

BOOKSELLER & STATIONER

and

Canadian Newsdealer

Official Organ of the Booksellers' and Stationers' Association of Ontario

and for Twenty-Four Years the Recognized Organ of the Book, Stationery and Fancy Goods Trades of Canada

MONTREAL, 432 McGill St.

TORONTO, 10 Front St. East.

WINNIPEG, 511 Union Bank Building.

LONDON, ENG., 80 Fleet St. E.C.

PUBLICATION OFFICE: TORONTO, JULY, 1908.

The proper Ink to sell?

"UNDERWOOD'S"

THE EVERLASTING INK, WRITING FLUID. Writes blue, turns black, flows freely, is absolutely permanent and free from sediment.

THE EGYPTIAN BLACK WRITING FLUID. Writes black, remains black, dries quickly. The finest old English Black ink made. Is a Nutgall ink.

THE EXTRA COPYING FLUID. Writes blue, copies black, and remains black. Will give from one to six distinct copies if taken immediately, or one at any time.

THE RED STEEL PEN. For clear, sharp contrast color, ruling and ledger work.

THE CROWN MUCILAGE. Extra heavy, and very adhesive. Will not sour, nor discolor.

THE PHOTO PASTE. The cleanest, whitest, and strongest sticker made.

Manufactured only by

JOHN UNDERWOOD & CO.

90 Richmond St. E. Toronto

"Canada's Pride"

Maple Leaf Lead Pencil has points of superiority that make it a favorite with all users. Its lead is thicker and smoother than in the ordinary pencil. The point is guaranteed never to break. It is a trifle larger than the ordinary pencil, and its round form doesn't cramp the fingers. It is made in six degrees, BBB to HHHH.



"CANADA'S PRIDE" is a pencil that will improve your trade. It retails at five cents with the largest profit known to stationers. Samples sent to the trade cheerfully upon request.

LIBRAIRIE BEAUCHEMIN, LIMITED

Wholesale Booksellers and Stationers
256 St. Paul. 18 Notre Dame West,
26 St. Gabriel
MONTREAL

Fancy Papeteries

SEASON 1908



O more important portion of the stationer's holiday stock has to be considered at the present day than fancy papeteries. The demand for these daintily prepared boxes of stationery for gift purposes is great and is increasing from year to year. Buyers, who should exercise careful discrimination in laying in their stock, ought to consider,—

OUR POINTS OF SUPERIORITY

- Absolutely Perfect Workmanship.—Every box we turn out has lavished upon it the highest skill of the best workmen.
- A wide Variety of Selection.—We make sufficient styles, sizes, and values to supply the largest and smallest stores.
- Artistic Excellence.—Designed by the best artists, there is nothing to jar the eye in our whole line.
- Popular Prices.—We aim to give best value for least money, and our popular-priced boxes maintain a high average.
- From Factory to Shop.—We make our own boxes and are thus able to place them in the hands of customers at lowest prices.

Your Interests Are Our Interests

Stationers, who patronize us, are assured an absolutely square deal. We believe in helping the retailer to clear his shelves quickly and profitably. That's why our customers are contented.

Warwick Bros. & Rutter, Limited

Makers of
High Grade Stationery

TORONTO

“A Stake Event”

WE are worth remembering. Watch us when we are going to the Post on July 6th, and place your orders with the winners. :: :: ::

The Reg. N. Boxer Co.

LIMITED

Manufacturers and Importers  WALL PAPERS

Toronto, :: :: :: Ontario

ACCOUNT BOOKS

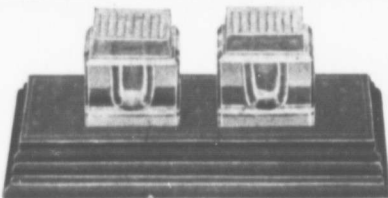


A Full Stock of Every Description on Hand—Ledgers, Journals, Day Books, Cash Books—and Unsurpassed for Quality, Style or Value.



Notes, Drafts, Receipts, Order Books, &c.

STATIONERY AND OFFICE SUPPLIES



Every Requisite for Office, Bank, &c.
INKSTANDS—Our own designs and make.



THREE SIZES
NO 2B
NO 1B
NO 2B

O.K. FASTENERS—Sole Agents.
STEEL PENS—B.B.s and every popular make.
PENCILS—Ophir, Koh-i-noor, Mephisto, &c.
INK—David's, Arnold's, Antoine, &c.

Stationery Novelties and Specialties of Every Kind.

BROWN BROS., Limited

Manufacturing and Importing Stationers

51-53 Wellington Street West, TORONTO

YOUR UNUSED FUNDS

should bear interest at the highest current rates. Amounts of \$1.00 and upwards are received in the SAVINGS DEPARTMENT OF THE METROPOLITAN B'NK. Interest is allowed from date of deposit, and compounded every 3 months. No delay in withdrawal.

ALL DEPARTMENTS OF BANKING ARE CONDUCTED WITH ABSOLUTE SATISFACTION AND SECURITY.

The Metropolitan Bank

Capital Paid Up: \$1,000,000
Reserve Fund and Undivided Profits: \$1,241,532.26



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 1881
ASSURANCE COMPANY. **FIRE AND MARINE**

HEAD OFFICE—TORONTO, ONT.

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

HON. GEO. A. COX, President,
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W. B. MEIKLE, General Manager
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British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

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CAPITAL \$1,400,000.00
ASSETS 2,162,753.85
LOSSES PAID SINCE ORGANIZATION, 29,839,820.06



ACORN BACK.

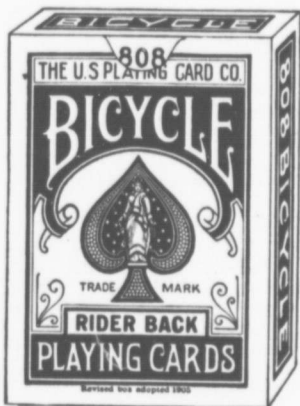


EXPERT BACK.

Genuine Bicycle Cards

are made only by

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



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

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

Order from your jobber.

"Sports" Playing Cards



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

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LACROSSE DESIGN.

We are headquarters for PLAYING CARDS
MADE IN CANADA.

Style and finish equal to Imported Cards.

Advertising Cards of all sorts—Novel Designs.

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FOR SAMPLES AND PRICES APPLY—

**Consolidated Lithographing and
Manufacturing Company, Limited**

Representatives for

**THE UNION CARD AND PAPER CO.
MONTREAL**

IF YOU WANT

the best weekly list of New Books published in Great Britain and Ireland, with titles, sizes, prices and publishers, subscribe to **The Publishers' Circular and Booksellers' Record**, published weekly at St. Dunstan's House, Fetter Lane, London. Post free for 52 weeks for \$3.25, prepaid.

IF YOU WANT

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IF YOU WANT

to know what new books are coming out in the United Kingdom you should subscribe to **The Publishers' Circular**. For terms, etc., see first paragraph of this advertisement.

Specimen Copy FREE on Application.

HIGGINS' TAURINE MUCILAGE



THE demand for a clean, tenacious, and pure mucilage, secure against the corrosive influences affecting the average product in this line, induced us to put upon the market Higgins' Taurine Mucilage. It avoids the defects of the cheap and nasty dextrine and the dear and dirty gum mucilages. It is stronger, catches quicker, and dries more rapidly than any other mucilage, and is perfectly clear, clean, non-corrosive, non-sedimentary, and pleasant to sight and scent.

It is put up in both bottles and safety shipping cans, and will be found not only convenient for use, but entirely satisfactory so far as its working qualities are concerned. It will please your trade.

**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.

Quality Papers!

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

PROVINCIAL BOND

White and Tints

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

PROVINCIAL BOND

Azure

17 x 28—28, 32 and 36 lbs.
21 x 32—50 lbs.
23 x 36—72 lbs.

COVER PAPER

SNOWFLAKE

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

ADELIA

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

**The Northern Mills Pulp
and Paper Co.**

278 St. Paul Street

MILLS
St. Adèle, Que.

MONTREAL

BOOKSELLER AND STATIONER

LONDON,

PARIS,

BERLIN,

CAPE TOWN

NEW YORK,

Raphael Tuck & Sons Company

LIMITED

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



9-17 St. Antoine Street,
Montreal, P.Q.

By Special Appointment



Publishers by Royal Warrant

Tuck's Post Cards

are

Trade Creators and Profit Makers

and by Public and Press have been acclaimed "the Aristocrats of Picture Postcards."

The well-known "Oilette" Series, the "Glosso" Series, the "Photochrome" Series, etc.

continue to maintain their well-earned supremacy, while the Plate-Marked Oilettes (an entirely new conception) most beautifully executed and most charmingly edited, mark the apex of Picture Postcard Publishing.

Tuck's Post Cards

retail at 15 cents per packet of six, and are sold to the trade at a liberal discount. Write to-day for Catalogue and full particulars.

Tuck's Holiday Lines


Comprise a wonderful variety of Xmas and New Year Cards, Calendars and Block Calendars, Toy Books and Juveniles, Christmas and New Year Post Cards, Holly Specialties, Xmas Tree Ornaments, etc. etc.

Are You On Our Visiting List?



WE NEVER SELL THE CONSUMER DIRECT

This means protection to the Stationer



"Standard"

Diaries

for the season of
1909 are now ready
—write us about
them, or better still
call and inspect
the line when in
New York.

Boorum
& Pease Co.


HOME OFFICES
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109-111 Leonard St.
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What better blank book can you procure than a Frey patent, flat opening sewed book, bound sheep ends and hands with Byron Weston Company's paper?

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES



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

CANADIAN AGENTS:
THE BROWN BROS., LIMITED
TORONTO.

JOHN HEATH'S PENS



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

LONDON AGENCY
8 St. Bride St., LONDON, E.C., ENGLAND
Telephone Pen registered in Canada.

IMPORTANT


Dear Mr. Stationer,

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

Faithfully yours,

Waverley Works, **MAGNIVEN & CAMERON,**
Edinburgh Limited

"ROB ROY" PENS



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

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

HINKS, WELLS & CO., BIRMINGHAM, ENGLAND

SPENCERIAN STEEL PENS.

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

THE BEST

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

Our Big Special Fall Number

This is the Event of the Year in our office. The energies of the Editorial Staff are turned to its preparation months in advance of the date of issue. This year's Special will undoubtedly be our finest.

Will be Issued on August 10

This is the Date of the Year in our calendar. We have been looking forward to it for months and now its near approach warns us that little time can be lost. Those intending to take space in the Special had better book space early.

Splendid Opportunity For Advertisers

This is the Opportunity of the Year for advertisers to reach the Canadian trade. Here we have an issue double the size of our ordinary issue, full of first-class articles and illustrations. It is a number that is preserved for reference.

BOOKSELLER and STATIONER of Canada

TORONTO

MONTREAL

WINNIPEG

Stephens' Inks

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

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

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

Net for Orders under \$25.
5% on Orders over \$25.
10% on Orders over \$100.

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

PRICES AND SIZES.	Number of the Bottle	Con- tents Ounces	Price per Dozen.	PRICES AND SIZES.	Number of the Bottle	Con- tents Ounces	Price per Dozen.
Blue Black Writing (Stone) ...	5	40	\$6 55	Gum Mucilage, Cap and Brush...	208	1 1/2	\$ 85
" " " " ...	6	24	4 30	" " " " " ...	209	2 1/2	1 10
" " " " ...	7	8	1 90	" " " " " ...	215	4 1/2	1 65
" " " " (Glass) ...	8	4	95	" " " " " ...	210	7	2 20
" " " " ...	240	32	6 00	" " " " for refilling ...	211	6	1 10
" " " " ...	241	16	3 40	" " " " " ...	212	12	2 20
" " " " ...	242	8	2 05	" " " " " ...	213	24	4 40
" " " " ...	250	6	1 60	" " " " " Sponge Top ...	214	2 1/2	2 20
" " " " ...	243	4	1 10				
" " " " ...	262	3	.85	Violet Black Copy. (Stone) ...	52	27	5 50
" " " " ...	69	1 1/2	4 35 grs.	" " " " " ...	53	15	3 30
				" " " " (Glass) ...	54	7	1 90
Blue Black Combined (Stone) ...	14	32	6 55	" " " " " ...	252	32	6 55
" " " " ...	15	16	4 30	" " " " " ...	253	16	4 30
" " " " ...	16	7	1 90	" " " " " ...	254	8	2 35
" " " " (Glass) ...	244	32	6 55	" " " " " ...	255	4	1 30
" " " " ...	245	16	4 30	" " " " " ...	76	2	70
" " " " ...	246	8	2 35				
" " " " ...	247	4	1 30	Fancy Coloured Inks, Perfumed	272	16	5 80
" " " " ...	71	2	.70	C-inks—Crimson, Mauve,	273	8	3 45
				Orange, Violet, Green, Blue	120	4	1 95
				" " " " " ...	132	2	.95
Blue Black Copying (Stone) ...	10	40	9 90	Stylographic Pen Ink—Writing	153	3	1 10
" " " " ...	11	24	6 55	" " " " Copying	155	3	1 10
" " " " ...	12	14	4 30				
" " " " ...	13	5	1 90	Fountain Pen Ink— Writing	163	3	1 10
" " " " (Glass) ...	248	32	8 10	" " " " Combined	164	3	1 10
" " " " ...	249	16	4 90	Also in Glass Bottles, fitted with			
" " " " ...	250	8	2 75	Filler, packed in Screw-topped			
" " " " ...	251	4	1 65	Woo-den Boxes complete			2 20
" " " " ...	72	2	1 00				
				Marking Ink for Linen ...	47		.95
Scarlet Writing (Stone) ...	35	40	12 40	" " " " " ...	48		1 90
" " " " ...	36	20	6 55	" " " " " with Stretcher	49		1 10
" " " " ...	37	12	4 30	" " " " " ...	50		2 20
" " " " ...	38	4	1 90				
" " " " (Glass) ...	254	32	9 50	Endorsing Ink—			
" " " " ...	255	16	5 80	for Rubber Stamps, Plain Corks			1 10
" " " " ...	256	8	3 45	" " " " " fitted with Brush			2 20
" " " " ...	257	4	1 95	Colours—Red, Black, Blue,			
" " " " ...	104	3	1 45	Violet and Green.			
" " " " ...	91	2	.95				
" " " " ...	79	2	.95	Endorsing Ink Pads—			
" " " " (Glass Stopper	81	2	2 20	Unknck, Tin Case, Size 3 1/2 x 2 1/2			2 20
				" " " " " 5 1/2 x 3			3 30
Tres Noir Writing (Glass) ...	75	1 1/2	4 35 grs.	" " " " " 3 1/2 x 2 1/2			4 40
				" " " " " 5 1/2 x 3			5 50

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

Bookseller and Stationer

and Canadian Newsdealer

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

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

Vol. XXIV.

MONTREAL AND TORONTO, CANADA, JULY, 1908.

No. 7.

General Manager of London Publishing House Visits Canada

Arthur Spurgeon, Head of the Firm of Cassell & Co., Pays a Brief Visit to Toronto and Montreal—The Story of his Business Career—The Way he has Done Things.

A notable visitor to Canada last month was Arthur Spurgeon, of Cassell & Co., London, who came across to inspect the Canadian branch of the business, which has now been in operation for one year. Though he was only in Toronto for a few days, he was able to meet several of the local publishers, who were impressed with his geniality and ability and who naturally hoped that this visit would be but the first of many others.

Mr. Spurgeon's Career.

Mr. Spurgeon is a journalist-publisher. That is to say, he was first a journalist, then an editor, then a manager. He is thus acquainted intimately not only with the business end of publishing, but with the literary end as well. Starting in as a reporter on the Norfolk News in Norwich, he became in time news editor of the Eastern Daily Press, published in the same office, and then manager of a new weekly paper in Lowestoft. From there he went to London and joined the staff of the National Press Agency, for whom he acted as Parliamentary reporter for some years. In 1893 he received the appointment of literary manager of the Agency. Prior to that time it had not been doing well financially, but Mr. Spurgeon's ability soon made itself felt, and when he left to assume the management of Cassell & Co., in 1905, he had succeeded in building up a reserve equal to the capital and in placing the dividends on a substantial basis.

Joins Cassell & Co. in 1905.

The death of Sir Wymess Reid, head of Cassell & Co., occurred in February, 1905. Owing to his long illness, the business had become unsettled and there was a danger that the firm might collapse. On his death the directors searched for a successor, who would be able to restore the decaying fortunes of the house and the position was offered to Mr. Spurgeon. That the directors were justified in their selection has been amply proved by Mr. Spurgeon's great success. He has succeeded in placing the firm in a splendid financial position, having already paid off £50,000 out of profits to the reduction of the nominal value of the copyrights held by them.

How He Has Succeeded.

Asked by Bookseller and Stationer as to the methods he employed to bring about the improvement, Mr. Spurgeon replied that when he took hold a lot of dead-wood

had to be cleared away. Incompetent heads of departments, who had been drawing fine salaries, were sacrificed, and new and aggressive men were put in their places. "I do not blame the men from whom I had to part," said Mr. Spurgeon. "They had been steeped in tradition, and it was impossible for them to break away from it. I quickly realized that new methods would have to be adopted.

"So far as I was concerned, I set the example of arriving early and leaving late and being always on the spot. The result of this was that there was a tightening up of every department. I also made it clear that I was accessible at all times if business propositions were to be discussed.

"I brought our machinery up-to-date. For instance, when I went to Cassells all our machinery was being driven by steam. Now every one of our installation of printing machines is being electrically driven by a separate motor. Machinery which stood still five or six hours per day in 1904 was not still for more than 1½ hours in the whole of 1907.

"But I attribute the improvement not to any merits of my own, but to the determination of the staff that we must, to use a hackneyed phrase, be up-to-date in everything. An important feature in all businesses is a very subtle quality known as prestige, and I think I have now restored the prestige of Cassell & Co. among the trade and among authors."

The Present-day Book Problem.

Mr. Spurgeon was also asked to give an expression of opinion on the present-day aspects of the book-publishing business.

"It may be only a passing phase," he replied, "but it certainly is rather disquieting that so many books of a realistic—I might almost say salacious—character are being issued. My good friend, Dr. Robertson Nicoll, said not long ago that the best way of dealing with this difficulty would be to send a few publishers to prison. My own view is that the sturdy sense of the people will assert itself in the long run, and the difficulty will be overcome without penal measures. If preachers would only refrain from advertising these books from the pulpit by their fiery denunciations, and if reviewers would only treat them with silent contempt, we shall find that the

(Continued on page 26.)

What An Ontario Bookseller Has Done to Advertise His Town

How R. O. Smith Has Made Picturesque Orillia the Mecca of Thousands of Tourists — Building Up a Business that Benefits the Community.

The picturesque town of Orillia, nestling on the shore of beautiful Lake Couchiching, has for several years been the Mecca of many tourists. In 1897, when this new spot was visited by R. O. Smith, he foresaw the splendid possibilities presented by the place as a resort for summer visitors, and also an opening for a good bookstore. He was not long in finding premises, but started business on a scale comparatively small. To-day he possesses an establishment that easily takes rank among the leading bookshops of the province.

Original Lines.

Mr. Smith has developed many original lines, particularly in souvenir goods that have attracted wide attention. He is a large dealer in Indian curios and has branched out in the mail order business for local view post cards and book supplies, particularly in the home library series, mechanical books and editions de luxe of well-known works, such as Dickens, Shakespeare, etc. He issues a comprehensive catalogue for his mail order



R. O. SMITH.

book department, and returns have been most gratifying.

Of picture post cards illustrative of Orillia, its magnificent park on Lake Couchiching, the Severn river, Lake Simcoe and Muskoka, he frequently issues as many as 100,000 at a time, the plates being made in Hamilton and the printing done in Toronto. The cards, some of them done in four colors, find a ready sale.

Advertising Orillia.

Mr. Smith, in conjunction with one of the local newspapers, several years ago started to make known by suitable literature the beauties and attractions of Orillia as a tourist retreat. This was accomplished by various means—issuing brochures, envelopes, folders, letter heads, etc., with views of Orillia and vicinity. The Board of Trade and town council followed up the idea and the good work was pushed along. Of Orillia, Mr. Smith has

forty different views, thirty-two of which he owns outright. In conjunction with the G.T.R. the town has just issued 30,000 folders, portraying the unrivalled charms of that district.

He was one of the early promoters in converting the Red Cross hospital, located at the Narrows, into a cosy summer hotel. The building has been extended and cottages established until to-day the Orchard Point hotel has accommodation for 125 guests. The Narrows, where it is situated, is only a short distance from the town, being the narrow neck of water that connects Lake Couchiching and Lake Simcoe. Mr. Smith is one of the largest stockholders, and vice-president of the company.

Mr. Smith was for two terms president of the Orillia board of trade, a live, aggressive body, and has for years been chairman of the reception committee. He is also a director in the Y.M.C.A., a new \$25,000 building, one of the handsomest and most superbly appointed in Canada, being opened a few months ago. In various other capacities looking to the welfare and advancement of the town he has been a leader. He is a gentleman possessed of public spirit, a man who is bigger in sentiment, outlook and ideals than his business, and gives time, thought and attention to the public weal. He is not afraid to take the initiative, to strike out on original lines.

Mr. Smith's Career.

Beginning his business career as employe of Warwick Bros. & Rutter, manufacturing stationers and book dealers, Mr. Smith laid a solid foundation. After some years apprenticeship he opened a stationery store on Yonge Street, Toronto, and about a year and a half later sold out to the Standard Publishing Company, accepting a year's engagement with them as manager of their book room. He then went to Mitchell, Ont., and conducted a bookstore for five years, when he disposed of it to advantage and removed to Woodstock, Ont., where he remained until 1896. Transferring his interests there he came to Orillia a few months later and embarked in the book business. He has met with encouraging success, possessing one of the best equipped and progressively managed establishments of its character in the province. The firm name is the R. O. Smith Company, his son, O. G. Smith, being associated with his father in the business.

Some Indian Curios.

The Indian curios of birch bark, porcupine quills, grass, etc., made by the Ojibway Indians, are ingenious, while many of them are very useful articles. They occupy a section of Mr. Smith's store, and are the handiwork of the Ojibway women of Rama, Lake Couchiching. In fashioning them infinite patience and care are required. But in this manner do the squaws spend the winter months, while the birch bark is gathered by the males, who also kill the porcupines, the spines of which are woven deftly and artistically in birch bark in various designs, the maple leaf being the favorite. Glove boxes, handkerchief boxes, souvenir boxes, jewel boxes, and many other pretty things are created.

The St. Regis Indians, on Manitoulin Island, make the same goods, but will persist in coloring the quills of the porcupine in the bright, dazzling hues so dear to the heart of the dusky aborigine. The Rama Indians do not

BOOKSELLER AND STATIONER

dye their work and tourists prefer it to that of the St. Regis band.

Birch bark canoes, ranging in length from three inches to fourteen feet, are also turned out by the squaws. The canoes are ornamented by porcupine spines woven in the birch bark in divers decorative designs. Attractive table mats in grass textures are also executed by the Indian women of Rama. They come to Orillia once or twice a year laden down with miniature boxes, mats, canoes, post card albums and other souvenirs. Mr. Smith takes all of these goods that he can possibly procure, pays the Indians a fixed price for their work, and they return home happy. The tourists buy up these goods eagerly and give a good figure for them. Mr. Smith supplies many

books, standard authors, the latest fiction—in fact, the book department generally.

Mr. Smith is a liberal patron of printer's ink and uses half a column of space in the three Orillia newspapers the year round. He specializes in his announcements and is a staunch believer in quoting prices for various articles advertised.

The Orillia Booklovers' Club has a good membership and was started by him with 100 of the best books of the day, the dollar and a half publications. It costs this figure to join the circulating library and on the payment of a small fee, a book, when read, can be returned and exchanged for another. They are all conveniently displayed on a revolving rack and are carried away each in



Interior of the R. O. Smith Co.'s Store at Orillia.

summer hotels with curios, while the Indians themselves often paddle long distances to market their handiwork.

A Model Store.

The bookstore of the R. O. Smith Company covers a large floor space. The main floor is 18x90 feet, and a basement the full size of the premises is devoted to surplus stock, consisting of wall paper, china, moldings, envelopes, etc. Behind an adjoining store and easily accessible is a large toy room, 18x25 feet. Upstairs are three good-sized apartments utilized for mail order books, Indian curios, books and reserve stock in other lines, picture post cards, etc.

At the left of the entrance to the store proper are magazines, commercial and family stationery, blank books, office supplies, scribblers, picture post cards, etc., while at the rear, in a special department, 18x25, are found room moldings, wall papers, window shades, etc.

Down the centre of the store, invitingly displayed on long rows of tables, are Japanese and foreign odd pieces of china, bric-a-brac, trinkets, etc. On the right are the circulating library, Bibles and hymn books, school text

a cardboard case, which preserves the book. As each volume is returned a private mark is made on it, so that it can easily be seen, on opening, how many times the edition has been taken out. The very newest books are placed on the shelves. When one is worn out it is replaced by another and in the event of there being a lively demand for some particular work, two or more copies are put in circulation. The library has proved to be a popular feature of the store and draws in connection with it considerable custom.

Mr. Smith carries in all lines a stock of about \$12,000, and his store is not only well lighted from the front and rear, but is a revelation in the way of neat stock keeping, as well as handling and displaying many lines to the greatest possible advantage. His big trade is yearly increasing and the very latest things on the market are to be found on the premises.

He closes at six o'clock during the whole year, except a few evenings before the Christmas holiday rush, when his regular selling staff of six people is often quadrupled to meet the rush, and satisfy the demands of busy throngs.

Advertising—The Motive Power of Modern Merchandizing

Some Practical Advice—The Using of Illustrations—Taking the Public Into Your Confidence—Counteracting the Mail Order Catalogue.

There was a certain Teutonic gentleman who was very fond of sauerkraut, and when visiting a friend one day, the host, knowing his friend's fancy, gave him lots of his favorite delicacy. After having eaten to his capacity the Teutonic gentleman called a halt by exclaiming: "Ach! Too much iss enough." This remark can be very aptly applied to the use of cuts in advertising.

I came across an ad. some days ago which presented the reader with three columns of assorted cuts, arranged in the most fantastic and confusing manner. All of the articles were very common, everyday articles, such as could be found in almost any home, and there was nothing at all in the whole three columns of valuable space to suggest a purchase to the average reader. Not even a price was given. The value of the individual cuts was, in most instances, completely eliminated by the nature of neighboring cuts. For instance, placed beside a sled on which were standing a row of men to show its strength,

ently isolated from other cuts to make its proportions clear and its meaning plain—and, in a retail ad., never forget the price.

Special Sale Ads.

In framing a special sale ad., it is a good plan to take the public into your confidence. Assume to begin with that the public are interested in your offer. Then talk to them as if you had a probable purchaser standing before you. Give them the reason for the special price and state whether the goods are worth the regular price or not. Interest the buyer in your proposition from all the points you can. If you are offering him a half-price proposition, remember that the average person is liable to be suspicious of its genuineness, so it is necessary to tell him the "why" of it before you can convince him that he is getting a real bargain.

The Mail Order Catalogue.

The reason the mail order house gets in ahead of you is that it doesn't wait to be asked for something. It goes into the homes of the people in the shape of well-written, well-printed, well-illustrated suggestion. It manages to persuade people not only that they can get better things cheaper from it, but also that they really ought to be using more things.

You can't very well get up anything as elaborate as a mail order catalogue; but if there is a weekly newspaper circulating in your locality you can take some of your goods into the homes of the people 52 times a year. You can get at them with fresh energy every week, while the mail order catalogue only comes fresh twice a year.

This is a means of introducing your goods to the buying public which you can afford all the time—if you use the space right.

Lack of good advertising copy has killed the confidence in advertising of many a budding advertiser. When a merchant buys space in a newspaper he is up against the problem of saying something in it which the public will be interested to read, and of saying it in such a manner that they can't resist reading it. When boiled down, all advertising science consists of having something to say—and saying it right in the proper place.

Some Eccentric Schemes.

In the matter of advertising, says R. E. Sherwood in the Publishers' Weekly, the turning to your personal account of topics and incidents that are in the public eye get the most potent results, the little ones being sometimes of more value than the big ones. For example, when the price of coal was very high in 1902 on account of the great strike of the same year, we placed two settlements of coal in the window, offering a small piece gratis to each customer. Did I expect each customer to take advantage of our offer? Certainly not. Did the offer create talk? Certainly it did, and my point was gained.

Simeon Ford says it's bad for a man to get a reputation for being humorous, for the reason that the public expects him to be funny on all occasions, whether he feels that way or not. In some, but not all respects, this is true, but don't let that deter you from getting a reputation for "doing things" in the book business. Mark Twain declares "difference of opinion makes horse races."



SOCIETY Stationery

Your taste is shown by the quality of Stationery you use. Our new stock consists of all the new creations in Society Stationery 2 2

THE FOLLOWING ARE THE NEWEST

- Court Imperial
- Wexford Weave
- Snowflake Linen
- Lorraine Linen
- Puritan Weave
- Naples Linen
- Japanese Bond
- Devonshire Laid
- Etc.

Albert M. MacLEOD
Bookseller of Society Stationery
Sydney and Grace Bay

An Inspiration

Good Writing Paper requires good writing. The new Wexford Weave is thought over the unexcelled quality of our

Wexford Weave

Note Paper. It is a perfect paper—perfect for the pen and perfect for the rubber—perfect in looks and in use. Note Paper, Envelopes and Paperette.

Let us show it to you

An Ad. to Delight the Eye.

was a razor which could have held upon its handle all the men standing on the sled. In front of the row of men, and directly on a level with the first man's face, was a kettle as big around as three men. Placed beside a woman operating a washing machine was a doll big enough to swallow the woman and the washing machine and be none the worse off for doing so.

By using one-third of the cuts and arranging them so that the relative proportions of each would not be obliterated by the proximity of another, and by using a little descriptive talk and a little argument as to values, etc., and by the mention of price, the effectiveness of that three column space would be wonderfully increased. Truly, too much is enough!

Illustrate, but avoid over-illustration, as you would over-much "talk." See that each cut you use is suffi-

When Ellis Parker Butler's "Great American Pie Company" was published, we dressed our window with a number of copies of the book and an equal number of pieces of pie—a piece of pie free with each copy. I was reasonably certain that but few purchasers would accept the souvenir, and as I did not care to "carry over" any pie, I advertised that we would give away pie free between five and six p.m. Need I say that at the specified hour I had a "pie line" of newsboys, messengers and others in front of my door long enough and hungry enough to consume the entire daily output of seven bakeries. I only had one hundred pieces of pie, but I managed to keep that line in front of my door long enough to have one thousand people ask what was up. To prove the value of the advertisement, numbers of my customers still ask when I am going to give away some more pie.

The Saturday preceding last Palm Sunday we advertised that we would "exhibit in our store a grand collection of over 500 palms, no two alike." When a visitor asked to see the "palm show" he was told that the palm of every person then present was differently constructed

through the Western Provinces. This likeness was procured while Mr. Hebb was journeying with a guide from one main line to visit one of his eastern friends who has settled in Alberta. Mr. Hebb is responsible for bringing to the many new towns and villages of the west the advantages of Waterman's Ideal Fountain Pen.

NEW FIGURE IN ADVERTISING.

A new figure in advertising is the Honorable General Mark Wright, whom the L. E. Waterman Co. are introducing to the public. General Wright made his first appearance on the back cover of the Convention Number of Judge, resplendently clad in a gorgeous uniform of red, blue and gold. The general holds in his hand a full-size Waterman fountain pen in place of a sword, demonstrating incidentally that the pen is mightier than the sword.



H. H. HEBB

Representing L. E. Waterman Co., of Canada, Limited, in Western Garb.

from the others. The joke was apparent, but not a single person took umbrage. As a matter of fact, this class of advertising has no specific bearing on the class of merchandise handled, and if used in connection with the advertising of garments, woollens or grades of merchandise where quality is to be considered, would be detrimental. In books, however, use all the "red paint" possible, as no such question as inferior quality can arise in the mind of the purchaser, for the reason that where a book is published in one edition, at one price, its makeup is the same, no matter by whom it is offered, or in what manner it is advertised.

The using of these unusual methods, however, has the faculty of attaining distinction for your business.

A SALESMAN IN THE WEST.

Retailers in the east who know the genial smile of H. H. Hebb, are not to infer from the above illustration that this is Mr. Hebb's regular costume, while traveling

A string of limericks tell of the general's good qualities. No firm could very well do more to help the retail trade than the Waterman Co., for these ads. of theirs appear on all hands.

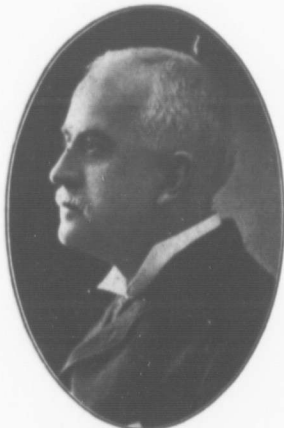
TABLET INK DISCONTINUED.

The postmaster-general of the United States has issued an order discontinuing the use in the postal service of ink made from tablets, having received reports from the department of agriculture and the bureau of standards, to which he sent samples for test, that such ink is not suitable for permanent records. This article has been under contract for several months and was furnished to postmasters because the cost is much less than fluid ink and it can be packed and shipped more easily and cheaply. Fluid ink will be substituted at an early date, upon receipt of which postmasters are to stop using tablets.

Ontario Booksellers Elected to the Provincial Legislature

Two Representatives who were Born in the Same County, Served as Alderman and Mayor of Their Respective Towns, Entered the Book Business the Same Year, and Now Occupy Seats on the Same Side of the House.

The representation of Ontario booksellers in the Legislature of the province is increasing. The gain in the recent election was one hundred per cent., and, although



J. H. FISHER, M.P.P., PARIS

their number is not large as yet, still its growth is encouraging.

In the former Assembly there was only one votary of the book business; to-day there are two, G. W. Sulman, of Chatham, being the new member. He carried West Kent in the Conservative interest by a large majority.

J. H. Fisher, of Paris, is the other bookseller who occupies a seat in Queens' Park during the sessions. He sat in the last parliament and was re-elected in the recent contest, his majority being advanced from 65 to 317. He, too, is a staunch Conservative.

Striking Coincidences.

It is a rather interesting coincidence that Messrs. Fisher and Sulman were both born in Brant County entered upon business careers for themselves in the same year (1887), both served as alderman and mayor in their respective towns before taking a step higher in the administrative world. Each is a supporter of Premier Whitney, and favorably known to the trade throughout the province.

J. H. Fisher learned the stationery business with the late P. C. Allan when he conducted an establishment in Brantford many years ago and had a branch store in Paris, which was in charge of the late Thomas Martin, a brother-in-law of Mr. Allan. Mr. Fisher embarked in the trade in 1887 in Paris and has done a large business ever since. He carries a stock of about \$15,000 in books, stationery, fancy goods and china. His premises are

bright and roomy, covering two flats and a basement. His store is considered one of the most attractive and convenient in the province. His son is associated with him in its management.

Mr. Fisher is a native of the progressive town of Paris, having been educated at the public and high schools there. He began public life as a councillor, was later returned as reeve and then occupied the highest office in the municipality—the Mayoralty—for five terms. He was also warden of Brant County for a year. Mr. Fisher was elected to the Legislature in 1905, carrying North Brant for the first time in the Conservative interest. He was returned on June 8th last, his majority being increased from 65 to 317. He is a lover of legitimate sport of every kind and is identified in some way with every athletic organization in Paris.

Mr. Sulman's Career.

G. W. Sulman, like his confrere, Mr. Fisher, is a native of Brant County being born in the pretty little village of Burford in 1866. He was educated at the Burford public school and at the Brantford Collegiate Institute. At an early age he entered the store of Phillips & Kincaid in the Telephone City and later was in the service of the Copp, Clark Co., of Toronto. He subsequently took a position on the road for R. H. Holland & Co., of Montreal. He started business in Chatham, Ont., in 1887



G. W. SULMAN, M.P.P., CHATHAM.

and to-day has one of the finest and most representative establishments in Western Ontario.

The citizens of Chatham showed their appreciation

of his worth and public spirit by electing him as one of their aldermen for six years and then advancing him to the Mayor's chair. He was chief magistrate of the Maple City for two terms. In the late election he was chosen as the Conservative standard bearer in West Kent and succeeded in winning the seat by a majority of 441.

the largest ever accorded any candidate in that constituency, which had been Liberal for 20 years previous to the late contest.

Mr. Sulman is a brother of Mr. Charles N. Sulman, a former mayor of Belleville, Ont., who is also a leading stationer and fancy goods dealer.

Western School Book Contract—Some Accusations and a Denial

The Calgary Eye-Opener Makes Some Serious Charges Against Morang & Company, Toronto, Which are Repudiated by G. N. Morang.

That extraordinary paper, the Calgary Eye-Opener, in its issue of June 13, makes some startling charges in connection with the school book contract in Alberta. A ten-year contract was entered into by the Alberta Government with the firm of Morang & Co., Toronto, to supply readers of all grades for use in the schools of the province. The Eye-Opener charges that the contract was virtually made with the American Book Company, of New York, and it further alleges that part of the Alberta school book supply was shipped from Eew York to Edmonton on May 19, giving car number and route.

The American Book Company, according to the Eye-Opener, started early and had their agent, G. N. Morang, working for them before other publishers had become aware that contracts were to be let. Assisted by his manager, John Saul, who is a personal friend of Mr. Calder, Saskatchewan's Minister of Education, the Eye-Opener says, "the whole thing was fixed in a trice. . . . When tenders were finally called for Morang got the contract as per arrangement."

New York, Not Toronto.

At the time the people of the western provinces thought that the books were to be made in Toronto and sent from there. That was bad enough but, says the Eye-Opener, "It suddenly comes out that it was not Toronto, but New York city! Not Morang of Toronto at all, but the American Book Company, of New York city. What do the people of Alberta say to that? Their children's school books being printed and published in New York and their own Canadian money being shipped out of the country into the United States."

The Eye-Opener states that the charge that the deal had been made on behalf of the American Book Company was emphatically denied by the Minister of Education in the House at Regina and by Mr. Morang in an open letter, but none the less it stands by its contention.

Mr. Morang's Denial.

Mr. Morang, when seen by a representative of The Bookseller and Stationer in regard to the attack made upon him by the Calgary Eye-Opener, stated that he did not deem it worth while to take cognizance of such libelous statement from an irresponsible and sensational sheet like the Eye-Opener. He intimated that if any reputable newspaper would repeat the charges or publish the allegations contained therein he would at once institute action for criminal libel. Mr. Morang did not care to discuss specifically the points of attack, but, in the course of an informal conversation, vigorously denied

that the American Book Company of New York had any connection whatever with the contract. The Morang Company submitted the plates, proofs and bindings to the Minister of Education at Edmonton and were awarded the contract solely on the merit of their goods and the low figure at which they tendered. The American Book Company had nothing to do directly or indirectly with the tender, and the firm in Toronto have no relations with that company beyond acting as agents or representatives in Canada for certain copyright books which they place on the Canadian market.

Some Explanations.

Mr. Morang says that so long as the Government was no complaint to make he should not take notice of these misleading statements. That the work was done in New York he freely admits, but says there was nothing in his contract which stipulated where the printing, press work and binding should be executed. The Governments of Alberta and Saskatchewan did not care where operations were carried out, whether Zululand or Hong Kong, so long as the books, which were required at the shortest possible notice, were up to the standard in all respects. Considering that it was the 29th of January before the contract was signed, so that the Morang Company could proceed with the work and that they had to deliver to the Governments of Saskatchewan and Alberta by the middle of June no less than 160,000 of the Alexandra readers, it was a matter of the utmost importance that the work should be carried out as expeditiously as possible. There was no book-binding establishment in the west which could do the binding of the character on these readers, which made the volumes practically indestructible, so far as the printing and press work were concerned, the low figure at which the job was secured made it imperative, along with the demand of the Government for haste, that these things be done where it was possible to secure the cheapest and speediest work.

Mr. Morang stated that the Alexandra set of readers would compare favorably in the binding, printing, press and color work with any American set of readers, and that, in many respects, they were superior. Some of the plates were made in Toronto and some in New York. So long as the Alberta Government secured the output, which it desired, in the time stipulated, it did not care where the work was done so long as it was satisfactory in character and equal to the specimens submitted. The American Book Company had nothing to do directly or indirectly with the contract for the Alexandra readers, which was awarded solely and exclusively to Morang & Company.

Editorial Chronicle and Comment

APATHY OF BRITISH PUBLISHERS.

The Author, organ of the British Society of Authors, has been discussing of late the question of colonial sales of British books, and in the June issue has made a summing up of the question. The inquiry has been held in the columns of the Author to determine why British publishers are failing to hold the colonial market. The conclusion to which the Author has come, after publishing a great deal of correspondence from all parts of the Empire on this subject, is this:—

"The small sales of English novels in the colonies are due, primarily, to the lack of enterprise on the part of English publishers in the matters of advertisement, bookbinding and production in a way to allow a good margin of profit to the retailer, and in their failing to keep in touch with the booksellers and to give them the same facilities and inducements for window-dressing that are such conspicuous features of their American confreres' business methods. Again, the paper they use is not suitable. In one word, they do not study their market."

This judgment may be a trifle severe, but in the main we believe it to be just. Some few British publishers are endeavoring to meet the situation fairly and, by establishing branch offices with local managers, or by appointing agents, are contriving to serve the colonies, but the majority seem to be apathetic.

THE PROBLEM OF VILE LITERATURE.

At a recent gathering of publishers in Toronto, at which were present the general managers of a prominent London house and a prominent New York house, much time was taken up in the discussion of the problem of the sex novel. While all recognized the need for purifying our present-day literature, the subject was not approached in any narrow or puritanic spirit. Rather did the publishers view it from the side of self-interest, realizing that the marketing of such vulgar and objectionable books would in the long run work harm to the publishing business.

The conclusion arrived at was that the best way to arrest the popular movement in favor of this vicious literature was to enlist the assistance of the press and the pulpit; not, let it be understood in denouncing the books, for such a course would bring about a worse state of affairs than before, but in ignoring them. The denunciation of a questionable book by the minister in the pulpit or the literary critic in the press only stimulates popular interest, and leads to a wider sale of the book. Let the minister and the critic simply ignore the book and

refuse to mention it and one of its best advertisements is denied it.

A bookseller is in a more difficult position in the matter than a publisher. The latter can easily refuse to publish objectionable books, but, when the bookseller is asked for one, he is liable to lose trade by refusing to supply it. His best escape, as pointed out by one distinguished member of the trade, was to refuse to stock the book and to turn off customers by the statement that it was out of stock. If the customer persisted in ordering the book, then the bookseller would be justified in yielding, but there should be no effort to sell the book and no comment on its qualities.

A REMEDY FOR CUTTING.

At a recent meeting of the American Publishers' Association, says the *Publisher and Retailer*, there was an interchange of views as to the effect of the recent business depression on the sale of books throughout the country, incident to the main topic of discussion. It was generally agreed that the demand for books had kept up surprisingly well—was, in fact, quite on a par with what it had been in previous years—but that the booksellers themselves had suffered through the decreasing profits possible to them on the sale of their wares on account of existing trade conditions. The chief complaint in this respect appeared to be that fiction published at a nominal price \$1.50 or more was sold by the department stores and others, to whom the sale of books was merely a side issue, at prices on which there was scarcely any profit. The remedy for this appeared to the members to be along the lines suggested to the Publishers' Association last year—the publication of books at net prices from which no departure would be allowed among individual dealers. The practical carrying out of this plan, as explained by the various members of the Booksellers' Association, would be that the publishers should issue "\$1.50" novels at \$1.20 and \$1.18, and that the dealers would then agree to maintain this as a fixed price from which no departure would be tolerated. In some cities it appears that some such agreement has already been reached—for instance, in Portland, Oregon, where the department stores and book stores, after a period of disastrous cutting, have agreed to sell books at uniform prices—the \$1.50 novel at \$1.18, etc. This kind of co-operation is reported to be a satisfactory solution of what the booksellers consider a growing danger in their business, and it seems to be their determination to use their association to advocate its adoption in all the large cities.

BUSINESS AT YOUR DOORS.

Each locality presents some distinctive trade condition which stationers would do well to study. It frequently happens that the significance of features out of the ordinary is not appreciated locally, because of their familiarity. These same features, however, often offer profitable sources of business, but because we are so close to them we do not value them at their true worth.

In central Ontario there is a tribe of Indians famous for their skill in making fancy articles. For generations these Indians have been making these articles, and local people thought nothing of it, and saw no opportunity in this for turning the manufactured articles into personal profit, until a short time ago, when a bright bookseller decided to become a medium of exchange between the Indians, who, while they had skill in making the articles, did not know how to sell them.

The result was that he developed a most profitable trade; there was an increased demand for the fancy articles, consequently, the Indians made more money, and, since a uniform price list was established, they knew just how much they would earn. The merchant found that his profits had increased very largely.

THE AUGUST SPECIAL.

As usual, we will bring out our Special Fall Number during the month of August. Our plans for that number are maturing rapidly and the trade can rely on having a fine big number.

The importance of the Special lies not so much in the date of the issue but in the fact that it forms a sort of annual directory, which many booksellers and stationers preserve as a book of reference. There is a large representation of advertisers. There is a great deal of valuable reading matter, and combined these two departments form an invaluable repository of useful information for the retailer.

To our advertisers we would say, be sure and reserve space early, especially if you want to get into the front of the paper. To our readers, be sure and see that a copy of the number comes to you. You can't afford to miss it.

OUR NEW FEATURE.

A new departure in trade journalism has just been introduced by the publishers of Bookseller and Stationer, which is going to differentiate it still more from all other papers in its class. Already this new feature has been introduced with great success.

Acting on our general principle that it is just as much the duty of the trade paper to help its readers get rid of goods as it is to show them where to buy goods, we have arranged for an expert reporter to visit each month a number of the leading booksellers and stationers of the country. He has been detailed to get from them as much instructive matter as possible, bearing on the

profitable conduct of the book store. This matter will be printed for the benefit of all our readers. We feel sure that those who read this month's issue and future issues of Bookseller and Stationer, will derive great benefit from the special service.

From our advertisers' standpoint, we can safely say that in thus making the paper valuable to our readers, who are their customers, we are making it still more valuable to them. We are building up the retail trade and in the prosperity of that branch of the trade, dwells the prosperity of the wholesalers.

THE MEETING AT BOSTON.

The fourth annual convention of the National Association of Stationers and Manufacturers of the United States is scheduled to take place in Boston on July 20 and subsequent dates. This meeting will probably be the most important in the history of the organization, as all conditions point to a large attendance and much enthusiasm. The organization has now got into the swing of things and understands the needs of the members. Boston being a central point and quite near to New York, there will be no excuse for members staying away. We are assured that Canadian stationers will be welcomed to the sessions of the association.

THE SALESMAN WITH SUGGESTIONS.

The ability to suggest improvements in store service or arrangement enhances the value of any clerk to his employer. Too many salespeople are content to drift along from one month to another, never looking farther ahead than to plan how they are going to spend the evening, or where they can raise money for their summer holidays.

The salespeople who really make progress and who are placed at the heads of departments, and who eventually have to be taken into partnership, or who naturally graduate into business for themselves are the ones who think, and who give their employers the benefit of their thinking.

No business is so perfectly conducted that there is no room for improvement, and it is true that many of the most successful mercantile establishments of to-day have been brought to that state by the active and sympathetic co-operation of the heads of business and sales staff, the latter making suggestions which have been adopted, to the benefit of the establishment.

To be able to make helpful and practical suggestions, it is, of course, necessary that one should be interested in the business.

Merchants almost universally state that the most difficult thing in the world is to secure salesmen who will take an interest in the success of the store with which they are connected. For every salesman or saleswoman who does show this interest, there is opportunity for advancement.

QUEBEC

PARKMAN'S HISTORICAL WORKS. France and England in North America.	
Illustrated with portraits and plans. 12 vols.	\$18.00
12 vols., polished half leather, in wood box	30.00
Library edition. Illustrated, 12 vols., cloth	24.00
Library edition, illustrated, 12 vols., half morocco	40.00
PARKMAN'S MONTCALM AND WOLFE, 2 vols. Frontispiece in each volume.	
Polished half leather, in box	5.00
Library edition. Illustrated, 2 vols., cloth	4.00
Library edition. Illustrated, 2 vols., half morocco	6.50
THE FIGHT FOR CANADA. A Sketch from the History of the Great Imperial War, By Wm. Wood. Illustrated with portraits and plans	
Edition de Luxe, 2 color portraits half morocco	net 5.00
THE FIGHT WITH FRANCE FOR NORTH AMERICA. By A. G. Bradley.	
Illustrated	1.50
Edition de Luxe, with 10 hand-colored plates, half morocco	net 5.00
MILITARY LIFE OF FIELD MARSHAL GEORGE, FIRST MARQUIS TOWNSEND (1724-1807), who took part in the capture of Quebec, 1759. By Lieut.-Col. C. V. F. Townshend. With plan and illustrations. Cloth, demy, 8vo., gilt top	
Half leather, with 2 hand-colored illustrations of Townshend	net 5.00
THE GOLDEN DOG. By Wm. Kirby. Cloth.....	
Ooze leather, boxed	1.25
Tercentenary edition, with photogravure frontispiece. Cloth, boxed....	net 2.00
Tercentenary edition half morocco, with hand-colored illustrations.....	net 2.50
QUEBEC AT THE DAWN OF THE XXTH CENTURY. (A quaint mediaeval French city in America). Its topography, history legends and historical treasures and surroundings. By A. B. Routhier. 4to., cloth, boxed. Illustrated, net	
	2.50
ROB THE RANGER. A story of the fight for Canada. By Herbert Strang. Illustrated in colors	
	1.50

The Musson Book Company
Limited
TORONTO

Latest News of the Month in the Publishing World

Reports of Best Selling Books — New and Forthcoming Books
Announced—What Canadian Authors are Doing—Short Book Reviews

The changes in the list of best sellers for June in Canada are not of a very radical nature. Four of last month's list are to be found again in this month's list, and "The Barrier" still holds first place. As was to be expected, "Mr. Crewe's Career" advances to a higher position, ranking second. The newcomers are "Jack Spurlock" and "The Chaperon." Those that drop out are, "The Shuttle" and "Somehow Good," both of which have had a good run during the spring.

Canadian Summary.

1. Barrier. By Rex Beach.
2. Mr. Crewe's Career. By Winston Churchill.
3. Prima Donna. By F. M. Crawford.
4. Jack Spurlock. By G. H. Lorimer.
5. Chaperon. By C. N. and A. M. Williamson.
6. Get-Rich-Quick. By G. R. Chester.

Announcements of the Month.

"Septimus," by W. J. Locke, is announced for fall publication by Henry Frowde, Oxford University Press, Toronto.

The publication of "Sowing Seeds in Danny," by Mrs. Nellie L. McClung, of Manitow, Man., has been postponed until July 28. It will be issued by William Briggs.

McLeod & Allen, Toronto, have just issued their Canadian edition of "The Lure of the Mask," by Harold MacGrath; "Halfway House," by Maurice Hewlett, and "The Liberationist," by Harold Bindloss.

Gift books secured by William Briggs for this fall include the new Harrison Fisher book, "Bachelor Teles," (\$3), which, as usual, will be one of the finest of the season's productions; "Marjorie Daw," \$2, and "The Children's Longfellow," (\$3).

The Copp Clark Co. announce for early fall publication, "A Spirit in Prison," by Robert Hichens, author of "The Garden of Allah"; "The Watchers of the Plains" by Ridgwell Cullum, and "How Canada was Won," a tale of Wolfe and Quebec, by Captain F. S. Brereton.

"A Woman's Way Through Unknown Labrador," by Mrs. Leonidas Hubbard, has just been published by William Briggs. (\$2.75 net). Also a new edition of J. W. Tyrrell's "Across the Sub-Arctics of Canada," (\$2 net), including a new chapter on the proposed Hudson's Bay route.

"The Castle of Grumpy Grouch" is the title of a fall juvenile which William Briggs will issue in conjunction with Edward Stern & Co., Philadelphia. It will be advertised by means of paper mache castles, which will be supplied to booksellers with every order for twenty-five copies of the book.

Cassell & Co., Toronto, will have in shortly their 1908 bound edition of the "Royal Academy Pictures." This year they will handle the bound volume of "Chums"

themselves, having arranged for a special cover appropriate to Canada. They are trying the experiment of varnished covers on their six-pennies. These give a lustre and clearness to the covers not usually found.

Some new editions of standard medical books have been lately received by Cassell & Co., Toronto. They include "Materia Medica," (7s 6d); "Hygiene and Public Health," (7s 6d); and "Diseases of the Nervous System," (10s 6d). They have also received a new work, "The Students' Handbook of Gynaecology," by Herman, (7s 6d).

The Macmillan Co. of Canada have arranged with Evelleigh Nash, of London, to handle in this country Nash's Summer Library of popular novels, which are issued in England at 1s net, and will probably sell at 50 cents here. The novels are copyright and were first issued at six shillings. They are attractively got-up and are cloth-bound. They include stories by William Le Queux, Frank Richardson, H. A. Vachell, F. C. Philips and others.

For summer and tourist trade many of the paper editions of copyright novels, published by the Copp, Clark Co. ought to take well. Oppenheim's works, such as "The Secret," "Conspirators" and "The Missioner"; Oxenham's "Carette of Sark," "Giant Circumstance," "White Fire," and F. M. White's "Craven Fortune," "Fatal Dose," etc., are always popular sellers. For the ladies, Miss Moherley's books are appropriate, "Diana," "That Preposterous Will," and "Hope, My Wife."

"Chateau Royal," by J. H. Yoxall, M.P., has just been issued in a Canadian edition by the Macmillan Co. Most of the action takes place in an old part of France, at a picturesque chateau. There is humor in the book, in the characters and dialogues, as well as in the situations. (Cloth \$1.25). They have also published a Canadian edition of "The Cliff End," by E. C. Booth, a first book, which the Morning Post compares to some of De Morgan's work, and the Daily News to "The Little Minister." Canadian booksellers might note that this book is being issued in the United States under the title "The Post Girl," at \$1.50, while the Canadian edition will be \$1.25.

A splendid fall list is anticipated by William Briggs. He will have the new Mary Johnston romance, entitled "Lewis Rand," which will be ready in October, and will undoubtedly prove one of the best of the fall books. He will also have new books by Marie Corelli and Randall Parrish, the titles of which have not yet been announced. Other titles are, "The Man from Brodneys," by G. B. McCutcheon, a return to the "Graustark" style; "The Fly on the Wheel," by Katharine Thurston, author of "The Masqueraders"; "The Leaven of Love," by Clara Louise Burnham, whose books are very popular in the United States; "Guest Eternal," by Will Lillibridge; "The Strawberry Handkerchief," by Amelia E. Barr; "The Third Floor Back," by Jerome K. Jerome; "Hill Rise," by W. B. Maxwell, and "A Pawn in the Game," by W. H. Fitchett.

A Page About Books by Canadian Authors

Some New Publications

J. S. Ewart, K.C., of Ottawa, an essayist of note, has issued through Morang & Co., Toronto, a volume of essays, entitled "The Kingdom of Canada, Imperial Federation and Other Essays."

The Archdeacon of Halifax, N.S., Dr. W. J. Armistage, has written "The Church Year," which Henry Frowde has published. The object of the book is mainly devotional and it is introduced by the Bishop of Ripon.

"In Old Quebec and Other Sketches," by Byron E. Nicholson, of Quebec, is now ready and is naturally a timely volume, in view of the celebrations. The contents are not limited to Quebec City, but take in other parts of Canada as well.

The revised edition of J. W. Tyrrell's notable volume, "Across the Sub-Arctic of Canada," with the new chapters on Hudson Bay and Musk Ox Hunting, will be pub-

starting difference between the ideal and the actual relations of Christians who differ in forms of worship.

A revised and enlarged edition of "The First English Conquest of Canada," by Henry Kirke, M.A., is announced by Sampson, Low, Marston & Co., London. It is the story of Sir David Kirke's conquest of the country in 1629, during the reign of Charles I., with some account of the earliest settlements in Nova Scotia and Newfoundland. The book is well illustrated and is listed at 3s 6d net.

Beekes Willson, who wrote "The Great Company," and other books on Canada, is engaged on the "Life and Letters of General Wolfe." Some 140 unpublished letters have been placed in his hands and he has secured several unpublished portraits, including one of Wolfe's mother. He hopes to shed new light upon the career of General Wolfe by this new material and to produce a book of value and interest.

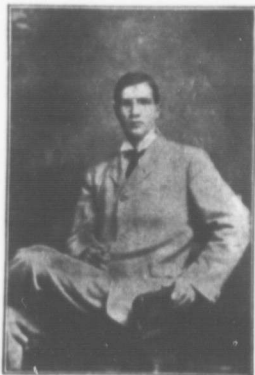
Among the interesting items in the way of forthcoming volumes is the announcement of a collected volume of the dramas by Wilfrid Campbell, which will be published during the coming autumn by William Briggs. As our distinctively national poet, Mr. Campbell should have a ready market for his literary wares. As a dramatic poet it is doubtful if he is excelled by any living writer of Anglo-Saxon lineage.

A history of the province of Quebec, which traces to their origin present conditions, has been published by Norman Murray, bookseller, 246 St. James St., Montreal. It is entitled "The Tragedy of Quebec" and is the work of Robert Sellar. It shows how by gradual invasion the status of the Protestant farmers of the townships have been changed, with the result of leading to their expulsion. The price of the book is one dollar.

Mrs. McClung's story of strange title, "Sowing Seeds in Danny," to be published in New York by Doubleday, Page & Co., and in Toronto by William Briggs, will be issued on the 15th of this month. It will sell at \$1. If a skilful combination of humor and pathos and true human interest are the gateway to popularity, Mrs. McClung's story should reach that coveted goal very quickly for the work is strongly marked by these qualities. As a book for summer reading it could hardly be excelled.

James P. Haverson, a reporter on the Toronto World with a faculty for clever versification, has published through the Hunter Rose Co., Toronto, a small volume of verse which he has entitled "Sour Sonnets of a Sore-head." The book has been very attractively gotten up. In fact, it is probably the tastiest book of verse ever issued in Canada. It is illustrated throughout by Fergus Kyle. The verses themselves are very clever. H. M. Caldwell Co., Boston, will issue an American edition of the book, which is guarantee of a good sale in the United States. The price is fifty cents.

Allan Ross Davis' story, "The Old Loyalist" is coming in for kind words from the reviewers, and we are glad it is so. The author, who is himself of U.E.L. stock, evidently has been a close student of the early history of the Bay of Quinte district, where for the most part the scene of the tale is laid, and has woven into the story, in the recollections of an aged negro, much interesting detail of the period following the War of the American Revolution. He has done good work. His book will ap-



THEODORE ROBERTS

A Talented Member of the Roberts Family, whose "Captain Love" was Recently Published by L. C. Page & Co., Boston.

lished by William Briggs, from entirely new type, and with several new illustrations, in September next.

An English edition of Frank Yeigh's valuable booklet "5,000 Facts About Canada," has been issued by W. J. Thorold, of London, Eng., the publisher of "The Smart Set Magazine." It should and will no doubt, have a large sale in the Old Country among those interested in Canada.

Booksellers should note that Parkman's "Montcalm and Wolfe," in two volumes, has been added to Everyman's Library. This is still another title which should prove interesting at the present juncture. The remarkable cheapness of the issue places it within reach of everybody.

Miss L. Dougall, of Montreal, whose novels, "Beggars All" and "What Necessity Knew," were read with interest several years ago, has a new novel nearly ready, called "Paths of the Righteous." It is said to be a frankly serious book, bringing before the reader the



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peal to his fellow-countrymen, and it should sell and sell well. An admirable series of illustrations and an attractive cover by Mr. A. M. Wickson add much to the appearance of the book.

Wm. Inglis Morse's forthcoming volume of poems has been changed in title from "A Canadian Abroad," to "Acadian Lays and Other Poems." The author is rector of an Episcopal church in Lynn, Mass. He is a native of Annapolis County, Nova Scotia, and spends his summer vacations at his old home in Paradise village. He is a graduate of Acadia University, Wolfville, N.S., and of the Episcopal Theological School, Cambridge, Mass., and a post-graduate of Harvard University. Mr. Morse traces his family descent from Plymouth Colony stock. The family was among those who at the close of the American Revolution left their homes that they might still reside under the British flag, and were given grants in Nova Scotia and New Brunswick. He still classes himself as a Canadian.

Thomas A. Reynolds, a retired officer of the Hudson's Bay Company, writing under the pen name of Martin Hunter, issued last October a book called "Canadian Wilds," which A. R. Harding Publishing Co., Columbus, Ohio, published. The first edition is now exhausted and a second edition has been prepared. The book is divided into thirty-eight chapters and relates to the hunting of different animals, to peltry, fishing and Indians. One of the most remarkable chapters is on "The Art of Pulling Hearts." To avoid injuring the fur of a small animal that has been trapped, Indians have a way of killing it by pulling down its heart until the cords snap. Mr. Hunter contends it is the most humane method because the animal dies almost as quickly as if shocked by electricity. The book sells at 60 cents.

Rev. J. E. Sanderson, M.A., whose recently published work, Vol. 1. of "The First Century of Methodism in Canada" well deserves a popular sale, is a graduate of Toronto University. At the age of fourteen he entered Victoria College and studied afterwards at the Toronto Academy, Upper Canada College, and University College. He was a diligent student and won distinction in all of these institutions. At Upper Canada, among other prizes, he obtained those for an essay and a poem. In Toronto University he won scholarships in successive years, first-class honors in several subjects, a special prize of \$25 in agriculture, and at graduation the prize for English verse and English prose, and an aggregate of more prizes than any other student that year. His history is a worthy chronicle of the planting of Methodism in the then Canadian wilderness. It is copiously illustrated and altogether an attractive volume.

The extraordinary demand in advance of publication for the forthcoming work "Through the Mackenzie Basin," has induced the publisher (William Briggs) to increase the first edition from 1,000 to 2,400 copies. The advance orders already total nearly one thousand copies. The volume will comprise 495 pages with 56 half-tone engravings and a map of the country embraced in the Mackenzie Basin. The English market for this valuable and interesting work has been secured by Simpkin, Marshall, Hamilton, Kent & Co., of London. A very tasteful cover has been designed for the book, showing in panels two representative views made from photos taken on the Treaty Expedition trip. A de luxe edition in half morocco, gilt top, will be issued. The book altogether will be one of great importance as a contribution to the literature of the west and the natural history of the Dominion. The 6th of July has been announced as the day of publication.

Old Quebec in History, Fiction and Verse

In view of the approaching Tercentenary Celebrations at Quebec, the trade will be interested in knowing what publications dealing with the ancient capital are available. With this object in view Bookseller and Stationer has compiled a list of some of the more important titles, with additional details explanatory of their contents.

Historical.

One of the most comprehensive books treating Quebec from the historical standpoint, is "Old Quebec," by Sir Gilbert Parker and Claude Bryan. This is published by the Copp, Clark Co. at \$3.75 net.

Quebec is naturally a central object in books dealing with the conquest of Canada by the English, such as "The Fight for Canada," by William Wood. This book is issued in two editions, both illustrated, at \$2.50 net and \$5. The latter is an edition de luxe, bound in half-morocco. The Musson Book Co. are publishers.

A. G. Bradley's "The Fight With France for North America" is another book of this character. The ordinary edition sells at \$1.50 net. An edition de luxe, bound in half-morocco, and containing 10 hand-colored plates, sells at \$5 net. Musson Book Co.

Parkman's "Montealm and Wolfe" is another timely book and of this there are several editions. The cheapest is the edition in Everyman's Library, 2 vols. in cloth, 70 cents, leather, \$1.10 and crushed leather, \$1.50. This edition may be had from the Methodist Book and Publishing House. An illustrated library edition in two volumes, cloth, is published by the Musson Book Co. at \$4. The same in half-morocco sells at \$6.50 and in polished half-leather at \$5.

Fiction.

Quebec figures largely in Sir Gilbert Parker's fine novel, "The Seats of the Mighty," of which the Copp, Clark Co. are publishers. They have issued a tercentenary edition in paper, with special cover design, to sell at 50 cents. The regular cloth edition sells at \$1.50, while there is a fine large edition de luxe at \$2.

Kirby's "The Golden Dog," is another Quebec novel, of which there are several editions. William Briggs has an authorized edition at \$1.25. The Musson Book Co. have a special tercentenary edition with photogravure frontispiece, boxed, at \$2.50 net. They have also a limited edition of one hundred copies, with colored illustrations, half-morocco binding, \$5. Their regular edition sells at \$1.25 in cloth and \$2 net in ooze leather.

"The Span of Life," by William McLennan and Jean Mellwraith, at \$1.50 in cloth and 75 cents in paper, and "In Old France and New," by William McLennan, at \$1.25 only, are two pieces of fiction by Canadian writers, published by the Copp, Clark Co.

William D. Howells, the American novelist, is the author of two charming little books bringing in Quebec, "A Chance Acquaintance" and "Their Wedding Journey." The Copp, Clark Co. have choice little editions at 50 cents in cloth and 25 cents in paper, while the Musson Book Co. have editions in lambskin at \$1 and velvet calf yapp at \$1.50.

Descriptive.

As a souvenir of Quebec, one could hardly choose a more appropriate book than "Old Quebec, the City of Champlain," by Emily P. Weaver, recently published by William Briggs, Toronto. It contains over one hundred illustrations by Annie E. Weaver. Its size is 9x7 inches and it sells at 75 cents cloth and 50 cents paper.

"Quebec at the Dawn of the 20th Century," by A. B. Routhier, is a fine large volume, well illustrated, and gives a good idea of the modern city. It is one of the publications of the Musson Book Co. and is listed at \$2.50.

"The St. Lawrence Basin," by S. E. Dawson, the King's Printer, throws interesting light on the city from the descriptive standpoint. The Copp, Clark Co. publish this book at \$1 net.

A Special Volume.

Valentine & Sons Publishing Co. of Montreal, New York, Dundee and Edinburgh, with commendable enterprise, have issued a special volume for the occasion, entitled "Scenic Sieges and Battlefields of French-Canada," by Katharine Livingstone Macpherson. It is handsomely printed and bound in the best Valentine style, the cover of dark blue with gold title and device, being most attractive. The type used throughout is antique, giving a strong effect. There are many illustrations all executed with that clearness and perfection, which characterize all Valentine & Sons Company's illustrative work. The titles of the various chapters are as follows: "The Renunciation of Dollard des Ormeaux," "The Defence of Vercheres," "Canada and Her British Neighbors in 1745," "The Siege of Louisbourg," "Ticonderoga," "The Fall of Quebec," "After the Battle" and "The Battle of Ste. Foye."

BOOKS OF THE MOMENT

- THE SEATS OF THE MIGHTY,** By Sir Gilbert Parker,
Illustrated. Paper 50c. Cloth \$1.50. Edition de Luxe \$2.00
- OLD QUEBEC,** The Fortress of New France, By Sir Gilbert Parker and Claude Bryan.
Illustrated. Cloth \$3.75 net.
- THE ST. LAWRENCE BASIN,** By S. E. Dawson. Illustrated. Cloth \$1.80 net.
- IN OLD FRANCE AND NEW,** By Wm. McLennan. Illustrated. Cloth \$1.25.
- A CHANCE ACQUAINTANCE,** By W. D. Howells. Paper 25c. Cloth 50c.
- THEIR WEDDING JOURNEY,** By W. D. Howells. Paper 25c. Cloth 50c.

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Brief Reviews of Current Books

THE ENCHANTED SHIP. By R. Andom. Toronto: Cassell & Co. Cloth, \$1.25. The strange experiences of four Englishmen, holidaying in Norway. They find a wrecked vessel on the shore and, while searching it, a storm arises. They take shelter in the hold and then occur many remarkable phenomena. The ship is supposedly washed out to sea, drifting rapidly all over the North Sea. The four young adventurers make a jolly crew and their conversation is bright and witty.

THE GOD OF CLAY. By H. C. Bailey. Toronto: Musson Book Co. Cloth, \$1.25. A story dealing with an exciting period in French history. Napoleon is the hero and the reader is shown "the god of clay," worshipped, hated and pitied. His relations with women are shown in no very favorable light. Several interesting incidents are introduced, perhaps the most touching one being his meeting with an inferior poet and cripple, who wrote verses in praise of the young god of war. It is a book which one can't help liking all the time, hoping that the great leader's heart might soften.

BAHAMA BILL. By T. Jenkins Hains. Boston: L. C. Page & Co. Cloth, \$1.50. Hains is one of the foremost writers of sea stories of the day and in this volume of short stories, into each of which the figure of the big negro, Bahama Bill, enters, he has produced a most readable and entertaining book. The scenes are laid off the coast of Florida and Bahama Bill engages most of the time in wrecking operations. There is a strength and intensity about each story, which fastens the reader's attention. The tragic element is never far distant.

CAPTAIN LOVE. By Theodore Roberts. Boston: L. C. Page & Co. Cloth, \$1.50. In this romance of eighteenth-century England, Roberts writes in a new vein. He has essayed the task of producing a tale of the variety made famous by Weyman and it must be said that he has succeeded admirably. His command of the language of the day gives that indefinable attractiveness to the story which must always belong to a well-written novel of that age of romance. The construction of the plot is simple but the interest is well maintained.

THE MAKING OF PERSONALITY. By Bliss Carman. Boston: L. C. Page & Co. Cloth, \$1.50. A series of essays in which the subject is treated analytically and comprehensively. Mr. Carman combines the calm judgment of the philosopher and the intention and fervor of the poet with the practical application of the educator or artist in teaching men how to evolve out of the complexities of human nature the genius of right living. An able and suggestive book.

NIGHT RIDERS. By Henry C. Wood. Chicago: Laird & Lee. Cloth, 75 cents. Paper, 25 cents. The story of the pretty daughter of a poor widow who keeps tollgate through the influence of a mean but well-to-do old squire who insists upon marrying the girl and is abetted by her mother. She is in love with another man, however, whom the old fellow plots to get into the hands of the law as a tollgate raider.

THE CALL OF THE SOUTH. By Robert Lee Durham. Boston: L. C. Page. Cloth, \$1.50. A story in which the negro problem of the South is presented in its political and in its social aspects with force and

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vigor. The writer has shown up many of the anomalies in the situation arising out of an attempt to maintain a subject race under free democratic institutions and has thrown into his story an interest that is more than local inasmuch as the question of race ascendancy is fast becoming one of the very greatest importance. The book is rapid, strong and virile and will well repay the reader.

MRS. BAILEY'S DEBTS. By Charles Eddy. Toronto: Cassell & Co. Cloth, \$1.25. An amusing tale which relates how Mr. Browser, an enterprising stock-broker and bondholder, pays up Mrs. Bailey's debts unknown to her with the expectation that he can establish a claim upon the young widow herself, of whom he is deeply enamoured. It is further related that the tables are turned upon him and that he is brought to a wholesome state of repentance. A good story for an idle hour.

BY THEIR FRUITS. By Mrs. Campbell Praed. Toronto: Cassell & Co. Cloth, \$1.25. A cleverly written story of the sensational order. The heroine, Aglaia Pascaline, is a whimsical young French girl who acquires the drug habit and gradually becomes lost to all moral sense. Her conduct is the cause of much sorrow to her twin sister who is devotedly attached to her and in the end brings calamity upon herself and her evil associates.

MATHEW PORTER. By Gamaliel Bradford, Sr. Boston: L. C. Page & Co. Cloth, \$1.25. A forceful and vigorous book with a political aim, the doctrine of states' rights being set forth as the basis of a true democracy. The romance of a unique love story is interwoven with the more serious business of the election of the hero to the office of Governor of the State of Massachusetts. A book well worth reading both for entertainment and enlightenment.

THE OLD LOYALIST. By A. R. Davis. Toronto: Wm. Briggs. Cloth, \$1.25. The merit of this book lies not so much in its dramatic force as in the easy flow of the narrative and the vividness of its descriptions. The writer has given a new setting to some familiar facts and incidents in Canadian history and he has done a good work in emphasizing the loyalty and sterling qualities of the pioneers who laid the foundations of this fair Dominion. The book appeals strongly to Canadian readers and should have a wide circulation among old and young.

ANNE OF GREEN GABLES. By L. M. Montgomery. Boston: L. C. Page & Co. Cloth, \$1.50. Anne was an orphan, taken from an orphan asylum to the country home of a kind farmer and his straight-laced and forbidding spinster sister. Her career on the

farm was filled with exciting and unexpected incidents which shocked the neighbors and got Anne and her friends into many troubles. The humor of the story is reminiscent of "Mrs. Wiggs and the Cabbage Patch."

GLEAM O'DAWN. By Arthur Goderich. Toronto: McLeod & Allen. Cloth \$1.25. A charming romance of the woods. The love of Dan Smith, the big Indian for his "bl' brown girl" is a fascinating element in the story. The interest is maintained from start to finish.

TRUE STORIES OF CRIME. By Arthur Train. Toronto: McLeod & Allen. Cloth, \$1.25. Literally true stories of some of the greatest and most thrilling crimes of the last few years, stories of men and women who lived and schemed, laughed, sinned and suffered, and paid the price when the time came, most of them without flinching.

SPINSTER FARM. By Helen M. Winslow. Boston: L. C. Page & Co. Cloth, \$1.50. Light-hearted character sketches and equally refreshing and unexpected happenings are woven together with a thread of happy romance, of which Peggy, the Spinster's niece, is the heroine. Alluring descriptions of nature and country life are given with fascinating bits of biography of the farm animals and household pets.

THE PROFLIGATE. By Arthur Hornblow. Toronto: The Copp, Clark Co. Cloth, \$1.50. The hero, a founding, who is adopted by an old gentleman, turns out badly. Expelled from Columbia University, he gets the gambling fever and goes from bad to worse his would-be father is murdered and suspicion lights on him but he is acquitted. Finally he meets a girl who believes in him and succeeds in reforming him.

LOVE AND THE IRONMONGER. By F. J. Randall. Toronto: Henry Frowde. Cloth, \$1.25. A humorous story. George Early a forward young clerk in the employ of the old London firm of Fairbrother & Co., learns a secret which enables him to carry on systematic blackmail against three of the senior clerks. In time he succeeds in marrying Miss Fairbrother, the head of the firm after her father's death. In due time his former victims turn the tables on him.

THE STRENUOUS CAREER. By Rev. Madison C. Peters. Chicago: Laird & Lee. Cloth, \$1.25. Full of keen sayings, famous examples, and overflowing with enthusiasm and optimism, this book by the famous orator, lecturer and writer, covers all the problems of modern life.

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THIS MONTH'S BEST SELLER IN { **CANADA**
UNITED STATES
ENGLAND

IS

Winston Churchill's Mr. Crewe's Career

THE NEXT BEST SELLER IS

Marion Crawford's Prima Donna

NOTE—Booksellers should work up a good sale for "Prima Donna" since it is an exciting story with no solution to the mystery. This will lead to a good advance sale for the sequel "The Diva's Rubies," to be published in the autumn.

TWO NOTABLE NEW NOVELS

Chateau Royal. By J. H. YOXALL. Cloth only. \$1.25
The scene is laid yesterday in an old part of France. The heroine is charming, the hero frank, gallant and erratic, and the dialogue quick, witty and clever.

The Cliff End. By E. C. BOOTH. Cloth only. \$1.25.
"A magnificent love story, one of the most intense and genuine which has been given us for a long time."—*London Daily Telegraph.*
"We need look no further for 'the novel of the season.' Here it is."—*Morning Post.*
"A memorable book. It marks the appearance of a new and powerful novelist."—*Daily News.*

The Macmillan Co. of Canada, Ltd., Toronto

GENERAL MANAGER VISITS CANADA.

(Continued from page 9.)

public will not seek them. As long ago as 1850 John Cassell was complaining about the unwholesome character of the literature of that day, and I think he found one of the right remedies when he set to work to bring out good books at low prices. He was the first man to bring out a library at 7d (14 cents), more than half a century ago, and he did a splendid work in England and Scotland.

"One very sad feature is that most of the works objected to to-day have been written by women. A striking case came under my observation. A lady noted for writing very good books was approached by a publisher who wanted her to write what he called a realistic story. She did not write under her own name, but took a man's name, and now you find on sale one of the worst books of the season, apparently written by a man, but really by a woman. I think it is disquieting that a woman, or a man, should prostitute his or her pen for the sake of lucre or of notoriety. It is not good for the public nor for literature. But it is a matter about which one cannot dogmatize, and everyone must judge for himself and herself. When public opinion asserts itself, as I am sure it will, the phase will pass, and good literature will triumph as it always has done in the past."

GOES TO WINNIPEG.

John Martin, for some time manager of sales with McFarlane Son & Hodgson, Limited, whole-sale stationers, Montreal, has recently been promoted to the man-



JOHN MARTIN
Western Manager McFarlane, Son & Hodgson, Montreal.

agement of their western branch in Winnipeg. This move has taken place in connection with a decision of the firm to develop their business more aggressively in the west. It is intended to greatly increase the stock of goods in their Winnipeg warehouse, which will be made the distributing centre west of Fort William.

Mr. Martin for a number of years represented McFarlane Son & Hodgson in the Maritime Provinces. He is a business man of more than ordinary integrity and energy and the firm have doubtless made a wise choice in appointing him to so important a post. Many friends will wish him all success.

HEALTH AND HAPPINESS.

All the world is looking and hoping for increased length of days with prolonged youthful buoyancy. When one-half the public is declaring its belief in apparently miraculous healing by one form and another of treatment, and the other half refuses to accept the testimony even of the patients themselves, seekers after the truth

will take hope and comfort in the announcement of a new book by the Rt. Rev. Samuel Fallows, DD, LL.D., a clergyman of established reputation, soon to be published by A. G. McLurg & Co., Chicago. This book, to be entitled "Health and Happiness, or, Religious Therapeutics and Right Living," will discuss the whole subject from a new and sane standpoint, and will be addressed to the demands of every man and woman of common sense. Bishop Fallows will be known in connection with the establishment of a movement now being carried on at his church in Chicago, where wonderful results have already been accomplished through prayer and faith, upon a basis of practice original with himself, and recognizing that in dealing with some forms of disease we should still to some extent avail ourselves of the knowledge and skill of the trained physician. The book will be eagerly awaited by a multitude of people who are anxiously seeking the clear sunlight of a more rational and reasonable faith.

AN IMPORTANT WORK.

Lawrence J. Burpee, of Ottawa, has at length completed his task of compiling the records of western exploration and has seen his work fittingly published in a handsome large illustrated volume entitled "In Search of the Western Sea." The book is divided into three parts, "The Northern Gateway," "The Southern Gateway," and "The Road to the Sea." Mr. Burpee has adopted a pleasing style, refraining from too lengthy quotations, which in a work of this character are apt to be prosy. He has allowed fancy to brighten his pages, without departing from a groundwork of solid fact. The whole is a compilation of information of a most valuable character, and betokens much erudition and much painstaking research. Mr. Burpee and his publishers are to be congratulated on the production of a monumental work, which will be invaluable to students of to-day and tomorrow. The Musson Book Co. publish the Canadian edition at \$5 net.

A GRATIFYING RECEPTION.

It has been a source of much gratification to the manager of the Oxford University Press, S. B. Gundy, to find the Canadian trade responding so well to the Chambers's Encyclopaedia proposition made in the last number of Bookseller and Stationer. It will be remembered that the Oxford Press are arranging with the Toronto Mail and Empire and other leading papers in various parts of Canada to advertise extensively in large space the great encyclopaedia. All orders resulting are to be filled through local booksellers, who will receive a commission on every set sold.

While the advertising campaign in the Mail and Empire is not to start until July 12, already numerous advance orders for sets have been received and the number of enquiries for particulars is extensive. One point which Mr. Gundy makes is this, the Oxford Press takes all risk of collections. No bookseller will be liable for the value of sets sold, when payment is not collectable.

Arrangements have been made by Mr. Gundy with the Montreal Herald to carry on the advertising of the encyclopaedia in the Province of Quebec.

A. G. Bradley, who wrote "The Fight With France for North America," has written a sequel to that volume entitled "The Making of Canada, 1763-1814," which Constable & Co., of Edinburgh, are publishing. It was proved a timely volume in view of the celebrations at Quebec.

THE BEST SELLERS IN THE "OLD COUNTRY"

—in every class of periodical literature—are to be found in the series of Harmsworth publications, a selection of which is given below. Specimen copies and any further particulars desired can be obtained on application to Amalgamated Press Ltd., Export Dept., Carmelite House, London, Eng.

HARMSWORTH HISTORY OF THE WORLD (40 Parts. 7d. Each)

The "Harmsworth History of the World" is the work of the foremost historians of the age. The reader will learn the history of the world, from the commencement of things until to-day, from the lips of such men as the Right Hon. James Bryce, Professor Flinders Petrie, Professor Archibald Sayce, Sir Henry Johnston, and many other eloquent historians and ethnologists.

Illustrations are used wherever their use explains or adds interest to the letterpress. The picture-galleries of the world have been liberally drawn upon; and the total number of pictures, including many magnificent coloured plates, reaches the colossal figure of 10,000.

Like its companions and predecessors the "Harmsworth Encyclopædia," the "Harmsworth Self-Educator," and the "Harmsworth Atlas," so also the "Harmsworth History of the World" is a marvel of cheapness. The whole work will be completed in about forty fortnightly parts at 7d. each, so that the total price will be less than 25s. Truly an astonishing bargain when one thinks of the huge prices, running into many pounds, usually asked for a work of this character.

THE WORLD AND HIS WIFE (15c. Monthly)

The most sumptuous monthly magazine printed in England. It contains each month entrancing serial and short stories by leading authors, and is profusely illustrated by famous artists.

Home decoration, home amusements, health, cooking, dress making, and valuable articles on household management suggest the practical nature of its contents month by month.

A handsome little magazine for the children, the "Faybion," specially edited by ladies, and charmingly printed in colours, is presented with each number.

LONDON MAGAZINE (15c. Monthly)

Positively the best monthly magazine hailed from the Old Country—the magazine of human interest.

Every story, article, picture, verse, every item in its production, is deeply interesting, pleasantly instructive, artistic and refined.

In illustrations are the cleverest productions of the cleverest and best-known artists. Its contributions include some of the most prominent masters of fiction of the day, and there is always a strong serial by a favorite novelist.

THE RED MAGAZINE 15c. Monthly

The Premier Fiction Magazine, and the only illustrated magazine of its class on the English market.

Contains the biggest and brightest budget of short stories ever issued for 15 cents, and is contributed to by all the leading Short Story writers.

For cleverness, ingenuity and literary merit, the stories contained in the "Red" Magazine are unequalled.

CHILDREN'S ENCYCLOPAEDIA (Fortnightly. 7d. Parts)

To be completed in about forty parts. Something entirely novel. The "Children's Encyclopædia" is the greatest children's book that has ever been published. It is the first attempt ever made to explain the whole world to a child. The scheme has behind it a group of the most capable teachers of the day. It is a book to be read to children or by children. The arrangement of the book makes it possible to explain anything in the world to a child. There is nothing, indeed, that can come into childhood that is not treated in the "Children's Encyclopædia." It is not an effort to cram a child's mind; it is an effort to direct the child's mind into pleasant and profitable paths.

FASHIONS FOR ALL (3d. Monthly)

This magazine is published in the middle of every month, and is a distinct advance upon anything of the kind ever attempted before. It contains over 100 fashion designs, remarkable for the distinctions with which they combine simplicity with good taste. Millinery, crochet, and knitting form also a strong feature. With each number of "Fashions for All" are given away five free patterns. Every detail concerning these patterns is fully set forth, not only in English, but in French, German, Spanish and Dutch.

DAILY MAIL SIXPENNY NOVELS

Only the Best Fiction of the Best Writers is included in the popular "Daily Mail" Sixpenny Series.

FOR EXAMPLE:

The Philanderers, A. E. W. Mason
A Gentleman of France, Stanley Weyman
The Viper of Milan, Marjorie Bowen
Singapore, E. W. Hornung
The Call of the Blood, Robert Hichens

The Guarded Flame, W. B. Maxwell
The Ragged Messenger, W. B. Maxwell
The Mayor of Troy, A. T. Quiller Couch
Delorah of Toth, Mrs. Henry de la Pasture
Behind the Throne, William Le Queux

The series includes thirty other works equally famous.

SPECIAL NOTICE.—A complete list of about Forty Weekly publications also issued from Carmelite House, will be sent free on application.

Some Matters of Interest to Canadian Newsdealers

Canadian Publisher has Difficulty with Post Office Department—English News Agent Pleased With Visit to Canada—Uniform Publishing Dates.

The following letter from B. G. Newton, manager of the Canadian Home Monthly, a new magazine, published by Stedman Bros., Brantford, speaks for itself:

The Editor, Bookseller and Stationer:

In a recent issue of The Bookseller, I noticed your criticism of the deplorable manner in which the Post Office Department is conducted. At the time, we secretly agreed with you that the affairs of so important a state department should be controlled by a far more competent executive body than R. M. Coulter and his assistants. Our opinion of the manner in which the affairs of the department are managed is no longer cherished in secret—rather would we give it vent through as many valves as possible.

It is just six months ago since we made application to the department for mailing privileges for a new magazine which we purposed publishing. We were asked to submit a sample of the first number—together with a list of subscribers. Upon submitting a copy of our first number, Mr. Coulter coolly informed us that the department could not see its way clear to grant us mailing privileges. He also quoted from the Post Office Act the clause reading that in order to enjoy second-class mailing rates, "the periodical must consist wholly or in part of political or other news." Mr. Coulter would not vouchsafe this information when the first application was made, although we outlined the nature of our publication thoroughly.

In a personal interview (at Ottawa) Mr. Coulter suggested to our representative (Mr. T. H. Preston, ex-M. P. P.) that we make certain changes—send the department a dummy and he would give it due consideration. We did this, and all the satisfaction we secured was contained in a letter stating that the department could not pass judgment on a "dummy" copy.

At this time, two months or more ago, Mr. Coulter stated that the department had under consideration the establishment of a new classification governing the postal rates on publications of a literary nature. This new ruling was to have materialized, we were led to believe, in a week or so. It is now eight or nine weeks, and, a few days ago, Mr. Coulter, in reply to an urgent letter says, "The department still has the matter under consideration." The department's mode of considering things must be a most deliberate and ponderous process indeed.

Our position is a most awkward one, for we are forced to pay postage indefinitely at the rate of 8c per pound, whereas we originally intended paying the existing newspaper rate—a privilege now enjoyed by several Canadian magazines (in nature similar to our journal). American publications under the Postal Treaty are, we believe, carried in Canada at the U. S. rate of 4c per pound. We have the promise of a new classification being formed—until this is done, we must continue to pay postage at the exorbitant rate of 8c per pound. We cannot improve our magazine or increase our circulation until the department gets busy.

Our case is not by any means an isolated one, as we understand the department is refusing to grant mailing privileges to any new publication unless it complies in every respect to the latest interpretation of the statutes. And yet, some Canadian magazines are permitted to cir-

culate at the old rate—whether by virtue of vested rights, or by reason of inertia on the part of the heads of the Post Office Department, I do not know.

I agree with the Toronto Board of Control that the department is "rotten, yes, rotten." Just fancy, having to wait fourteen days for an answer to a very important letter—and in order to get this reply, I had to wire twice and phone to Ottawa—and then, of all the exasperating and absurdly inconsequential nothings, the department's letter contained them.

B. G. NEWTON.

Brantford, June 17, 1908.

PLEASED WITH CANADA.

Arthur Berrill, of the firm of Gordon & Gotch, wholesale newsagents, London, England, is now in Montreal, en route home after a two months' visit to Canada. Accompanied by Mrs. Berrill he made his way through to the Coast, spending some time in all the principal cities.

To Bookseller and Stationer, Mr. Berrill expressed himself as well pleased with the country, especially the west. The outlook for the news trade was good. He had gained first-hand information on the Canadian situation and was now able to go home and consider future business moves intelligently. He did not consider the time as quite ripe yet for the establishment of an agency but he believed it would not be long before one would be necessary. Meanwhile his house were going to develop trade here aggressively.

DINNER TO DISTINGUISHED PUBLISHER.

During his brief stay in Toronto, Arthur Spurgeon, general manager of Cassell & Co., London, was the guest of honor at a publishers' dinner tendered him by Lt.-Col. J. B. MacLean, proprietor of The Bookseller and Stationer, on Friday evening, June 12, at the Toronto Club. Owing to the brief notice of the event, several publishers were unable to be present, but a good representation of the trade were there to meet Mr. Spurgeon.

The guest of the evening was toasted in due form and responded felicitously, expressing his appreciation of the kindness which had been shown him in Toronto. He told briefly the story of his connection with Cassell & Co., and outlined how he had succeeded in restoring the fortunes of the famous old house.

J. L. Thompson, manager of Charles Scribner's Sons, New York, happened to be in Toronto on the day of the dinner, and was prevailed on to be present. He too spoke entertainingly of trade affairs. J. S. Willison, managing editor of the Toronto News, and Wm. Tyrrell, of Wm. Tyrrell & Co., were the other speakers.

The invited guests included William Copp, Copp, Clark Co.; George McLeod and Thomas Allen, of McLeod & Allen; A. F. Rutter, Warwick Bros. & Rutter; W. P. Gundy, W. J. Gage & Co.; J. J. Redditt, Methodist Book and Publishing House; Frank Wise, Macmillan Co., of Canada; S. B. Gundy, Oxford University Press; C. J. Musson and J. H. Charles, Musson Book Co.; W. E.

Robertson, Westminster Co.; Wm. Tyrrell, Wm. Tyrrell & Co.; J. L. Thompson, Chas. Scribner's Sons; J. S. Willison; Lt.-Col. Denison; Henry Button, Cassell & Co.; W. A. Craik.

✱

VIEW BOOK OF QUEBEC.

There will be a large demand for souvenir view books of Quebec this month and of these Valentine & Sons Publishing Co., Montreal and Toronto, issue a very handsome one indeed. It contains 24 subjects with historical notes. The views 7x9 inches in size are mounted on stiff heather paper 9x11 inches, producing a charming effect. The views are executed in a rich blue tint, which brings out the contrasting objects in striking fashion. The view book has only to be seen to be admired and desired and booksellers will do well to stock it this summer.

✱

SIXTY YEARS IN BUSINESS.

The firm of Warwick Bros. & Rutter, Toronto, were taken completely by surprise a couple of weeks ago when a procession of employes filed into Mr. G. R. Warwick's private office and invited the other members of the firm to step in. For a minute or two wild surmises passed through the minds of the directors. What grievance could be at the bottom of this move? Was a strike threatened? Would there be a demand for higher wages?

But the firm was not being called up on the carpet for any such thing. Instead, a handsomely inscribed scroll was unrolled, which the leader of the deputation proceeded to read aloud.

After referring to the fact that the firm had now completed successfully a business career of three score years, it proceeded to offer the felicitations of the entire staff on the event. The whole tenor of the memorial was one of goodwill and esteem, which, as one of the directors afterwards remarked to Bookseller and Stationer, "could never be bought for money and which we value in corresponding degree." The congratulatory document was signed by representative employes of all departments.

The annual picnic of the employes takes place on the 18th inst. It had been intended to present the testimonial then, but Mr. Rutter's departure for England altered the plan somewhat. However, the picnic will be made a memorable occasion in the history of the firm and a souvenir programme, containing an illustrated history of the firm, is in preparation.

✱

Cassell & Co., Toronto, announce that arrangements have been made whereby the publishing day of all their monthly magazines, with the exception of the Story-Teller, will be the 10th day of the preceding month. The Story-Teller will be published on the 1st of the preceding month.

Periodicals That Sell

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

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

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

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

Canadian Machinery and Manufacturing News—The only mechanical paper published in Canada. Of interest to heads of manufacturing concerns, superintendents, foremen, machinists, electricians, engineers, etc. Are there not a large number in your town who would become regular buyers or subscribers? Seven and a half cents to the dealer, ten cents retail. Yearly subscriptions 75 cents to the dealer, \$1.00 to subscriber. *Returnable.* CANADIAN MACHINERY, 10 Front St. East, Toronto.

If it's a British Publication We Have It.

Two popular publications that every newsdealer should have on his counter.

The famous "Living Races of Mankind"
 Issued Semi-monthly. Trade Price 15c.
 Issue No. 2 Now on Sale

Lloyd's Song Album
 Trade Price \$1.70 per doz.

Sole Agents for Canada

The Imperial News Co.
 91 Church Street, Toronto

The Oldest, Best, Most Widely Circulated and Influential Mining Paper in the World

The Mining Journal
 (ESTABLISHED 1835)

Annual Subscription, including postage, to Canada, \$6.50

46 Queen Victoria Street, London, E.C., England

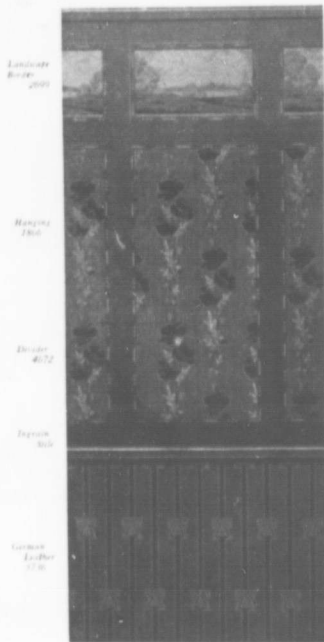
Useful Talks on Running the Wall Paper Department

Many Booksellers are Indifferent—The Need for Courteous Treatment of Customers—No Department Can be Made More Profitable.

NOTE. The BOOKSELLER AND STATIONER has just completed arrangements for the publication of a series of letters concerning the wall paper departments of the booksellers of Canada. This series is to be written by a man close to the trade, familiar with the problems that confront the dealer, and not afraid to point out the faults of principle and practice he observes in his travels.

Talk No. 1.

I was thumbing over the pages of my April number of *System* the other night and ran across an article by an old friend, Edward Mott Wooley. The "Dollars and Cents Value of Service" would interest anyone who has to look a payroll in the face every week, but it was particularly impressive to me, as I had just completed a more informal investigation of the same subject, in con-



The Arrayed Shown by Staunton Limited.

nection with the wall paper trade of the booksellers of Canada, undertaken for The Bookseller and Stationer.

I was utterly dumbfounded at the indifference of many of the booksellers—and agreeably surprised at the infectious enthusiasm of some others. Incidentally, the soreheads were usually the little fellows who carried wall paper in stock simply and solely as a convenience to those customers who called for it. They did nothing to convert a burden into an asset—and if anything, contributed largely to their lack of success. The enthusiastic fellows may have started carrying wall paper for

the same reason, but through the application of brains and energy have brought their departments to where they now compete in profitability with the book and stationery end of their business.

An Indictment.

Mr. Wooley's indictment was of course directed against some dealer in the United States, but I am quoting a paragraph from his article because I saw the same thing, with variations, happen so many times in my rounds that it serves as well as anything could as an example of "How NOT to Make Money Out of Wall Paper."

"An incident in which I myself figured as a principal may be included in these examples. I went into a paint and wall paper store to get a price on a paperhanging job. The proprietor was in a bad mood. When he gave me his estimate, \$47, I remarked:

"Your price seems rather high."

"'All right,' he growled, 'do it yourself.' Then he turned his back in finality.

"My natural conclusion was that this contractor was rushed with orders, and didn't care for more trade, but the next day a boy came along my street delivering circulars advertising the business of this very man.

"Now, the point came in later. I found that his price was the lowest of several estimates, yet rather than give the job to a man who had snubbed me, I paid two dollars more."

What is the Reason?

Have you ever wondered why the trade of certain customers who once dealt largely with you ceases suddenly? Have you ever seen a one-time patron pass your store and go into your competitor's? Have you ever wondered at the mushroom-like growth of some younger man who opened in your town and within a few years had the cream of the trade that had once been yours?

There's some mighty good reason, you can wager, and it may be just the fault of service, either on your part or on that of your employes. Emerson says: "The highest price you can pay for some things is to have to ask for them." Fair treatment and courteous attention are embarrassing things to have to ask for, and customers don't come to your store to be embarrassed.

"The dollars and cents value of service as shown by such incidents in everyday business ought to set merchants thinking.

"Every instance of indifferent attention, every disagreeable or sarcastic word, every impatient gesture, every scowl or quick retort to a customer, spells LOSS—not mere theoretical loss, but loss that can be determined in money—that takes dollars out of your cash drawer and puts them into that of your wiser competitor."

And remember that courtesy and patience, sympathy and intelligent suggestion just as certainly spell GAIN.

The next time you are tempted to kick about your wall paper department take the time to go into the matter as I have, and you'll be ready to agree with me that there isn't a line that can be made more profitable to carry by the bookseller, IF you but go at the thing in the right way.

Announcement:

The New Wall Paper Season Opens July 6, 1908.

“PICKING THE WINNER”

¶ IF you could make up your mind on the question of the line you will carry next year from advertisements, we would try to tell you something here of the 1908-9 offering of Stauntons Limited.

¶ BUT you can't!

¶ LET it suffice to say that it is the best that we have ever produced. We submit it to you with every confidence but no prejudice. If we might decide the matter for you there would be nothing but Staunton paper sold in Canada. That's where prejudice leads to!

¶ ALL we ask is that our salesmen and samples be given the consideration they deserve before you place your order elsewhere. We cheerfully accept our chance for your business *after* comparison.

¶ CORRESPONDENCE is invited with dry goods merchants not now carrying wall paper. Communications confidential and our advice as disinterested as we can make it.

¶ REMEMBER, when buying wall paper, that it's the *profit-bearing* value that counts, *not* the cost to you. The papers that make the money for the *retailer* are trade-marked with the Staunton Diamond, which on wall paper corresponds with the "Sterling" mark on Silverware.

¶ IF you are a judge of wall paper value the Staunton Line for 1909 will appeal to you as no other can.



Stauntons Limited sell only to bona fide dealers in wall decorations and the above competition is restricted to the same class.

STAUNTONS Limited

WALL PAPER MANUFACTURERS

933 Yonge St., - TORONTO, ONTARIO

(Kindly give street address when writing, and direct your letters to General Sales Department.)

What is your Judgment Worth?

\$100.00 in Gold.

¶ FOR years past the salesmen and office assistants at Stauntons Limited have chosen certain papers at the beginning of each new Season as the probable "best seller." Sometimes the unanimous choice falls upon a certain coloring of one paper; sometimes it is split up between half a dozen or more, and far more often than not, the most elaborate estimates are the furthest from the fact.

¶ WE are interested to know how correctly our customers can prejudice. To make it interesting prizes of \$100.00 in Gold will be paid to the successful competitors, \$50.00 Gold Piece to the winner of the first. Conditions of the Competition are simple. Full details are contained in the July number of "Gilt and Glimmer" our interesting magazine for wall paper dealers. If you are an established dealer, or intend to carry a stock this year and for some reason do not receive "Gilt and Glimmer," fill out, tear off and send us the attached coupon.

Your name will be added to the mailing list and a July copy sent you.

¶ IF you *are* a judge of wall paper you may win one of the above prizes, perhaps the first, of \$50.00.

Stauntons Limited 933 Yonge Street, Toronto, Ont.

I now intend to carry a stock of wall paper but do not receive "Gilt and Glimmer." Kindly add my name to the mailing list and have your traveler call on me. I will give his samples consideration before I order elsewhere.

Name

Address

PAYSON'S INDELIBLE INK



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

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

Standard Commercial Tables

Matte's Interest Tables

At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum by Napier. 1000 MATTE'S Edition. Price, \$5.00

Matte's Three Per Cent. Interest Tables

By the same author. On fine heavy paper and strongly bound. Price, \$3.00

Hughes' Interest Tables and Book of Days Combined

At 3, 3 1/2, 4, 5, 5 1/2, 6, 7 and 8 per cent. per annum. By CHARLES M. C. HUGHES. Price, \$5.00

Hughes' Supplementary Interest Tables

Comprising a Special Interest Table for daily instalments, showing interest for one thousand days on any amount, ranging from 1/4 per cent. to 20 per cent., inclusive. Also a table showing interest for one thousand days at 5 per cent., by means of which in connection with Comparative Tabled interest for one thousand days can be obtained at any rate from 1/4 per cent. to 10 per cent., inclusive, and COMPARATIVE INTEREST TABLES, showing interest on any rate from 1/4 per cent. to 10 per cent., inclusive, on the basis of 360 days to the year at 1/4 per cent. rates. By CHARLES M. C. HUGHES. Price, \$2.00

Hughes' Interest Tables

At 6 and 7 per cent. per annum (on the basis of 360 days to the year), for one, two, three and four months and days of grace, for use in Discounting and Borrowing Promissory Notes. By CHARLES M. C. HUGHES (on folded card, 1849) strongly bound. Price, \$1.00

Hughes' Savings Bank Interest Tables

At 2 1/2, 3 or 3 1/2 per cent. (each on separate card), on the basis of one month, being 1/12 part of a year. By CHARLES M. C. HUGHES. Price, \$1.00

Buchan's Sterling Exchange Tables

Converting sterling into Canadian currency, and vice versa, showing in Pounds and Pence, with other useful tables. By ERIC BUCHAN. Second edition. Price, \$4.00

Buchan's Sterling Equivalents and Exchange Tables

Showing the relative value, according to the rate of the count in London, in Canadian and New York systems of quotations, of bills of exchange drawn at any rate, or having any number of days to run, etc., etc. By ERIC BUCHAN. Price, \$4.00

Buchan's Par of Exchange (Canadian)

Giving sterling into dollars and cents and vice versa, from 1/4 upwards also sterling equivalents, Canada into New York and vice versa. By ERIC BUCHAN. Price in sheets, each 25c; bound in leather, each, \$5.00

Import Costs

Showing "land-down costs" from one-eighth of a penny to one thousand pounds, with advance on sterling rates from five per cent. to fifty per cent., calculated at the Canadian rate of Exchange, advancing by two and a half per cent. rates. A separate table for each rate. By H. S. MARTIN. Price, \$1.50. Full bound leather, \$2.00

The Importers' Guide

A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANKED TABLE, from 20 to 100 shillings per gross at 40 yards. By R. CAMPBELL and J. W. LITTLE. Leather, 75c

The Canadian Customs Tariff

Revised to date, comprising lists of warehousing ports in the Dominion, the Franco-Canadian treaties, extracts of Canadian Customs Act, Sterling Exchange, Franco-Canadian Bismark, at Canadian Customs values, also a table of the value of francs in English money. Harbor Dues, etc., etc. F. O. G. No. 104. Price, 50c

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THE TRAVELING MAN.

All-night buying is no uncommon thing in Western Canada. Railway connections in many places are such that dealers, who come in from outlying towns to inspect import samples, shown by eastern travelers, land in in the evening and have to get out on an early morning train. That means that traveler and merchant work along through the wee sma' hours and oftentimes daylight comes before they get through.

* * *

Some of the annoying things that travelers have to contend with frequently arise from confusion of names. A Toronto publisher, who also does considerable traveling for his house, and who is by no manner of means a toper, had this painful experience in Ottawa. Leaving the Russell House in a hurry to catch a train he was "stuck" for a much larger bill than he expected—some ten or fifteen dollars—but in his haste he had no time to investigate. On the way to the station he mentioned to a fellow traveler that rates at the Russell must have gone up quite a bit. The latter asked to see the bill, which was produced and there the astonished publisher discovered a heavy item for wines, which of course he had never seen. Subsequent investigation showed that another man of the same name had been the purchaser.

* * *

Other stories might be told illustrating the same thing. Two travelers in the trade with identical names happened to be following each other from point to point. Traveler No. 1 comes to Ottawa, does his business and proceeds to St. John, N.B., leaving instructions to forward all letters. Traveler No. 2 announces to certain parties that he will be in Ottawa on such and such a date and to write him there. He arrives and asks for his mail. Of course there is no mail and he is so informed. All mail has gone forward to St. John. The same story happens at St. John and Halifax. This is by no means the only inconvenient experience that these two travelers have had.

* * *

The western route is becoming so heavy for some travelers for eastern houses that they will soon have to have assistants to help them out. In fact one or two houses already send out an assistant with their western travelers and others will adopt the same plan next year. Truly the west is growing and soon each firm will have to have a staff of drummers on the western route.

What Men and Firms in the Trade are Doing

F. Houssain, dealer in fancy goods, Brandon, has been succeeded by Houssain Bros.

J. S. Ireland, of Owen Sound, has gone out on a summer business trip for Stauntons wall papers.

Mrs. E. T. Davis, grocer and fancy goods dealer, Cypress River, Man., has sold out to Cecil White & Co.

S. E. Briggs, general manager of the Fleming H. Revell Co., New York, came to Toronto to celebrate the Glorious Fourth.

J. R. Irwin, representing Harmsworth's publications, was in Montreal recently, in the interests, particularly, of the new Red Magazine.

Geo. Savoy, representative of the National Blank Book Co., of Holyoke, Mass., was among the recent American travelers in Montreal.

Jerome H. Remick, of Jerome H. Remick & Co., music publishers, New York, was in Montreal, in the interests of his firm, during the past month.

The Union Card & Paper Co., of Montreal, makers of playing cards, etc., have been succeeded by the Consolidated Lithographing & Manufacturing Co., Limited.

Wm. Carter, of Stratford, has taken over the sheet music and small goods stock from his father, Charles Carter, and will also add stationery and fancy goods.

S. B. Gundy, of the Oxford University Press is home from his spring trip to the Old Country, full of his new scheme for disposing of Chambers' Encyclopaedia through the Canadian trade.

In an interesting and closely-contested golf match at the Lambton links on June 20 the Toronto News Co. defeated McLeod & Allen. A return game is talked of by the vanquished publishers.

The O. B. Stanton & Wilson Co., Toronto, commercial stationers, have removed from their old location on the east side of Yonge Street to premises occupied up to recently by the Sterling Bank on the west side.

John Morgan of Raphael, Tuck & Sons Co., has been located at the King Edward Hotel, Toronto, for the past couple of weeks. This is his second visit this season and this time he has cleared up all the smaller accounts.

Thos. French, of James St., Hamilton has lately added picture framing to his already extensive station-

ery business. He is one of the progressive men in the trade and always reads his Bookseller and Stationer.

Frank Wise, manager of the Macmillan Co., of Canada, is back from a two-months' trip to the Old Country, where he went with Mrs. Wise in April. He reports conditions on the other side of the water to be sound.

James T. Swift, the popular representative of the F. H. Harcourt Co., Toronto, was married at Ottawa on June 27 to Miss Emma Eveline Holland. All Mr. Swift's friends in the trade, and they are many, extend congratulations.

Frank Brown, son of E. S. Brown, stationer, of Collingwood, has taken a position with Stauntons, Limited, for the summer and has gone on a three month's tour. He will visit all the towns in New Brunswick disposing of their well known lines of wall paper.

Two of the most popular officers at the recent Niagara Militia Camp were Captain Walter Scott, of the 35th Regiment, Barrie and Captain Arthur Rixon, of the 35th Regiment Meaford. Under ordinary circumstances these two brave soldiers practise the gentle art of book-selling.

Bert Durham, late of the traveling staff of the Methodist Book Room, Toronto, and now manager of the retail store, helps to defend his country by serving as a lieutenant in the Army Service Corps. Last month he put in a couple of weeks' active service at the Niagara camp.

Owing to the retirement of W. J. Slater as manager of the retail store of the Methodist Book and Publishing Co., Toronto, a vacancy was created which has been filled by the promotion of one of the firm's popular travelers, Thomas H. Durham, who now holds the position in an able manner.

A. F. Rutter, Warwick Bros. & Rutter, Toronto, is not a believer in guide books and time-tables. He sailed for England last month intending to visit London and from there strike off on a two months' trip, wherever chance should carry him. One wonders just where Dame Chance will take the genial gentleman.

A. Roy McDougall, Toronto is at present showing Staunton's wall papers in the Maritime Provinces. Mr. McDougall doesn't believe in being idle and when trade slackens up in his own lines during July, he doesn't hesi-

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MUCILAGE	GLUE	PENCILS	DICTIONARIES	PAINTS	SCHOOL INKS	SCHOOL BAGS

BOOKSELLER AND STATIONER

tate to take on a nice clean line like Staunton's. He has shown this firm's wall papers in the east for some years now.

Arthur Berrill, head of the news agency firm of Gordon & Gotch, London, Eng., who has been spending the past couple of months in Canada, investigating conditions has returned from the West and is now in Montreal. He sails for the Old Country on the 17th.

A charter has been granted to the Church Book Room, Toronto; capital, \$40,000; to carry on a publishing, book-selling and stationery business. The incorporators are: Canon Welch, Canon Cody, Rev. T. C. S. Macklem, R. Millicamp, W. J. Slater, James Henderson, Archibald Speers, John Gounlock and John Gibson. W. J. Slater is manager.

E. W. Walker, manager of the wholesale department of the Methodist Book and Publishing House, has recently been visiting the chief American cities making arrangements for Fall editions. He found the trade quiet but



HARRY J. LANDAHL.

The Yukon Bookseller, who has been visiting Eastern Canada.

optimistic. So far as his own house was concerned, buying was heavier than usual, showing their confidence in the future.

J. Reginald Wells, a young man of the hustling stamp, is running a new book store at 197 King St. east, Hamilton, and is doing a good business. He makes quite a specialty of picture post cards. Mr. Wells believes in a frequently changed show-window, in reading his trade paper carefully and in giving every customer a cheerful "thank you."

Gouldings, Limited, have been incorporated to manufacture and deal in all kinds of books, stationery, leather and fancy goods, souvenirs, novelties and confectionery. The provisional directors are W. H. Goulding, of W. H. Goulding & Co., souvenir and fancy leather goods, Port Carling and Toronto; Emma Irene Goulding, Port Carling, and Eliza Sophia Goulding, Toronto.

James B. Gillies, of Buntin, Gillies & Co., Hamilton, is now in England, on pleasure and business bent. Mr. Gillies favored the London office of The Bookseller and Stationer with a call on June 13, which resulted in the interchange of some interesting trade information. On

his return to Canada he will be able to announce control of several important lines of stationery and novelties.

J. Bevan Hay, Canadian representative of the Eaton, Crane & Pike Company, has left Toronto for a seven weeks' trip to the Coast. This is Mr. Hay's first trip west for his new firm and it is to be hoped the western trade will extend the glad hand to him. While the Eaton-Hurlbut papers are being shown a little later than customary this year, still conditions in the west seemed to make it advisable to do this.

The sympathy of the book trade in Toronto goes out to J. S. Irwin, manager of the educational department of the Macmillan Co., Toronto, whose younger brother, Clement S., was drowned on June 30 in the Thames river, at London, through the upsetting of a canoe. Both brothers came from British Guiana, the younger arriving only about a year ago, and working since in the stock room of the same house.

W. J. Darton, of Wells, Gardner & Darton, London, who are probably best known to the trade as the publishers of "Chatterbox," has been visiting the leading Canadian cities lately. To Bookseller and Stationer, he expressed himself as delighted with what he had seen. The trip was taken for pleasure and Mr. Darton was accompanied by Mrs. Darton. They have a married daughter in Toronto.

W. C. Bell, of the Musson Book Co., Toronto, reached home from his coast trip about the middle of June. To Bookseller and Stationer he said that he couldn't understand what all the talk about hard times out there was based on. True there was a slight panic last Fall but his experience was that the trade were buying as well as ever and he did as much business this year as last year. He felt confident there would be a bumper crop, which would make business hum in the Fall.

A. G. Seopes, managing director of Bas Relief Photographic Co., Ltd., 115 Newgate Street, London, Eng., is calling upon the wholesale trade in the larger centres, in the interests of the bas-relief photography. This firm possesses the patent rights of this particular class of manufacture of postal cards. Their line is very extensive and varied. Mr. Seopes states that the Canadian trade has developed to such an extent that they are giving this market even more particular attention.

On June 1, A. Grigg opened a book and stationery store in Pembroke, under the firm name of the Grigg Book & Stationery Co. He will carry books, stationery, school supplies, office stationery and supplies, sporting goods, pictures, music and musical instruments, and would like to receive catalogues and price lists from all wholesale dealers in these lines. Mr. Grigg has had a long experience in the business, having spent four years with J. Grigg, of Exeter, one year with Warwick Bros. & Rutter, Toronto, and two years as manager of S. E. Mitchell's business in Pembroke.

A. B. Holmes, of the Peerless Carbon and Ribbon Manufacturing Co., Toronto, is touring Europe at the present time in the interests of his firm. He spent several weeks in England and Scotland and from there went to France, where he is now working. From France, he goes to Spain, Germany, Austria and Italy where he will open agencies in unrepresented districts. The Peerless Carbon and Ribbon Manufacturing Co. are building up a nice export business, shipping goods to England, Scotland, France, Spain, Germany, Austria and Australia, and if Mr. Holmes continues to meet with the success which already attends him, this department of their business will assume large proportions.

Mr. Shoemaker of the Penn Publishing Co., Philadelphia, was a visitor to the Toronto trade last week.

M. R. Lafontaine, stationer, Ottawa, has compromised with his creditors at 50 cents on the dollar cash.

John Cornelius, wall paper importer, Belleville, has assigned.

A meeting of the creditors of the Vise Photo Supply Co., Toronto, was held on the 6th inst.

Among the firms burned out in the Three Rivers fire was P. V. Ayotte and L. D. Masson & Co., stationers.

S. E. Mitchell, the Old Book Store, Pembroke, has been conducting a slaughter sale of books to reduce stock.

The Earle Co., of St. John, N.B., publishers, are said to be contemplating the establishment of a branch at Victoria, B.C.

The Cambridge Corporation of Montreal have temporarily opened a branch in Quebec for the sale of books and souvenirs.

Bender & Cowan, booksellers and stationers, Berlin, have dissolved partnership and the business will be carried on by Mr. Bender.

Charles Grill leaves on the 7th inst, on a trip to the Northwest and British Columbia carrying F. L. Weaver & Co.'s Berlin, line of postcards.

Authority has been granted to the Carbon Paper & Ribbon Manufacturing Company, Toronto, to change their name to the Peerless Carbon & Ribbon Manufacturing Company.

The paper and box-making factory of T. N. Hibben & Co., Victoria, B.C., was destroyed by fire on the morning of June 19. The damage done amounted to \$75,000. The fire was of incendiary origin.

N. Carpal, of 189 King St. Hamilton, is making a specialty of lead pencils, inks, general office supplies. His keen interest to secure the right articles should gain for him the patronage of the commercial and general public.

As a means of booming business, F. I. Weaver & Co., of "The Bookstore," Berlin, have been issuing a weekly called "The Booster," which in addition to display ad-

vertisements gives a liberal amount of space to general topics, humorous matter etc. No advertisements have been admitted from other firms.

The employees of the Berlin and Waterloo book stores of F. I. Weaver & Co. last year organized a tennis club which had a successful season and this year it branched out under the name of the Kenmore Tennis Club with a membership increased by players not employed by this firm. The name of the club will be recognized by many stationers as being identical with that of a very popular writing tablet.

H. I. Hobden, of the Musson Book Co., Toronto, believes in studying the books he is called on to sell. He had been earnestly perusing "Big Game at Sea," by Charles Frederick Holden, when he reached Yarmouth, N.S., on his last trip. So enthused did he become that nothing would do but he must go deep-sea fishing and out to sea he went. When it is related that it was not long before the lobsters were attracted to his boat, the success of his experiment is soon told.

The retail store of the Methodist Book and Publishing House, Toronto, has been making quite a unique display of books in one of their large windows on Richmond Street. It was a Canadian book window. Every volume shown was the work of a Canadian author, while a red, white and blue background gave a still further patriotic touch to the whole. Owing to the fact that this house publish so many Canadian books, it was a comparatively easy matter for them to assemble a big collection. The originator of the window was T. H. Durham, the new manager of the store.

Announcement was made in the Portage la Prairie Graphic of June 19 that F. B. Bagshaw had sold his book and stationery business to James A. Dunkin, a local druggist. The Graphic of June 27, however, had this item, "The deal between F. B. Bagshaw and J. A. Dunkin for the purchase of the former's book and stationery business is off, and Mr. Dunkin will not go into the business. Mr. Bagshaw has sold his stock and goodwill to E. A. Arnold, of Winnipeg, who has been connected with the book and stationery trade for some years. The new proprietor will open up for business on Monday. The deal with Mr. Arnold was on a cash basis." Mr. Bagshaw has been studying law for the past year and intends to practise.

HURD'S LAWN FINISH

is of the highest quality. The fabric effect is perfect. The finish is delightful to write upon. It is a beautiful, pleasing paper and will give perfect satisfaction to every one. We have it in many attractive, salable shades and in different weights, with pasted bristols to match. We shall be pleased to receive your orders for it or will mail samples upon request.

Our sizes, Beverly, Carleton, Drexel, Glenmore and Newport are very symmetrical and make a fine series for high class trade.

GEO. B. HURD & CO.

Fine Paper Makers

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



Doings of the Month in the Picture Post Card Department

The Need for Maintaining Prices—Evils of Bankrupt Stocks—
Protective Association Required by Wholesalers—Quebec Cards.

Postal card publishers seem to be agreed that in order to maintain the standard of the picture postal card, and to keep the trade what it should be, prices should be kept up. They claim that postal cards which sell for one cent, or less, must be sold with practically no profit, or the cards must be inferior in value.

Bringing down prices to the present average has had a marked effect upon the production of postal cards. Instead of a fifteen or sixteen-color card, such as was put out earlier in the history of the postal card, four and five-color cards are now made. Publishers find it impossible to issue cards of more than four or five colors at the prices demanded of them.

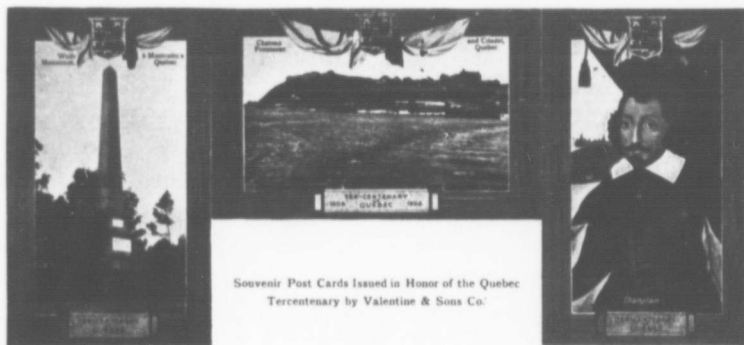
An important factor in bringing prices down to the present level has been the foisting of bankrupt stock on the market, which sells at half price. This harms the post card trade in a marked degree, for it clogs the market with goods which probably will remain unsold for a long time, even at the low price. This keeps out the fresh, up-to-date goods which, if sold at the price which they should bring, will yield a fair profit to all.

opinion expressed by a leading Canadian publisher. A protective association composed of wholesalers would enable them to co-operate, with the object in view of keeping the postal card up to the high water mark from every point of view. This publisher argues that picture postals will sell at two for five cents as quickly, and with really better satisfaction, than at one cent. Tourists, who figure largely among consumers, will buy them as readily at the higher price and be really better pleased with the result of their expenditure.

Quebec Cards.

Interest in postal cards of late seems to have centred in souvenir cards of the Quebec Tercentenary. Of these there are some very attractive specimens which have been published in honor of this patriotic occasion. The subject is a fruitful one and offers a wide range of subjects, as well as affords opportunity for a display of artistic skill and patriotism.

One good line which has been published for the tercentenary is an ordinary card thinly veneered with wood



This old stock also hurts the trade of the retailer, unless he can stock heavily enough to keep fresh and up-to-date stock as well.

The low prices at which these bankrupt stocks sell leads the consumer to expect low prices continually, hence the falling off in quality which is the inevitable result of such a state of affairs.

View cards, particularly, should not be sold at too low a figure. They are the soul of the trade and should be kept up to a lofty standard of quality. To do this the retail price should be sufficient to enable the publisher to issue a really superior article.

Postcard Protective Associations.

In many of the larger centres in different parts of the world post card protective associations exist for the purpose of maintaining the standard of picture postals. This is what the Canadian trade needs, according to the

and crossed diagonally with narrow red, white and blue ribbon. In gilt figures the dates 1608 and 1908 are placed at either side of the card, while it is also decorated with a seal and portrait of Champlain. Other cards of Champlain, Wolfe, Montcalm and other prominent characters of Canadian history. New views of Quebec and its surroundings have been issued, as well as scenes from the early history of Quebec.

Enterprising Publishers.

It speaks well for the enterprise of Montreal postal card publishers that two days after the recent fire at Three Rivers and the Cornwall bridge and canal disaster, postal views of these events were out. It is such up-to-date publications that help to keep the postal trade in a healthy thriving condition, and that maintain the interest of the buying public.

New view cards of all parts of the country are con-

Quebec Tercentenary Souvenirs

History of Quebec

Scenic sieges and battlefields of French Canada, by Katherine Livingstone Macpherson.

Historic Quebec

Attractive souvenir book of the Tercentenary. Neatly bound, containing views of Quebec.

Souvenir Post Cards

Three sets of eight cards, to sell at 25 cents. One of the finest lines ever published. Will be highly prized.

Dealers can have samples of History, Book of Views and Post Cards for \$1.50

The Valentine Publishing Co.

77 Bay Street, Toronto, Ont.

Coristine Building, Montreal, Que.

Attract Trade With a Wind Post Card Sign

The Greatest Advertising Novelty of the Day

Sign Goes Free With
Assortment No. 3

Consists of over 1,300
post cards. Costs only
\$15.00. Sells at \$42.30



Height 30 inches
Sign revolves with wind

Sign Goes Free With
Assortment No. 4

Consists of 1,600 post
cards, costing \$20.00
and selling at \$53.70

It is hung outside your store and can be seen and read for blocks. It is painted red with white letters and the lightest wind makes it revolve continuously. Price \$5.00 each

Warwick Bros. & Rutter, Limited
KING AND SPADINA, TORONTO, CAN.

NEW POST CARDS

FOR SUMMER TRADE. "ADVICE TO VACATIONISTS"

A variety of excellent colored cards, full of humor. People have been waiting for these.

PRICE, \$1.00 PER 100 CARDS ASSORTED

"LEAP YEAR" POST CARDS

Another consignment just to hand, 16 new subjects have been added.

PRICE, \$1.00 PER 100 CARDS ASSORTED

Owing to the difficulty to keep the supply up to the demand, ALL ORDERS WILL BE FILLED IN ROTATION.

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Specialties:
Modern Heliotype style.

plain and coloured.

Well known for efficiency and high-class workmanship.

Post Cards Very fine make. First class goods only.

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MADE AFTER YOUR OWN PHOTOS

AS A SPECIALTY WE MAKE

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

Ask for samples and quotations

QUALITY BETTER THAN ANY, DELIVERED QUICKER THAN MANY!

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POSTCARD

post cards of high-class finish MADE TO ORDER.
Hand colored collotype cards. Double tone collotype cards.
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Glossy collotype cards and all kinds of view albums and sample sheets.

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Write to

MESSRS. W. NEUMANN & CO.
42 Wasserthorstrasse

Berlin S. 42
Germany

stantly being issued and the demand for these keeps up. Now that the tourist season has commenced, views are greatly in demand, as very few tourists now visit a town without carrying away a number of picture postals as souvenirs of their visit, or sending them to their friends.

A new card in the novelty line is on the principle of the terentenary card described above. It has the words, "The First Coin Made in Canada" in gilt letters, and suspended from the ribbon is a new Canadian cent.

A Fine Quebec Series.

A series of twenty-eight cards in honor of the tercentenary of Quebec have been issued by Valentine & Sons Publishing Co. Three of these are illustrated in this department. They are all similarly designed with gold border, coat of arms and flags at the top and inscription at the bottom. The pictures are handsomely executed in colors and include the following subjects: Wolfe and Montcalm's monument, Champlain, Chateau Frontenac and Citadel, Champlain Memorial (2), Chateau from Laval, Where Wolfe Died, Parliament Buildings, Kent Gate, Little Champlain Street, Church of Notre Dame des Victories, Sous-le-Cap Street, Dufferin Terrace, St. Louis Gate, Wolfe's Cove, Cap Rouge, Wolfe, Montcalm, and other leaders.

*

IMPROVING THE POST CARD TRADE.

Written by Arthur Goodman, Manager of Raphael Tuck & Sons, Ltd., for The Bookseller and Stationer.

Leading publishers of pictorial post cards and discriminating retailers recognize that a healthy future for the post card trade lies in the co-operation of all branches of the trade to produce and sell the better class of cards. The public is becoming more educated every day, and insist upon the high class cards. Inferior cards may bring the dealer a greater temporary profit, but they undermine his trade.

At the beginning of the post card trade dealers made displays of good post cards, which attracted all classes of people, and induced them to collect post cards. Soon objectionable cards were brought out, and the better class of people began to fight shy of post cards. The trade became so lucrative that the inventive genius of publishers covered the entire range of human emotions, and often not too wisely. Some retailers stocked too wide a variety of objectionable cards, and trade did not flourish.

On the contrary, retailers who have kept artistic cards find their trade increasing. The use of the picture post card has become so firmly established that the pub-

What is Your Judgment Worth?

\$100.00 in Gold?

See Page 31 This Issue

POST CARDS

Brown, Black, Colored, Birthday, Comic.

All the Latest German Finest Novelties at Wholesale Rates. Sample Collection \$5. Established 1895

VERLAG ANT. GERSTENKORN, Hamburg

\$100⁰⁰ HAND POWER ELEVATOR

F.O.B. WORKS, HAMILTON. LOAD 1500 LBS., CAR 5 FT. X 6 FT.

MONTREAL | OTTAWA | WINNIPEG | VANCOUVER
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HEAD OFFICE, - TORONTO, ONTARIO

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Brockville, Ont.,
and
Winnipeg, Man.

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AMERICAN SKILL WINS

Holzman Local Views

"Not Made in Germany"

Supreme
Quality

plus

Unequaled
Service

at
Order Getting

Price

Write for Samples—It Will Pay You to Know

After patient experimentation we have perfected some special processes which produce **View Cards** of a quality far surpassing the best work of European publishers.

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

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

means nothing unless compared with our samples

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

Alfred Holzman Co.

2815 Wabash Avenue, CHICAGO

Dept. B

he will continue to buy readily, if the dealer keeps a class of goods which he, in his heart can vouch for, and not feel ashamed to show.

Make a firm resolution to detach yourself from stocking inferior and cheap goods. There are plenty of high class publishers who will co-operate with you.

It has been a proud boast of Raphael Tuck & Sons, Ltd., that among the 65,000 different varieties of post cards they produce, they have never heard or received a single reproach as to the style of card produced, and this alone has been an important factor in enabling them to maintain their trade so successfully.

If only the trade could see how they are slowly but surely throttling a great trade by stocking a class of goods which for the time being may bring them in a larger profit, but ultimately must lower their sales, then would the dealer be convinced that the future is in his hands, and can only be maintained by stocking good class publications and catering to the wants of his customers. He will then be building up a large trade for himself and will be assisting the publishers as well as making the post card a permanent and profitable line to stock.

✱

SUPERIOR PAPER FASTENERS.

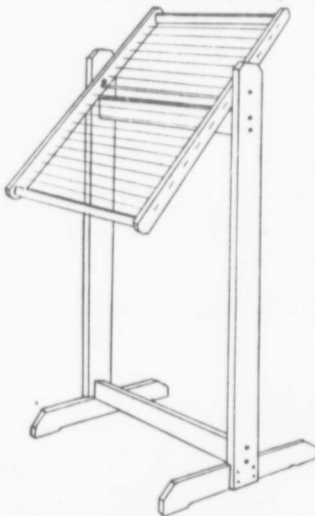
The superior merit of the "Superior" paper fastener lies in the fact that it has two points, with which to catch the paper. This prevents any pivotal action, resulting in a loosening of the fastener or a wearing away of the sheet. The fastener has the additional merit of being usable many times over. A demonstration of the good qualities of the "Superior" will prove its utility to customers and will lead to large sales wherever shown. At the present time the manufacturers, the Superior Manufacturing Co., Sidney, Ohio, are selling them at the rate of two million per month and sales are increasing rapidly.

✱

WATERMAN'S 'IDEAL' FOR THE TERCENTENARY.

Canadian retailers will make many special sales as a result of the Quebec Tercentenary. The L. E. Waterman Co., of Canada, Ltd., are co-operating with the trade by

producing special souvenir fountain pens, and furnishing dealers with attractive selling helps. Many lines of Waterman's "Ideal" are mounted with gold and enamel emblems in appropriate designs. They are doing special advertising to foster the demand. Electros for advertising these pens will be furnished dealers upon request.



Tissue Paper Display Rack.
(Buntin Gillies & Co.)

GIVEN TO THE TRADE.

The tissue paper display rack represented by the accompanying illustration is being offered to the trade by Buntin, Gillies & Co., Limited, Hamilton and Montreal. It stands 42 inches high and is made of heavy, coppered wire strung on a strong, hardwood frame. The wire rods cannot tear the tissue or bend out of shape. The frame, which holds 22 different colors of tissue, is movable and can be adjusted to any angle. Price \$2.50 each.

INDISPUTABLE PROOF
OF THE PRE-EMINENCE OF OUR
FLUID INK PENCILS



is the fact that we are receiving repeat orders every day. Just what PROFESSIONAL MEN, BANKERS, STUDENTS and BUSINESS MEN require. Made in two styles. Write like a lead-pencil.

THE C.C.C. POCKET STYLO, red vulcanite, \$7.20 per dozen.
THE C.C.C. BLACK BABY, black vulcanite, \$7.20 per dozen.

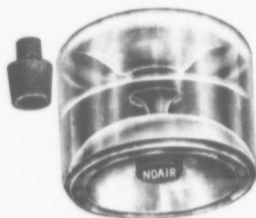
FLUID INK PENCILS with GOLD MOUNTINGS - suitable for presentation purposes—

No. 502	\$8.00 per dozen	No. 506	\$10.20 per dozen	No. 509	\$10.20 per dozen
" 501	9.00 "	" 507	15.00 "	" 510	15.00 "
" 504	10.20 "	" 508	15.00 "	" 511	30.00 "
" 505	8.40 "				

PLACE YOUR ORDERS EARLY

The Copp, Clark Company, Limited, - Toronto

SOMETHING ALTOGETHER NEW IN SAFETY INK STANDS



NUMAN'S "NOAIR"

If you sell the "Noair" safety you will not be bothered with complaints about corks falling out. The Noair cork is made of the finest acid proof rubber absolutely warranted to last for years.

It is constructed so there is a double clamp on the outside as well as on the inside making it impossible for the cork to fall out.

This is an absolutely new feature in Safety Inkstands.

Made in the finest fire polished Crystal Glass. Note the Quality appearance.

No. 601 "Noair" size 2 1/2 inches	\$2.00 per doz.
No. 603 " " " " 3 " "	3.00 " "

Sold by all jobbers in Canada.

Be up-to-date. Order sample dozen from your jobber and watch them sell.



C. H. NUMAN CO.

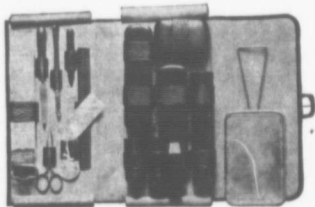
Sole Manufacturers
NEW YORK

C. F. RUMPP & SONS

MANUFACTURERS AND EXPORTERS OF



Fine Leather Goods



DRESSING CASE

Writing Cases, Pocket Books, Hand Bags,
Music Rolls, Cigar Cases,
Photo Frames, etc.

Philadelphia, Pa., U.S.A.

New York Salesrooms, 683 and 685 Broadway

There are many
good brands of

INKS and PASTE

but only one
BEST



CARTER'S

A Synonym for the
HIGHEST QUALITY

obtainable in

INKS

and

ADHESIVES



Smith, Davidson & Wright, Limited,

Wholesale Stationers,

Fancy Goods Importers

Vancouver, B. C.

MAIL ORDERS RECEIVE CAREFUL ATTENTION

Commercial Stationery---A Profitable Branch of the Trade

Built on the Business of the Country—Increasing Use of Typewriters
Means Increased Use of Supplies—An Easy Line to Carry.

The business of the county goes steadily on despite occasional failures. New concerns starting, old firms enlarging more than make up for such losses. The adoption of modern methods of book-keeping and accounting is a daily occurrence. Typewriters are being introduced all the time and are being used more extensively. The demand for commercial stationery is growing annually, who are benefiting?

Prices Generally Stable.

There is this peculiarity in the commercial stationery trade. Prices are generally stable. Staple articles bring in good profitable prices and these prices are rarely cut. The dealer who handles the various lines of supplies seldom has to dickie about price. He charges up the regulation price and he gets it. It is not like dealing with the general public, who are ever on the lookout for bargains or who are after favors. The business man buys when he needs to, pays a square price and usually pays up promptly.

Growing Use of Typewriters.

The use of the typewriter is on the increase and on the rapid increase. It is even passing out of the business office and invading the home. This means that there must be a corresponding increase in the demand for all the supplies necessary to run the typewriter. Carbon paper and ribbons are being made by scores of firms to-day and are being sold by all enterprising stationers.

The business is not one of ease, however. Stationers who take up the sale of these supplies have to get out and hustle if they want to make money. Either that or they must do some extensive advertising in order to induce customers to come to them. A combination of both methods is strongly advised.

Positive There is a Field.

A supply man, who read our article last month on this subject, writes from New York: "I feel positive there is a great field for the stationers in Canada. In this country a large number of stationers make sufficient to pay their rent out of supplies not counting in the additional business brought in through lady stenographers and purchasing agents calling in just to buy ribbon and we have often wondered why the stationers do not get after this particular business in Canada. The writer was at one time connected with Morton, Philips & Co., of

Montreal, having charge of their typewriter department. This was about fifteen years ago and even in those days we sold around two hundred ribbons per month right over the counter, giving us a net profit of \$100. So you see there is money in ribbons alone.

Toronto Will Have Show.

The National Business Show Company of Toronto will hold an extensive exhibition beginning October 3 and closing October 10. It will take place in Massey Hall and the indications are for a good show in every particular. The space leased is devoted exclusively to business systems, office equipment and appliances. The booths are to be ten feet high and will have electric illumination, for which there is a charge to exhibitors of \$2.50 a light.

The trade in Canada has for some time felt the need of a business exhibition on a large scale and the co-operation among the dealers and manufacturers assures its success. Exhibitors from the United States can arrange "bonding customs" privileges by correspondence with the management, H. R. Wood, manager, 116 Stair Building. The booths range in price from \$50 to \$100.

A Hustler.

A merchant in the east has become very fond of his new office boy. The boy entered very early in the morning, when the merchant was reading the paper. The latter glanced up and went on reading without speaking. After three minutes the boy said:

"Excuse me—but I'm in a hurry."

"What do you want?" he was asked.

"A job."

"You do? Well" snorted the man of business, "why are you in such a hurry?"


"Got to hurry," replied the boy. "Left school yesterday to go to work, and haven't struck anything yet. I can't waste time. If you've got nothing for me, say so, and I'll look elsewhere. The only place I can stop long enough is where they pay me for it."

"When can you come?" asked the surprised merchant.

"Don't have to come," he was told. "I'm here now, and would have been to work before this if you'd said so."

"SUPERIOR"

Paper Fasteners



Superior Because

They have two points which pierce the paper. The papers cannot pivot. They are inexpensive.

Samples and quotations furnished the trade upon request.

For sale by all leading stationers.

Superior Manufacturing Co., Sidney, Ohio

PEERLESS

BRAND

CARBON PAPER and RIBBONS are absolutely CLEAN and LONG-LASTING and PLEASANT to handle.

SOLE MANUFACTURERS FOR THE TRADE

Peerless Carbon and Ribbon Mfg. Co.

Factory: Limited

TORONTO, CANADA

The Pencil of Quality

THE TOPAZ



Rubber Tipped "Topaz" Drawing Pencils

The "Topaz" Pencil is made for all classes of work, from the finest art drawing to the roughest every-day service. It is made of the best materials and is most attractively put up and advertised.

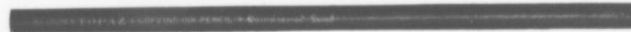
3 LEADERS 3



"Topaz" British Graphite Pencil



"Topaz" Rubber Tipped Pencil



"Topaz" Copying Ink Pencil

Make the "Topaz" your leader and you will find that every purchaser will be satisfied. Quality always tells and the "Topaz" has it.

Warwick Bros. & Rutter, Limited
KING AND SPADINA, TORONTO, CAN.

The Musical Department

The summer months are always quiet in the music trade. Outdoor life is the rule and schools and concerts are closed, consequently there is a decided falling off every summer for a couple of months. But with the opening of the schools and the approach of the season when people indulge in more musical recreation, the trade becomes extremely lively. This season is no exception to the general rule. Quiet at present there is every indication of a very busy fall season as music publishers are preparing to place some very attractive instrumental and vocal music of all varieties on the market. The demand for sheet music during the past few years has been constantly on the increase, therefore a heavy fall and winter season is anticipated.

Among recent vocal selections placed on the market is a ballad by Roy Dickinson Welch, entitled "When Night Falls, Dear," which has met with a good reception.

A sentimental ballad by Dave Reid and Ernest R. Ball, the composers of "Love Me and the World is Mine," is called "Sweetheart, Sweetheart," and promises to do as well as its predecessor.

"All the World Loves a Lover," by Geo. Graff, jr. and Ernest R. Ball, writers of "As Long as the World Rolls on," is a favorite, and there is a heavy call for "Sweetheart Days," by L. W. Heiser and J. Anton Daitley, the composers of "Dreaming."

"Take Me to Your Heart Again" a ballad and refrain by Collin Davis and Frank J. Richmond, is recent and is taking well. "Are You Sincere?" by Alfred Bryan and Albert Gumbly, is one of the best sellers at present and "I Will Try," by R. B. Ellison and Henriette Blanke Belcher is doing well.

Among popular comic selections "I'm Afraid to Come Home in the Dark," by Harry Williams and Egebert Van Alstyne, is still the most in demand. "Down in Jungle Town," a monkey ditty by Edward Madden and Theodore Morse, and "Just Give Me a Big Bass Drum," a march song by Russel D. Janney and Theodore Morse, are meeting with favor. Others of this class achieving popularity are: "The Party That Wrote Home Sweet Home Never Was a Married Man," by Fleta Jan Brown and "A Night, a Girl, a Moon," by Davis, Gillespie and Charlotte Blake.

"Fair Confidantes" composed by E. Louise McVeigh, and "Morning," by Robert A. Hellard, are two very pretty waltzes that are in good demand.

NEW CARDS FROM TUCK.

Raphael Tuck & Sons, Limited, Montreal, post card publishers, etc., are very enthusiastic regarding their

**An Announcement of
Surpassing Interest is
made on Page 31
this Issue of Bookseller**

Canadian trade. Their success here is due both to the superiority of their publications and to the increasing numbers of people from England who have known their publications on the other side, and prefer them to goods which they do not know. The fact that they carry stock here enables them to fill orders promptly. New lines are constantly being added, and everything is thoroughly up-to-date.

One of their latest productions is a line of plate-marked "Oilette" post cards, which is proving immensely popular. This series contains some lovely bits of scenery, seascapes, etc. each little design being encased with a plate-mark with a pure white margin, while the poetical quotation which accompanies each card lends additional interest to it.

The "Through the Woods" series is among the latest in this class and is very artistic.



The Best Known Goods

are always easiest to sell. There are no better known musical instruments in the world than "BERLINER" Gramophone and the "VICTOR" Talking Machine. You KNOW that. Then why not take advantage of our publicity campaigns and sell the "Berliner" and the "Victor"? There's a lot of money in doing it!

Write for full information to the agent nearest your locality:

J. & A. McMillan,	St. John, N.B.
Clerk Bros. Co.,	Winnipeg, Man.
Dyke, Evans & Callaghan,	Vancouver, B.C.
R. S. Williams & Sons, Limited,	Toronto, Ont.
R. S. Williams & Sons, Limited,	Winnipeg,
Norheimer Piano & Music Co.,	Toronto, Ont.
Royal Stores, Limited,	St. John's, Nfld.
Cordingley Bros.,	Brookville, Ont.
Western Talking Machine Co.,	Winnipeg, Man.
Eastin Talking Machine	Halifax, N.S.

Write your nearest distributor.

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

A Money Maker

The
"Wellington"
Photo Specialties
"The World's Standard"



They will pay you handsome profits.
Carry them as a side line.

For Price Lists and Particulars write

Ward & Co.,

13 St. John St.

Montreal, P.Q.

Condensed or "Want" Advertisements

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

RATES.

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

Five cents additional each insertion where box number is desired.

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

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

PERIODICALS.

KEEP POSTED—The leading authority in Canada on groceries and food products is **THE CANADIAN GROCER**. Important trade conditions generally discussed every week. Price \$2 per year.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. **BUSY MAN'S** is on sale at all newsstands. Better still, send \$2 for one year's subscription. Mail it to-day. **THE BUSY MAN'S MAGAZINE**, Toronto.

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

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

BOOKS FOR SALE.

How to dispose of shop-worn or unsaleable books is the problem of many a bookseller. Try an advertisement under this heading.

AUTHORS, WHO PUBLISH THEIR OWN books will find the **BOOKSELLER AND STATIONER** a good medium through which to interest the trade in their publications.

FIVE THOUSAND FACTS ABOUT CANADA—A wonderful compendium of data and information. Fifty per cent. discount to new dealers. Send for sample to Canadian Facts Publishing Company, 667 Spadina Avenue, Toronto. [10]

BOOKS IN FOREIGN LANGUAGES

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

BOOK PLATES (EX LIBRIS)

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

BOOKS WANTED.

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

BOOKSELLERS HAVING IN STOCK 2 copies of books dealing with the early history of Ontario towns or counties are asked to communicate with "Historian," Box 77, **BOOKSELLER AND STATIONER**. [12]

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

BUSINESSES FOR SALE.

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

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

SELLING PROPOSITION—Since going back into business, Feb. 1st, I have had an offer that I will accept if I can dispose of my business in Guelph, or am open to make arrangements with a good manager, a partner with some capital, or I will form a joint stock company with 2 young men. Write or come to Guelph if you want to be connected with the best retail Book, Stationery and Wall Paper house in western Ontario. All letters confidential. C. L. Nelles, Guelph. [8]

BOOK AND STATIONERY BUSINESS. Available cash \$2,500 to \$3,000. C. O. Z., care **BOOKSELLER AND STATIONER**. [7]

DIARIES

B. W. HUFESCH, 225 FIFTH AVE., N. Y., has diaries and perpetual year books; a popular diary. [12]

ITALIAN BOOKS

FRANCESCO TOCCHI, 520 BROADWAY, New York. Italian books—Printer and Publisher; importer and manufacturer of accordeons, guitars, mandolins, etc. [12]

INFORMATION WANTED.

THE EDITOR OF BOOKSELLER AND STATIONER desires to be kept posted on the publication of all new books and magazines in the Dominion of Canada. Readers will confer a favor by acquainting him of any omissions from the lists published each month.

KODAKS.

I CARRY THE LARGEST STOCK OF KODAKS and Photographic Supplies in British Columbia. Write for catalogue. Will Marsden, the Kodak Specialist, Vancouver, B.C. [13]

LITHOGRAPHY.

HIGH CLASS COLOR WORK—Commercial stationers, posters. The Hough Lithographing Co., Limited, Office, No. 3 Jarvis St., Toronto. Telephone, Main 1576. Art, good workmanship, business methods. [11]

MISCELLANEOUS

THE PERRY PICTURES EXTENSIVELY advertised. Millions sold. Very popular. Send 4 cents in stamps for illustrated catalogue and prices to the trade. Perry Pictures Co., Box 440, Malden, Mass. [12]

ENGLISH AND UNITED STATES FIRMS desiring Canadian representation should communicate with the editor of **BOOKSELLER AND STATIONER**, Toronto.

ONE of the leading English manufacturers and publishers of Christmas Cards, Calendars, etc., invite applications for the position of Sole Agent for Canada. Address "Calendars," care of **BOOKSELLER AND STATIONER**, 88 Fleet Street, London, Eng.

NATIONAL AID—An aid to every retail merchant in the world. Saves money, time, work and worry. The National Cash Register, F. E. Mutton, Canadian Manager, 129 West King Street, Toronto, Ont.

SITUATIONS VACANT.

You want a manager or a clerk. Here is the place to let your wants be known to just the class of people you require.

THE EDITOR OF BOOKSELLER AND STATIONER wants correspondents in all the larger cities of the Dominion. Apply, stating qualifications, 10 Front St. East, Toronto.

WANTED—in every town and village, a representative to take charge of the circulation of our various publications: Hardware and Metal, Canadian Grocer, Financial Post, Plumber and Steamfitter, Dry Goods Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery, and Busy Man's Magazine. Good financial standing and business connection a strong recommendation. Just the position for a retired business man for his spare time. **THE MACLEAN PUBLISHING COMPANY Limited**, Toronto. [11]

SITUATION WANTED

WANTED—POSITION as traveller for Stationery or Fancy Goods house. Advertiser has good connection in the West and 12 years experience in the trade. A. B. Box, **BOOKSELLER AND STATIONER**.

EXPERIENCED retail book, stationery and fancy goods salesman desired. 10 years experience. English and Canadian references. W. H. B., care **BOOKSELLER AND STATIONER**. [7]

BOOKSELLER & STATIONER OF CANADA

Published on the second Wednesday of every month.

The Maclean Publishing Co., Limited

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

Cable Address:
Macpubco, Toronto. Atabek, London, Eng.

OFFICES:

CANADA

MONTREAL (Telephone 1250) 232 McGill Street
TORONTO (Telephone 270) 10 Front St. East
WINNIPEG (F. R. Murray) Room 311 Union Bank Building
Telephone 3720

GREAT BRITAIN—

LONDON, ENG. (J. Meredith McKim) 88 Fleet St., E. 4.
Telephone Central 1200

UNITED STATES—

NEW YORK (H. B. Huettner) 34 West 148th St.
Telephone 2430 Audubon
CHICAGO (J. Roland Kay) Teutonic Building

FRANCE—

PARIS, Agence LAVIS, 8 Place de la Bourse.

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

Books.

The Old Loyalist—A Story of United Empire Loyal-
ist Descendants in Canada. By A. R. Davis, C.E. (Book)
A. R. Davis, C.E., Winnipeg.

Code de Procedure Civile de la Province de Quebec,
Annote, avec les textes Francais et Anglais, suivi des
matieres en rapport avec le Code, des Regles de Pratique
Annotees, des Divers Tarifs Judiciaires Annote. Par
Pierre Beullac. John Lovell & Son, Ltd., Montreal.

Lovell's Table of Routes, Dominion of Canada. John
Lovell & Son, Ltd., Montreal.

The First Century of Methodism in Canada. Vol. 1.
1775-1839. By J. E. Sanderson, M.A. William Briggs,
Toronto.

Le Manuel de l'Instituteur Catholique de la Province
de Quebec. Par Paul de Cazes. (Livre.) Paul de Cazes,
Quebec.

Le Manuel des Commissaires et Syndics d'Ecoles de
la Province de Quebec. Par Paul de Cazes. (Livre.)
Paul de Cazes, Quebec.

Les Etapes d'une Classe au Petit Seminaire de Que-
bec. (1859-1868.) Par l'Abbe D. Gosselin. (Livre.) Rev.
D. Gosselin, Charlesbourg, Que.

Banks and Banking. (Third Edition.) By Hon J. J.
MacLaren, D.C.L., LL.D., with an introduction on Bank-
ing in Canada by B. E. Walker. (Book.) The Carswell
Company, Limited, Toronto.

Official Automobile Road Guide of Canada, 1908-9.
James Miln, Toronto.

Tale of the Days of Hi Yu Bill and His Royal Com-
mission. As told by Isaac, the Moosehide Chief. Ar-
ranged by John North (Booklet.) Sydney H. Moore,
Toronto.

A Lay of Old Quebec. (Booklet.) Wilson Irwin, Mon-
treal.

Pictures, Maps, Photos, Etc.

Adrift on Lake Erie. (Postal Card.) John George
Spain, Port Dover, Ont.

Lady in Winter Costume with Bull Terrier at Her
Side. (Picture.) The Toronto Lithographing Company,
Ltd., Toronto.

Champlain Devant Quebec. (Carte Postale.) F. N.
Faber, Quebec.

Grand Mogul. (Of Picton Amateur Operatic Com-
pany.) Photos No. 1 and No. 2. Marten A. Kemp,
Kingston.

Tableau Chronologique de Quebec pendant Trois
Siecles, 1608-1908. Arthur Talbot, Quebec.

Map of the City of North Vancouver and Vicinity Be-
tween Capilano and Seymour Creeks, Corrected to 17th
March, 1908. Mahon, McFarland & Mahon, Ltd., Van-
couver, B.C.

The Blue Bonnets Race Course, Montreal. The Vice-
Regal Party at Blue Bonnets Race Course, Montreal.
The Blue Bonnets Club House and Grand Stand, Mon-
treal. (Photos.) The Panoramic Camera Company of
Canada, Toronto.

ARRESTED IN NEW YORK.

John M. Poole, of the defunct Poole Publishing Co.,
Toronto, was arrested in New York on July 4, charged
with obtaining from the Farmers Bank by false pretences
\$5,000. He comes up for extradition on July 8.



Prize Practice Book.
(Warwick Bros. & Rutter.)

THE PRIZE EXERCISE BOOK.

Interest in the prize contest instituted by Warwick
Bros. & Rutter, Toronto, increases and the trade are
taking hold of the project enthusiastically. It is a good
idea through and through and the sale of the Prize scrib-
blers and exercise books should be immense.

The trade will do well to get the parents of the chil-
dren interested. After all, many of the children need
parental encouragement before entering such a contest,
and parents are usually so proud of their off-spring that
they will push even the least talented into it.

Warwick Bros. & Rutter have not launched the scheme
in any half-and-half fashion. They have adopted, as a
model a design, which artistically would be hard to beat.
It is by a prominent Canadian artist, who has won fame
as a painter of flowers. The design itself is shown here-
with and the contest is to reproduce it. Three other
noted artists will act as judges, and the prizes will be
250 copies of the Boys' Own Paper and 250 copies of the
Girls' Own Paper.

Best Selling Books of the Month

Calgary.

1. Barrier. By Rex Beach. Musson.
2. Jack Spurlock. By G. H. Lorimer. Briggs.
3. Prima Donna. By Marion Crawford. Macmillan.
4. Get-Rich-Quick. By G. R. Chester. Frowde.
5. Old Wives for New. By D. G. Phillips. Langton.
6. Yoke. By H. Wales. Langton.

Charlottetown.

1. Chaperon. By C. N. and A. M. Williamson. Musson.
2. Old Wives for New. By D. G. Phillips. Langton.
3. Shuttle. By F. H. Burnett. Copp.
4. Barrier. By Rex. E. Beach. Musson.
5. Weavers. By Sir G. Parker. Copp.
6. Lady of the Mount. By F. Isham. McLeod.

Hamilton.

1. Mr. Crewe's Career. By Winston Churchill. Macmillan.
2. Last Egyptian. By Anon. Briggs.
3. Prima Donna. By F. M. Crawford. Macmillan.
4. Chaperon. By C. N. and A. M. Williamson. Musson.
5. Barrier. By Rex E. Beach. Musson.
6. Coast of Chance. By Chamberlain. McLeod.

Moncton.

1. Cynthia in the Wilderness. By Wales. Stuyvesant.
2. Morals of Marcus. By W. J. Locke. Frowde.
3. Songs of a Sourdough. By R. W. Service. Briggs.
4. Jack Spurlock. By G. H. Lorimer. Briggs.
5. Get-Rich-Quick Wallingford. By G. R. Chester. Frowde.
6. Tree of Knowledge. By Wales. Stuyvesant.

Montreal.

1. Barrier. By Rex Beach. Musson.
2. The Chaperon. By C. N. and A. M. Williamson. Musson.
3. King Spruce. By Holman Day. Musson.
4. Mr. Crewe's Career. By Winston Churchill. Macmillan.
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