it can be adjusted to any desired height with reference to contents, thus always insuring the proper quantity of paste on the brush. It is a splendid general paste, put up in a novel, practical and beautiful manner.

## Higgins' American Drawing Inks

BLACKS AND COLORS

The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., MANUFACTURERS

NEW YORK - CHICAGO - LONDON

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

## DO NOT DELAY

Order your sorting requirements NOW before the assortments get depleted.

### Recent Shipments

have brought us

### DOLLS

Dressed and Undressed Bisque and China Patent and Kid Bodies.

### TOYS

Mechanical, etc., comprising many new numbers and some splendid assortment lots. Rocking Horses, etc.

FANCY BASKETS  
PERFUMES  
EBONY BRUSHES  
MILITARY CASES  
COLLAR and CUFF BOXES  
ATOMIZERS  
SOAP BOXES  
CLOCKS

FANCY CHINA  
JARDINIERS  
WATER SETS  
MEDALLIONS  
FRAMES  
PAPETERIES  
TOY BOOKS  
GAMES

Your mail orders will receive prompt attention.

A personal visit to our improved warerooms will be found profitable to the buyer.

The **SUTCLIFFE-EDMISON CO., Limited**

SUCCESSORS TO

THE KELK-SUTCLIFFE CO.

70 YORK ST. (below King) TORONTO

## Something New for the Festival Season

New designs in Playing Cards.

Bridge Scoring Tablets (2 sizes).

Tally Cards in endless variety.

Invitation Stationery and Cards for the little folks.

Canterbury Linen Bond Note and Envelopes. Weight suitable for foreign correspondence.

Do not fail to write us for samples of the above note.

**McFarlane, Son & Hodgson**

MONTREAL

## DEALERS

Just Stop and Think

DO YOU KNOW how many typewriters are used in your town?

DO YOU KNOW that each one used means a market for carbon paper and typewriter ribbons?

DO YOU KNOW that a good profit can be made in supplying this market?

DO YOU KNOW that

# PEERLESS

BRAND

represents the best carbon paper, typewriter ribbons and typewriter oil that ever reached the Canadian market.

Sold to the trade only and exclusive agencies given to active dealers in unrepresented districts.

The Carbon Paper and Ribbon Mfg. Co. LIMITED

Office and Factory—34 Adelaide Street West.

TORONTO, CANADA

# RAPHAEL TUCK & SONS'

## "FOURTH"

# Post Card

# Prize Competition Series



*Divided into Three Separate Competitions*

- Competition
- A-TUCK'S POST CARD CHAIN
  - B-HOME DECORATIONS
  - C-A TOUR ILLUSTRATED BY "TUCK'S" POST CARDS

## 1,260 PRIZES OF THE TOTAL VALUE OF £6,666=\$33,330

All particulars immediately furnished upon application

### RAPHAEL TUCK & SONS CO., LIMITED

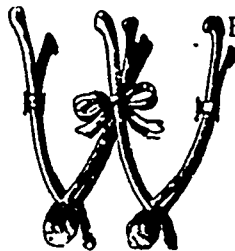
9-17 St. Antoine Street, MONTREAL

**VALENTINES** Carefully Selected Sample Packets, \$5.00, \$10.00, \$25.00 **NOW READY FOR SHIPMENT**

## YOUNG BROS.

### Manufacturers of Fancy Goods

#### TORONTO



WE wish you all a very lively and profitable season's trade. It is now too busy a time to tell you of the new things for the coming year, but watch this space for announcements.

We will issue a Catalogue at the beginning of the year, and a Circular from time to time to keep you informed of what is new.

Get on our mailing list. Remember, we are makers, not jobbers.

**THE BEST YET**  
**— 30 —**  
**Entirely New Subjects**  
**POST CARDS**

**ALL ARE WORKS OF ART**

**"COMIC FROG" SERIES. 6 Subjects.**  
Nos. 135, 136, 137, 138, 139, 140. All Different.

**"HUNTING" SERIES. 4 Subjects.**  
Nos. 121, 122, 123, 124. All Different.

**"DOLLIE'S PRAYER" SERIES.**  
No. 130. Morning.  
No. 131. Noon.  
No. 132. Night.

**"HEADS" SERIES. 3 Subjects.**  
Nos. 153, 154, 155. All Different.

**"COLLEGE MASCOTS" SERIES. 5 Subjects.**  
Nos. 144, 145, 146, 147, 148. All Different.

**"BRYSON HEADS" SERIES. 2 Subjects.**  
Nos 141, 142.

No. 143. CHUMS.                      No. 149. WHEN MOTHER WAS A GIRL.                      No. 150. DEBUTANTE.  
No. 151. WATCHING THE PARADE.                      No. 152. SONG OF VICTORY.  
No. 150. SEE THE CONQUERING HERO COMES.                      No. 158. BRINGING THE WANDERER HOME.

Each subject is put up separately and may be ordered in that way, or an **ASSORTMENT** of the subjects may be ordered.

**PRICE \$1.50 PER 100 CARDS**

**THESE WILL BE QUICK SELLERS**

**Make Selection and Order Early**

**THE COPP, CLARK COMPANY, LIMITED**

**64 & 66 Front St. W., Toronto**

# THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XXII.

MONTREAL AND TORONTO, CANADA, DECEMBER, 1906.

No. 12.

## WHAT TO DO IN JANUARY

**D**EALERS should bestir themselves in two directions during the weeks that follow the Christmas rush. Inside the store, their best move is to arrange clearing sales and get rid as soon as possible of all left-over stock, that is liable to become dead. Outside the store, they should bestir themselves to cover the local trade in office supplies. The two departments of activity will keep trade alive during the re-action that inevitably follows on the heels of holiday excitement.

### Left Over Stock.

The fortunate dealer is the one, who can so skilfully gauge the demand of his neighborhood, as to provide just the right quantity of any commodity to meet requirements. But few dealers come under this category and there is usually considerable stock left over after Christmas. Of this stock, the portion that is liable to become dead stock must be got rid of at once. There are annuals for one thing; there are calendars for another; there are numerous other articles which depreciate in value markedly just after Christmas. These must not cumber your shelves. Far better sell them at one-half, one-third or one-quarter their value and pocket the money, than pay shop-rent for their storage.

### Plan January Sales.

No time should be lost after Christmas Day has passed, in sticking your knife into prices. Make good use of your windows and your advertising space. For instance, suppose you are located in a market town, with a weekly newspaper as your advertising medium. Publication day is Thursday. Market day is Saturday. Get a good hot advertisement into the weekly, telling in straight language just what you are going to do on Saturday; what you are going to sacrifice and at what price. Utilize the calm of Friday to load up your windows and by means of good large show cards let the public know that you are giving them genuine bargains. They are aware that such-and-such an annual sold at \$1.50 before Christmas. The boy, who didn't get one, sees that it is possible to secure a copy on Saturday for 75 cents. Will he buy? Well, likely. A choice calendar, not procurable before Christmas for less than \$2.00, goes for \$1.00 only two weeks later. And so on.

### Staple Stock.

But in addition to the stock that should be disposed of, there is other left over stock, especially in the book section, that may be good at other times and care should be taken to store this away so that it will not become shop-worn. This is a feature of retailing that dealers do not consider enough. We advise a thorough

inspection of the whole stock after Christmas and a careful disposition of the goods, that are to be shelved away. By this means a dealer knows just where he is at and he may assure himself that his goods are in a state of preservation.

### Office Supplies.

On this subject, it is impossible to speak too strongly. Stationers have allowed the trade in office supplies to slip out of their hands, to a great extent through a lack of enterprise. The old-style systems are passing away and modern ideas have been brought forward to take their place. Instead of keeping in touch with the new developments, stationers have allowed city specialists to take away their old trade. It is not too late to repair the damage and, if stationers will only wake up, there will be a chance to recover lost ground. All interested should look for a paper in our January number on the new systems of book-keeping devices.

### Local Travelers.

It is good policy to send out a clerk to call on the business men of the community and enquire about their office requirements. He should carry samples of your goods and, if you have adopted some of the new devices, a practical demonstration of their efficiency, should carry weight with many merchants and manufacturers.

### Stock-taking.

The consensus of opinion seems to be that January is not the best time of year for stock taking. Stocks are not at their lowest and merchants are wearied after the holiday trade. For this reason it is better to wait until May or June before going into a detailed stock taking. In any case, it is best for the dealer to give his personal attention to the matter, as no clerk can perform the work as satisfactorily as the proprietor himself. We would recommend, however, a careful going over of the stock as soon after Christmas as possible in order that the dealer may see just how he came out.

### Buying.

January buying need not be heavy. Some orders for office stationery and staple lines will probably be needed to keep the stock up to requirements. The dealer would do well to replenish his stock of picture post cards with some of the latest designs, as these goods are in constant demand. He should also see to it that his supply of Valentines is well-balanced and it is also time to think about Easter goods. A few books will probably appear in January and, to keep the public interested, some of these should be secured.

**THE SHOW WINDOW**

**Hints to Amateurs.**

**G**OOD window-dressers are usually developed by continual practice in displaying goods in their own trade. The training, however, is in most cases of a rather haphazard kind. It is seldom clear, deliberate or methodical.

The following are a few hints offered to budding window-dressers, who have, perhaps, not yet thought out for themselves what are the main essentials to be kept in view.

Practice, of course, is the chief thing, but before practice in such an art as window-dressing we must have

of being a resourceful window-dresser in order to obtain or keep a berth.

Let him be filled with a desire to be up-to-date and a dread of being clumsy and old-fashioned in his method of showing goods.

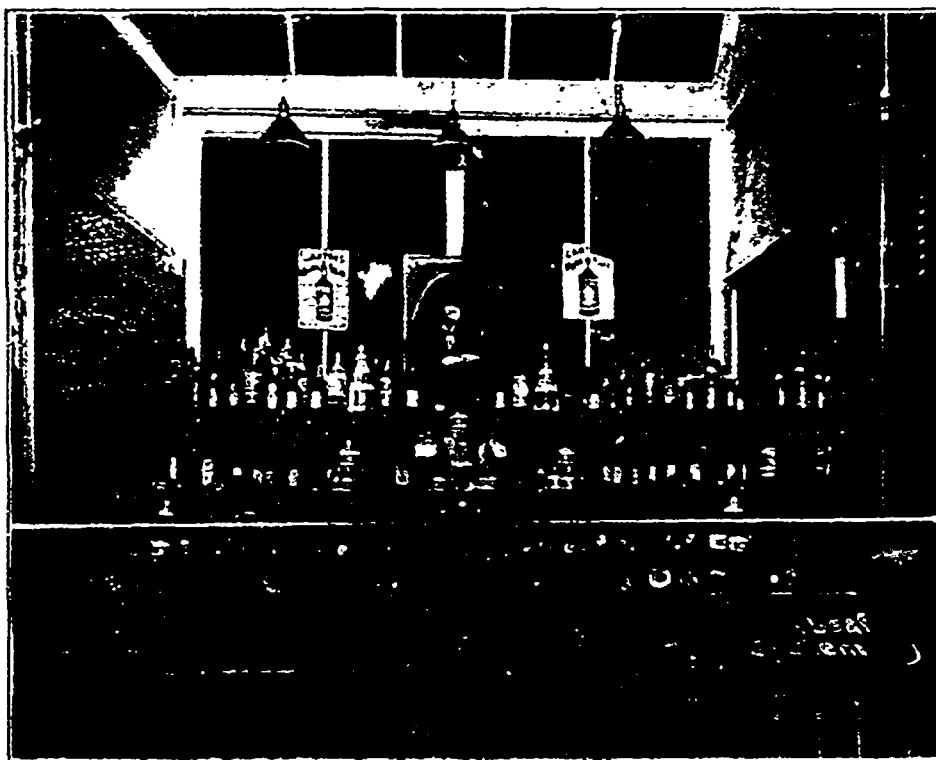
Emulation should constantly fire him with a zeal to excel the work of any man whose displays he has the opportunity of studying.

**The Value of Novelty.**

A great help towards this is a keen sense of the value of novelty—the importance of making a complete change every time the window is dressed.

Such changes are more easily made by means of massed shows than by general displays. A window filled with a little of everything is unnoticed. A window filled with all one class of goods arrests the eye.

This is why massed displays pay better than mixed windows. Goods shown in a miscellaneous window show



DISPLAY OF CARTER'S INKS, MADE BY C. F. DAWSON, MONTREAL.

theory. Previous to dressing a window we must have a plan.

Imagination must therefore be a principal ingredient in the successful window-dresser's composition. Some men have much more of this by nature than others. But the man who has little, can cultivate what he has to a surprising extent. When he has done so he will be able to plan good windows, and when he can plan them he will be able to dress them.

Imitation will help him to develop his own imagination. After he has learnt to copy well the efforts of others, and perhaps to improve on them, as a result he will find himself able to think out schemes of his own.

A striking effect and the profit of his employer are the clever window-dresser's constant aims. They are the aims which also will best stimulate the imagination of the novice. He should deeply realize, too, the need

a readiness to supply a demand; but goods shown in bulk in the form of an exclusive display create a demand. They make a beholder want to buy.

Constant observation is of immense help to the learner not only by reason of actual additions thus gained to his previous stock of knowledge, but because the habit induces a continual mental exercise. Studying and reflecting on other's windows help one to become critical and expert.

Such study should not be entirely confined to one's own trade, for oftentimes a good idea for a window worked out in one trade may easily be adapted to quite another line of business.

**The Value of Contrast.**

The value of contrast is worth remembering. Contrast not only of color and size but also of the position

of goods displayed. Contrast should also be borne in mind to make each separate display as distinct as possible from the last. Thus your windows and your goods will ever appear bright, fresh, clear, and striking.

Trade papers are sometimes of use to the young window-dresser because it is an increasing fashion to publish in them photographs of good displays. These, when they are sufficiently clear and suggestive, should be cut out and preserved for reference.

**Use a Note-Book.**

A note-book is also helpful. In it the novice can jot down his impressions of good windows he has noticed and notes as to how the goods were shown. Otherwise, if he trust to memory, many of such impressions, vivid enough at first, will gradually fade quite away. In a book he can by writing them down avoid this loss. He can also record wherein poor displays he has seen, fail and how good ones might have been still better. He might also write down ideas, which may occur to him at odd moments for future displays of his own. Moreover, he should keep account of the effect on sales of every window dressed. By so doing an at least approximate knowledge will have been gained as to what it pays best to show and the best paying way of showing it.

**Suggestions on Displaying Stationery.**

Note paper is an easy article for the window-dresser to work with. It is comparatively bulky and consequently showy, and it is usually done up and boxed attractively. Consequently a small quantity will go a long way in the window.

The two illustrations, in which, are shown displays of Autoerat stationery, will give a better idea than any words can do, of what is meant. Note how a pack of envelopes can be effectively arranged by pulling out two or three of them and placing them in a fan-shape.

Manufacturers, such, for instance, as the makers of Autoerat stationery, White & Wyckoff, are usually willing to supply hangers, posters, show cards, etc., which help to fill out the window. It might be mentioned in this



PRIZE STATIONERY DISPLAY.

connection, that this firm are at present offering cash prizes of \$50, \$25, \$15, and \$10, and \$10.00 assortments of Autoerat stationery for the best window display of their goods. They also offer \$5.00 cash prizes and other prizes to clerks for the same purpose. A pamphlet, giving full particulars, will be sent on request.

**Prizes for Christmas Windows.**

Last month we made editorial announcement of a prize competition for photographs of the best window displays, made between November 1, and December 31. Two money prizes were offered and a promise was made to purchase all photographs submitted, which were found



PRIZE STATIONERY DISPLAY.

to be of sufficient merit, to be reproduced in the paper. We repeat the rules.

- (1). The window display must be in a Canadian store, where Bookseller and Stationer is regularly received.
- (2). The display must be the work of the principal or one of the employees in the store.
- (3). Photographs must be taken at the expense of the contestants and must be sent in to the Editor of Bookseller and Stationer, 10 Front Street East, Toronto, not later than January 15, 1907.
- (4). Displays must be distinctly Christmas in flavor.
- (5). Photographs must be of a single window; where a dealer has two holiday windows, two photographs should be submitted.
- (6). Photographs must be accompanied by a written description of the contents and arrangement of the display, with the name of the window-dresser.

For the best photograph submitted in compliance with these rules, we will give a prize of \$10.00 and for the second best a prize of \$5.00. For any other photographs submitted, which we deem of sufficient value to reproduce, we will pay the sum of \$2.00 each. As we are anxious to secure a supply of photographs of good Christmas windows, dealers should not hesitate to enter the competition, on the ground that they imagine they stand no chance of winning a prize.

The decision will be in the hands of three competent judges, whose names will be published later, and the result of the competition will be announced in our February number. We will reserve the right to hold back the publication of the prize-winning windows until next fall, should we deem it advisable.

The Canadian Ink Manufacturing Company, 47 Wellington Street, Montreal, report a gratifying increase in their business. They have, recently, added the Dominion and Quebec Provincial Governments to their list of customers.

# SHOW CARD WRITING

BY CRAFTSMAN.

(Continued from November Number.)

**O**UR illustration is an exact reproduction of the position of the right hand while ruling edge-lines with a brush. Holding the brush slightly forward in an almost perpendicular position.

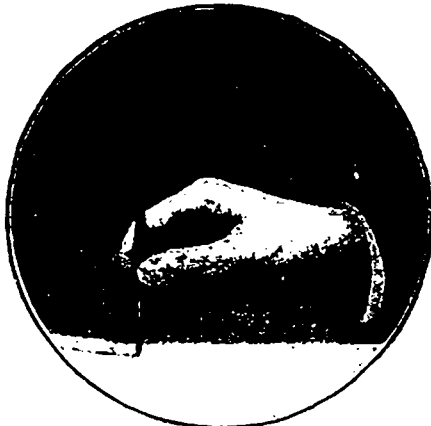


Figure 4

rest the ball of the first joint of the little finger against the side of the cardboard, so that the ball of the second finger rests on the top edge of the card, the third finger setting tightly against the second.

The thumb and index finger grasp the brush in the position indicated, so that the handle of the brush is at right angle with the upper end of the second joint of the index finger.

Raising the upper end of the card with the left hand at an angle of about 45 degrees, and resting the lower end on your table, draw your brush rapidly along the edge of the card at any distance required from its extreme outer edge. The process is repeated on all four sides. When no paper edging is used on a card which is mounted on a frame, a broad end line is often used or ruled on the edge with a wide brush, or a thin line ruled and the space to the outer edge filled in.

### Circles.

The professional card writer has a large wooden compass that can outline a circle 2 feet in diameter. Amateurs can use various sized dinner or tea plates, glasses, medals or coins, and then follow the pencil marks with a brush, making the lines with fine or coarse brush, but going over once only. For small circles a compass having a drawing pen on one side is used. For large circles one should always use a large pin or small wire nail, piercing the card and fastening to the table. Then loosen the card slightly so that it will revolve readily on the pin. Then fasten a piece of hard twine (that will not stretch) on the pin, and make a slip knot at the other end, passing your brush handle through it.

Now dip the brush into your color, and, while holding the twine taut, twirl your card from right to left and hold your brush almost upright in one position, while resting as much of its point, according to the width of line required.

### Ruling Across Cards.

To rule lines on a card, to underline certain words, or to draw one or two lines across the top, bottom, and sides of a word requires some practice before it can be

properly executed. Take an ordinary straight edge or wooden ruler, rest its right lower end firmly on your card, placing the two fingers of your left hand under its left end, grasping the ruler firmly with the thumb, holding it in such a position that the entire inner upper end is completely raised from the table. Proceed to rule lines in the same manner as explained above, excepting that the ball of the second finger rests firmly against the side of the ruler and the ball of the third finger rests flat on the top of it.

When the panels to be drawn are small, use a drawing pen.

It is usually desirable to make the inner line heavy and the outer line lighter. With a brush this requires more pressure in the first instance, and a lighter touch for the finer line. For a drawing pen the width of a line can be gauged by tightening or loosening the small set screw affixed to the side of each pen. These are mostly used on small cards.

### Flat Stroked Letters.

Before making the letters in the following flat stroke alphabet we would urge you to take one of your No. 1 stub pens, placed in an ordinary pen-holder, holding it exactly as you would if you were about to write back-handed in the same position as shown in Figure 5, "flat stroke pose."

Hold the dry pen over the copy given herewith. Try the letter C first, allowing every part of your pen point to touch the paper with each stroke, no matter how thin or broad the line may be.

The strokes must follow in the order of the numbers on the copy given and be written according to the position of the arrows. Now try letters O, I, E, L, and all the others. Use no pressure on the pen whatever. You are merely doing this to learn how to hold the brush for flat-stroke work and to become acquainted with the formation of the letters: then you will have gained

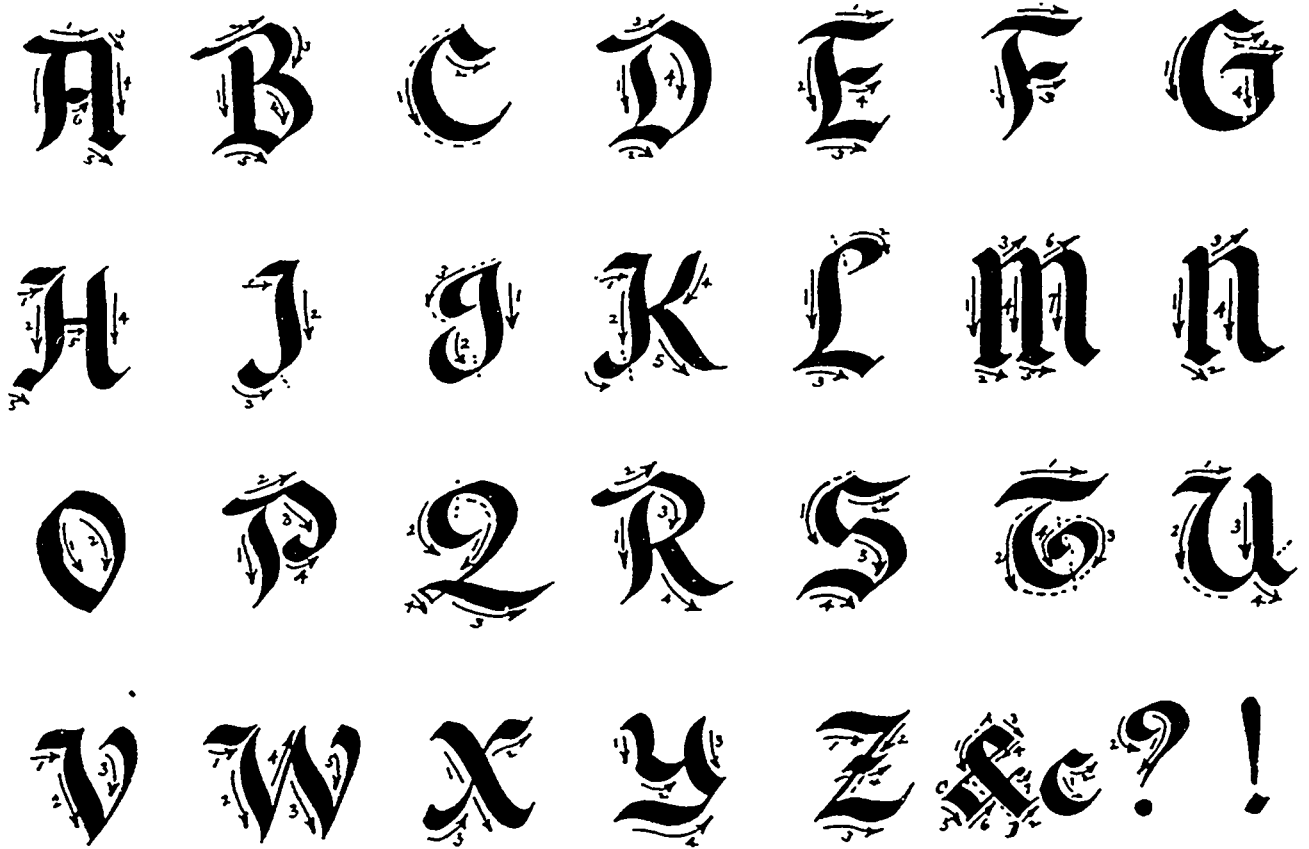


Figure 5

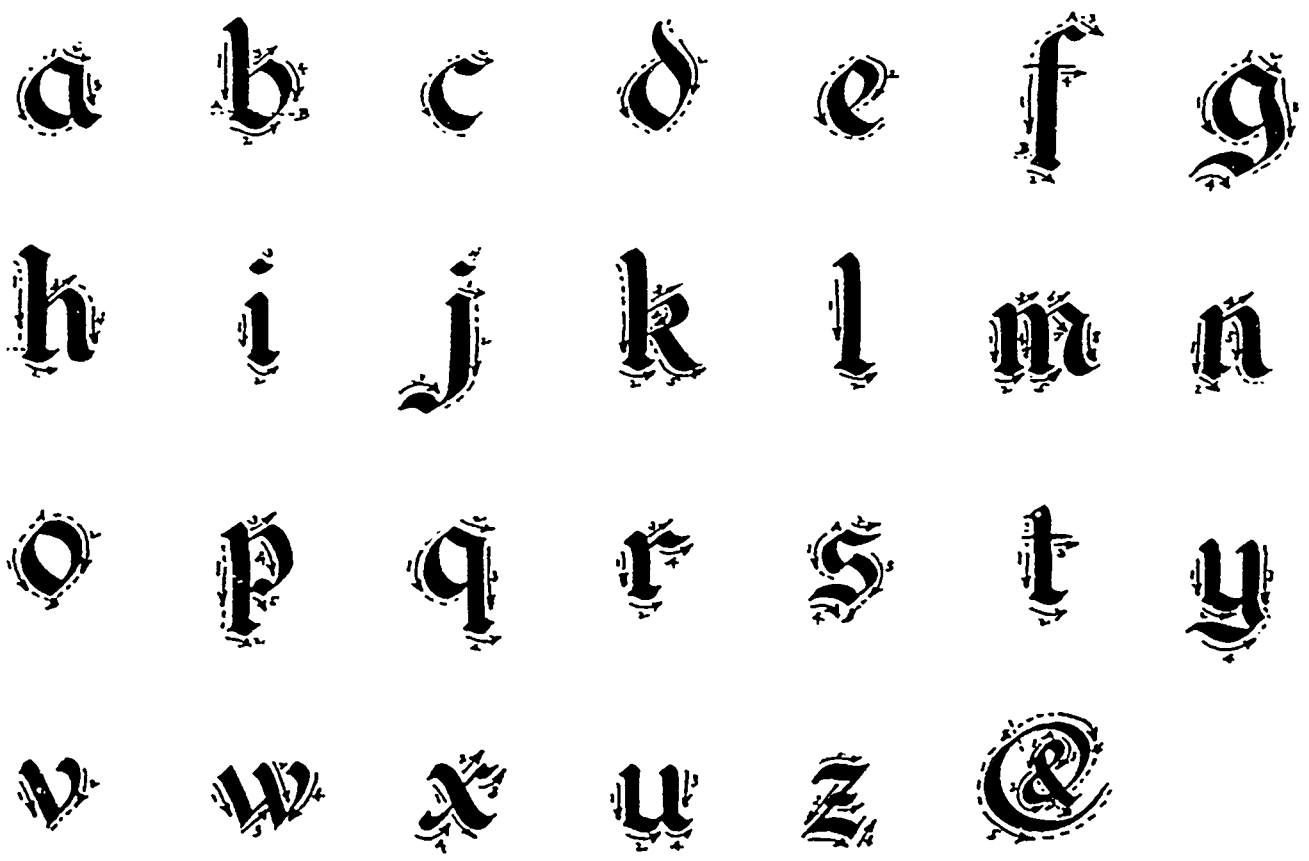
enough practice to make the brush-work a simple matter. After you make the capitals write the lower case letters  
(To be continued.)

Tom (looking over his papers): "Here is a receipted bill from my tailor three years old. Might as well tear it up." Jack: "Keep it as a curiosity."

FLAT STROKE CAPITALS.



FLAT STROKE LOWER CASE.





## SOME USEFUL ADVERTISING POINTERS

**A** NEAT hanger hung from the top of the show window, close to the front, will be sure to attract attention. Use some dark, stiff cover paper, and hang by means of a colored cord, attached in two places. On the centre of the hanger paste the following notice, which can be easily clipped from your copy of *Bookseller and Stationer*. The sentiment is good, and may serve to arouse the book-buying instinct of the passer-by. Or, if the lettering appears too small, get your local printer to reproduce the words for you in larger type, using colored ink.

**Utilize Your Ads.**

Some stores make good use of their newspaper advertising by having the publisher of their paper, run off circulars, utilizing the type, that has already been set, for their advertisement. This can be done very cheaply; in fact, some publishers might be found, who would be willing to do it for next to nothing, in return for continued advertising patronage. Even if the size of your advertisement is small, the little circulars can be profit-

sentiment, warm the hearts of his readers to a holiday cheer.

In doing so he will find a liberal use of illustrations a most efficient aid. It pays to use liberal cuts (and large ones, too), during the season of Christmas trade.

Many of these will be "feature cuts," not illustrations of goods on sale, but pictorial productions symbolic of the Christmastide.

If the ad. man is working in one of our smaller cities he will probably be limited to the use of stock cuts from engraving houses, together with any Christmas cuts he can secure from manufacturers selling goods to his firm. If he is in a large city he will be permitted to spend money quite freely for original art work.

Wherever his location is, he should use Santa Claus cuts plentifully. There is something about the merry face of good old Saint Nick that has a charm for childhood and touches a warm spot in the grown-up heart. Santa, with his sled and reindeers is an old favorite; modernized we see Santa touring in a motor car.

## Christmas Books

**B**OOKS are the ideal gift, whether for one's nearest and dearest, or as a simple token of pleasant remembrance to an acquaintance. A book oftentimes costs no more than a pretty card, and is infinitely more satisfactory and richer in sentiment. At surprisingly small price there are multitudes of attractive texts and bindings, and, if one is fortunate enough not to have to count the cost, there are books to be had which are veritable treasures of delight. The gift of a book is in itself a delicate compliment; and where the book is chosen with sympathetic thought of the other's tastes, it takes on a value that no other gift can ever have.

ably used to slip in parcels that are being sent out, or inserted in books and letters. Where the advertisement is large, it will be found useful to have a bulletin board in front of the store on which copies can be pasted. Some people will be sure to be attracted by it, and may be led to patronize your store.

**A Bulletin Board.**

A bulletin board is a good thing any way. The good things that come in daily can be exploited through this means cheaply and effectively. Nothing but a little chalk is required. The board may have either a double face, so that it may be seen by pedestrians approaching from both directions, or it may be a single board, to be leaned up against the window or door.

**Christmas Cuts in Ads.**

At no other time in the year is the buying spirit so prevalent as during the holiday season. At no other time does sentiment play so important a part in business. During the weeks preceding Christmas the advertising man must do more than herald specific lines of goods. He must foster the Christmas spirit, increase Christmas

Santa and his pack in all sorts of places and amid all sorts of amusement is a potent force in stimulating holiday trade. Their use in illustrations suggest the tree itself, and who does not at Christmas time know of one or more Christmas trees for which gifts must be provided? In appealing to cultured patronage, subjects more remotely touching Christmas Day may be used to advantage. "Bringing in the Christmas pudding," "The Angels' Christmas Carol" and "A Christmas-night Scene," drawn by artists of exceptional talent appeared in the Christmas advertising of a Chicago department store three years ago, attracting much attention to the store as a great Christmas supply centre.

Both Useful.—"Here," said the shopman, exhibiting his wares, "is something new. We call this the 'lovers' clock.' You can set it so it will take it two hours to run one hour."

"I'll take that," said Miss Weete, with a blush. "And now, if you have one that will run two hours in one hour's time or less, I think I'd like one of that kind, too."

## MONTREAL.

Holiday Trade is Booming—Some Handsome Window Displays Seen—Price Cutting of Books Causing Much Comment.

Office of BOOKSELLER AND STATIONER,  
222 McGill Street, Montreal,

December 1, 1936

CHRISTMAS trade started off very early this year, and there is every prospect for unprecedented sales of everything in the book and stationery line. Some very fine windows were to be seen at an early date and this fact alone had much to do with encouraging early holiday purchasing. Among the handsome calendars seen in the windows is the Maple Leaf calendar, which show the leaves grouped in artistic fashion in rich autumnal tints. They are being largely used for window decoration and are exceedingly attractive.

The McGill University magazine has in its recent issue some splendid features of great interest to the student and those interested in college life. The magazine is much larger than usual and does great credit to the committee in charge and to the publishers.

Mr. A. T. Chapman, the west end bookseller, was confined to his house through illness during last month.

Mr. F. D. Waterman of New York, President of the L. E. Waterman Fountain Pen Co., visited Canadian headquarters in Montreal last month.

Mr. T. Allen, of McLeod & Allen, Toronto, was in Montreal during last month on a business trip.

Mr. Chas. A. Musson, of the Musson Book Co., Ltd., Toronto, arrived home from England last month and paid Montreal a visit before leaving for Toronto.

Montreal travelers report rushing business in all parts of the East. They claim that never before have orders been so heavy for holiday trade. The wholesale houses have cleaned out their Christmas stock which was even larger than any previous year.

English Christmas numbers started off with a rush and are selling in greater quantities than ever before. Pete Murphy the veteran news vendor of Montreal sold over 100 copies of the "Figaro" the first morning it appeared and about the same number of "Pear's Christmas Number."

Mr. Tanguay, manager of the Montreal News Co., Ltd., speaks highly of the sale of Busy Man's Magazine and reports that the trade is becoming more interested in it as it is realized that it does not belong to the ephemeral class of publications that in the past have done much harm to the trade.

Mr. W. O. Houston, local manager for the Dennison Manufacturing Co., spent a portion of last month in Cleveland in the interests of his firm.

Mr. E. J. Kastner, Secretary for the L. E. Waterman Co., visited the New York Business Show last month where he met the representatives of Bookseller and Stationer.

The Cambridge Corporation Ltd., are negotiating for a site in Ottawa where they purpose opening a branch.

At the Fielding Banquet tendered by the Montreal Reform Club, the Honorable Rudolphe Lemieux, Postmaster General, made some significant statements with regard to the postal rates being so adjusted during the present session of Parliament that they would tend to discourage the circulation of American yellow journalism in Canada. This statement with the prospect of it being enforced has been hailed with delight by the vast majority in the trade.

During the past few weeks there has been some bit

ter price cutting of books going on both in book stores and the book departments of the departmental stores. Bookseller and Stationer has investigated the matter and has brought to light some facts which purport to be "causis belli." Of course, one blames the other for the present state of affairs and it is rather difficult to reach the very heart of it. It would appear that the manager of the book department of one of the largest department stores in the city orders largely from one publishing house. The manager, presumably he came alarmed at the large stock of current fiction accumulating, and ordered the prices cut down. A rival department store, noticing this, at once cut even lower, from one particular book it spread to others of the most recent publications. A third store then stepped in to the fray and went the limit by offering the latest book at 50 cents. Naturally, many of the booksellers had to assert themselves as still doing business and followed suit. Some kept the book on the shelf and, if asked for it, offered it at \$1.10, some others asked full price, but no attempt was made to sell it. Of course there is no illegality about this, but the state of affairs is derogatory to business and should be mutually ended.

The Timms Noble Co., wholesale and manufacturing stationers, suffered a loss through fire to the extent of \$1,500 during last month.

G. M. M.

## TRADE NOTES.

THE stationery and fancy goods business of J. Fred Benson, Chatham, New Brunswick, has more than doubled during the past year. The business was moved into larger quarters in December, 1935, and since then, an addition has been made to accommodate his trade. A fraction of his business is picture post cards, and a sale of nearly 50,000 is reported for the past summer. The store is always attractive, well lighted, and is a model of both cleanliness and neatness. Mr. Benson also conducts a large printing and publishing business in the same town, and is proprietor of the Commercial newspaper.

Busby & Pollock, stationers, Montreal, have dissolved partnership.

Theophile Mattar, fancy goods, etc., Hawkesbury, Ont., has assigned to H. W. Lawlor.

M. E. Rodd & Company, books and stationery, Sackville, N.B., have sold out to W. R. Rodd.

W. H. Baldwin, bookseller and stationer, Toronto Junction, is advertising his business for sale.

George H. Giles, traveling salesman for the Carter's Ink Company, Boston, died suddenly at the Good Samaritan Hospital, Los Angeles, on November 3. Mr. Giles had a severe cold when he arrived in Los Angeles, but he thought nothing of it. He went to the Hollenbeck Hotel where he has always stayed when in Los Angeles and remained there until he was removed to the hospital. Uremic poisoning set in and for two days before he died he was unconscious. Mr. Giles was a native of Canada and has been the past three years in the employ of the Carter's Ink Company, representing them up on the Pacific Coast in their ribbon and carbon department and has been eminently successful in this work. Previous to this time, he was engaged in private business for a number of years in Montreal. His many friends in his home city and among the trade will be surprised and grieved to learn of his sudden death, as he was one of the most popular salesmen coming to the Coast.

# THE BOOKSELLER AND STATIONER

## and Fancy Goods Review.

Published promptly on the second Wednesday of every month.

### The MacLean Publishing Company, Limited

President, JOHN BAYNE-MACLEAN, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Saskatchewan, Alberta, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P. E. Island and Newfoundland.

**OFFICES:**

- CANADA—**  
 MONTREAL (Telephone 1255) . . . . . 222 McGill Street  
 TORONTO (Telephone 2701) . . . . . 10 Front St. East.  
 ST. JOHN, N.B. (J. Hunter White), . . . . . No. 3 Market Wharf.  
 WINNIPEG, (F. R. Munro) . . . . . Room 511 Union Bank Building.  
 Telephone 1728
- GREAT BRITAIN—**  
 LONDON, Eng. (J. Meredith McKim) . . . . . 85 Fleet St. E.C.  
 Telephone: Central 12980.  
 18 St. Ann St.
- MANCHESTER, ENG. (H. S. Ashburner) . . . . .**
- FRANCE—**  
 PARIS, Agence HAYAS, 8 Place de la Bourse.

Subscription, Canada and the United States, \$1 00.  
 Great Britain and elsewhere 1s. 6d.

Cable Address: "ADSCRIPT," London: "ADSCRIPT," Canada.

Vol. XXII. DECEMBER, 1906. No. 12

- Morden Manufacturing Co., Waterbury, Conn.
- Chas. Beck Paper Co., 607 Chestnut St., Philadelphia, Pa.
- Boch & Kirsch, Frankfurt, A-m, Germany.
- Paul Elder & Co., 43 E. 19th St., New York City.
- Postal Novelty Co., Milwaukee, Wis.
- W. E. Blake, 123 Church St., Toronto
- Hawkes-Jackson Co., 82 Duane St., New York City.
- A. S. Hoyt, 90 West Broadway, New York City.

CANADIAN INK MFG. CO.—"We wish to express our appreciation of your trade paper, THE BOOKSELLER AND STATIONER as an advertising medium. We have had enquiries from as far west as Wetaskiwin, Alberta, to the Maritime Provinces, invariably resulting in the opening of new accounts."

**THE BEST IS THE MOST PROFITABLE.**

AS far as actual profits are concerned, cheap picture post cards are not the best for a retailer to stock. There are many reasons why this is so. Every retailer knows that there is no reliability about cheap colored views. They vary considerably in quality. If fifty cards of one particular view are examined, it will be found that, though a dozen or so are passable, many are really bad, so bad that no self-respecting retailer can offer them to his customers. That means wastage. Then again, referring to cheap view cards, if you take fifty subjects, it will generally be found that half that number are either faulty in coloring or the view is a poor one. Now, with a well-known brand of cards this is not so. The thousandth card to leave the hands of the printer is in every way as good as the first, and each view or subject is uniformly excellent. This is easily accounted for. The manufacturer cannot possibly afford to devote the necessary care and attention to the production of cheap cards, while the perfect article is only produced as the result of the utmost attention to detail in every stage of the printing process. Then, again, the retailer often suspects when he receives delivery of cheap goods

that they are not up to sample. This is generally the case, for of course the traveler in cheap cards only carries with him selected specimens.

All this means worry and dissatisfaction for the retailer, worry and dissatisfaction which could be avoided if he would only realize that the best is the most profitable in the end.

• • •

*That trade newspaper is the strongest and most esteemed by reader and advertiser alike, which shows how to sell goods.*

• • •

**THE COST OF DOING BUSINESS.**

VERY few dealers seem to have any way of knowing accurately just how much money they are making or losing. They can tell in a general way how they stand by figuring out stock on hand and balance in the bank, but as for knowing whether or not they are exceeding the business of previous years, they are in the dark.

Reader, how do you stand in this matter? Do you know just how much it is costing you to do business today, yesterday or the day before yesterday? Small even though a business may be, it is easily possible for a dealer of even average intelligence to keep for himself a record which shall show him whether or not he is making or losing money.

We hope in early numbers of Bookseller and Stationer to take up this matter fully, supplying systems for reckoning the cost of doing business. It is a fruitful subject, and one which deserves the consideration of every thoughtful retailer.

• • •

Remember our prize offer for choice Christmas window displays.

• • •

**WHAT CASH DISCOUNTS REPRESENT.**

THE margin between buying for cash and accepting the full credit terms represents to many a merchant an amount with which he could be well satisfied without figuring on any further net profit from his business. How, in view of this, the importance of cash discounts can be overlooked is amazing. One does not have far to seek evidences of their great potency as an element in successful modern merchandizing. Take the big department stores, for instance, which are taking away by their mail order system a great deal of trade from the country merchants. Cash discounts represent the greater part—and in some cases all—of their net profit. That is how they are able to make prices which attract readily, and emulation of their policy in this respect is the first step that the small dealer must take in placing his business on such a basis that the people of his district will prefer patronizing the home market to sending abroad. Competition at the present day is so keen that the man who would attain success must figure close and hard, and pass by no short cut that presents itself. There is none that will curtail the distance which he must travel more than that to which access is gained by way of cash discounts.

In the majority of cases it will pay the merchant to

borrow money from the bank for the purpose of discounting his bills. It is easy for him to figure out how he is going to profit handsomely by doing this.

• • •

*Wherein lieth the benefit of loading a merchant up with stock, without at the same time showing him how to dispose thereof?*

• • •

#### YELLOW JOURNALISM AND POSTAL RATES.

ALMOST simultaneously with the significant statement of the Honorable Rudolphe Lemieux, Postmaster General, to the effect that during the present parliamentary session, steps would be taken towards the discouraging of the circulation of yellow journalism in Canada and that the circulation of British literature would be encouraged, there comes the news from the United States, that strenuous efforts will be made to prohibit undesirable literature from using the mails under the guise of second-class matter. From Great Britain also comes the news that the Postmaster General there purposes introducing into the House of Commons a bill which will facilitate the mailing of British literature to the colonies.

The Postmaster General of Canada may have made his statement when in possession of the facts, but be that as it may, apparently sympathetic opinions are held by the Mother Country and Canada. Some few years ago, such action was advocated in this country by representative men. It is not for us to argue the question at any length, but from the booksellers' standpoint, the efforts of the three countries are regarded with pleasure, and should promote and stimulate the sales and taste for better literature.

• • •

*Do you stock picture post cards: If not, why not?*

• • •

#### MAKE USE OF HOLLY.

A GREAT deal of holly is used for decoration purposes along about the holiday season, but not as much is employed in advertising as might be. Everybody likes the cheerfulness and brightness of a bit of green with red berries. It costs so little that any retailer can afford to be lavish with it, not only in and around his store, but in the shape of little good-will gifts to his customers. A little sprig of holly slipped under the twine around every package will be favorably noticed every time.

Last year a neighboring store put out a lot of circulars during the week before Christmas, and every circular was neatly folded and held in shape by a small wooden clothespin, which also served to retain in place a sprig of holly. The weight of the clothespin kept the wind from blowing the folder away, and the holly served as a mute appeal for attention which was not denied. Did it "go?" Well, people came from a dozen blocks away—outside the store's normal territory, and asked for the circular with the holly and clothespin.

That's one way. There are dozens of others. Study out some of them, and you may be sure that the green stuff will be heartily welcome wherever it goes.

#### THE TARIFF ON BOOKS.

UNDER the terms of the new Canadian Customs tariff, several changes have been made in the duty on books, which will generally speaking be to advantage of the British publisher. Cloth bound books came in under the old tariff at 10 per cent., with a preference of a third off on books imported from England. In other words books of English publishers paid a duty of 6 2/3 per cent. The new tariff, while keeping the general duty at 10 per cent., places the preferential duty at 5 per cent.

Under the old tariff text books for Universities, chartered colleges and normal schools were admitted free, but books for all other schools were dutiable. The new tariff admits all school books and text books duty free.

In the item of paper bound novels and novels in sheets, the general tariff has been increased from 20 to 25 per cent. Under the old preference, the importer paid 13 1/3 per cent., while the new preferential tariff is 15 per cent. This increase is slight compared with the general increase on American paper novels.

So far as booksellers and the book-buying public are concerned, the changes will not be felt, except in so far as they may lead to an increase in the importation of British books. Publishers will probably be inclined to import more sheets from England and less from the United States, in order not to diminish their profits more than they can help, while jobbing houses will undoubtedly pay more attention to the British market.

• • •

*The man, who sells goods, must buy. Therefore, let us teach retailers, how to sell, so that our advertisers may derive profit.*

• • •

#### PRICE CUTTING OF BOOKS.

WITH the existing state of affairs in Montreal over the cutting of book prices, one is reminded of a similar state of affairs in the United States a few years ago and the subsequent upshot of the matter. In New York, Chicago and other large centres, dealers carried on a ruinous price-cutting warfare to such an extent that the trade was in a precarious condition. It was sapping the life-blood out of the business, yet efforts to reconcile the blind and hot-headed antagonists availed naught. The war was carried into the publishing houses and one undersold the other. Only a few stood firm and cool throughout the fray and endeavored to straighten out the tangle. The happy result was that an association of publishers was formed and a compact agreed to which rendered underselling impossible. It was further agreed that any retailer attempting to undersell would be boycotted by the association and his source of supply thus cut off. This worked to perfection and no complaint or disturbance has since been heard.

Any attempt to form an association of the same nature in Canada would, in all probability, be deemed as an attempt to form a combine to control prices, but in the face of the facts, some arrangement is essential. The bookselling business is subject to reverses much more than other businesses, and there are many things which tend to make it unprofitable.

# NEWS OF THE BOOK WORLD

## THE PUBLISHING FIELD.

**G**ETTING out the big first edition of "The Doctor" has been the principal event of the month in publishing circles. Activity has reigned in every office and at the time of writing, the bulk of Fall orders have been filled and the heavy Christmas sorting trade begun. Second editions of many of the Fall books are being rapidly prepared to meet repeat orders. Representatives of the leading jobbing houses have been paying visits to the English centres, in preparation for next year's trade.

The Westminster Company estimate that the sale of "The Doctor" will reach 30,000 copies before Christmas, which will undoubtedly be the Canadian record. Special holiday editions in tartan cloth, holly and ooze calf have been brought out.

Mr. Charles J. Musson, president of the Musson-Book Co., has returned from a trip to England, where he made arrangements for some attractive publications for next year. Mr. Wm. Copp of the Copp, Clark Co. and Mr. E. C. Walker of the Methodist Book and Publishing Co. have not yet returned.

The Canadian Almanac for 1907 will be published at 50 cents in paper covers and 75 cents in cloth. The advance in the price of the paper edition is caused partly by the increased size of the book and partly by the increase in the cost of manufacture. 50 cents is a better price for the bookseller than 40 cents. Anyone who wants the Almanac will pay 50 cents for it, and it yields a better profit on each book to the dealer. The cloth edition will be the same price as heretofore.

Among the recent publications of Thomas Y. Crowell & Co., New York, is "Beastly Rhymes" from the pen of Burgess Johnson, author of "Rhymes for Little Children." The illustrations of the several poems are by E. Ward Blaisdell and are very appropriate. Among the large list of books published by this company suited to the Christmas trade are: "Friendship" by Henry D. Thoreau. This is one of this author's most popular essays and is proving to be a popular reprint. "Germelschausen." Translated from the German of Friedrich Gerstaecker by Clara M. Lathrop. This little German classic is a quaint tale of a buried German village which came to life again one day in each hundred years. "Langfellow Calendar" compiled by Anna H. Smith, contains appropriate quotations from this "household poet" adapted to each day in the year. "Saint Francis of Assisi" by Oscar Kuhns. This is a delightful study of this famous church saint and is well illustrated with pictures taken from rare prints. "The Man Without a Country" by Edward Everett Hale. This is a reprint of the little American classic of patriotism which never fades. The book is richly printed and has a frontispiece by Clyde De Land. These books are neatly bound and make very acceptable gifts.

Among the new advertisers in this month's issue of Bookseller and Stationer will be found the house of W. E. Blake, 123 Church St., Toronto, who will make a distinct specialty of Catholic prayer books, bibles, devotional books, rosaries, etc.; in fact all goods pertain-

ing to Catholic trade. Many readers of Bookseller and Stationer have found it difficult in the past to obtain the right class of goods in this line. W. E. Blake claims to carry the largest stock of this class of goods to be found in the Dominion, and being direct importers and manufacturers are in a position to quote the most favorable prices and terms.

The Copp, Clark Co., have issued second editions of "The Man Who Rose Again" and "The Woman of Babylon" by Joseph Hocking. "The Saint" by Antonio Fogazzaro. "Prisoners" by Mary Chalmondeley. "The Dream and the Business" by John Oliver Hoobs, all of which have been in special demand.

## LEADING PUBLICATIONS OF THE MONTH.

A large number of important publications have been brought out since the last issue of Bookseller and Stationer. In fact, the bulk of the Fall books appeared during November. For the benefit of sealers, short summaries of the contents of many of these are appended.

**CLASS LEADER'S COMPANION 1907.**—A handbook for leaders, teachers, and christian workers. London: Charles H. Kelly. This is the second annual publication. It is a neat little vest-pocket book, filled with excellent and instructive material, intended for the use of class-leaders in the Methodist Church.

**FROM ROME TO CHRIST.**—The Soul-History of R. le Comte. Translated by Rev. C. S. Isaacson, M.A. London: Charles J. Thynne. Cloth, 1s. Paper 6d. The story of a French priest who left the Roman Catholic Church and is now earning a livelihood in a commercial house in a large city.

**RESPONSIBILITY OF GOD.**—By Ambrose Shepherd. Edinburgh: Oliphant, Anderson & Ferrier. 6s. net. A tiny volume, showing how God is just and will recompense those who suffer.

**HITHERTO, HENCEFORTH.**—By Lady Simpson. Edinburgh: Oliphant, Anderson & Ferrier. 6d. net. A little New Year book, with reminiscences of departed saints.

**LISTENING TO GOD.**—By Hugh Black. Fleming H. Revell Co., Toronto. \$1.25. The sermons collected in this volume were delivered during the author's pastorate in Edinburgh. They are worthy to take rank with the best specimens of pulpit oratory for the spiritual earnestness of their teaching, the lucidity of their style and the force of their appeals to men's deepest convictions of truth.

**BEATITUDES OF THE OLD TESTAMENT.**—By John W. Dunbar. Oliphant, Anderson & Ferrier. Edinburgh: 3s. The writer has opened up a new field of study in the Old Testament. Under his skilful interpretation the truths contained in its benedictions are unfolded in confirmation of the great doctrines of our Christian faith and at the same time their practical application to the conditions and problems of modern life are clearly enforced.



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**PURPOSES OF GOD.**—By Samuel Garratt. Charles J. Thynne. London: Is. 6d. These addresses are the result of a careful and reverent study of the prophetic portions of Scripture, which relate to the Second Coming of Christ. Canon Garratt sees in the present condition of the world many signs that this dispensation is drawing to a close and that the Great Event is near at hand.

**SOLDIERS AND PRACHERS TOO.**—By Owen S. Watkins. London: Methodist Publishing House. 3s. 6d. A history of what has been accomplished in the army and navy of Great Britain, freely illustrated with portraits of the men who by their bravery and self-denying effort did much to alleviate and elevate the condition of the brave defenders of the Empire, including a history of the founding and development of Soldiers' Homes, to which is appended a record of the war service of Wesleyan Chaplains to the Forces. Juvenile.

**PROM LOW TO HIGH GEAR.**—By Edward S. Ellis. Boston: Dana Estes & Company. \$1.25. A highly interesting story with a bright, snappy plot. Like

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**THE TREASURE OF HEAVEN**  
A Romance of Riches. By Marie Corelli, with photogravure of the author. Cloth, \$1.25.

**THE WHITE PLUMES OF NAVARRE**  
By S. R. Crockett. Cloth, \$1.25.

**JANE CABLE**  
By George Barr McCutcheon, author of "Graustark." "Nedra," etc. Cloth, \$1.25.

**KNIGHTS WHO FOUGHT THE DRAGON**  
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**POLLY: THE AUTOBIOGRAPHY OF A PARROT.**—By Mollie Lee Clifford. New York: H. M. Caldwell & Co. \$1.25. One of the animal autobiographical series, telling the life-story of a parrot from his birth in South America to the time he reaches a home where loving care is always given him.

**CHATTERBOX 1906.**—Boston: Dana Estes & Co. Cloth, \$1.75. Illuminated boards, \$1.25. Chatterbox is a splendid picture book for children. This year's volume contains over 200 full-page illustrations, including six handsome color-plates. In point of literary contents, it is quite up to the usual standard.

**GOLDEN GOBLIN.**—By Curtis Dunham and George Kerr. Indianapolis: The Bobbs-Merrill Co. Illuminated cover, \$1.25. This lively juvenile takes the leg end of the Flying Dutchman as its point of departure and tells the adventures of two little Dutch children of the present day, wrecked at sea, and taken on board the fated craft.

**FATHER TUCK'S ANNUAL.**—Edited by Eadie Vredenburg. Montreal: Raphael Tuck & Sons Co., Ltd. A handsome book for the young, containing stories and poems in great variety and many illustrations. Several of these are in colors, handsomely executed.

**SEEM SO'S.**—By L. J. Bridgman. Boston: H. M. Caldwell Co. Cloth, 75 cents. On the right hand page will be found a shadow perhaps of an elephant, perhaps of a pump, perhaps even of a Russian soldier; on the next page, however, will be found the real cause of the shadow. The results are certainly funny, and will appeal to all childish readers. Clever little verses by the illustrator accompany the pictures.

Fiction.

**ALEXANDER McBAIN, B.A.**—By Adeline Teskey. Toronto: Fleming H. Revell Co. Cloth, \$1.25. In this new story by the author of "The Village Artist," the writer pictures the actual steps in the downfall of a cultured young man with an inherited taste for drink. It is a powerful portrayal of a man's depravity.

**AVENGERS.**—By Heaton Hill. Toronto: Poole Publishing Co. Cloth, \$1.25. An exciting story of a pair of doubles, one of whom was insane. The heroine endeavors to secure the release of the insane man from an asylum by means of the other, which results in strange complications.

**BENITA.**—By H. Rider Haggard. Toronto: Copp, Clark Co. Cloth, \$1.25. An African romance involving the fortunes of an English girl and her lover, who meet on shipboard and are subsequently wrecked and separated. After surprising adventures, they come together again.

**CAPTAIN LETTARBLAIR.**—Indianapolis: The Bobbs-Merrill Co. Cloth, \$1.50. The first printed version of the famous play, which E. H. Sothern and Virginia Harned produced with such great success. Illustrated with photographs of the production.

**CONFESSIONS OF A DETECTIVE.**—By Alfred Henry Lewis. New York: A. S. Barnes & Co. Cloth, \$1.50. The adventures of Inspector Val, a New York detective, narrated in Mr. Lewis' quaint yet vigorous style. The book is brimful of daring adventure.

**DON-AND-DREAMS.**—By Harvey J. O'Higgins. New York: Century Co. \$1.50. The story of an odd, yet lovable, young Canadian, picturing him as a child, a school-boy, a University student and a writ-

er in New York and interweaving a charming romance. Told in a delightful style by a young Canadian writer.

**LOST LEADER.**—By E. P. Oppenheim. Toronto: Copp, Clark Co. Cloth, \$1.25. Introducing the reader into the inner political circles in England, touching on the evils of gambling and combining the elements of a very original romance, told in Oppenheim's most engrossing style.

**SAUL OF TARSUS.**—By Elizabeth Miller. Indianapolis: Bobbs-Merrill Co. Toronto: McLeod & Allen Cloth, \$1.25. The scenes are laid in Jerusalem, Alexandria, Rome and Damascus in the years immediately succeeding the crucifixion. The authoress of "The Yoke" pictures with graphic pen, the conditions of the day, and paints a remarkable religious romance.

**SLAVE OF SILENCE.**—By F. M. White. Toronto: Copp, Clark Co. \$1.25. Detailing mysterious events in high society, occurring at the Royal Palace Hotel, London, with puzzling situations that mystify the reader to the very last chapter.

**VIPER OF MILAN.**—By Marjorie Bowen. New York: McClure, Phillips & Co. Cloth, \$1.50. A sparkling Italian romance of 500 years ago, introducing the terrible figure of Visconte, Duke of Milan, a fiend incarnate, and detailing the struggle between him and Della Scala of Verona. A masterly picture of a wild period.

Miscellaneous.

**CLASSIC TALES.**—With an introduction by C. S. Fearnside, M.A. York Library. George Bell & Sons, London. Cloth, 2s. The volume contains Johnson's "Rasselas," Goldsmith's "Vicar of Wakefield," Sterne's "Sentimental Journey" and Walpole's "Castle of Otrants."

**KRAUZ'S COMPLETE AUTOMOBILE RECORD.**—Chicago: Laird & Lee. Leather, \$1.00. Cloth, 50 cents. The book furnishes a record of expenditures, with spaces for reckoning cost of gasoline, carbide, tires, repairs, etc. An appendix gives automobile laws and speed table.

**KRAUSZ'S A. B. C. OF MOTORING.**—Chicago: Laird & Lee. Leather, \$2.00. Cloth, \$1.00. The book contains a dictionary of automobile terms, a synopsis of the development of the motor car, description of auto-car types, the anatomy of the gasoline automobile, and full details of all the various parts and mechanisms. The chapters on the care of the automobile, troubles of the road, the art of driving, and automobile etiquette, are especially timely and pertinent, while the chapter on the manufacture of an automobile will prove of great interest to everyone.

**LETTERS AND JOURNALS OF SAMUEL GRIDLEY HOWE.**—Edited by his daughter, Mrs. Laura E. Richards. Vol. I. "The Greek Revolution" (Boston: Dana Estes & Co. \$3.00 net) Compiled from Dr. Howe's letters and journals of the years between 1824 and 1832, most of which time he spent in Greece, where, as army surgeon, he fought on the side of freedom against the Turks.

**LOUIS' MIXED DRINKS.**—With hints for the care and serving of wines. By Louis Muckensturn. Boston: H. M. Caldwell Co. Paper, 50 cents. Cloth, \$1.00. This daintily designed book, oblong in shape, explains how to serve and drink wines, comments on vintages from 1880 to 1905 and gives full information on the mixing of cocktails, lizzes, high balls, punches, cups, mixed cordials, etc.



**PERSONAL MENTION.**

Mr. J. Greig, bookseller and stationer, Exeter, recently called on the trade in Toronto

Mr. Arthur Gay, who has for some time held the position of invoice clerk at the head office of the Copp, Clark Co., has been given charge of the office staff at the firm's factory.

Mr. William Copp, vice-president of the Copp, Clark Co., is expected back from his trip to England about the middle of the month, when several announcements will likely be made regarding 1907 import lines.

Mr. Charles J. Musson, president of the Musson-Book Co., is back from his English trip. While in London he arranged for the publication of Canadian editions of "The Viper of Milan" by Marjorie Bowen and "Growth" by Graham Travers, both notable books of the season.

A. W. Faber's New York office, have issued a revised price list of lead and colored pencils, pencil leads and penholders, embracing many advances. There is no change either in the assortment or the list prices of their lines of rubber goods, rulers, graduating scales and calculating rules.

Bookseller and Stationer's Toronto office had a pleasant call on November 26 from Mr. John Sutherland, the pushing Woodstock bookseller. Mr. Sutherland expressed himself as well pleased with the Fall trade. We understand that, when in Toronto, Mr. Sutherland secured fine specimens of a squirrel and monkey

By the sudden death of Mr. J. W. Burns in Montreal on November 12, the stationery trade has lost a valued friend. Mr. Burns was Montreal representative of the Copp, Clark Co., with which firm he had been identi-

fied in various capacities for many years. He was a large-hearted-genial gentleman and his death is greatly regretted.



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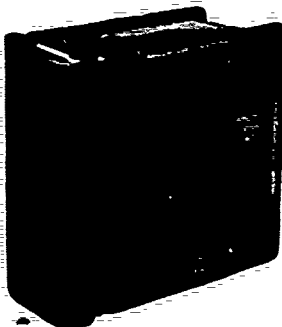
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11 1/2" & 10 1/2"	1 1/2" 2"	11 1/2" & 10 1/2"	1 1/2" 2"
8 1/2" and under	Per 100 \$25 \$30 \$35 \$40	16 1/2" and under	Per 100 \$40 \$50 \$60 \$70 \$80
	\$20 30 40 50		11 1/2" 12 1/2" 13 1/2"

These prices apply to both stock and special sizes

WRITE FOR DISCOUNTS

On 100 and 1500 Rings for College Note-Books. List at the Page

**THE MORDEN MFG. CORPORATION, Waterbury, Conn., U.S.A.**

**CLARK BROS. & CO., LIMITED**  
WINNIPEG

**NEWEST FICTION, BERLINER GRAMOPHONES,  
HOLIDAY PAPETERIES and TABLETS, PRINTERS' SUPPLIES**

Most Complete Stock in Canada for Booksellers and Printers

**CLARK BROS. & CO., LIMITED**  
WHOLESALE STATIONERS.  
WINNIPEG, M.A.N.



**C. F. Rumpff & Sons**

Established  
1850

MANUFACTURERS OF

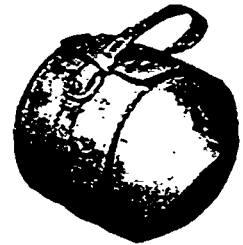
**FINE LEATHER GOODS**

WRITING CASES, HAND BAGS, MUSIC ROLLS,  
PHOTO FRAMES, CIGAR CASES, POCKET FLASKS, etc.. etc

PHILADELPHIA, U.S.A.



Bridge Whist Sets



Collar Rolls

New York Salesroom : - - - 683 and 685 Broadway

**A  
CHRISTMAS PRESENT  
THAT PAYS A DIVIDEND**

Some Christmas Presents are given as a token of love—some as a mark of esteem—some as a duty—some as a mark of courtesy or kindness.

Few Christmas Presents are given as a business investment, from which the donor expects to draw a dividend.

Why should there not be more presents of the latter kind during this happy Christmas season?

Let us make a suggestion to our readers, who are all presumably proprietors of stores, in which clerks and salesmen labor for them.

Give the hands a present of a year's subscription to **BOOKSELLER AND STATIONER**. This is an investment. It is also a kindness.

Instruct them to take the paper home and study it and profit by its contents. This is your dividend—increased efficiency among your employees

Let **BOOKSELLER AND STATIONER** help you in 1907

Address all enquiries to

— SUBSCRIPTION DEPARTMENT —  
**BOOKSELLER AND STATIONER**  
10 FRONT STREET EAST . . . TORONTO

*The  
Season's Greetings  
from*

**The Valentine & Sons Pub. Co., Ltd.**

*Wishing Our Numerous Friends  
and Customers*

**A Merry Christmas and a Happy New Year**

*With the coming year our various lines will be largely extended to meet the growing demand for The "Valentine Series" of Post Cards, etc.*

*New views, new studies, new processes, new ideas, which will eclipse anything shown in Canada or elsewhere.*

*Post Cards, Christmas Cards, Calendars, Song Books, Children's Toy Books, Birthday Books, are a few of our special lines.*

*510 Coristine Bldg., Montreal  
69 Adelaide St. E., Toronto.*



## STATIONERY DEPARTMENT



### INCREASED IMPORTS.

TRADE statistics for the year ending June 30, 1906, have been issued and a study of them shows a growth in the imports of stationery lines in almost every department.

Under the caption of "ruled, border and coated papers and papeteries and boxed papers," Canada imported during the fiscal year 1906, a value of \$212,695. The importation for 1905 was \$181,756, a clear gain of \$30,939. The imports from Britain increased from \$29,355 to \$43,254; and from the United States from \$125,669 to \$141,959.

In the item of pens, penholders and rulers, the figures are as follows: 1901, \$79,166; 1905, \$160,325; 1906, \$180,203, with a large increase in importations from the United States.

Playing cards have also been coming in in heavier quantities: 1901, \$31,645; 1905, \$60,267; 1906, \$67,179. The notable increase in this case has been in British cards, which have advanced from \$4,998 in 1901 to \$31,317 in 1906.

The figures given for envelopes are as follows: 1901, \$27,416; 1905, \$75,892; 1906, \$64,786. While there has been a general increase, it is worth noting that there was a heavy falling off in imports from the United States between 1905 and 1906, due no doubt to increased activity on the part of Canadian manufacturers.

Writing ink holds fairly steady, with a slight falling off on British importations between 1905 and 1906. The totals for the three years are: 1901, \$14,309; 1905, \$58,357; 1906, \$54,959.

School writing slates, imported almost entirely from the United States, are evidently in growing demand, despite a larger use of paper. 1901, \$17,548; 1905, \$19,811; 1906, \$20,524; while slate pencils stand about normal at \$3,550.

### WETTING LEAD PENCILS.

THE act of putting a lead pencil to the tongue to wet it just before writing, which is habitual by many people, is one of the oddities for which it is hard to give any reason, unless it began in the days when pencils were poorer than now and was continued by example to the next generation. A lead pencil should never be wet. It hardens the lead and ruins the pencil. This fact is known to newspaper men and stenographers. But nearly ever one else does wet a pencil before using it. The fact was definitely settled by a newspaper clerk away down East. Being of a mathematical turn of mind, he ascertained by actual count that of fifty persons who came into his office to write an advertisement or a church notice, forty nine wet a pencil in their mouths before using it. Now, this clerk always uses the best pencils, cherishing a good one with something of the pride a soldier feels in his gun or his sword, and it hurts his feelings to have his pencils spoiled. But politeness and business considerations require him to lend his pencils scores of times a day. And often, after it has been wet till it was hard and brittle and refused to mark, his feelings would overpower him. Finally he got some cheap pencils and sharpened them, and kept them to lend

The first person who took up the stock pencil was a drayman, whose breath smelt of onions and whisky. He held the point in his mouth and soaked it several minutes, while he was torturing himself in the effort to write an advertisement for a missing bulldog. Then a sweet looking young lady came into the office, with kid gloves that buttoned half the length of her arm. She picked up the same old pencil and pressed it to her dainty lips preparatory to writing an advertisement for a lost brace let. The clerk would have stayed her hand, even at the risk of a box of the best Dixon pencils, but he was too late.—Graphite.

### POINTS TO NOTE.

ALL travelers have been called in off the road, in order to let retailers give undivided attention to Christmas trade and to prepare for the first trip of the New Year. When the travelers go out on January 2, they will carry principally office and staple stationery, with Easter goods, picture post cards and early import samples as side lines.

The Christmas rush is now on and from all accounts, a good volume of business is anticipated. The early advent of cold weather has enlivened trade.

Jobbers report a big increase for the past season, placed by one house at twenty five per cent. There has been a larger demand than ever for cards, calendars, Christmas decorations and peculiarly Christmas goods.

The tariff changes will have but little effect on the stationery department, though the general tendency will be to let in more foreign goods. This will mean keener competition for home manufacturers and should keep down prices.

Prices in the United States have been advanced in all lines. The latest advance affects most grades of blank books, which are now listed ten per cent. higher. This change has been caused by increased cost of material and labor.

### LESS PROTECTION.

THE revised tariff contains some changes in the duty on stationery lines, which in general show reductions in the preferential scale of duties. The general duty on manufactures of paper, such as boxed papers pads, papeteries and envelopes will stand at 35 per cent., while the preferential duty on goods of British manufacture is now 22½ per cent. as compared with 23 1/3 per cent. under the former tariff.

The general duty on millboard has been increased from 10 to 25 per cent., which will make the cost of many articles higher. The general duty on paper, other than printing paper, costing less than 24 cents a pound, is still 25 per cent. but the preferential tariff is now 15 per cent. instead of one third off 25 per cent. Blank books are dutiable at 35 per cent. of their value, the preferential tariff admits them at 22½ per cent. as compared with one-third off 35 per cent. before.

Playing cards under the old tariff entered at 6 cents per pack or 4 cents on English cards. The revised tariff makes the duty 8 cents, with the preferential duty 5 cents per pack.

# Imperial Series Postcards

## To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

## Black and White Our Colored Cards

STAND ALONE

MONTREAL TORONTO QUEBEC  
OTTAWA HISTORIC SPORTING  
FISHING HUNTING  
NORTHWEST SCENES

**ALBUMS** and **RACKS**  
Always adding to our already well-assorted stock.

**The Picture Postcard Co.**

P.O. Box 334, OTTAWA, ONT.

## PICTURE POSTALS

Have you seen our new

**ENAMEL CARDS**—Illustrating principal Canadian scenery, such as the Rockies, Muskoka, Montreal, military scenes, etc. Finished in the highest possible manner. \$2.00 per hundred or \$17.50 per thousand.

**CHRISTMAS CARDS**—Large and varied stock. All prices.

**LEATHER CARDS**—With velvet maple leaf. Something new and original. \$6.00. Large assortment of other leather cards, \$3.50 up.

**"GREETINGS FROM CANADA"**—Actual views of Canada showing in the letters. Very neat. Sure sellers. \$1.25 per hundred.

**POSTAL ALBUMS**—At rock bottom prices.

**Illustrated Post Card Co.**

Everything in Picture Postals

TEMPLE BUILDING • MONTREAL

**Picture**

Specialties:  
Modern Halotype  
styles.  
plain and coloured.

Well known for efficiency and  
high-class workmanship.

Made to order only  
according to instruc-  
tions supplied.

**Post**

Very fine  
make First  
class Goods  
only

**Cards**

**Otto Leder**  
Meissen 19 Saxony  
Picture Post Card Manufacturer  
WHOLESALE EXPORT



Telegram Address  
KUNSTMARKT.  
DRESDEN

ONLY FOR WHOLESALE DEALERS  
AND POST CARD PUBLISHERS

**MARKERT & SOHN**

Graphic Art Works

DRESDEN—A. Wintergartenstr. 74

MANUFACTURE

**PICTURE POST CARDS**

OF ALL PRODUCTIONS

AS A SPECIALTY WE MAKE:

**COLLOTYPE, COLOURED COLLOTYPE,  
DOUBLE TONE GLAZED and  
AUTOTYPE POST CARDS, ALBUMS**

Ask for samples and quotations

**W. NEUMANN & CO.,** Wasserthorstrasse 42,  
Berlin, S. 42

High-class Collotype Printers

SPECIALTY

**Collotype Postcards** TO ORDER

Hand-coloured Collotype Cards

Double-tone Collotype Cards

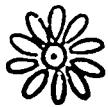
Glossy Collotype Cards

Photochrom Collotype Cards

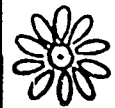
ALL KINDS OF VIEW-ALBUMS AND SAMPLE SHEETS

CHEAPEST PRICES

WHOLESALE AND EXPORT ONLY



## PICTURE POST CARDS



### INDIRECT ADVERTISING.

**H**ERE is a suggestion, which dealers in picture post-cards can take or leave as they see fit. Suppose you have a stock of cards, your object is naturally to dispose of them. Now the idea in the mind of the average purchaser is that a picture post card is a pretty little memento to be sent through the mail to a friend. If the public acts on this idea alone, you will of course sell a good many cards, but does it not strike you that this idea now-a-days is a narrow one and limits sales? Has not the picture postcard a greater utility?

The picture postcard may be put to a great many uses,—far more than the general public realize. The question is, how are you, as a dealer in picture postcards, going to educate the public up to these uses? The solution is simple. Get the newspapers to co-operate with you and do a little indirect advertising.

If you can prevail on the publisher of your local newspaper to run a short article on "Uses for Picture Postcards," it will prove good copy for him and should result in increased business for you. City papers are today running suggestion for "Home-made Christmas Presents," and the department in which they appear is highly popular among readers of the paper. Postcard suggestions are sure to be equally popular and there should be no demur on the part of a publisher to insert them, provided you are a regular advertiser.

For the benefit of those readers, who would like to have a short article to submit to their local publisher, we append something appropriate.

#### Uses for Picture Postcards.

Picture postcards may be put to many uses. Among the most effective are screen settings. Panel the screen with any desired material, put on either smooth or full, according to the quality of the goods, but leaving a space above this for the postcards. These are set in pieces of pretty wood that is grooved to slide the cards in. These strips of wood may be very narrow picture moulding, which can be easily grooved. For holidays, have all the scenes pertaining to the joyful anniversary,—appropriate Christmas scenes, both outdoors and indoors lovely views of Irish scenery for St. Patrick's Day; for Easter, suitable views of church interiors, angels, flowers and the like.

A college student who travels abroad during vacation time got together a large collection of souvenir postals, and, with a miscellaneous collection of these leftovers from other work, he covered a cartridge-paper screen, set in a bamboo frame, for his sister's room. To hide the back of the screen was a hanging of silkline covered with sprays of pink blossoms, to harmonize with the pink and delicate green colors of her room.

Leather postals make pretty cushion-tops, taking from twenty to twenty-five to make one.

#### On Panels.

Another attractive use for the paper postals, as we' as the blue-prints and photographic prints, is to group them on your walls. Cartridge-paper is required for this, so that spaces may be cut out the right size. A soft gray

tint will make a good setting for any tint or color. This panel of paper should reach from the woodwork to the picture moulding for a finish, and have the sides finished with strips of the picture moulding.

After the spaces are cut for the pictures, attach them in place with a line of mucilage traced around the back of the opening, pressing the postal firmly to it after making sure that it is adjusted correctly. A large table should be used for this work, where the broad piece of paper can have a good support while pasting on the pictures. The cards are generally the same shape, but the cut places will be much prettier if made round, oval or square, as the picture will admit.

Have each style of picture grouped by itself. When the pictures are all set, turn over the panel and finish each with a line of black paint around the opening, put on with a fine brush. It has the effect of bringing out the picture most beautifully in relief. Then the name of each scene is printed beneath in picturesque old English lettering.

#### As Tiles.

A tile effect on the over-mantel of a young man's room was arranged by his sister. The lettering was cut away from each postal and the picture set in place between the frieze and the mantel.

Post cards are being made use of in social functions, at luncheons, showers and parties, as decorations games and place-cards. At parties the hostess will request each guest to send in his or her acceptance on a post-card, and these she uses to designate the places at the table. These ideas I know will suggest many others to the possessors of post cards, to be used in small or large collections.

### NEW POSTCARD REGULATIONS.

**I**N the new regulations of the British Postmaster General respecting postcards, which came into force Oct. 25. The minimum size for cards is 4 in. in length by 2½ in. in width. The public are allowed to attach to a post card: (a) A gummed label not exceeding 2 in. in length by ¾ in. in width, bearing the name and address of the sender of the card; and (b) engravings, illustrations, drawings, and photographs on very thin paper, provided that they are completely adherent either on the back of the card or on the left half of the address side.

### MORE GERMAN DESIGNS.

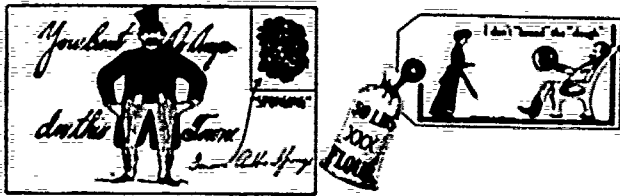
**A**NOTHER candidate for the favor of Canadian dealers, who are anxious to produce their own editions of local view cards is the firm of Boch & Kirsch, Frankfurt a.M., Germany. Samples of their work received evince many meritorious characteristics. Special pains are taken to produce accurate results, particularly in the matter of coloring.

Their Autotypochrom style of card has a fine mat surface, which gives a good background to the coloring. This card is especially suited to pictures of natural scenes containing foliage. Their Chromhelios are

smoother in effect and deeper in tone. For strong and big effects in landscapes they are excellent. In their miscellaneous designs, they show attractive groupings of scenes, embellished with various plain and color schemes. Boeh & Kirsch only supply cards upon special orders, when photographs are forwarded.

NOVELTY CARDS.

All the cards issued by the Postal Novelty Co., Milwaukee, Wis., are original and unique. Each card has a novelty attached, true to life. One card has a pair of suspenders, another a sponge, a third a water bottle, a fourth a flour sack, etc. These give the cards a "money's worth look." The 5 cent cards cost \$2.50 per hundred assorted; the 10-cent cards, including the one with the flour sack attached, entitled "I don't knead the dough," \$5.00 per hundred. "Don't get cold



Feet," with a genuine hot water bottle attached, costs \$6.50 per 100. These cards are all clean and inoffensive and are good sellers. They add to the variety of a post card collection.

VALENTINE'S LATEST POSTCARDS.

Among the latest arrivals of Valentine's original post cards is the "Gold Panel Series." This series has a large range and is one of the best efforts of this company. The flower studies in the series, show colored engravings of many well known flowers and are a work of art as well as serving as a method for color study. The "Lang-

uage of the Flowers" shows the meanings of the various flowers in artistic letters of the various flowers, for instance, one card has the words "Forget Me Not" made in the flowers of that name with the colorings remarkably true to nature. Another with the words of some affectionate message have the letters made out in roses. Each well known flower is shown and the meaning of each is well typified with some appropriate words. In the same series are some new "Cat Studies" which should prove a boon to all lovers of animals and those who have a taste for art. "Affairs of the heart" is another of the humorous series which no doubt will please those who are collecting the humorous post cards. "Moari Studies" taken from life by Valentine's own operators in New Zealand are now ready for the market and are a collection well worth having. Another series of high class post cards is the "Lovers Of All Nations" which show the lovers of each country in characteristic attitude and in their respective national costume.

An ingenious puzzle post card recently produced by this company is that of Cupid's Message. It shows a heart surrounded with the leaves and flowers of the bleeding heart. Following the instructions at the foot of the card the true message of the heart appears in appropriate words.

LEATHER POSTCARDS.

W. G. MacFarlane, publisher and importer, Toronto, announces that he has commenced the manufacture of his own leather postcards. This is quite a new and creditable departure. Mr. MacFarlane says the new line is meeting with most gratifying success and judging from the designs, subjects, and quality of leather and decidedly handsome finish, they should certainly stand at the head of the class. The Christmas subjects are surprisingly beautiful as are the Canadian patriotic designs, while the humor in the comics is simply irresistible.

Another essential advantage in this line is its cheapness—\$3.50 per hundred—while Mr. MacFarlane has a special department for burning the name of the customer's own town. This is done for 25-cents per hundred.

Pictorial Postcards, Autochrom, Phototype, and Lithographic Coloured, etc.

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

German Postcard Works  
Boeh & Kirsch Frankfort M.

Several Rewards

Established 1872

GOOD AGENTS WANTED

DON'T GET "COLD FEET"

THE SEASON'S BIGGEST HIT IN POST CARDS

A cute little GENUINE RUBBER Hot Water Bottle attached to illustrated tags, with expression, "DON'T GET COLD FEET."

Clean and inoffensive.

The cutest thing yet out.

\$6.50 per 100

Less 5 per cent. cash in advance.

The original order, means a re-order.



(Copyrighted)

THIS IS ONLY ONE OF OUR MANY ORIGINAL POST CARD NOVELTIES. WRITE FOR CIRCULAR.

Original and attractive.

A perfect Hot Water Bottle.

\$6.50 per 100

Less 5 per cent. cash in advance.

POSTAL NOVELTY CO., Milwaukee, Wis.

**THE MAGAZINE COUNTER**

Clip out the following paragraphs and paste them up in a conspicuous position. Customers may be attracted by an item and sales result.

**ANNOUNCEMENTS FOR 1907.**

**S**CRIBNER'S Magazine will run a new serial by the author of "The House of Mirth," entitled, "The Fruit of the Tree." It will also feature a delightful series of papers by Henry van Dyke, "Days Off." Kato Douglas Wiggin will contribute more of her charming Rebecca stories. "Touring Europe in an Automobile," will be described by Henry Norman, M.P.

With 1907, the Atlantic Monthly completes its fiftieth year. In commemoration the publishers have planned many special features. The leading serial will be "The Helpmate" by May Sinclair. Mrs. Wharton will describe "A Motor Flight Through France." "The Garriek Letters," edited by George P. Parker, will contain unpublished correspondence. In addition there will be articles of wide-world interest and good stories.

The publishers of the American Magazine have gathered together a great many splendid features for 1907. There is a new serial, "Arethusa," by F. Marion Crawford, "The Tariff in our Times" by Ida M. Tarbell, humorous articles by "Mr. Dooley," "The Negro Problem" by Rev. S. Baker, "Adventures in Contentment" by David Grayson, stories by Josephine Daskam, etc.

Among the promised features in the Metropolitan Magazine for 1907 are: "The Future of Transportation" by Alexander H. Ford, "The New Style Housebreaker" by Broughton Brandenburg, "Old Battlefields" by John D. Wells, "Curiosity of Sport" by George Hibbard, and stories by many celebrated authors.

The strong feature of McClure's Magazine for 1907 will be the life of Mary Baker G. Eddy, the founder of the Christian Science movement, which will be told by Georgino Milmine. The first article in the series will appear in the January number.

Following the serials by A. E. W. Mason and Frances Hodgson Burnett, now running in the Century, will come a new novel by Elizabeth Robins, entitled "Come and Find Me."

During 1907, St. Nicholas is to have fairy stories by Frances Hodgson Burnett, a delightful serial story by Alice Hegan Rice, more stories about "Pinkey Perkins," stories by Ralph Henry Barbour, and a fine serial story by the author of the famous "Emmy Lou" book.

Harper's Magazine during 1907 will contain the story of "A Unique Arctic Expedition," by Lieut. Mikklesen, a young Danish explorer, a group of recollections of Lincoln by his personal guard, "Mountain Climbing in Two Continents," by Dr. Frederick Cook, "Recollections," by Captain Mahan, and a number of articles embodying some striking and hitherto unpublished letters of famous personages.

The December number of the International Studio contains eight handsome color inserts and the following articles, "Louis C. Tiffany and his Work in Jewellery," "Nature's Aid to Design," "The Evans Collection," "An Early Holbein," "English Drawing," "Art of Printing Etchings," etc.

**Do You Ever Look**  
with worried eyes at your shelves of  
**Wall Papers**  
and wonder why they sell so slowly? There's one good reason. You may be sure they are not the "Staunton" make.  
Taught by a half century of practical experience we know how to give that novelty and beauty in design and coloring which make "Staunton" Wall Papers  
**THE LEADING LINE**  
Grasp that fact, and you'll never need to worry again about forcing sales.  
**STAUNTON'S SPECIALTIES SELL THEMSELVES**  
Send a postal if you wish our traveller to call next month--or if you would like sample books to stock up from.  
(Borders at Flat Prices.)  
**Stauntons** Limited  
Wall Paper Manufacturers  
TORONTO, ONT.

**A LINE OFTEN NEGLECTED.**

**I**N the majority of smaller general stores throughout the country there is great need of improvement in the mode of handling wall paper. Too often the department is stocked without mature thought, and the display of attractive lines and the cultivation of appropriate policy in salesmanship are neglected. If the papers are simply piled up on the shelves with no attractive feature visible but the common little sample cards, how can the best results be secured? Couple this condition with the offices of a clerk who will automatically and without appreciative enthusiasm pull down and show the different papers, and put them back again without saying anything stronger or more impressive than "Now, here's a pretty thing," or "How does that suit you."

It is seldom a difficult undertaking to put new life into the wall paper department. After the stock is in classify it according to the different uses for which you will recommend it, and then infuse the proper spirit into the clerk in charge. Do not be backward about making displays and changing them often. You need not attempt any elaborate arrangement in these; what you want primarily is to have the most effective colors and patterns in your line taken from the shelves, and placed so that they can get a chance to attract.

**WALL PAPER AND NEW ZEALAND.**

The duty on Canadian wall paper going into New Zealand is 15 per cent, as against 23 per cent charged the product from the United States.



# HERE AND THERE AMONG THE JOBBERS

Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

**A** HANDSOME has relief portrait of His Holiness, Pope Pius X, executed on a picture post card, will be put in stock at the New Year by Warwick Bros. & Rutter, Limited. Dealers, in Quebec particularly, should find this card a strong seller

• • •

On their first trip of the New Year, the travelers of Warwick Bros. & Rutter, will carry a full range of samples of staple stationery, as well as many new novelties in stationery lines. The firm state that never before have they been able to show as complete a line of blank books. The travelers will also carry samples of Eyre & Spottiswoode's, Baxter's Bibles and poets.

• • •

The Copp, Clark Co., are making a specialty this year of office and pocket dairies, carrying a large range. They also show a full range of office stationery. Travelers, carrying these lines, will go out on the road at the New Year.

• • •

A large number of new jewelled embossed portrait post cards are being stocked by Warwick Bros. & Rutter. These are very handsome goods, gleaming with iridescent effects and delicately colored by hand. They include all the foremost actresses of the day

• • •

For the New Year a good stock of blank books, counter books, office stationery, etc., is necessary. Buntin, Gillies & Co., Limited, have a complete stock in all lines.

• • •

The Canadian Almanac for 1907 is a necessity in every office. The publishers announce the first edition for December 26. The lateness of the publication date is due to the fact that the issue has been held over in order to get the new tariff in.

• • •

The traveling staff of Warwick Bros. & Rutter are just in from a special trip, during which they showed the trade Valentines and Easter cards and post cards. They will now remain off the road until the New Year, as it is the policy of this house not to bother the trade with calls so near to Christmas, when everybody is so busy.

• • •

A new line of Dimity stationery is being brought out by Buntin, Gillies & Co., Limited, called "Dimity Plaid." It is a beautiful white paper with a linen finish in a plaid effect and is considered to be quite the correct thing. Their travelers will have samples on January 1st

• • •

Warwick Bros. & Rutter, when asked to make a statement about their Fall trade, expressed the opinion that their turn-over was twenty-five per cent. ahead of

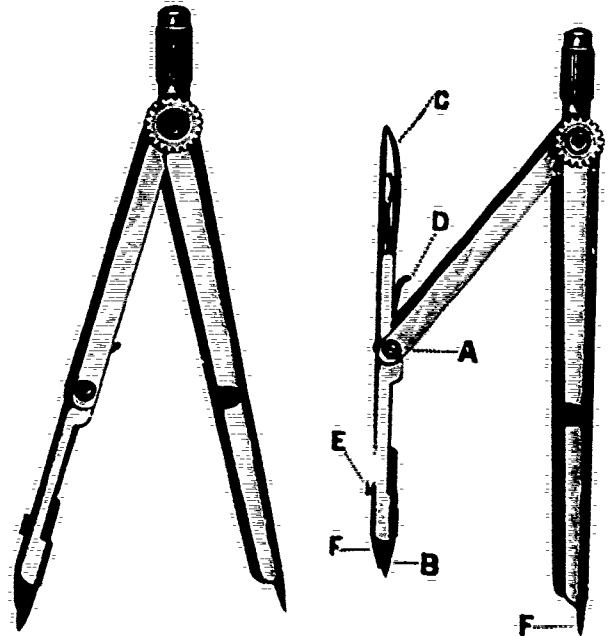
any previous year. They did a splendid business in Christmas cards, calendars and private greeting cards.

• • •

Buntin, Gillies & Co., Limited, report a large sale for their Dira copying pencil, a line with nickel cap and point protector. This is an exceptionally good value retailing as it does for 5 cents.

• • •

The Copp, Clark Co., report exceptionally heavy business during the past month. Repeat orders are numerous and of greater proportions than usual. They have to hand a further supply of Scribner's pictures, boxed calendars, Christmas cards, etc., to supply the wants of buyers who find their original orders not sufficiently large. Valentines are being bought very heavily this year. It looks at present as though records will be easily broken. The Copp, Clark Co. will mail their catalogue to stationers on request.



ACME PENCIL COMBINATION.

**S**OMETHING useful to a great many different people is the Acme Pencil Combination, manufactured by the International Electrical Manufacturing Co., 19 East 15th Street, New York. It is a pencil, compass, divider, drawing and ruling pen all in one; selling at 25 cents.

Packed in a neat leather case, to carry in the pocket as an ordinary lead pencil, the combinations of compass and drawing pen will be found very convenient and useful. The drawing parts, needle points and case, are made of fine steel, are highly polished, and the case nickel plated. Extra lead in separate box and directions with each pencil.

## PLEASANT RETROSPECTION.

IN reviewing the business of the year now drawing to a close, W. G. MacFarlane the postcard publisher and importer of Toronto and Buffalo states that the increase has many times exceeded the boom he anticipated. He states that it was almost impossible to cope with the demand so fast has the post card established itself in the favor of the American people. Stationers and booksellers all over the country have been the chief retail promoters of the picture post card, says Mr. MacFarlane, and the majority of the dealers have come to look upon the post card as one of their lively staples.

Rush orders for Christmas cards are already pouring in and right up to the last day "hurry-up orders" are expected. Very few dealers have fully anticipated the number of Christmas cards they will be able to sell this season.

A walk through the tinselling department of this house will at once give convincing evidence that tinselled cards are very much in favor. "Greetings from London," "Hamilton," etc., or whatever your town may be, tinselled on very pretty floral cards are one of the most popular styles of cards in Canada and the United States.

Orders for local view cards are also coming in thick and fast, and judging from the appearance of the photos the dealers recognize the advantage of good clear cut photographs; the better the photo the better the card. All of Mr. MacFarlane's local view work is executed in Germany with the exception of the half-tone. Not only are the Germans proficient in the art of printing, while their prices are exceedingly low, but few dealers know that the atmosphere of this country is not adopted for that particular style of printing.

Norman Caple & Company, Granville Street, Vancouver, B.C., are making a specialty of private Christmas greeting cards this year. They have issued a tasty little folder telling about them.

R. J. Soden, the Peterboro bookseller, is now settled in his new premises at 369 George Street. He has put in a fine stock of wall paper, and his general book and stationery stock is very complete.

## A GROWING CONCERN.

WHAT is rapidly becoming an industrial concern of some repute had its inception early in 1902.

H. W. A. Dixon and Lewis M. Dixon commenced manufacturing carbon paper at 30 Wellington St. East, Toronto. In December 1904 they moved to larger premises at 31 Adelaide St. West, where they are now situated, and a joint stock company was formed under style of The Carbon Paper & Ribbon Manufacturing Co., Ltd. In the fall of 1905 H. W. A. Dixon located in New York City where the Dixon method of manufacturing carbon paper and typewriter ribbons enabled him to readily secure a strong foothold among the trade of that country. His place as business manager was taken by Mr. A. Bertram Holmes, and while continuing a policy of conservatism this pioneer industry steadily forged ahead with the result that they now have plans made for the erection of a three storey factory 60x90 feet, to enable them to meet the demands of a rapidly growing domestic and foreign trade.

The rapid strides of this Company are quite in keeping with the industrial progress of the country in general, and it is some satisfaction to note that the largely increasing demand for this commodity is being met by fellow citizens rather than by our neighbors to the south as formerly.

## ABOUT JELLITAC.

JELLITAC is a snow-white, adhesive paste, excellent for mounting photographs, repairing wallpaper, pasting labels and similar work. It comes in the form of a powder, from which water has been evaporated. By replacing the water it instantly turns back again to paste. Being a dry powder, it will keep indefinitely. It overcomes such disadvantages as souring, hardening, crusting over the top or spoiling. When using, it is only necessary to wet up a small quantity at a time and thus always have paste that is fresh, smooth, sweet and clean. A 10 cent carton contains a quart of paste. Jellitac is manufactured by Arthur S. Hoyt, 90-92 West Broadway, New York.

# THE DIFFERENCE

in price between our correspondence and wedding papers and the ordinary sorts is very small, but there is a great difference in looks, in style, in quality, in manufacture, in color combinations and designs.

Most of the time the common kind simply takes up room, while our kind sells, and at the proper profits. The papers that have quality, beauty and style are what the public want and insist upon, and the other kind is no attraction whatever. We have the most complete and salable line ever shown.

We can still supply choice assortments of our holiday boxes, and ship the same day, if necessary. Write or wire us.

GEO. B. HURD & CO.

Fine Paper Manufacturers

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



**THE  
IDLE MOMENT**

The merchant was sitting at his desk when the door opened, and a seedy-looking individual sidled up to him.

May I ask your attention for a moment? I have here a new letter-fle, my own patent."

"Don't want it!"

"Allow me to—"

"Go away!"

"It's a most—"

"I say I don't want it. Clear out! I'm busy."

"Let me show you this new kind of fountain-pen I've invented."

"A what?"

"Fountain pen."

"Well, I don't want one myself, but there's Mr. Black at No. 6 across the road, he's highly interested in them. Try him."

The inventor departed with profuse thanks. Five minutes later he reappeared, holding a blood-stained handkerchief to his nose.

"That brute you sent me to has nearly killed me. He must be mad."

"Yes, he's got a fearful temper, hasn't he? But I can quite understand his being mad. You see, he bought a fountain-pen yesterday, and this morning the top suddenly came off, and smothered his new grey suit with ink. Good-morning! Shut the door as you go out."

•••

A commercial was recently advised by a brother ambassador of commerce to call on a certain tradesman with whom he no account. He took the hint, called on the man, and was received most genially.

"May I show you my samples?" inquired the commercial.

The tradesman had no objection, and from an insignificant-looking bag the traveler produced quite a surprising quantity of specimen goods.

"Well," said the affable shopkeeper, when the bag was at last emptied, "there's only one thing I want to-day."

Out came the order-book.

"Thank you, Mr. —," remarked the commercial, delighted at opening a new account; "and what is that?"

"Why," was the reply, "I want to see how you're going to get all those samples into that little bag again!"

•••

Employer: "Mr. Slack, would you like to have an increase in salary?"

Employee: "Would I? I should say I would."

Employer: "Well, let me tell you, then, that unless you get here earlier and work a great deal harder, you'll never get it in this world."

"Speaking of accommodating hotel clerks," remarked a traveler, "the best I ever saw was in a certain town. I reached the hotel late in the evening. Just before I retired I heard a scampering under the bed, and saw a couple of large rats just escaping. I complained at the office. The clerk was as serene as a summer breeze."

"I'll fix that all right, sir," he said. "James! Take up a cat to Room 23 at once."

•••

Five young men went into a shop the other day to buy a hat each.

Seeing they were in a joking mood, the shopman said, "Are you married?"

They said, "Yes."

"Then I'll give a hat to the one who can truthfully say he has not kissed any other woman but his own wife since he was married."

"Hand-over-a-hat," said one of the party. "I've won it."

"When were you married?"

"Yesterday," was the reply, and the hat was handed over.

One of the others was laughing heartily whilst telling his wife the joke, but suddenly pulled up when she said:—

"I say, John, how was it you didn't bring one?"

**CONDENSED OR "WANT" ADVERTISEMENTS.**

Advertisements under this heading, 2c. a word-first insertion; 1c. a word each subsequent insertion.

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

Cash remittance to cover cost **must** accompany all advertisements. **IN NO CASE** can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

**FOR SALE.**

**BOOK, Stationery and Fancy Goods business in the most beautiful town of the Okanagan Valley in British Columbia. A steadily increasing business, a lovely country and a perfect climate. Cash receipts average over \$8,000 per year. No opposition. Apply Box No. 9, Kelowna, B.C.**

**BOOKS, Stationery, Fancy and Souvenir Goods business in a rapidly growing western city; a well established paying business for about \$2,500. Address Box 809, Moose Jaw, Sask.**

**POSITION WANTED.**

**YOUNG MAN (24), five years' experience in printing and all branches of stationery trade seeks change; manufacturing, wholesale or retail. Distance no object. Best references. Box 112, BOOKSELLER AND STATIONER.**

**HELP WANTED**

Owing to our rapidly growing trade, and the constant increase we are making in our travelling staff, and due to the fact that we have found it more satisfactory to educate our own travellers, we wish to have on fyle applications from bright young lads from sixteen to eighteen years of age, willing to work and ambitious to learn the stationery business. Those with some experience preferred.

APPLY

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- Earl Grey Party at Big Tree, Stanley Park (Photo.) Fricke & Schenck, Vancouver, B. C.
- Azilda Wreck, No. 1, No. 5, No. 8, No. 10. (Photos.) William G. Gillespie, Sudbury, Ont.
- Sugar Mine. Song. (Words and Music.) By Eddie Leonard and Eddie Cupero. Lew Dockstader, Publisher, New York.
- Napance. Song. Words by Will S. Genero. Music by W. R. Williams. Will Rossiter, Chicago, Illinois
- Owatanna. Mexican Intermezzo. By Egbert Van Alstyne. Jerome H. Remick & Co., Detroit, Michigan.
- Mid the Yellow Jasmine. Song. Words by Roger W. Sweet. Music by Floyd H. McLean. Jerome H. Remick & Co., New York.
- Nature in the Light of Scripture; The Ruminants. By J. B. Gottshall. (Book.) Lionel S. Haynes, Toronto.
- Digest of the Mercantile Laws of Canada and Newfoundland. Sixth Edition. Compiled by W. H. Anger. B. A. William Henry Anger, Toronto.
- Sweet Molly O'Reilly. Words by W. H. Hoffman. Music by Geo. Adams. A. Cox & Co., Toronto.
- Arithmetique—Cours Superieur. Ancienne Arithmetique Commerciale Modifiee par les Fietes des Ecoles Chretiennes. (Livre.) Augustin Belanget, Montreal
- Geographie—Atlas du Cours Superieur. Par les Freres des Ecoles Chretiennes. Augustin Belanget, Montreal
- The A. B. C. of Toronto, Canada. Leaflet. Frank George Morley, Toronto.
- You've Got to be American to Feel that Way. Words by Louie Daere. Music by Hampton Durand. Will Rossiter, Chicago.
- Would You Like to Love a Boy Like Me? Words by Harold Atteridge. Music by Al. W. Brown. Will Rossiter, Chicago.
- Methode de Lecture. Par Une Commission d'Instituteurs. (Livre.) P. M. Rault, (Fiere Albert Joseph) Lapierre
- Oiseau Rock, Up the Ottawa River. (View.) Heart Lake Hunting Club, Pembroke, Ont. (Photo.) Oiseau Creek, Near Oiseau Rock. (Photo.) Windsor Island, Up the Ottawa River. Views of Pembroke and the Upper Ottawa. M. Edward O'Gorman, Pembroke, Ont.
- Hitting the Bull's Eye. (Picture.) Harnessing the Falls. (Picture.) William Rowe Lewis, Winnipeg
- Evangeline. (Drawing.) Ganong Brothers, Limited, Saint Stephen, New Brunswick.
- Studies of Plant Life in Canada. By Mrs. Catharine Parr Truitt. New and revised edition. Illustrated with 8 reproductions in natural colors and 12 half-tone engravings, from drawings by Mrs. Agnes D. Chamberlin. (Book.) Mrs. Agnes D. Chamberlin, Lakefield, Ont.
- The Tournament. March and Two-Step. By Harry J. Lincoln. Vaudetsloot Music Company, Williamsport, Pennsylvania.
- Summerside from Top of Post Office Looking North
- Summerside from Top of Post Office Looking East. (Photos.) Lorne H. Read, Summerside, Prince Edward Island.
- The Handy Guide to Winnipeg. (Book.) International Bureau, Winnipeg
- Valse Louise. By Egbert Van Alstyne. (Music.) Jerome H. Remick & Company, Detroit
- Notes Economiques sur le Canada; Fascicule 1; Le Bank and Banking Act Canadien. Ch. Marie Claude de Bouthiller-Chavigny, Lennoxville.
- Mickey Fun. Two-Step. By Maude L. Rogers. (Music.) Jerome H. Remick & Company, Detroit.
- Golding's A Tragedie of Abraham's Sacrifice. Edited with an Introduction, Notes and Appendix. By Malcolm W. Wallace, Ph.D. H. H. Langton, Toronto.
- Te Deum Laudamus. Anthem. By G. Sidwell. (Music.) G. Sidwell, Owen Sound.
- Knights Who Fought the Dragon. By Edwin Leshe. (Book.) William Biggs, Toronto.
- Irene. Song. By Benj. L. Shook. (Music.) Grinnell Brothers, Detroit.
- Traite Canadien du Jeu de Dames a la Polonoise. Par Ernest Geoffrion. (Livre.) Ernest Geoffrion, Montreal.
- O Canada, Terre de Nos Aieux! (Chant National.) Words by the Honourable Judge Routhier. Music by C. Lavallee. Whaley, Royce & Company, Limited, Toronto.
- The Lord Bless Thee (Sentence for Baptism.) Anthem. By T. C. Jeffers, Mus. Bac. (Music.) Whaley, Royce & Company, Limited, Toronto.
- Mapleonia. Canadian National Hymn. By W. H. Jackson. (Music.) W. H. Jackson, Lindsay.
- My Grief on the Sea. Song. The words Traditional Irish English by Douglas Hyde, LL.D. Music by Charles Willoby. The John Church Company, Cincinnati, Ohio.
- Why Must We Part. Song. By W. R. Williams. Will Rossiter, Chicago.
- To Leave You Forever. A beautiful concert ballad. Words by Tom Farrel. Music by Fred Fischer. Will Rossiter, Chicago.
- Sleepy Lou. For Piano. By Irene M. Giblin. Jerome H. Remick & Company, Detroit.
- The Heavens Declare the Glory of God. With illustrations. By Rev. D. B. Marsh, Sc.D., F.R.A.S. (Book.) D. B. Marsh, Hamilton.
- Drawings and Pen Work. (Drawing.) D. Beauchamp, Montreal.
- History of the North West Mounted Police. By Captain Ernest J. Chambers, (Corps of Guides.) (Book.) Ernest J. Chambers, Ottawa.
- The Premier Celebrates His 65th Birthday Next Tuesday. (Pictures.) The George Murray Publishing Company, Limited, Montreal.
- Official Basket Ball Guide for 1906-07 of the Y.M.C.A. Athletic League of Canada. (Book.) Governing Committee of the Athletic League of Young Men's Christian Association of Canada, Toronto.
- Cherry. Song. Words by Arthur Gillespie. Music by L. Albert. Jerome H. Remick & Company, Detroit.
- Autumn. Song. Words by James O'Dea. Music by Neil Moret. Jerome H. Remick & Company, Detroit.
- Eugene Talbot Fournier's Educational Game of French and English Verbs. (Instructions and Cards.) Eugene Talbot Fournier, Montreal.
- Via Borealis. By Duncan Campbell Scott. With decorations by A. H. Howard, R.C.A. Duncan Campbell Scott, Ottawa.
- Everybody Knows Him, Pretzel Pete. Made in Germany. By Hampton Durand. (Music.) Will Rossiter, Chicago.
- When the Moonlight Falls on the Water. (Photo.) Watchman, What of the Night. (Photo.) The Harvest

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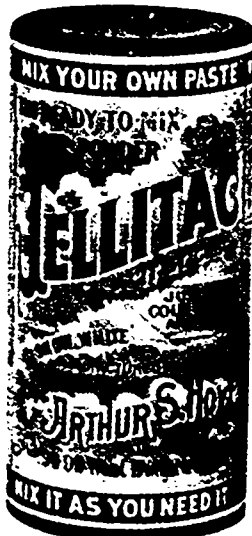
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Moon. (Photo.) When the Sun Goes Down (Photo.)  
A Pictou Harbor Vignette. (Photo.) William M  
Monroe, Pictou, Nova Scotia

Sunday School Class Record, Advent 1906 to Ad-  
vent 1907. (Card System.) The Church Record S.S.  
Publications, Toronto

## BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

### BELLVILLE.

1. "Fighting Chance," by R. W. Chambers. McLeod.
2. "Treasure of Heaven," by Marie Corelli. Briggs.
3. "Jane Cable," by G. B. McCutcheon. Briggs.
4. "Awakening of Helena Ritchie," by M. Deland. Poole.
5. "Cattle Baron's Daughter," by H. Bindloss. McLeod.
6. "A Japanese Blossom," by O. Watanna. Poole.

### CALGARY.

1. "Fighting Chance," by Robert W. Chambers. McLeod.
2. "Call of the Blood," by Robert Hichens. Briggs.
3. "Sophia of Kravonia," by Anthony Hope. Poole.
4. "Whispering Smith," by F. H. Spearman. McLeod.
5. "Sir Nigel," by Conan Doyle. Briggs.
6. "Chip of the Flying U."

### CHARLOTTETOWN.

1. "Treasure of Heaven," by Marie Corelli. Briggs.
2. "Jane Cable," by G. B. McCutcheon. Briggs.
3. "Heart that Knows," by C. G. D. Roberts. Copp.
4. "Sir Nigel," by Conan Doyle. Briggs.
5. "Man Who Rose Again," by J. Hocking. Copp.
6. "White Plumes of Navarre," by S. R. Crockett. Briggs.

### COLLINGWOOD.

1. "Undertow," by R. E. Knowles. Revell.
2. "Saul of Tarsus," by E. Miller. McLeod.
3. "Fighting Chance," by R. W. Chambers. McLeod.
4. "Man who Rose Again," by Joseph Hocking. Copp.
5. "Tides of Barnegat," by F. Hopkinson Smith. McLeod.
6. "Whispering Smith," by F. H. Spearman. McLeod.

### EDMONTON.

1. "Fighting Chance," by R. W. Chambers. McLeod.
2. "Coniston," by Winston Churchill. Macmillan.
3. "Tides of Barnegat," by F. H. Smith. McLeod.
4. "Treasure of Heaven," by Marie Corelli. Briggs.
5. "Prisoners," by Mary Cholmondeley. Copp.
6. "Whispering Smith," by F. H. Spearman. McLeod.

### HALIFAX.

1. "Treasure of Heaven," by Marie Corelli. Briggs.
2. "Fighting Chance," by R. W. Chambers. McLeod.
3. "Tides of Barnegat," by F. H. Smith. McLeod.
4. "Coniston," by Winston Churchill. Macmillan.
5. "Prisoners," by Mary Cholmondeley. Copp.
6. "Jane Cable," by G. B. McCutcheon. Briggs.

### HAMILTON.

1. "Fighting Chance," by R. W. Chambers. McLeod.
2. "Sir Nigel," by Conan Doyle. Briggs.
3. "Awakening of Helena Ritchie," by M. Deland. Poole.
4. "Coniston," by Winston Churchill. Macmillan.
5. "Tides of Barnegat," by F. H. Smith. McLeod.
6. "Undertow," by R. E. Knowles. Revell.

### KINGSTON.

1. "Treasure of Heaven," by Marie Corelli. Briggs.
2. "Awakening of Helena Ritchie," by M. Deland. Poole.
3. "Call of the Blood," by R. Hichens. Briggs.
4. "Coniston," by Winston Churchill. Macmillan.
5. "Spoilers," by R. E. Beach. Poole.
6. "Tides of Barnegat," by F. H. Smith. McLeod.

### MONCTON.

1. "Fighting Chance," by Robert Chambers. McLeod.
2. "Tides of Barnegat," by F. H. Smith. McLeod.
3. "Jane Cable," by G. B. McCutcheon. Briggs.
4. "Cattle Baron's Daughter," by H. Bindloss. McLeod.
5. "Treasure of Heaven," by Marie Corelli. Briggs.
6. "Undertow," by R. E. Knowles. Revell.

### MONTREAL.

1. "The Doctor," by Ralph Connor. Westminster Co.
2. "Undertow," by R. E. Knowles. Revell.
3. "Call of the Blood," by Robert Hichens. Briggs.
4. "Treasure of Heaven," by Marie Corelli. Briggs.
5. "Coniston," by Winston Churchill. Macmillan.
6. "Fighting Chance," by R. W. Chambers. McLeod.

### OTTAWA.

1. "Fighting Chance," by R. W. Chambers. McLeod.
2. "Awakening of Helena Ritchie," by M. Deland. Poole.
3. "Coniston," by Winston Churchill. Macmillan.
4. "Whispering Smith," by F. H. Spearman. McLeod.
5. "Undertow," by R. E. Knowles. Revell.
6. "Orbit of Life," by Dr. Heridge. Revell.

### PETERBORO.

1. "Jane Cable," by G. B. McCutcheon. Briggs.
2. "Fighting Chance," by R. W. Chambers. McLeod.

3. "Treasure of Heaven," by Marie Corelli. Briggs.
4. "Prisoners," by Mary Cholmondeley. Copp.
5. "Undertow," by R. E. Knowles. Revell.
6. "Whispering Smith," by F. H. Spearman. McLeod.

### FORT ARTHUR.

1. "Fighting Chance," by R. W. Chambers. McLeod.
2. "Doctor," by Ralph Connor. Westminster.
3. "Jungle," by Upton Sinclair. McLeod.
4. "Treasure of Heaven," by Marie Corelli. Briggs.
5. "Bob Hampton," by R. Parrish. Briggs.
6. "Tides of Barnegat," by F. H. Smith. McLeod.

### QUEBEC.

1. "The Treasure of Heaven," by Marie Corelli. Briggs.
2. "Awakening of Helena Ritchie," by M. Deland. Poole.
3. "Adventures of Billy Topsail," by Norman Duncan. Revell.
4. "Fighting Chance," by R. W. Chambers. McLeod.
5. "Jane Cable," by G. B. McCutcheon. Briggs.
6. "Man who Rose Again," by Joseph Hocking. Copp.

### ST. CATHARINES.

1. "Undertow," by R. E. Knowles. Revell.
2. "Fighting Chance," by R. W. Chambers. McLeod.
3. "By Wit of Woman," by A. W. Marchmont. McLeod.
4. "Whispering Smith," by F. H. Spearman. McLeod.
5. "Tides of Barnegat," by F. H. Smith. McLeod.
6. "Late Tenant," by Gordon Holmes. McLeod.

### SARNIA.

1. "Doctor," by Ralph Connor. Westminster.
2. "Saint," by Antonio Fogazzaro. Copp.
3. "Sir Nigel," by Conan Doyle. Briggs.
4. "Fighting Chance," by R. W. Chambers.
5. "Coniston," by Winston Churchill. Macmillan.
6. "Henita," by Max Pemberton. Copp.

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2. "Undertow," by R. E. Knowles. Revell.
3. "Jane Cable," by George Barr McCutcheon. Briggs.
4. "Silver Maple," by Marian Keith. Westminster.
5. "Tides of Barnegat," by F. H. Smith. McLeod.
6. "Sir Nigel," by A. C. Doyle. Briggs.

### WINNIPEG.

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### TORONTO.

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2. "Saint," by Antonio Fogazzaro. Copp.
3. "Dream and the Business," by Mrs. Craigie. Copp.
4. "Fighting Chance," by R. W. Chambers. McLeod.
5. "White Fang," by Jack London. Macmillan.
6. "Whispering Smith," by F. H. Spearman. McLeod.

Clark Bros. & Co., Limited, Winnipeg report the following list of best selling fiction in Western Canada, during the latter part of November.

1. "Coniston," by Winston Churchill. Macmillan.
2. "Cattle Baron's Daughter," by H. Bindloss. McLeod.
3. "Blindfolded," by R. A. Walcott. McLeod.
4. "Treasure of Heaven," by Marie Corelli. Briggs.
5. "Puck of Pook's Hill," by Rudyard Kipling. Macmillan.
6. "Fighting Chance," by Robert Chambers. McLeod.
7. "Whispering Smith," by F. H. Spearman. McLeod.
8. "White Fang," by Jack London. Macmillan.

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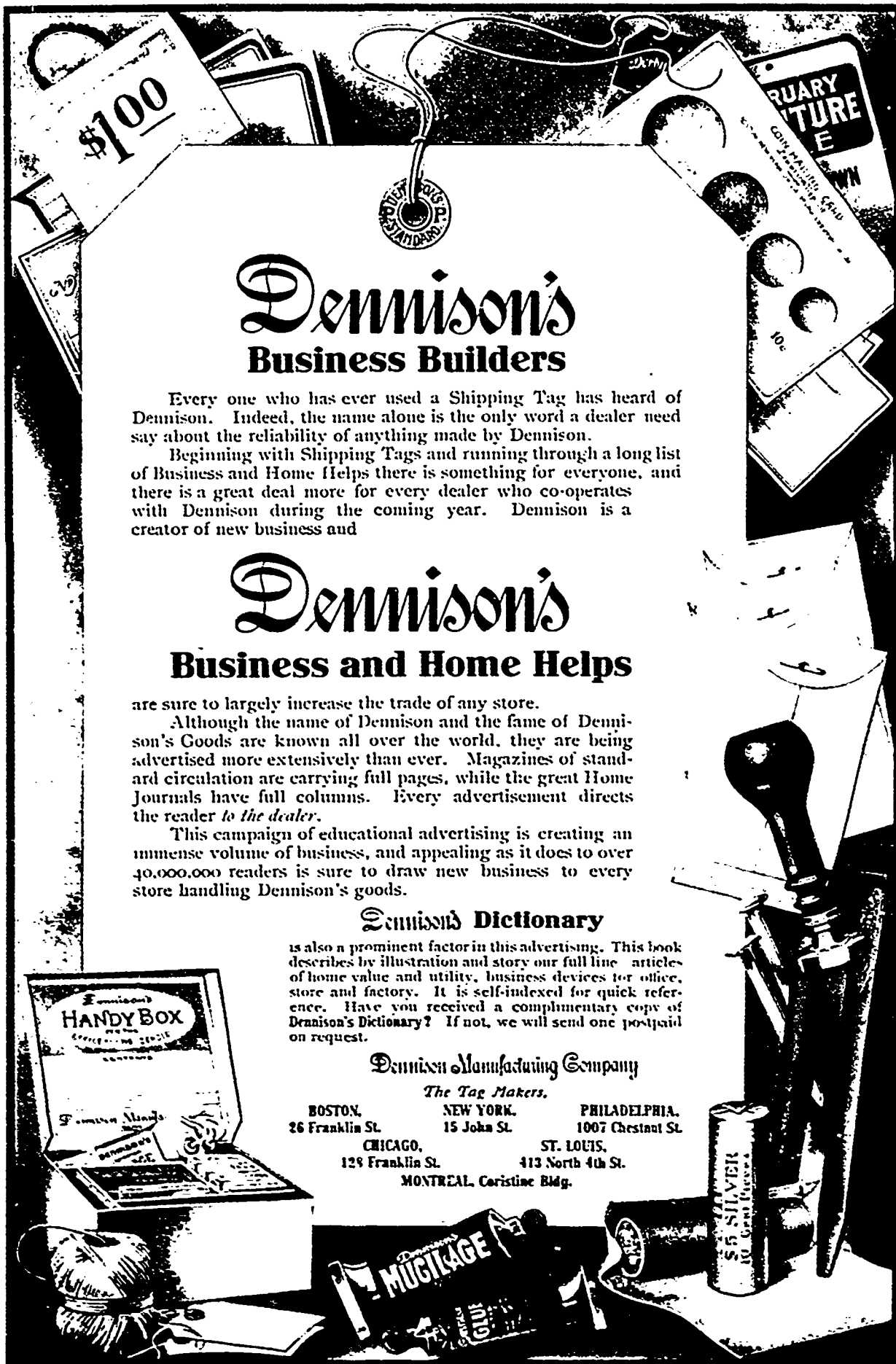
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2. "Treasure of Heaven," by Marie Corelli	85
3. "Jane Cable," by G. B. McCutcheon	58
4. "Undertow," by R. E. Knowles	54
5. "Tides of Barnegat," by F. H. Smith	50
6. "Sir Nigel," by Conan Doyle	46

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