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BOOKSELLER AND STATIONER SPECIAL FALL NUMBER



AUGUST
1906

READY FOR FALL

Fancy Papeteries

Our range of new designs in fancy and staple boxes have been just completed for this season's trade, and the values at popular prices are the best we have ever turned out.

Writing Tablets

If you have not had our Taffeta Bond and Special Picture Tablets, write us for samples of these two latest specials. Johnson Process tablets cost no more than inferior makes.

Wexford Weave

is the most delightful paper for ladies' correspondence. The fine texture of the stock, together with the exquisite finish, gives that particular effect which is so desirable.

Fountain Pens

For school and college trade our new "Perfect" pen to retail at \$1.00 each is the equal of many advertised at very much higher prices. Get a sample in time for the season.

Warwick Bros. & Rutter

Wholesale
Manufacturing Stationers

Limited
TORONTO

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SEP 6 - 1906

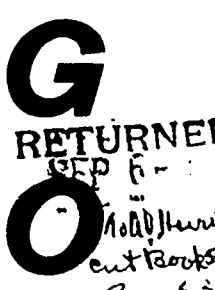
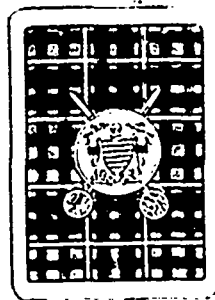
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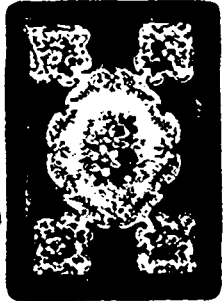
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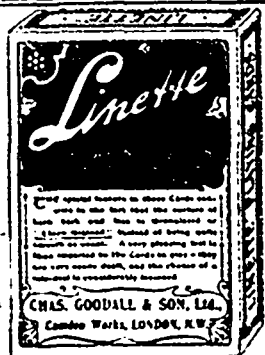


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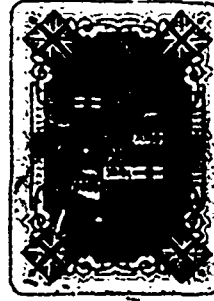
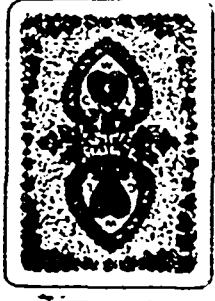


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PLAYING CARDS SELLERS
A. O. HURST, 24 Scott St., Toronto



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BROWN BROS.

LIMITED

WHOLESALE and MANUFACTURING STATIONERS

OUR EXHIBITION

Will be held in our commodious warehouse, where our many friends may view in comfort samples of our entire line.

A CORDIAL INVITATION

is extended to all who visit us when in Toronto. Our travelling, as well as our regular staff, will be "At Home" during Exhibition time.

**All Departments Complete and
Up-to-Date**

Account and Memo. Books

All Sizes and Styles.

Stationery

Everything useful for Office and Home.

Pencils

New Fancy Lines. Program Pencils, All Colors.

Swiss Cambric Stationery

All Tints and White, also Black Bordered.

Bond, Office, Stamp and Cash Boxes

Leather Goods

The Largest Range of Popular Priced and High Class Lines
"Made in Canada."

Crepe and Decorated Tissue Papers

Large Assortment of Colors and Designs.

Rubber Daters, Holders and Pads


We carry a Complete Range of all these Lines.

Paper Fastening and Eyeletting Machines

We Carry Only Devices of Proved Merit.

Canada's Most Complete Stationery House

BROWN BROS., Limited, 51-53 Wellington St. W., TORONTO



DO YOU CARRY
VENUS
LEAD PENCILS?
100%
PERFECT

17 DEGREES
6B to 9H

SMOOTHEST
LEAD

GUARANTEED
NON-VARYING

WRITE FOR PARTICULARS ON
"Venus Drawing"

AMERICAN LEAD PENCIL CO.

LONDON NEW YORK
21 Farringdon Ave. 68 Washington Sq.

If the **VENUS** pencil is wanted with *indelible* lead ask for
VENUS copying No. 165

New
Carter's Show-Card Ink

A water-color for use with pen or
brush in marking price tickets
and show cards * * *



Seven Colors—Blue, Black, Green, Red, Purple,
Yellow and White

Each color dries with a bright, smooth enamel
finish that *does not crack*.

Order an assorted dozen of the roc. size and a
trial will prove that
"Mark-a-Line has the call."

THE CARTER'S INK COMPANY
Boston New York Chicago Montreal

BOOKSELLER AND STATIONER

Menzies & Company

Manufacturers Agents

Toronto, Canada

PRIVATE CHRISTMAS GREETING CARDS

NOW is the time to order. All our lines are complete and we are showing samples of CLIFTON, DIAMOND, GRAPHIC, and our famous

IMPERIAL SERIES OF

CANADIAN DESIGNS

with Coats-of-Arms of the Provinces, Maple Leaf and other National Designs, Views of Niagara Falls, etc.

The embossed relief work stock and ribbons are as high a quality as can be obtained. ALL MANUFACTURED IN ENGLAND.

Our samples of Savory's Xmas Cards, Calendars and Pictures are still on the road.

Drop us a card if we have not as yet called upon you and we will have our representative wait upon you.

CLUCINE

A Liquid Paste. The Strongest Adhesive in the World.

REMEMBER the following facts, which we guarantee absolutely as being correct.

A 25 cent jar of Clucine lasts as long as a 75 cent jar of paste.

It will not go bad even if exposed for 5 years.

Has positively NO odor and is perfectly clean.

Contains NO sediment and is valued highly by photographers.

Sold retail at 25 cents with cap and brush, 90 cents quart jar for refilling.

Very liberal discount to the trade.

Manufactured by our principals.

MESSRS. LYONS INK, Ltd., MANCHESTER, ENG.

Sole Wholesale Agents for Canada and U.S.

MENZIES & COMPANY

23 SCOTT STREET, TORONTO

MONTREAL OFFICE:

GEO. F. HOBART, Representative
Room F, Temple Building.

WINNIPEG OFFICE:

T. O. MACKAY, Representative
Maple and Higgins Sts.

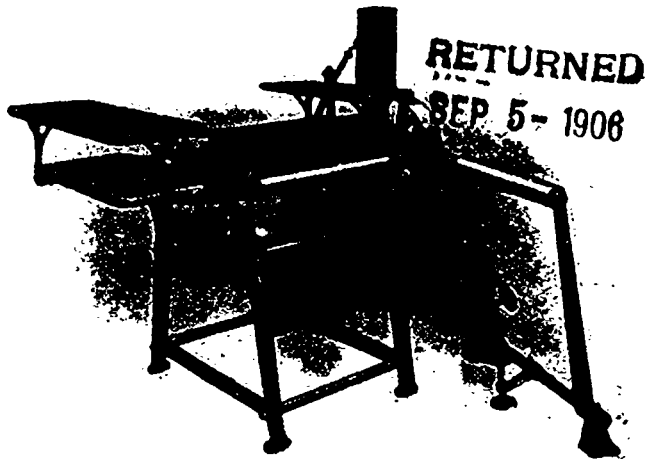
VANCOUVER OFFICE:

W. H. BOYCOTT, Representative
Davis Chambers, Hastings St.

BOOKSELLER AND STATIONER

CAN YOU USE ONE ?

Each One a Labor-Saver



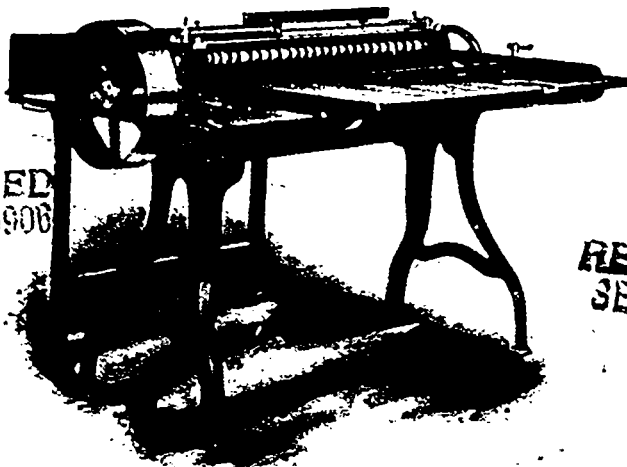
SHEET GUMMER

Places gum (hot or cold) on labels, cards, sheets, etc., of any size, shape or material, and delivers them gummed side up on an endless belt.



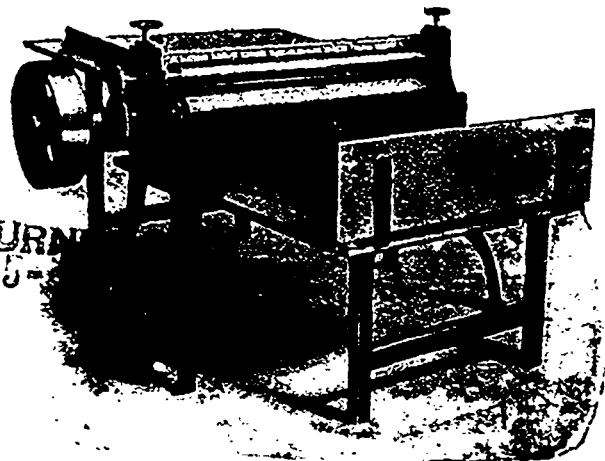
PACKAGE SEALER OR BINDER

Binds and seals packages of all kinds and shapes, and cuts paper if desired. Furnished with or without knife or package form.



ROTARY CARD AND PAPER CUTTER

Cuts paper or card from the sheet or roll into any size strips, and re-winds them into rolls if desired.



PARAFFINE COATER

Places a thick or a thin coating of paraffine or other material on anything, from tissue to card 3/16 in. thick.

M. D. KNOWLTON CO.

Works and Main Office
ROCHESTER, N. Y., U. S. A.

BRANCHES

LONDON, ENG.

23 Goswell Road, E. C.

CHICAGO

80-86 West Jackson Boul.

NEW YORK

203-205 Wooster Street

BOOKSELLER AND STATIONER



*“It’s the Solidhed Display
that Sells Tacks”*

*Hawkes-Jackson Co.
Makers
Stationer’s Building
Eighty-two Duane Street
New York*

WE MAKE **RULES** FOR THE

JOBGING TRADE | ALL KINDS AND GREAT VARIETY

IN
Finish, Color and Scales

Nothing is better than our Fine Colored Rules with gilt printing—THEY ARE KEPT.

FOR THE

ADVERTISER

WESTCOTT-JEWELL CO.

Factory and Office

SENECA FALLS, N.Y.



Mr. Bookseller! You can handle the BERLINER or VICTOR GRAM-O-PHONE, with Books and Stationery, to your decided advantage.

BERLINER or VICTOR GRAM-O-PHONES are easy and continuous sellers. The demand for them has already been created, and is being constantly increased by our advertising.

There is a good profit in both Gram-o-phones and Records. Certainly more profit than in books. The Talking Machine line requires a smaller investment than Books and Stationery—and turns your money over quicker.

People are brought to your store right along by calls for Gram-o-phones, Records, Needles, etc. That helps them to get in touch with your Book and

Stationery business, besides making your Talking Machine business extremely profitable.

You are losing money every day that you put off sending for our proposition. Write now.

Distributors for Berliner and Victor Machines and Records :

- Nova Scotia and Prince Edward Island—Maritime Gram-o-phone Company, Truro, N.S.
- New Brunswick—J. & A. McMillan, St. John,
- British Columbia—Dyke, Evans & Callaghan, Vancouver.
- Manitoba, Alberta and Saskatchewan—Clark Bros. & Company, Limited, Winnipeg.
- Ontario and Quebec—Berliner Gram-o-phone Company, Montreal, P.Q.

BERLINER GRAM-O-PHONE CO. OF CANADA
2315 St. Catharine St., MONTREAL Limited

P.S.—One of the most valuable "hints" to a keen dealer is: Place standing orders for the new records with your distributor and push this feature. (Keeps your customers calling at least monthly—they look for them.)

Artistic Monthly Bulletins furnished free for this purpose.



CLARK BROS. & Co.

LIMITED

WINNIPEG

OFFICE—

MR. D. A. CLARK
MR. A. D. WATSON

Box 1240

Phone { 5020
32
401

Stationery Department

MR. J. GIBB

A FEW SPECIALTIES

Eaton-Hurlbut's Holiday Line of Papeteries
White & Wyckoff's Holiday Line of Papeteries
Stephen's Inks
Underwood's Inks and Muclage
LePage's Muclage, Paste and Glue
John Holland Fountain Pens
Koh-I-noor Pencils
National and Walker's Loose Leaf Price Books
Excelsior Typewriter Carbons
Inspection Typewriter Ribbons
A thoroughly up-to-date line of Papeteries,
Tablets, and School Supplies

We have one of the largest stocks of up-to-date
Staple and Fancy Stationery in Canada.

Book Department

MR. GEO. WILSON

WHERE TO GET THE LATEST AND BEST SELLERS
CONISTON—THE BEST NOW.

Fine Presentation Books

A specialty

School and University Books
Oxford and Bagster Bibles
Cheap Paper Novels, all kinds

LISTS SENT ON REQUEST

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

AGENTS:

Macmillan Co., London and New York
A. & C. Black, Fine Colour Books, London
Geo. Morang Co., Toronto

LIBRARIES
SUPPLIED

CORRESPONDENCE
SOLICITED

Printer's Department

MR. GEO. WILSON

WRITE FOR NEW CATALOGUE

Agents for Ritchie & Ramsay Celebrated Book
Papers and Duplex Covers
Not the cheapest, but the best.

Superfine Linen Record and Earnscloff Linens
The best value for the money.

Linen-faced Bonds, Fancy Covers

Rapousse Bonds, Covers and Cardboard

Litho and Coated Papers

Invitation Cards, all sizes

Programmes, Menues, Wedding Stationery

Contracts made at market prices.

Agents:

AULT & WIBORG INKS
RITCHIE & RAMSAY

MONTROSE PAPER CO.
ROLLAND PAPER CO.

Fancy Goods Departm't

MR. J. H. A. CLARK

Fancy Goods, Pipes and Brushes

Children's Wagons and Sleighs

Sporting Goods and Flags

of all kinds

Tissue Paper—Flat and Crinkled

Western Agents for

Victor and Berliner Gramophones
and Records

Watson, Foster's Wall Papers

**WRAPPING PAPERS, PAPER BAGS, HAT BOXES and BAGS,
TWINES, BUTTER PARCHMENT**

“DELIVERING

It's time to settle the matter *now*. Christmas won't stay its coming, and you *must* have your stock ready at the right time or—you know what will happen.

CALENDARS

Precious experience has convinced our old customers of the unmistakable perfection of both design and finish of our cards, and of their success year after year.

But we are after others.

We want to “deliver goods” TO YOU.

We want to interest you on a reciprocal plan—and to have you interest your customers. We've every reason for thinking they would like to use our Cards and Calendars during the coming season.

OUR CHRISTMAS CARDS

are **Original in Design**
Tasty in Style
Beautiful in Color
Attractive to All



OURS ARE THE

DAVIDSON BROTHERS

Represented by the **COPP, CLARK CO., Toronto**

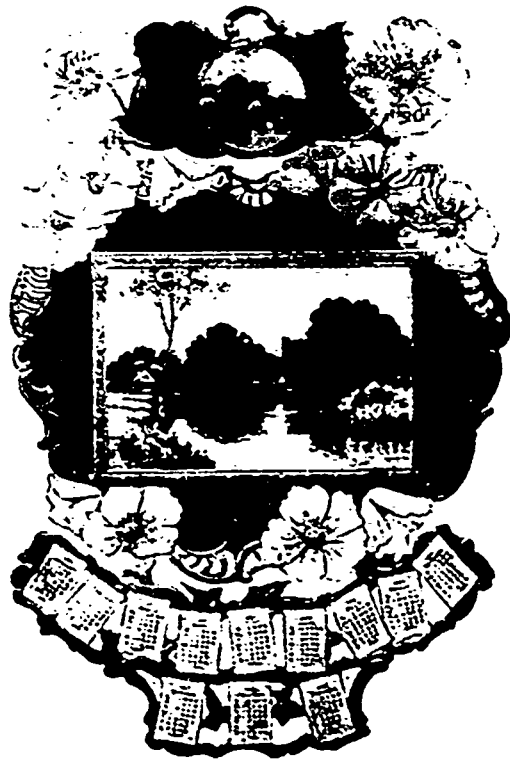
THE GOODS"

The remarkable features of our **Calendar List** are attracting attention everywhere. They cost no more

SAND CARDS

than the commonplace offerings of obscure people and they are original in design and treatment.

They are always good—self-evidently good—and our books present the evidence of many Canadian retailers to prove that they are considered THE VERY BEST.



THE BEST FIVE AND TEN CENT CALENDARS ON THE MARKET

Nothing to equal them anywhere. What about YOUR ORDER? This is an occasion where delay is dangerous. You MUST have these goods to make your season a success, and we must know your requirements as soon as possible. Don't wait longer. You will do yourself a good turn by settling the matter now. Make your Calendar department interesting, and profitable also.

E. LEADING LINES

DAVIDSON BROTHERS

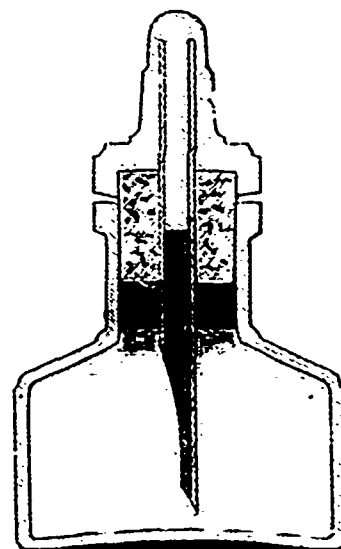
Represented by the **COPP, CLARK CO., Toronto**

BOOKSELLER AND STATIONER

THE MERMAID

AS A SYMBOL FOR

DRAWING INKS



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

HIGGINS' AMERICAN DRAWING INKS

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

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

The Standard Liquid Drawing Inks of the World.

WRITE FOR PRICES

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

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

BOOKSELLER AND STATIONER

HIGGINS' INKS AND ADHESIVES



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



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

WRITE FOR DISCOUNTS

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

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

Waterman's Ideal Fountain Pen

The pen with the Clip-Cap

To the Consumer:

Waterman's Ideal Fountain Pen is perfect in every detail of construction. It is so simple that it cannot get out of order except by accident or by the tinkering of some one who does not understand it. It contains only selected materials of the highest grade put together and adjusted by workmen skilled and of long experience.

A perfect fountain pen is the greatest lesson to those who write. We have made an exhaustive study of the requirements of all writers, and whether pens are intended for personal correspondence, business offices, counting rooms, editorial desks, stenographic reporting or manifold work, we can suit the most exacting.

The Spoon Feed

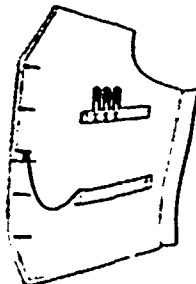


The action of Waterman's Ideal Fountain Pen depends on the Spoon-Feed, a patented device which insures absolute certainty and uniformity of ink to the pen point when writing and prevents blotting or flooding of the last few drops, a common objection to almost all other fountain pens.

The Spoon-Feed, which has cups in the side, cannot be used in any other make than Waterman's Ideal Fountain Pen.

Ideal Clip-Cap

is strong as well as simple. Made usually of German Silver, it is fastened on to the cap in such a way as to make it almost part of the cap itself.



It is permanently secured with a one-piece rivet that leaves no obstruction inside.

It enables one to carry a fountain pen in the coat or vest pocket with an absolute sense of security.

When vests are discarded it is a boon to the man who would carry his pen in his coat pocket.

Clip-Caps are made in German Silver, Sterling Silver, 18-Karat gold Filled, and 14-Karat Solid Gold at prices shown in the next column.

Principal Styles

Some of the best-selling commercial lines are shown below. The styles shown here are only a few of the principal kinds in stock.

Our catalogue lists about 110 styles. We have 25 different styles of Emblem Pens alone. These are pens with mounted emblems of different Societies, Fraternal Orders, Clubs, Colleges, etc.

Waterman's Ideal Fountain Pen is useful to all business men, attorneys, physicians, teachers, insurance and other agents, bookkeepers, correspondents, reporters, clerks, and an endless number of others.

Cone Cap Holder, Plain Black (also Mottled or Chased)

Number	12	13	14	15	16	17	18
	\$2.50	\$3.50	\$1.00	\$3.00	\$7.00	\$7.00	\$8.00

Cone Cap Holder, Gold Mounted, Chased

Number	12	13	14	15	16	17
	\$4.50	\$1.50	\$7.00	\$6.00	\$7.00	\$8.00

Taper Cap Holder, Chased (also Plain Black or Mottled)

Number	22	23	24	25	26
	\$2.50	\$3.50	\$1.00	\$5.00	\$6.00

Taper Cap Holder, Cold Mounted, Chased

Number	22	23	24	25	26
	\$3.50	\$1.50	\$3.00	\$6.00	\$7.00

Straight Cap Holder, Cold Mounted, Chased

Number	2	3	4	5	6
	\$2.50	\$1.50	\$5.00	\$6.00	\$7.00

Straight Cap Holder, as above, no mounting Plain Black, Mottled or Chased

Number	2	3	4	5	6
	\$2.50	\$3.50	\$1.00	\$5.00	\$6.00

Cone Cap Holder, Silver Filigree Design

Number	12	14	15	16	17
	\$5.00	\$7.00	\$8.50	\$8.50	\$11.00

Cut Showing Clip-Cap Attached



Prices for Clip-Caps are given below:

German Silver Clips	\$.25 extra
Sterling Silver Clips50 extra
18-Karat Gold Filled	1.00 extra
14-Karat Solid Gold	2.00 extra

To the Dealer:

Waterman's Ideal Fountain Pen has been the standard fountain pen for twenty-two years or more, because in all that time its manufacturers have stood behind it with a very broad guarantee.

Every pen sold is expected to give perfect satisfaction and there is a pen made for every writer.

Show cases are loaned to dealers who carry a reasonable assortment of pens. Prices are always absolutely uniform.

At your request we will give your pen clerk an education on how to sell pens by familiarizing him with the many different styles of special pens that are made for all purposes.

Our House Organ

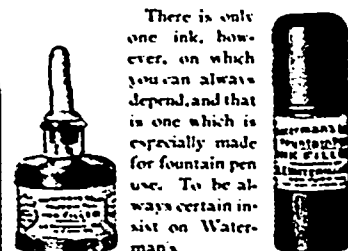
The Pen Prophet

This is a little publication issued by us, devoted to the interests of Waterman's Ideal Fountain Pens and circulated principally among our 17,000 customers in the United States and Canada. In it appears from time to time news of the Ideal Pen World, and every dealer in this country should receive a copy.

The total circulation of the Pen Prophet is 25,000, 8,000 of which are sent to dealers who are fast becoming customers. You should get it.

Fountain Pen Ink

Any good fluid ink may be used with satisfaction in Waterman's Ideal Fountain Pen. Anybody that uses our pens knows that.



There is only one ink, however, on which you can always depend, and that is one which is especially made for fountain pen use. To be always certain insist on Waterman's.

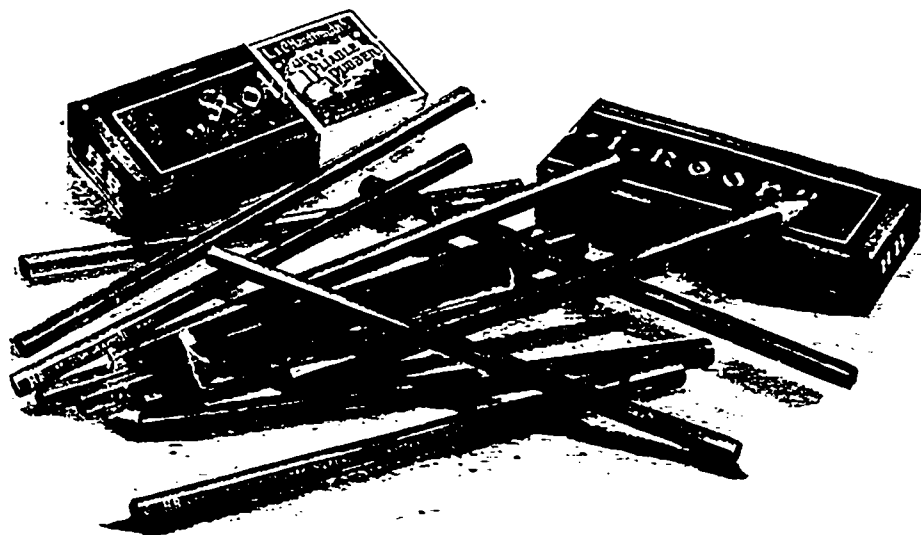
It sometimes occurs that the use of different kinds of ink results in a chemical action that unfits it for use in any fountain pen, and dealers should not overlook the fact that our ink is an unusual fluid, blue-black, especially adapted to fountain pen use.

It is put upon regular-sized bottles, from two ounces to a quart, as well as in the Desk and Travelers' Filler styles that are now so well known.

L. E. Waterman Co., of Canada, Limited

136 ST. JAMES STREET, MONTREAL

“KOH-I-NOOR” Pencil Talk



INTERESTING DETAILS

The phenomenal sale of “KOH-I-NOOR” Pencils—an Austrian product—in the United States and Canada within a few years of their introduction has bewildered American Manufacturers.

It hasn't been a matter of “low-priced foreign labor” either—far from it, the pencil came to the market at almost double the price of any that had previously been sold and yet those first judges of pencil quality—the Architects, Engineers and Draughtsmen—adopted it immediately.

The price in fact was so much higher than other makes—that retail dealers felt that the demand would stop there—the public had never been formerly known to buy the same pencil as the Draughtsmen used, but the public had never known such a pencil, that was the reason.

To-day the public uses it.

Note the number of bright yellow polished pencils in use to-day compared to some years ago. They are either “KOH-I-NOORS” or imitations, for the popularity of the “KOH-I-NOOR” has driven every manufacturer to the making of a yellow imitation.

Yellow is the “KOH-I-NOOR” color.

Roughly speaking, these pencils cost the consumer twice as much as what is called an “ordinary” lead pencil, but—they last four and a half times as long and every inch of them is pure and perfect satisfaction.

The reason why:—

The lead in a “KOH-I-NOOR” pencil is compressed—intensely condensed—and that secret process of manufacture is what has made the “KOH-I-NOOR” famous. It outlasts others. It is smoother.

The best evidence of this success is its number of imitations; not only has the color been imitated, but the very style of lettering and phrases have been copied.

We have the only complete stock of L. & C. HARDTMUTH'S goods that there is in Canada.

“KOH-I-NOOR” Pencils **Mephisto Pencils**
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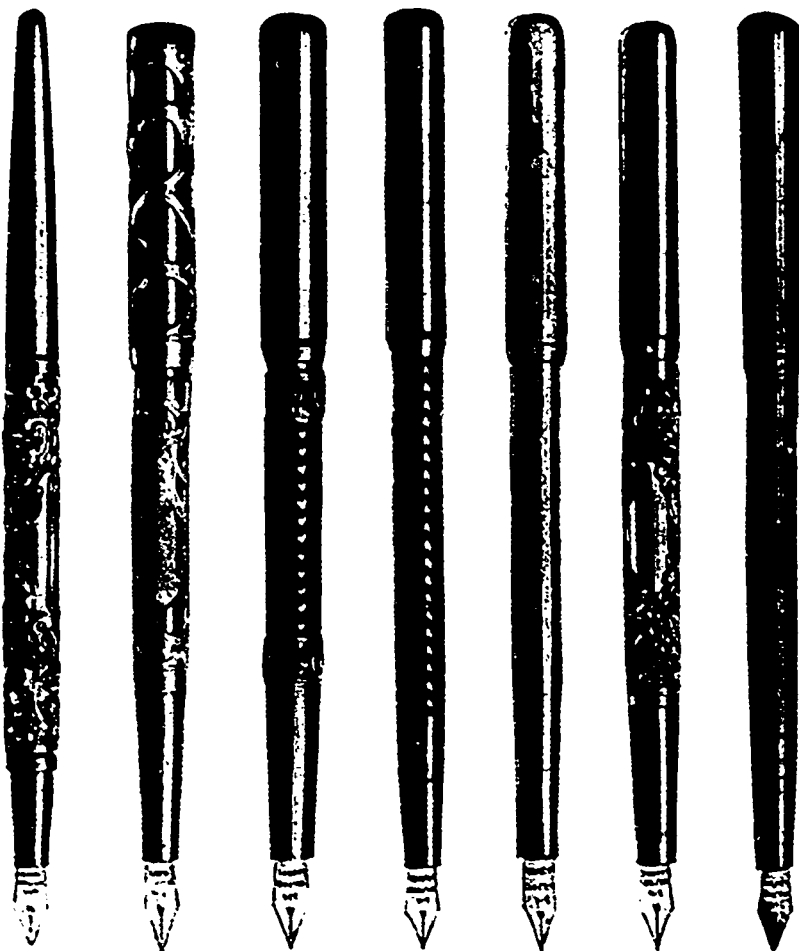
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Gold	Gold	4 4.50	4 3.50	4 3.25	or	4 3.00
No. 2 7.50	No. 2 10.75	5 5.25	5 4.25	5 4.00	Gold	5 3.75
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MONTREAL AND TORONTO, CANADA, AUGUST, 1906.

No. 8.

POSSIBILITIES OF THE CANADIAN NOVEL

By Arthur Conrad

APPARENTLY the present year will witness a considerable increase in the number of novels by Canadian authors to be placed upon the market. Those who have kept in touch with the literary columns of our newspapers and the announcements of our publishers, must realize this. Not only are our expatriated authors like Sir Gilbert Parker, Robert Barr, Arthur Stringer and Norman Duncan producing works of fiction, but the stay-at-homes like Ralph Connor, R. E. Knowles, Marion Keith and W. A. Fraser, all have books forthcoming.

The question naturally arises: How much does the Canadian public appreciate the work of its fellow-countrymen? Is there any distinct preference manifested for novels by Canadian authors as such?

It will be recalled that not so many years ago in the United States the best-selling novels were all by English authors. Occasionally an American author crept into favor but, as a general rule, the Englishman lead the market. To-day there is a complete reversal of this. Now the American novel leads, while occasionally an English novel wins a place. Is this result due to an increase of patriotic fervor on the part of the average American, which leads him to support native genius or must it be attributed to an improvement in the quality of American literature? Few will be found to support the former contention. An author's nationality is usually secondary to his genius.

All this is but preliminary to a consideration of the situation in Canada. Do the same conditions prevail in Canada as have been manifested in the United States?

In asserting that a Canadian author as such is more favored in his own country than an American author in his country, I am perhaps instituting a comparison difficult of proof. But experience teaches that Canadians are very clannish. As the population is comparatively small, an author's name is soon known in all parts of the Dominion and he is heralded as a Canadian. Newspapers emphasize his nationality and he is listed among Canadian authors.

In the United States, on the contrary, nationality is lost sight of to a certain extent. An author is an author, and only when foreign writers are referred to or comparisons are made, is he referred to as an American author.

If it were the case that Canadian authors possessed only mediocre talents, this phenomenon would be astonishing. But the uniform excellence of the Canadian novel makes it less notable. There is a good excuse for

the Canadian public to applaud their little band of novelists and to give the preference to them.

It seems to me that it would be commendable if publishers and booksellers would endeavor to foster this phase of Canadian patriotism. Not that I would care to see a book sold merely because it was the work of a Canadian author but rather in recognition of the fact that there is something good in Canadian literature and that we have authors in this country worthy of our support. Other things being equal let us "boost" the Canadian book.

Booksellers, in recognizing the fact that the public is inclined to favor the Canadian novel, should endeavor to profit by it. In a season where there are a dozen or more books by Canadian authors on the market, there should be an effort made to specialize these books. It is poor policy to place them here and there on the display stands among other books. Rather let them be set apart and properly labelled as "Canadian." It seems to me that this Fall will afford an admirable opportunity to inaugurate this specialization. There are so many first rate books on the market, or being published, that come under the Canadian category that the display will not be a thin one.

The presence of many British immigrants of good education in Canada means the establishment of many connections with English homes. The Christmas gift of a book is a convenient one, and what could be more appropriate than a Canadian book? The chances are that the book is unknown in the old land, whereas the scenes it depicts are true to the life of the emigrant's adopted home. This combination of circumstances renders it doubly appropriate.

And not only should the bookseller by display and advertising keep the Canadian novel to the front, but the publisher should back him up by the many means he has in his power. Instead of listing his Canadian books along with the others, let him place them in a separate class. In sending out his advertising matter, he could well afford to devote extra space to an eulogy of their merits. Ways and means are not lacking to this end.

But is it worth while? Do the sales of these Canadian books warrant all this extra attention? It seems to me that they do. The record for high sales in Canada is held by a Canadian book. This means that the possibilities are always there. The public favors a book by a Canadian author. This means that the meritorious book sells. A little extra cultivation of the market will do wonders.

THE STATIONERY TRADE OF HALIFAX

By James L. Gowan

HALIFAX book and stationery stores have an excellent reputation in the trade. In appearance they are the equal of any city stores in Canada, while they are proportionally numerous. The retail establishments are distinguished for their artistic arrangements and displays, and the wholesale firms for their air of substantiality and worth. A few words about the various firms will be the best means of giving the reader an idea of the trade in Halifax.

A. & W. MacKinlay.

One of the historic business houses in the Maritime Provinces is "MacKinlay's," and the management of this concern is now in the hands of the third generation of the name, vigorous and pushing young men who are carrying the house along to the completion of a century of its history. The firm does wholesale and retail business, and has its own bindery and blank book manufactory.

A. & W. MacKinlay have been actively engaged since

1883 Andrew and Charles MacKinlay were admitted to the firm. The death of Andrew K. occurred in London, Eng., in 1889.

Two years ago it was decided to form the concern into a company capitalized at \$100,000, the only interest outside of the Messrs. MacKinlay, being held by a few of the trusted, tried and faithful employees. Andrew MacKinlay is president of the company; Charles H. MacKinlay vice-president, and George E. Dawson, secretary. Andrew MacKinlay is prominent in business circles, and is a director of the N. S. Fire Insurance Co. and Empire Trust Co., and a trustee of the Maritime Commercial Travelers' Association.

T. C. Allen & Co.

This is another house that was established in Halifax early, and the name is known all over the provinces. The business was opened in 1838 by M. A. Buckley, who has been conducting a newspaper, as well as stationery business at Windsor, N.S., but time and death have altered the personnel of the firm twice since the business was opened. In 1878, Thomas C. Allen was admitted to partnership and the firm name became Buckley & Allen. In June, 1884, the firm dissolved, Mr. Buckley, who had accumulated considerable wealth, retiring and removing to California for the benefit of his health. Thomas C. Allen continued the business under the old firm name, and it was while he conducted the business that he was elected to the city council to represent one of the most important wards. In 1896, Mr. Allen admitted as a partner his nephew William T. Allen, and the firm co-partnership continued up to T. C. Allen's death in 1896. Wm. T. Allen then purchased the share of his uncle from the estate and became sole partner and continues the business under the old firm name.

The firm does a wholesale and retail business, and only recently its large premises on Granville street have been further extended to make room for the demands of increasing trade. They have their own finely equipped printing office and bindery, and employ in their establishment forty-five hands, the number of employes having about doubled under the present management.

Methodist Book Room.

The Methodist Book Room here was established about fifty years ago, and is well-known throughout the Maritime Provinces, Newfoundland and Bermuda, which is the territory it covers, beginning where the Toronto Room's business ceases. The manager is Rev. S. F. Huestis, D.D., and he has a most capable staff. The Book Room deals largely in religious, music and other books, bibles and Sunday school library books, but is not strictly confined to religious works. The Briggs publications are practically exclusively handled in the provinces by the Book Room, which is really a large fully stocked building on Granville street, and a much more extensive establishment than might be judged from the name. The office of publication of the Methodist paper, the Wesleyan, is situated in the Book Room building, and Rev. Mr. Huestis is the publisher of the paper as well as the manager of the Book Room. The latter is controlled by a committee elected at the general conference of the Methodist Church in Canada, but the management is entirely in the capable hands of Rev. Mr. Huestis.



J. L. CONNOLLY,
A Prominent Halifax Bookseller.

1867 in the publication of school and educational works, having issued a large number of text books on all subjects. They have published eight or ten different works by Dr. Calkin, and have now in press two of his junior histories of England and Canada, which will be issued before the close of this year. For years the MacKinlay bindery was situated in a historic old building, originally a church, on Starr street, but two years ago the firm acquired a building on Hollis street adjoining their extensive business premises on Granville street, and the bindery was removed thither.

The firm of A. & W. MacKinlay began business in 1826, the original members of the firm being Andrew and William MacKinlay, both of whom later became prominent in civic and militia circles. The house was burned out in 1859, but business was continued without interruption of any extent. Later on William MacKinlay died and Andrew K. MacKinlay was admitted to the firm. The death of Andrew occurred in 1867, and in

RETURNED
AUG 29 1906
To Waldens
New York
Sent Book 54
Page 23
A.W.

BOOKSELLER AND STATIONER

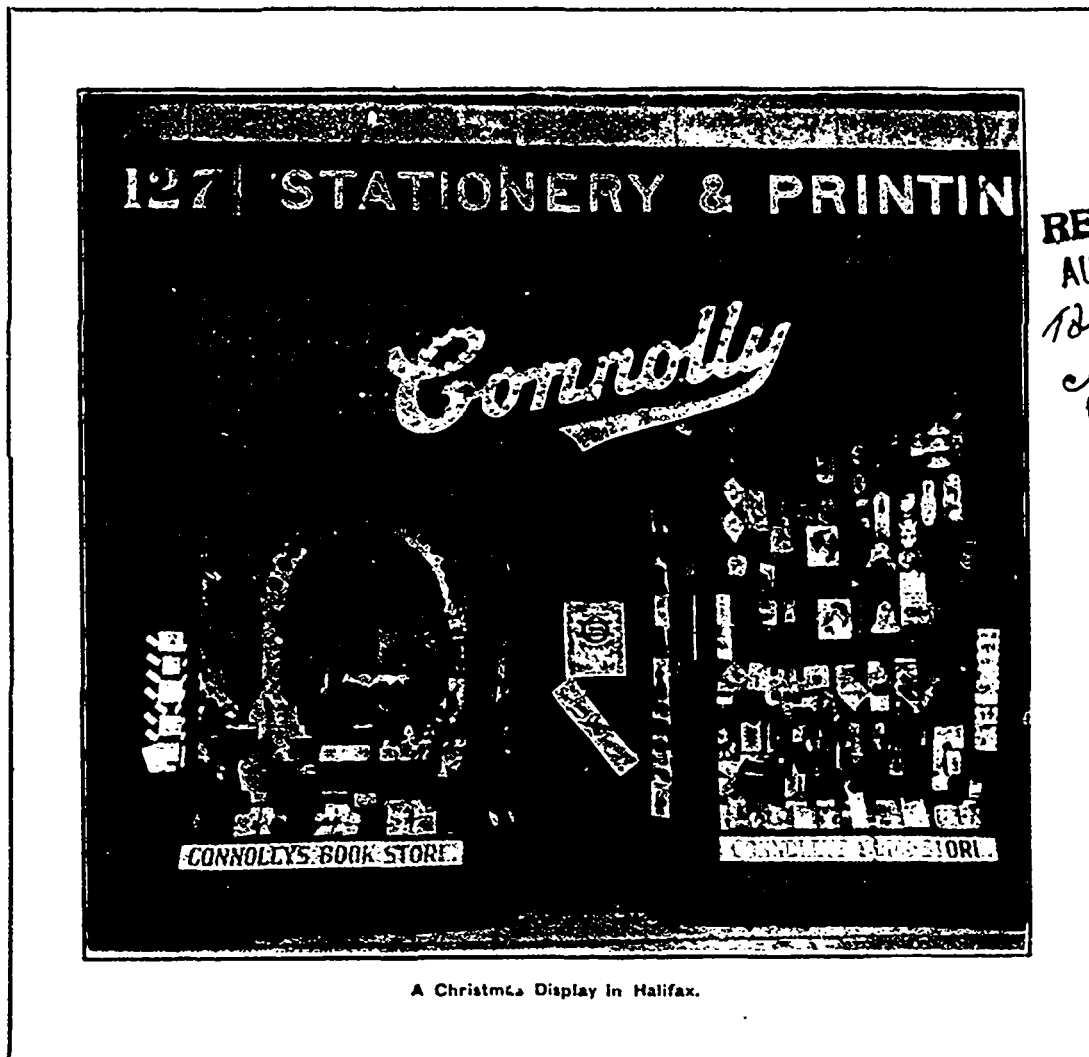
John L. Connolly.

The wholesale and retail stationery business on Barrington street carried on by John L. Connolly, was established nearly half a century ago on George street, by his father, Thomas L. Connolly. Some years ago John L. Connolly and L. Clyde Davidson entered into partnership and carried on an extensive business. A year ago the partnership terminated through lapse of time, Mr Davidson retiring and Mr. Connolly continuing at the old stand, which is splendidly situated in the retail section of the city. The Connolly's have for years had the supplying of stationery to the Army and Navy.

manager of the stationery department of the Shepard-Norwell Co. Both brothers have a thorough knowledge of the business and are enterprising.

L. Clyde Davidson & Co.

This is one of the younger firms, full of enterprise and modern ideas. Mr. Davidson was for years in the A. & W. MacKinlay employ as traveler through the provinces. A few years ago he and John L. Connolly entered into partnership under the firm name of Connolly & Davidson. They did a splendid trade in Barrington street, and when the partnership dissolved through lapse



A Christmas Display in Halifax.

individually and to different departments of the service, and in recognition are privileged to display the Royal Arms over their store. "Connolly, the Stationer," as Mr. Connolly prefers to be called, conducts in addition to his stationery and book business, a well equipped printing office, in which copper plate engraving and die stamping are made a specialty of. Society and wedding supplies are a leading line, the highest grades of stock for such work being kept.

Mr. Connolly has been recently joined by his brother, T. Louis Connolly, who has returned to Halifax after ten years experience in the stationery business at Boston, first with the Throp-Marlin Co., Milk street, and latterly

of time both members were anxious to continue in his own name at the old stand Mr. Connolly had the stand however, and the location suited Mr. Davidson's ideas from a business standpoint so well that he bought out the stationery business of C. H. Ruggles a little further north in the same block, nearer the city hall, acquired the building in which the Ruggles firm was located and modernized the store. The latter was fitted up and stocked in first class style, and a green oak and plate glass front put in, and now Mr. Davidson claims to have the most modern retail stationery store in the Maritime

(Continued on page 32.)

STORE ARCHITECTURE

Its Importance in Economy and Efficiency—A New Store in which Many of the Ordinary Objectionable Features are Obviated.

STORE architecture is one of those problems with which the merchant is sooner or later confronted.

A store may be started in a simple, unpretentious way without consideration to either good looks, convenience or economy—merely because the need for a store exists and that need must be met. As soon, however, as trade begins to multiply, other considerations are brought into evidence, storage for instance. Although goods may speedily change hands, it soon becomes apparent that provision must be made in keeping with the particular requirement of each description of goods, else serious unnecessary loss will accrue. Then again, it is soon evident that places must be allotted easily-get-at-able, and in ac-

ful store. Customers should at all times be able easily to see all the contents of the store. To accomplish this end and yet not lose the use of wall space, a row of windows have been arranged, in the accompanying plans, to give light along the top of the outer side wall, leaving the wall still available for shelving, etc., to within about two feet of the ceiling. This is without doubt an excellent arrangement, and one well worth noting.

"Air" an Aid to Health and Business.

Abundance of air is another important feature in the retail store. Who amongst us have not, at some time or other, been well-nigh suffocated by the many combina-



No. 1.—This Illustration Shows Front of Building, with Private Door Leading to First Floor Offices.

No. 2.—Shows Side Elevation, with Side Door, Private Door to Residence. Small Windows to Back of Store for Light and Ventilation.

cordance with the frequency or otherwise of call for sale upon the particular articles, otherwise great unnecessary cost is incurred in handling. These and many other reasons might be adduced in support of the adopting of good and efficient architectural store arrangement.

There are given in this article illustrations of a store which has recently been erected in Toronto. It is not a book store, but it contains many features of interest.

"Natural Light" an Important Feature.

Perhaps first and foremost in this regard is the question of "light." Sufficient natural light, properly subdued, is one of those features more noticeable by its absence than its presence in the general store. Light, however, is one of the most important factors to the success-

tions of aromas in the old-time stores? No use the salesman trying to push sales in such a place; the customer orders what he wants and clears out. In the store under review, however, this feature has been well studied. With a door at each end, and one at the side, a current of air can be easily circulated from end to end, and by avoiding the use of the one on the side of the wind at the time with little inconvenience.

Every store, even in the depth of Winter, should be well ventilated once or twice during a day. In fact, in Winter time, by allowing a current of cold air to pass freely through the store and drive out the wasted and vitiated air, it will be possible to warm up to a better temperature with considerably less firing.

A still further important feature is that of "access"

and "egress." In the plans shown this has been amply provided for. An imposing front entrance for customers only gives freedom from all unnecessary contact with the passage of goods to and fro. There is also the side entrance chiefly for the use of loading up for delivery, and then there is at the back a door which can be used for taking in goods, beside which the cellar entrance can be utilized for the same purpose, and as the main storage is located in the cellar, it is probable the cellar entrance will become the chief goods entrance.

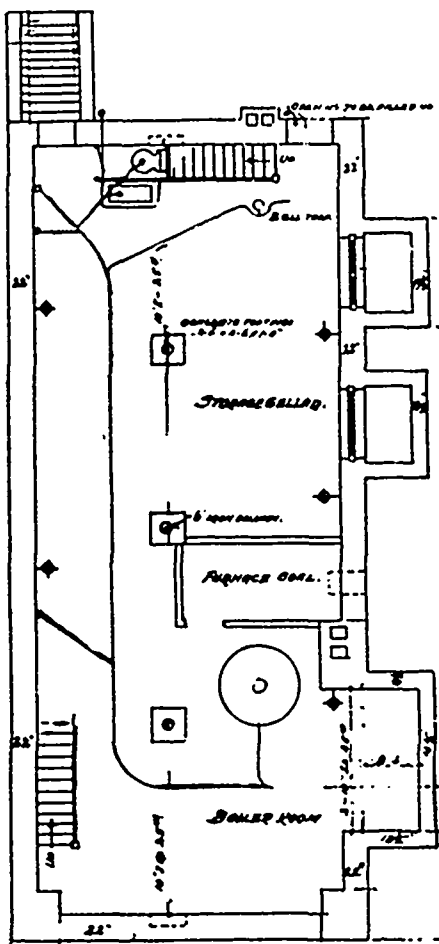
The Residential Section.

The house arrangements can, of course, be adapted to particular circumstances; in the instance illustrated, it

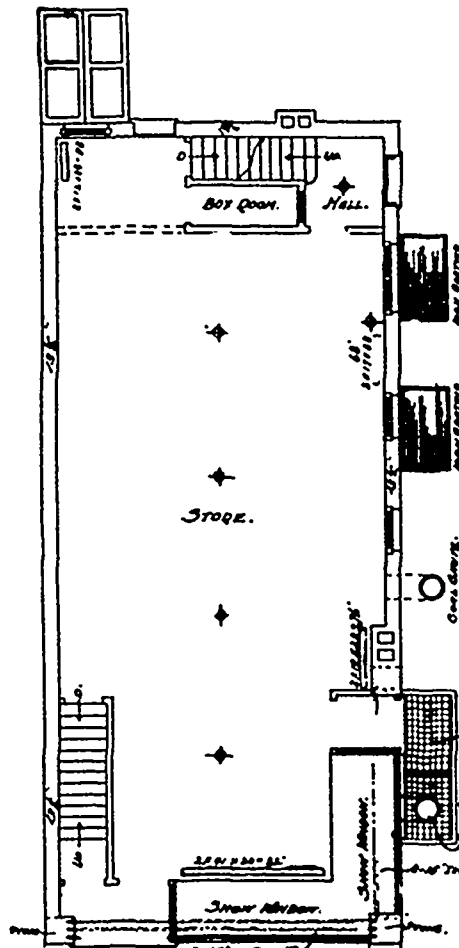
the difference is usually so slight as to be nearly negligible. Here the choice corner sites are usually occupied by grocery stores or banks. Surely the bookseller and stationer, with his interesting and attractive stock, can as well afford to pay as high rates as the grocer.

The advantage derived from the large corner show window is obvious. In the first place it stands out prominently all by itself and is not overshadowed by the other windows along the street. In the second place it attracts pedestrians on two streets in place of only one.

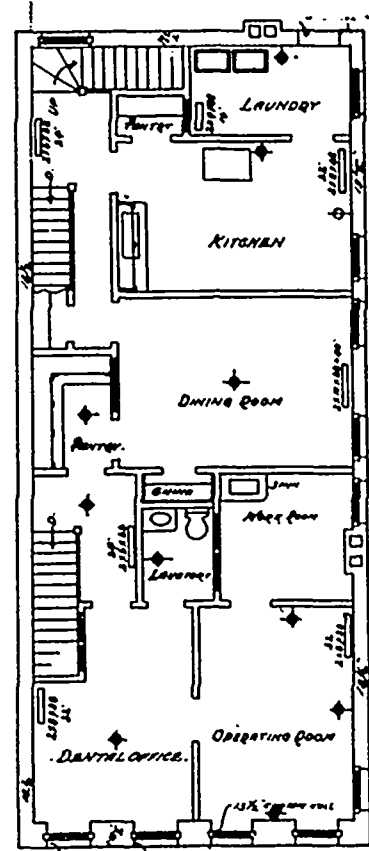
Without proper show windows no store can hope to advance as quickly as it otherwise would. Windows are not everything, but they help more than any one thing because the results of good trimming in good windows



No. 3.—Shows Cellar Arrangement, the Latter Hall for Storage. Plenty of Light, Ventilation and Drainage.



No. 4.—Shows Main Store with Back Room for Storage.



No. 5.—Shows First Floor Arrangement, with Private Offices, Separate Lavatory, Stairway, etc.

was desired to fit up the front part of the first floor as a professional parlor. A separate front entrance was therefore arranged which makes that part particularly private, the entrance to the house proper being provided at the side entirely apart and separate from the business section.

Summary.

Now, after all, the great advantage possessed by this store lies in its location. Erected upon a corner, it has made the best use of the circumstance. Instead of presenting a blank wall to the side street, as is so often the case, it utilizes the thoroughfare for light, for display and for ingress and egress.

Why is it that merchants seem to fight shy of corner locations? In cities where rents and taxes are high the reason is quite comprehensible, but in towns and villages

are visible to every passer-by and are appreciated and admired by every citizen, whether a customer or not.

A SCHOOL DICTIONARY.

THE latest addition to the series of Webster's New Standard Dictionaries is the Intermediate School Edition, which Laird & Lee, Chicago, have just issued. The work presents many new features not found in other similar dictionaries, and is designed to serve the needs of all intermediate school grades and the general public, who desire a complete but inexpensive lexicon. It contains 30,000 vocabulary words and over 5,000 synonyms. The markings throughout are very complete and useful. In addition there are six hundred text engravings and numerous encyclopedic features.

SHOW CARD WRITING

BY CRAFTSMAN.

MANY persons with a desire to learn the art of lettering never make the attempt because they are deficient in penmanship, and think it useless to try. Most card writers who with a brush create ideal script letters, write so imperfectly with an ordinary pen that few can with ease decipher it.

"Practice makes perfect." A careful perusal of this department, and frequent trials of the suggestions which will be given, will soon bring results that should prove encouraging to the most untalented.

Utensils.

The best artisans use the fewest tools. We advise the beginner to buy only what is absolutely essential, and advocate the purchase of the best tools. Pointed sable lettering brushes are the kind to buy. With proper care they outlast any three of the cheap kinds, and the work you can do with them will be perfect and clean edged. Buy one each of No. 5, No. 7 and No. 11. Although they are all pointed, they can be manipulated to do all kinds of flat lettering. The handle should not be longer than six inches. Cut off the surplus length, using a pen knife.

should be about the size of an ordinary table knife, though smaller ones can be used. The trowel-shaped kind is thought to be preferable. A flat cork is sometimes used for this purpose.

Two glasses or cups of water should be provided, one for washing out the color as much as possible, and the other for giving the brush its second clean wash.

Now we want at least two each of the flat Nos. 1, 2, 3 and 4 stub pens. The life of a pen when in constant use is one or two days, although two or three are sometimes necessary for one day's work. Two music pens should also be provided. Music pens have three points, but look exactly like any other pen until one presses down the point, which has two slits instead of one. These pens are used for small script letters, especially when white paint is used, and for "truing" or finishing off various kinds of irregularities or incompleting angles on letters that are written partly with the flat pens or brush. A soft pencil, two ordinary penholders, a few pieces of white chalk, a long ruler, a piece of very soft rubber, called sponge rubber, four thumb tacks, or



FIG. 1.

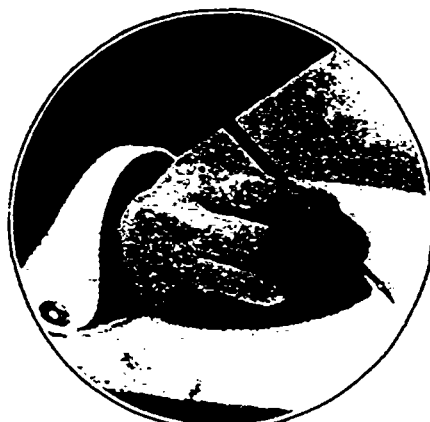


FIG. 2.



FIG. 3.

This set of brushes, once used for water colors, should never be used for oil colors. A palette knife is the only tool needed for mixing colors, and lettering brushes should never be used for mixing. Some brushes with proper care will last two years, so it is worth while getting the best grades.

Brushes should always be washed out thoroughly in water after using. All surplus moisture should then be squeezed from the brush by gentle pressure, sliding the thumb and forefinger towards the brush point. This will make your brush outlast any three of those carelessly handled. Never allow color to dry on the brush, always wash it out in water. Do this each time you are disturbed, and never allow the brush to stand upright leaning against the hairs, but be sure to rinse it and lay flat on your table.

When using colors that require mixing, the palette knife, which is made of very elastic steel, should be moved quickly from side to side, alternating at times by giving it a rotating motion, all the while giving it a fairly gentle pressure against the flat glass, marble slab, or plate on which the color is being mixed, and occasionally using the edges of the knife for scraping and gathering the paint until it is thoroughly ground and mixed. A palette knife

Moore's push pins, some mucilage, besides any kind of color that may be desired by the learner, and a rag for wiping the palette knife and pens, and another for wiping cards and to use for pasting, as we shall explain later, will complete your outfit.

Show Card Paints—Dry Paint.

Dry paints that are mixed with water and mucilage are used for show cards. There are many kinds, but the learner should at first use only black, though any color may be used. Dry paint can be bought in any paint supply store in small quantities. To prepare it for lettering take a quantity and soak it with alcohol. This "cuts" the paint (loosens it). Now take enough mucilage to thoroughly mix it, by using a palette knife or cork, into a thick mass, gradually adding more mucilage until the paint is as thick as heavy syrup. Then from a water bottle having a cork with a quill through it, or the kind used as a catsup bottle, add a little water at a time, so that the paint does not become too thin. For pen work the ink must be only one-third as thick as for brush work. An ordinary ball of wash bluing, carefully mixed and thinned as described, will answer the purpose for practice, but will not satisfy you as you gain proficiency.

Distemper Colors.

Another paint that is all prepared, excepting that it has no "sizing," i.e., mucilage or glue, and which is also used by fresco painters, is called "distemper." It is sold in glass jars with tin covers, and is already mixed with water, so about one-quarter inch of water should always cover the upper surface to keep it from becoming hard and lumpy. Fresco painters add dissolved glue (for sizing) to these distemper colors to keep them from rubbing off. You can take some paint from the jar and add only mucilage, mixing it thoroughly, and use it on show cards,

Letterine.

The third and positively best show card paint for learners, as well as professionals, is letterine. It is always ready for use, needs only a little water added when too thick, and dries rapidly with a gloss. Professional show card painters and lettering colleges use black letterine, and while we frankly admit that hundreds of other mixtures may be used, nothing can equal it for convenience or effectiveness. Letterine can be had in white and all colors, and can readily be mixed to form any shade or tint. White letterine for grey or black cards "covers" better than any other paint, being solid and opaque. For outlining and for pen work use two parts of letterine mixed with one part of water. After the outline is dry fill in with pure letterine. Two ordinary glass inkstands, with covers, will answer best for this purpose. In green, red, blue, and purple, letterine is of unusual brilliancy, affording an opportunity for color display not readily obtained by the use of ordinary pigments, besides drying more rapidly.

To Fill the Brush.

Students should remember that merely to dip a brush into color is not all that is required before using it for lettering. It is necessary that the color should be properly distributed, and that the centre hairs shall be charged with as much color as the outside. After you dip your brush into the liquid, take a piece of smooth paper or cardboard, then wriggle the brush sidewise, gently drawing it toward you, on one side, do the same on the other side. Now relieve the brush of any surplus color (according to the work you have to do) by one or two gliding rotating strokes against the paper, and you are ready to write your line any thickness you please. There are no soiled dishes to wash when your work is finished, and if you are using letterine you will save much waste by observing this rule.

All rules are violated, but the writer can vouch for the desirability of following this method, as it not only gives the best results for controlling the shaping of the brush, but prolongs its durability. The brush should be charged with color frequently in the manner described. Do not wait until all the color is freed from the brush. In this way your edge lines will always be even, clean cut, and your brush strokes continuous, making your letters appear more symmetrical and artistic.

Brush Strokes.

Always make your brush strokes continuous. Never make short, choppy strokes. Gliding the brush on its point, with a uniform gentle pressure in one stroke downward, crosswise, slanting either from right to left, or left to right, is the proper movement for outline or script work. Expert writers of script, or complex scroll work, make most letters not disjointed in their composition in continuous strokes.

The most difficult branches of card writing are script letters and scrolls. These should never be used until the rudiments of lettering are thoroughly mastered. An expert scroll writer does his work so rapidly that it is

barely possible to realize that he is performing the delicate and intricate task of designing beautiful curves.

For rapid, one-stroke letters the brush is well filled with color, which should flow freely from its extreme point. For flat brush work the strokes are more varied, first using the extreme flat edge of the brush in an almost upright position, and then from one-quarter to one-half of its length. No matter how thin the stroke may be, the entire width of the brush must always touch the card.

Rapidity

In order that you acquire confidence in yourself, and to aid your future efforts, it is advisable to execute work rapidly. Do not be over careful. Start in boldly. It will be somewhat discouraging for you in the beginning to see that your lines are crooked, of varied thickness, and seem almost impossible for you to control the brush. Try often, follow the instructions carefully, watch the original copy and guide lines each time you make an attempt to copy a letter, and you will soon be rewarded for your diligence. Practice makes perfect.

Preparing for Practice.

The first plate of engravings illustrates the fundamental principles of lettering. Whoever masters these brush strokes, executing them quickly and in a manner approaching the precision here indicated, will be able within a few weeks to write show cards of more than commonplace merit.

The learner should provide one sheet of ten-ply cardboard, size 22x28 inches, and ten sheets of any kind of paper, ordinary manilla wrapping paper of any thickness will do. The card should be fastened to a board or to a table at each corner by using four ordinary carpet tacks, or what is still better, architects' thumb tacks or Moore's push pins. One sheet of your paper should then be fastened in the same manner on the card with thumb tacks, and ruled into squares of $1\frac{1}{2}$ inches. The original designs from which these engravings are made are drawn in this size, which is desirable for practice. It will be readily noticed that not one of the designs is perfect, either in the spacing or in the thickness of the lines. All of the characters on the first plate were made within ten minutes as a test for rapidity. Show card work is not usually executed with the same exactness as lettering on sign work, which is intended to be permanent, requiring greater care and comparatively much more time for completion.

The First Lesson.

Holding your No. 5 brush in the position indicated in the first engraving, allow its point to touch the paper as lightly as you can, beginning at the top line of figure (A), No. 1. Allow your two lower fingers and the lower side of your hand to rest on the table, first placing a piece of loose paper under your hand to keep the sheet clean and free from perspiration. Keep them in that position without changing until figure (A) is completed.

Now extend your thumb and other two fingers (the second engraving shows the appearance of the other side of the hand) and make the downward stroke, so that by the time you reach the bottom of the square your brush will be almost perpendicular. Then make stroke No. 5, then No. 3 (to get to the centre of the square), and then strokes Nos. 2 and 4. Do not mark anything with pencil. We intend to train our eyes to measure space. For figure (B) the brush is held in the same manner, almost perpendicular all the time. None of the fingers are moved, the hand being moved by movement of the forearm, gliding it gently on the paper from left to right for each line. Make lines 1-7-1, 2 and 3, 5 and 6. Figures (A) and (B) should now be tried by making the lines in rotation. Then make figures (C) and (D), lines in rotation.

In figure (E) the lines are made from right to left downward, keeping the hand in the same fixed position on the table. In figure (F) the lines are made from left to right downward. After you have made these lines as numbered, make them all by beginning at No. 4, and in figure (G) make the lines in the order indicated and in the directions noted by the arrows, but do not move the forearm, making only finger and wrist movements. Figures (H), (I), (J), (K) and (L) are to be made likewise.

The Second Lesson.

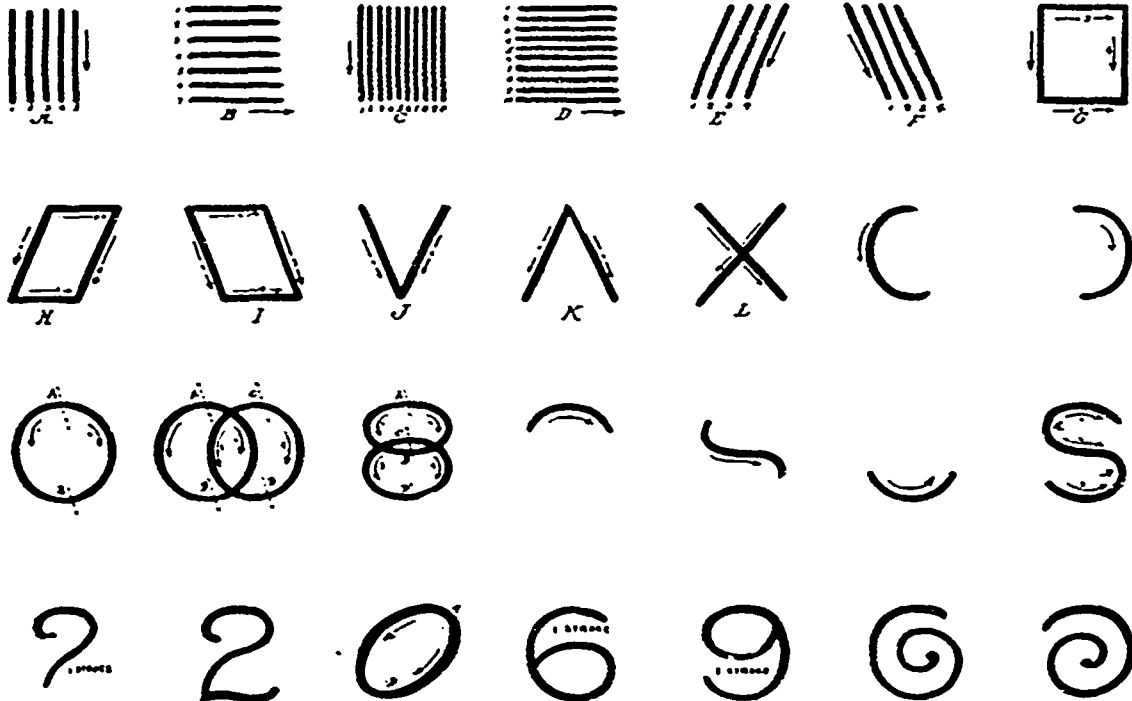
Eleven letters in the alphabet have curved lines—B, C, D, G, O, P, Q, R, S, U, &. To write these letters properly one must be able to make a fairly good circle free-hand. To lessen the difficulties of acquiring this knack, first take a lead pencil, with a long, sharp point, and hold it exactly as you would a brush in figure 3, allowing the point to rest very lightly on your card. Now, with a gentle pressure on the outside first joint of your little finger, rotate your arm at the elbow from right to left.

portioned circle in two strokes, varying the practice by alternating the strokes. Each time you make a new circle, remember that the more perpendicular you hold your brush the more readily and perfect you can make the circle.

The next figure of interlocked circles is to occupy one and a half of two squares on your paper. Make the strokes as indicated by the directions of the arrows and numbers, then reverse the movement as before. The figure adjoining represents two horizontal ellipses, the movements of the brush being the same as for circles.

The next strokes are readily made, and when joined, make the letter "S." After practicing several times, make the letter in one continuous stroke. The next figure represents the top of the number "2," or of an interrogation mark. Beginning at the inner left loop, swing your brush around toward the right, making one continuous stroke. By repeating this stroke and adding the lower stroke to the right we have the figure "2."

The ellipses should now be practiced, making strokes



STORE CARD WRITING.

going over the same lines constantly, forming a circle about 1½ inches in diameter. Repeat this movement ten times without stopping, trying to keep your circles within a quarter-inch width.

Then begin another circle, trying as nearly as possible to keep your lines closely together. Now repeat the same motion, from left to right. After you have made ten each of such circles to the right and left, take your brush and make the first curved line from right to left, then from left to right. Now make the circle on the chart, stroke 1, (A) to (B), but you should allow your brush to glide past (B) upward, gradually away from the card when you reach the point (B), and should continue the circular motion with the uplifted brush as though you were forming the complete circle without lifting it. The quicker you perform this motion the more perfect will be your circle or semi-circle. The same semi-circle and continuous motions must then be made from left to right, stroke 2, (A) to (B), then raising the brush and completing the circle in the air to (A).

You will now be fully prepared to make a fairly pro-

from (A) to the left to (B), and from (A) to the right to (B); then reversing the strokes. The two lines should always interlock by continuing the strokes after passing the intersections at (A) and (B) and gradually raising the brush from the paper. Now practice the figure "6," beginning at the top, and make one continuous stroke to the left and finish it.

In the figure "9" the stroke is reversed; beginning at the lower inner side of the loop, swing the brush down to the left, then around upward and down to the right. Practice these two figures several times and then try the last two spirals in continuous strokes, the first one to the left, the last one to the right.

After you have practiced all of the movements on the first chart at least ten times each with a No. 5 brush, try them all with a No. 7 brush, but rule your paper into two-inch squares. You will now probably be able to make any letter in the following brush stroke alphabets (in next issue) with perfect ease, except the script capitals, which require much practice.

(To be continued.)

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OUR PORTRAIT
GALLERY

MISS HATTIE TWEEDIE.

It is a real pleasure to present to the readers of Book-seller and Stationer a portrait of a lady to whom reference is frequently made in these columns—Miss Hattie Tweedie, of Moncton, N.B. Miss Tweedie is a live bookseller and she makes her personality felt not only within the limits of Moncton but as far west as Toronto. Frequent visits to the wholesale centres, keen interest in the new books of the season, and considerable skill in salesmanship, combined, have tended to make her business a great success.

Miss Tweedie bought the business over which she now presides in 1896, from J. & A. McMillan, of St. John, who had always run a store in Moncton ever since there was such a place. Beginning in a small way, Miss Tweedie has gradually increased the business until to-day she is doing fully four times as much as when she started. Her stock consists of books and stationery, to-



MISS HATTIE TWEEDIE.

gether with fancy goods, china and toys. She has always made a specialty of selling new books, reading them all herself and thus being able to recommend them to customers.

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FEW firms can boast of business longevity for over half a century and still fewer have made a steady growth during that period. Conservatism usually holds sway and almost imperceptible decay sets in. The story of the business of Librairie Beauchemin, Limited, with headquarters in St. Paul street, Montreal, is one of steady progress and permanent growth with no business difficulties to look back upon. To-day this firm is recognized as one of the largest publishers in Canada, and their ramifications run into all lines of stationery and printing. They have many sole Canadian agencies



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BOOKSELLER AND STATIONER

for well known stationery specialties and conduct an important retail book store in Notre Dame street. Their printing business is a separate institution and its size may be gauged by the fact that the pay roll runs con-

in the book firm of Cadieux & Derome, and have increased the stock immeasurably under the management of Mr. Roby.

As publishers of French books of a scientific and popular nature, as well as theatre plays, they stand unrivalled in America. The People's Almanac, one of their yearly publications, has a circulation of 80,000, which gives some idea of the extensive field of French publications. As French school book publishers they have an enviable reputation and their lines of prayer books are practically endless. A departure with this firm which has been a decided success is the manufacture of a splendid loose leaf system.

Their business has shown a decided expansion in publishing lines, so much so that they practically control the trade, but in stationery even a larger increase is noted. In the Province of Quebec their water marks on paper are inquired for to a large extent, and their artistic range of scribbling books is always a favorite. They are special agents for such lines as Antoine's ink.

RETURNED
AUG 29 1906



L. J. O. BEAUCHEMIN.

siderably over \$1,000 per week. Throughout the Province of Quebec and New England States this firm practically does the largest share of business in many lines, while in the English trade they show a gratifying increase from firms desiring French publications, their numerous religious articles of a useful nature and their many specialties in stationery.

Established away back in 1842 by C. O. Beauchemin, the father of the present president, the firm has made extraordinary strides especially during the last twenty

RETURNED
AUG 29 1906



EMILIEN DAoust.

and are proprietors of the popular Sir Wilfrid Laurier pen.

The president, C. O. Beauchemin, entered the firm in 1872, and has made a close study of every side of the business. At present he confines his activities to the printing end of the business, as well as looking after all matters of finance.

Mr. E. Daoust, the vice-president, has a connection with the firm dating from 1881, and has likewise seen service in all departments. He is now the manager of the wholesale departments in St. Paul street, and looks after all lines of stationery. The growth of the business is due in a large measure to his progressive methods.

The bookstore in Notre Dame street is presided over by Mr. E. Roby, the secretary-treasurer, and considering the field available great strides have been made in the business. He first entered the firm in 1871, a few months previous to Mr. Beauchemin. He displayed the same energy as an office boy and assistant bookkeeper as is shown to-day in the conduct of the bookstore. Mr. Roby was for some time head bookkeeper for the firm and when the business of Cadieux & Derome was acquired was made manager.

RETURNED
AUG 29 1906

To S. Beauchemin
cut Book 54
Page 24
A.C.B.



E. ROBY.

years. Five years ago the firm was incorporated as a limited company, with L. J. O. Beauchemin as president, Emilien Daoust, vice-president, Etienne Roby, secretary. Two years ago the firm acquired a controlling interest

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Vol. XVI.

AUGUST, 1906.

No. 8

PROPER CASH DISCOUNTS.

INNUMERABLE savings and better business methods resulting from merchants always endeavoring to take cash discounts, even borrowing from a bank where feasible, have been pointed out many times in these columns, but the resulting impositions manufacturers have to put up with have not received requisite attention. Cash discounts often pay the entire running expenses of a business, and retailers not able to take advantage of them are undoubtedly handicapped. Manufacturers and jobbers have extended this privilege for the sake of working cash which all need, but are loathe to allow discounts after the proper period for saving the discount has expired. It seems hardly creditable that there are a few merchants who coolly take advantage of the discount in paying their bill after say 30 or 60 days, when the discount period was say 15 days. Every firm can supply a lengthy list of firms taking discounts wrongfully and the misunderstandings which have ensued in trying to clear up the matter. The stationery trade is no exception to other lines, and manufacturers and jobbers have sometimes been forced, through fear of losing an account, to submit to such breaches of business honesty. Now-a-days slickness or any means to avoid and not get caught is sometimes regarded as legitimate, but merchants who habitually follow the plan of taking extra time, and still when paying bills deducting discounts, will eventually suffer.

This matter has gone so far in some lines that the

result has been the abandoning of cash discounts, thus making the good merchant suffer as well as the unscrupulous neighbor. In some sections of the grocery trade the usual 2 per cent. 10 days, or net 30 days, has been made to read 30 days net with no possible chance of a discount. Cash discounts, while useful to the jobber, proved altogether too troublesome in the way of needless correspondence in explaining why a discount could not be allowed when the proper period had passed and frequently the club was held over the jobber's head, that his competitor would not hesitate to allow the discount. The old logical result was co-operation on the part of jobbers to stop all discounts.

Such steps have not been attempted in the stationery trade, but a note of warning is sounded to merchants who have been in the practice of abusing manufacturers' and jobbers' rights. One manufacturing firm has lately adopted a fair plan of refusing cash discounts, to firms who have been in the habit of remitting, deducting a discount after the proper time has elapsed. Such firms are written that in future all their bills will be rendered 30 days net, as they evidently did not appreciate the advantage of a cash discount. In this way every firm is placed on the same basis and favoritism is strictly avoided, as would be the case if the house were weak-kneed enough to accept the remittance less the discount after the discount period had gone by. As yet this firm has not had to write many retailers to the effect of the above statement and it is trusted merchants will in future take advantage of cash discounts within the proper time.

An instance of a well-known European firm which gives no cash discounts well illustrates the results which ensue from continued troubles with retailers on this score. This house offers liberal terms but in no case holds out the allurements of cash discounts no matter how strong the firm or how important the order. Manufacturers do not as a rule spend money before it is earned, and when payments are met promptly and cash discounts taken retailers may rest assured of better co-operation from firms who have adopted the policy of making their lines known to consumers.

THE SHIPPER'S RESPONSIBILITY.

WE have been requested to repeat our remarks of some months ago on the subject of the shipper's responsibility. When a shipper has made a shipment by freight, ex warehouse, or f.o.b., at point of shipment, and has received the transportation company's receipt therefor, his responsibility for the safe delivery of the goods ends. This is a fact of which the consignee is apparently oblivious, or else he forgot it. The moment any hitch occurs, he immediately holds the shipper responsible, and appeals to him. As a result, shippers are inundated with requests and demands which should by rights be addressed to the transportation companies.

Of course, the wholesale houses must in self-defence, take up these claims and fight them out with the railway companies in the interests of their customers. But

very often much annoyance and loss of time would be saved were the purchaser of the goods to make application to the transportation company at receiving point.

As an assistance to purchasers, shippers might do well to consider the following suggestion. In sending out invoices of goods shipped, include a copy of the bill of lading, showing the date of shipment, and full particulars. The consignee, receiving such a document, has in his hand full evidence that the transportation company has the goods, and he knows just how long they have been in transit. He need not, therefore, unnecessarily accuse the shipper of delaying shipment, or hold him responsible for the non-delivery of the goods.

At the bottom of all the trouble, lies the carelessness of the railway companies. They are responsible for the delays and accidents which may befall shipments, and until they improve their methods and strive to accommodate their patrons better, the trouble will continue. Still, the consignees of goods, would relieve shippers very considerably if they would bundle cases of delay or loss themselves.

APATHY TOWARDS ASSOCIATIONS

RETAIL merchants' associations seem to have a brief existence as live organizations, even in the majority of places where one would think that plenty of scope for useful work could not be lacking. Between merchants everywhere the competitive spirit runs, at times high and sharp, but that belongs to the province of individual business interests. It should not be allowed to interfere with consultation on questions of common import which call for collective action. Broad business men should be able to throw aside any petty feelings that may arise in the ordinary course of trading and get together when something may be accomplished for the general good.

For the promotion of the best possible sentiment among retailers unanimous support of an association founded on standard lines has certainly substantial merit, and it is a pity that apathy should have been allowed to displace the interest and enthusiasm with which it should naturally be invested.

STARTING OUT WELL.

BOOKSELLER AND STATIONER is empowered by the secretary of the recently appointed Commission on Text Books for the Province of Ontario, to state that the commission is desirous of meeting all booksellers who have any grievances in regard to the text book question. The name and address of the secretary is A. C. Casselman, Education Department, Toronto, to whom all communications asking for a hearing should be addressed.

It is, of course, necessary and right that the claims of the booksellers should be given an early hearing. We can only regret that there is no efficient organization of booksellers to prepare and present a comprehensive statement of the question. In the present disunited condition of the trade it is doubtful if the case will be pro-

perly handled. Surely at a time like this there can be no dealer who would deny the value of a good organization with capable officers.

CHINA BUYS SCHOOL SUPPLIES.

RAPIDLY increasing demand for school supplies and laboratory apparatus comes from China. A few years ago the foreign missionary schools were practically the only institutions in the country offering facilities for the acquisition of western learning. In the City of Foochow alone there are now at least 30 native schools fashioned after the foreign model and containing about 2,000 students. By poster advertising the public are advised of the opening of these schools.

All China is at present clamoring for western knowledge. They are not to be satisfied with books alone, but must have the apparatus with which modern school laboratories are equipped. They want gymnasium supplies, military school supplies, scientific apparatus, and even modern musical instruments; in short, they want all that goes toward making a modern school. At present they prefer the cheaper and less substantial sort of materials, for they want considerable for their money, and, until they have learned to distinguish between the different degrees of serviceability of the various grades of materials, they will content themselves with the poorer and cheaper grades.

The Japanese are meeting the Chinese demands in an admirable manner and the schools are being filled with cheap Japanese-made maps, charts, and apparatus of all sorts well adapted to the present experimental stage in the adoption of modern educational methods in China.

UNAPPRECIATED PRIVILEGES.

WHEN efforts are made to remedy abuses it seems most unfortunate that they should not be appreciated. Recently we referred to the action of a certain publishing house in adopting a beneficial policy of selling through the trade only. All orders for books coming through irregular channels were referred to the local dealers. A few expressed their appreciation but the great mass of booksellers have accepted the concession without so much as a thank you.

There may be, and possibly there are, extenuating circumstances. Booksellers are busy men and when their day's work is over they have little inclination to write any but the most pressing letters. They may have gratitude in their hearts but they may not have time to express it in writing.

Still we deprecate this silence on the part of the dealer, for the reason that there is being made no apparent return for the favors shown. The real thanks, after all, is shown by actions and not words. Are the booksellers making use of the advantage offered them to recover some of their pristine power? We fear they are not and we are sorry for it. The result will be an inevitable and sudden return to former conditions. No publishing house is going to thrust unappreciated favors on the booksellers of Canada.

BOOK AND STATIONERY TRADE IN HALIFAX.

(Continued from page 19.)

Provinces He carries a fine line of stationery and house and office desk requisites, novelties, books, etc., and is sharing in the trade.

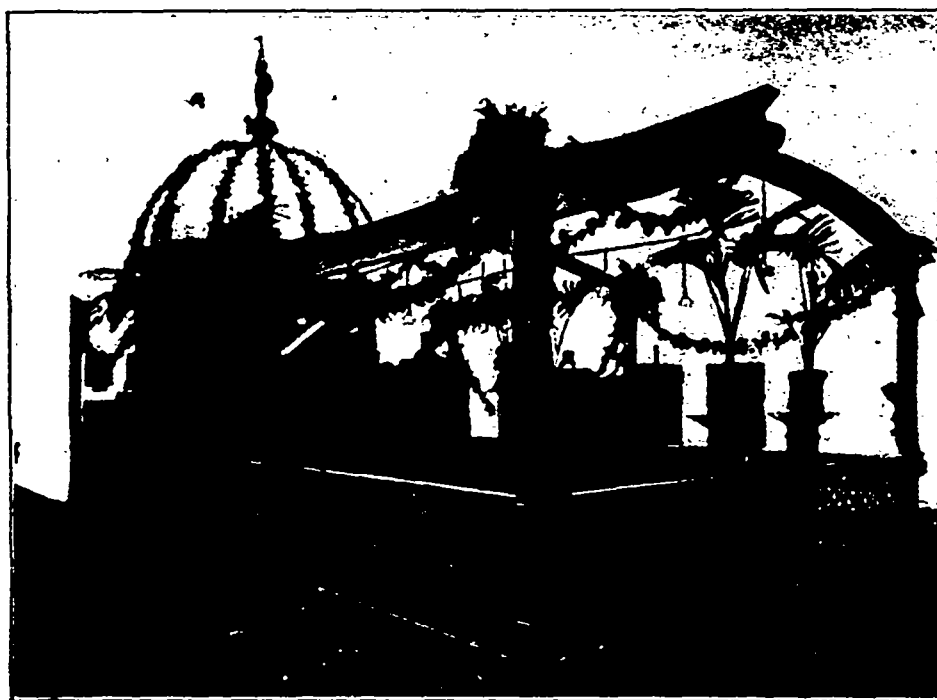
B. A. Book and Tract Society.

The part of the work of the British American Book and Tract Society, which is most wide spread and beneficent, is that of carrying on by colportage the tidings of the gospel to quarters that might otherwise have none such, or at least but a limited supply. The society was instituted in 1867, and the depository building is at No. 115 Granville street. Efforts are given to the putting into circulation of bibles, religious books and tracts. Contributions are solicited for the purpose, and in some instances the same people contribute to the support of this society and also to other of the branches of the British and Foreign Bible Society. It aims at the cir-

\$510,763.75 was paid for publications; \$183,070.73 for colportage; \$35,024.85 for duty; \$34,452.26 for store expenses; \$15,944.95 for postage; \$10,347.21 for freight; \$13,793.77 for advertising and printing; \$2,569.35 for insurance, \$115,043.72 for traveling expenses; \$7,006.55 for building fund, and \$100 refunded loan. In order to promote to the highest degree the objects of the society the officers and directors are elected from different denominations

A CHOICE EXHIBIT.

BY the time these words are in type the third annual exhibition of the International Printing, Stationery and Allied Trades, at Islington, will be closed, and it is agreed by all that the exhibition this year is in every way an advance upon those of previous years. On all sides the visitors noticed familiar names of manufacturers displayed over their tasty exhibits, some of them being exceptionally artistic.



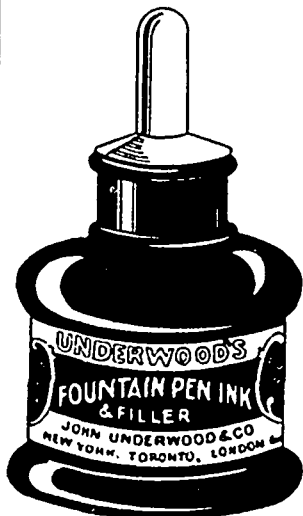
DAVIDSON BROS. EXHIBIT.

ulation throughout the Sea Provinces of Canada and throughout Newfoundland of the best books and publications. Last year the receipts from all sources, including balance from 1904, were \$20,738.01 and the expenditure \$20,668.67, leaving a balance of \$69.34. During the past year \$1,375 worth of the society's publications were distributed free of charge, of which \$720 worth were granted in response to applications from clergymen, missionaries, associations, etc. The society employed 11 colporteurs last year and they sold \$7,586.75 worth and distributed \$851.15 worth free of charge. In all they visited 22,692 families. The total donations received was \$4,779.58. During the year two legacies of \$500 each were received. A summary of colportage during the thirty eight years shows 788,651 miles traveled; \$511,120.74 in sales, 32,940 meetings addressed, and 114,361 visits made. The total receipts, including donations, during thirty eight years were \$928,792.90 of which

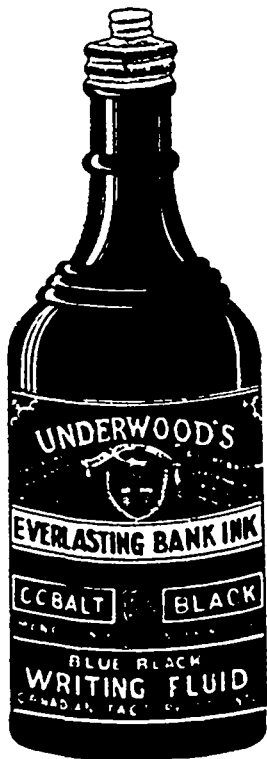
At the very entrance to the hall one felt himself under the influence of Davidson Bros., of Basterfield street, who extended a welcome in the form of two large posters with huge Tom Browne original drawings displayed in such a way as to attract the attention of even the "man in the street" who had no intention of visiting the exhibition.

It was only to be expected on reaching the main hall that one would find that Davidson Bros. had surrounded their exhibit of cards, calendars, etc., with a stand of more than usual attractiveness and beauty. As will be seen from the accompanying photograph, it was most tastefully arranged in a prominent position on the ground floor, and the way in which it attracted the attention of visitors must have been very flattering to those who planned its details. The stand was arranged without roof or canopy, the platform work being a rich green, while the lattice work and columns were of ivory

UNDERWOOD'S WRITING INKS



QUALITY
PERMANENCE



Everlasting Bank

(BLUE BLACK)

Extra Copying

Red Steel Pen

Muscilage

Paste

We have manufactured in Canada for 25 years, and the demand has increased each year. This is our recommendation for quality and permanency.

JOHN UNDERWOOD & CO.

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white picked out with gold and liberally festooned with flowers and foliage. A profusion of tall palms on elevated pedestals added a finishing touch of gracefulness and beauty. The only covered portion of the exhibit was the kiosk surmounted by a handsome figure in bronze. This little room was tastefully carpeted and furnished, and was used as a private reception room.

Although the exhibit was very diversified, a noticeable and very attractive feature was that of the Tom Browne reproductions and post cards. The name of this humorous and popular draftsman is closely associated with Marlborough House, the home of the Davidson products, and it was, perhaps, not surprising that a large portrait in oils of this clever artist humorist was hung in the place of honor over the main gateway to the exhibit. Samples of all kinds of post cards and Christmas cards were very tastefully displayed, the more delicate ones being carefully kept under glass. Here and there groups of pictures, all in one style, were framed and hung together, thereby giving the visitor an excellent idea of the effect of that particular style of work. There were also beautiful specimens of the hand-colored, six-penny panel post cards of actresses and beauties, and whether framed or not, they at once commanded attention and compelled admiration. The post cards were exhibited in revolving racks, one being filled entirely with Tom Browne cards, while another would have the reproductions of Professor Van Heir's characteristic oils.

The display was in charge of Mr. Davidson, who, with his assistants, welcomed and entertained his visitors most pleasantly. Such a choice exhibit must have produced a very favorable impression upon the minds of all who visited the exhibition, whether in the trade or not.

HARDTMUTH'S CANADIAN BUSINESS.

A LETTER has been issued to the Canadian trade by the New York office of L. & C. Hardtmuth, a copy of which was handed to Bookseller and Stationer's representative by a Montreal stationer. The letter reads as follows:

"In view of the many difficulties with which all manufacturers and also jobbers have to contend in doing business in the various provinces of Canada, we have concluded that our interests demand that a large and well assorted stock of our goods shall be carried in Canada, so that all dealers, whether they be direct importers from England or buyers from existing jobbers, can at all times obtain our goods at proper prices.

"Our interests abroad are very closely allied with the L. E. Waterman Co., and on this account the L. E. Waterman Co., of Canada, Limited, have agreed to carry a complete assortment of our goods, which they will in turn supply to the Canadian trade at proper prices according to the quantity purchased at one time.

"To protect our interests and likewise the interests of all our importing customers, and to keep our Canadian terms uniform with our terms to the United States and other countries, we have decided not to accept importation orders in future from any source for quantities less than 50 gross of Koh-i-noor pencils or 100 gross of Mephisto copying pencils. Orders for these quantities for direct import may be sent direct to us as formerly or through the L. E. Waterman Co. of Canada, as you may prefer, and in case you should run short of stock at any time when it is not convenient to place an importation order, we have arranged with the L. E. Waterman Co. to supply dealers importing in the above named quantities from their stock, irrespective of quantity, at 10 per cent advance over the laid down cost.

"We feel sure you will appreciate the convenience of this arrangement, as it will enable you to fill all orders you may receive from your customers, even though your stock may be temporarily short. We shall look to the L. E. Waterman Co. to distribute our advertising matter and to see that our prices to the trade and consumers are maintained, and this assistance will undoubtedly materially aid you."

HANDY MACHINERY FOR STATIONERS.

M. D. KNOWLTON CO., Rochester, N.Y., U.S.A., are showing on another page machines which ought to be of great interest to all stationers and others who have occasion to use gummed or paraffine paper, put on labels, seal packages, or cut cards or paper into strips either from the sheet or roll.

The sheet gumming machine places hot or cold gum on labels, etc., of any size paper or material. It is supplied with an endless canvas belt 90 feet long, and as the sheets are gummed they are delivered to the belt gummed side up. The girls pick the sheets or labels off the belt and place them on the articles to be labeled or covered.

The package sealer or binder is made small, is light to handle and can be placed on bench or table. The roll of binding or sealing material is placed on the reel and is gummed as it passes over the gumming roll, and when the right length is placed round the package it is cut off by the knife. This machine is also used without the knife or package form, and when so used the sealing or binding material is broken off by hand at the edge or corner of the package. This little machine is a great labor saver.

Their Paraffine Machine is the only machine that will apply a coating of paraffine or other material economically. Others put on a thick coating, while with its adjustment a very thin coating can be placed on any kind of stock. Many stationers are using this machine to coat their own paper for confectioners and other users.

The Rotary card and paper cutter is used to cut paper or card into small widths or strips, and stock in the roll as well as sheets can be cut. Where the rolls of paper card are used, the machine is furnished with mandrels for re-winding the cut stock into rolls.

This company also makes other machines used in the manufacture of paper boxes, as well as a large line of paper, board and sheet fabric scorers and cutters.

ARTISTIC NOVELTIES.

FOR a general line of artistic novelties for the fine trade, the showing made by N. S. Day, designer and manufacturer, 65 Bridge street, Springfield, Mass., would be hard to surpass. The line of novelties is so extensive that it would be possible to supply three different departments of a store like Wanamaker's without duplicating.

The leather line consists of desk sets, book covers, opera and shopping bags, pillows, etc., all special designs. In some antique Chinese embroidery is introduced and in others an imported peacock-design brocade.

Mr. Day also shows a hand-painted linen line, similar to the leather but less expensive.

Many excellent and attractive paper articles make up another division. These embrace match scratchers, calendars, desk blotters, framed mottoes, etc.

The hand-painted goods on linen, silk and paper, are of a superior order. Each article is carefully packed in tissue, in white boxes.

THE ART ANNUAL 1906

Christmas Number of the 'Art Journal' will be devoted to the Life and Work of the famous Landscape Painter

SIR E. A. WATERLOW, R.A.

5 Full-page Coloured Plates and Etching and many Illustrations in the Text.

Price 2s. 6d. net; or cloth gilt, gilt edges, 5s. net.

READY WITH THE NOVEMBER MAGAZINES, ORDER EARLY.

1906

The "Art Journal" has been issued continuously since 1839. At no period of its unparalleled career have expressions of satisfaction been so spirited as during recent years.

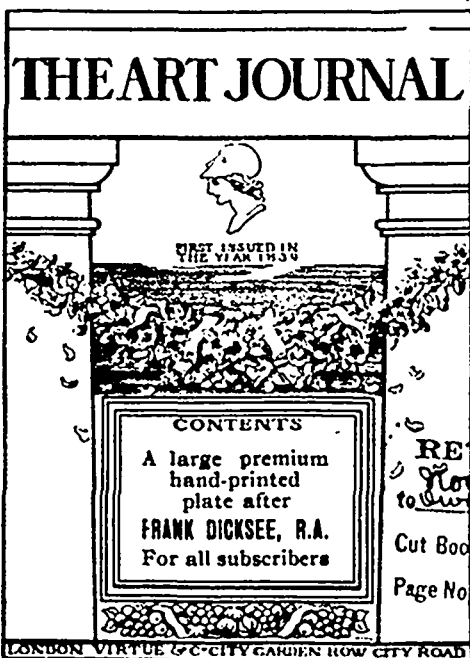
MONTHLY

1/6

NET.

'Painting and drawing are by no means the only forms of art dealt with, to all those who concern themselves with the arts which make the human dwelling-places beautiful, such as architecture, metal-work, carpentry, and embroidery, the Journal will appeal.'

Times, 1906.



SIZE LARGE ROYAL—13x10 INCHES

Two Full-Page Etchings, Photogravures, or Colour Reproductions EVERY MONTH

The illustrations, particularly the Plates, which appeared in the 'Art Journal,' are specially attractive, and for quality and profusion combined they are distinguished from those in all other periodicals.

PROFUSELY ILLUSTRATED TEXT.

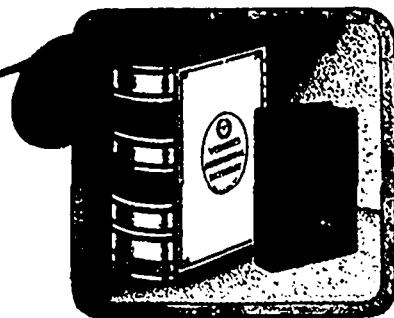
Painting. Sculpture Architecture
Handicrafts. Industrial Arts.

APPLY FOR ILLUSTRATED PROSPECTUS BY POST.

LONDON, ENGLAND

VIRTUE & CO., 7 CITY GARDEN ROW, CITY ROAD,
AND THROUGH ALL BOOKSELLERS.

THE ONE GREAT STANDARD AUTHORITY



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NEEDED IN EVERY HOME, SCHOOL AND OFFICE

It is Reliable, Useful, Attractive, Lasting, Up-to-date, and Authoritative. 2,380 Page, 5,000 Illustrations. Recently added: 25,000 New Words, New Gazetteer and New Biographical Dictionary. Editor-in-Chief W. T. HARRIS, Ph.D., LL.D., United States Commissioner of Education. Highest Awards at the St. Louis and Portland Expositions.

WEBSTER'S COLLEGIATE DICTIONARY—The largest of our abridgments. Regular edition, size 7x10x2 1/2 in. Thin Paper Edition, size 5 1/2 x 8 1/2 x 1 1/2 in., printed from same plates, on bible paper. Unsurpassed for elegance and convenience. 1116 pages and 1100 illustrations.

Write for circulars with your imprint, FREE.
G. & C. MERRIAM CO., SPRINGFIELD, MASS., U.S.A.
GET THE BEST.

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Page No. 25

Information You Want

Information we Supply

ALL the news is in the newspapers, but of course you haven't the time to read all the newspapers and therefore cannot get all the news.

We have the time to read every Canadian sheet, because we make a specialty of clipping news items from Canadian papers.

No matter what kind of news you want, just write us, giving particulars, and we shall send you specimen clippings with all information regarding rates, etc.



The Canadian Press Clipping Bureau

10 Front Street East - TORONTO

222 McGill Street
MONTREAL.

511 UNION BANK BLDG.
WINNIPEG

BOOKSELLER AND STATIONER

N. S. DAY
 DESIGNER AND MANUFACTURER OF ARTISTIC NOVELTIES
 NEW YORK SPRINGFIELD, MASS.
ESTABLISHED 1887

New York, Aug. 10th, 1906.

GENTLEMEN,—Our line of exclusive novelties for the season of 1906-7 is now complete, and ready for inspection at our New York salesroom. You are cordially invited to call and consider the merits and attractiveness of these goods. They represent many new ideas and new materials, the result of personal search the past year in European centres of trade and art. This line is particularly adapted to the Art, Stationary and Book Trade. Your early inspection of our line of samples is respectfully solicited. If you cannot visit us let us hear from you.

Bank of Metropolis Building,
 31 Union Square, West, Room 1503.

Yours truly,
 N. S. DAY.

Booksellers and Stationers

will find it to their advantage to give

THE BUSY MAN'S MAGAZINE

a prominent place in their stores and to call the attention of their patrons to it. Those who examine the magazine invariably become regular readers so that there is no difficulty in building up a permanent trade.

Send us the names of any of your customers whom you wish to receive sample copies.

THE BUSY MAN'S MAGAZINE

MONTREAL TORONTO WINNIPEG



C. F. Rump & Sons

Established 1850

MANUFACTURERS OF

FINE LEATHER GOODS



Bridge Whist Sets

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

PHILADELPHIA, U.S.A.

New York Salesroom: - - - 683 and 885 Broadway



Collar Rolls

YEARS OF EXPERIENCE in catering to the most exclusive trade enables us to give our customers an exceptionally strong line, including a large variety of handsome papers in ream goods, wedding invitations, cards with envelopes matching, a large variety of staple and novelty papeteries; also tablets and everything required by a first-class stationer.

Write for samples of our celebrated fabric finished papers, Highland Linen, Berkshire Linen Fabric and Twotone Linen in the latest sizes.

EATON-HURLBUT PAPER CO.,
 Pittsfield, Mass.

THE NORTHERN MILLS PULP & PAPER COMPANY

Mills at St. Adele, P.Q.

Manufacturers of fine
PRINTING, LITHOGRAPHIC AND WRITING PAPERS

Provincial Bond, White and Tints, kept in stock in the following sizes and weights:

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

Provincial Bond, Azure:

- 17 x 28—28, 32 and 36 lbs.
- 21 x 32—56 lbs.
- 23 x 36—72 lbs.

Adelia, Fine White Wove, Double Cap and Folio.
Northern Mills White Laid, Double Cap and Folio.

WRITE FOR SAMPLES

Montreal Warehouse and Office: No. 278 ST. PAUL STREET

DOLLS—DOLLS—DOLLS

Our stock of Dolls is complete for selections for the Autumn and Christmas trade.

We recommend that you place your orders early. We have some exceptionally smart and tidy lines, as well as the more showy sort. You will find we have excelled past efforts this season in the beauty and variety-conceits exhibited in this department. We are able to take care of your toy orders to your entire satisfaction as well as your general line.

EXHIBITION BUYERS

WILL BE WELCOMED

A visit to our improved warehouses will be appreciated and at the same time profitable to you—
We are handy to the station and boats and will be glad to have you make a convenience of us.

SCHOOL SUGGESTIONS

Rubber Tipped Pencils to retail from 1c. up. Specially good value.
Pen Holders and Pencils in assortment boxes. Specially suited for counter use to retail 5c. each.
Pencil Boxes plain, varnished and painted in a variety of styles.
Pen Points, 1 doz. assorted in a box, 1/4 gross in a carton, to retail at 5c. box.
Ridout 3 Color Paints.
Black Board Erasers.
Johann Fabers Rubber Erasers, retail, 1c., 2c., 5c. each.
School Bags Checked Canvas, assorted patterns for girls and boys, to retail, 2c., 3c., 5c.
Sheepskin Bags, all sizes.

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

SUCCESSORS TO

THE KELK-SUTCLIFFE CO.

48 YORK ST., Below King,

TORONTO

The "UNION JACK" Series

(Made in England)

of Christmas Cards, Calendars,
Private Greeting Cards

and Fancy Stationery Novelties.

has a reputation in England second to none.

This Season's Collection exceeds 500 absolutely new designs.

Every card is of English Design and manufactured by us here, our equipment being the most complete and up-to-date.

We invite correspondence from Canadian wholesale houses or agents.

G. DELCADO LD., 55 East Road, City Road, **London, England**

Established 1887



FRAMED PICTURES.

ON this page are illustrated a few of the framed pictures manufactured by the Taber Prang Art Company, Springfield, Mass. They give a slight idea of the quality of goods produced by this firm. The variety is immense and no dealer should experience any difficulty in picking out a salable stock

Rex, the handsome dog picture, measures 11, and



facture of writing tablets, draft, note and receipt books. The jobbing business has kept pace with the development of the manufacturing end. The firm now occupies a building with a floor space of over 5,000 square feet and gives employment to nine hands the year round, with several extra ones during the busy season.

The retail store of R. H. Davis & Co. is situated on



is framed in 1 1/4-inch basswood, stained-ebony with brass tablet bearing the name.

Skola's "Madonna" is in an oval frame of gold-bronze with burnished ornaments. It measures 13x16 inches.

"Christ in the Temple" is a colored print, framed in 2 1/4-inch oak, stained brown, with gilt lining and gold oxidized letters.

"No Monkeying" is a novelty frame, decorated with one cards and chips and with a brass chain to hang. It is of oak veneer stained grey.

a corner site, with a large double show window facing on the Main street. This not only admits of the making of excellent displays but gives the passer-by a view of the entire store, which is well fitted up with fixtures, counters and display stands.

THE ART JOURNAL.

THE Art Journal, a handsome publication, issued monthly by Virtue & Co., 7 City Garden Row, City Road, London, England, contains intelligence concerning every topic connected with art that can inform the artist, the amateur, the student, the manufacturer, the artisan and the public in general. The illustrations, of which a large number appear each month, are specially attractive, many lines being colored plates

A GROWING CONCERN IN YARMOUTH.

STARTING in February, 1897, the business of R. H. Davis & Co., Yarmouth, N.S., has grown to considerable proportions during its nine and one-half years of existence. The business was established by Messrs. R. H. and D. L. Davies, whose mercantile careers may be said to have started with the venture. The plan was to supply the country stores of that part



of Nova Scotia with wrapping paper, paper bags, twine, etc., and also school supplies and stationery. A few years later, as the business grew, a job printing plant was added, succeeded a little later by the addition of a Hiccock ruling machine. The firm then began the manu-

of considerable value. To all subscribers to the Art Journal during 1906, who pay an extra two shillings, will be given a beautiful hand-painted impression of "The Magic Crystal," by Frank Dicksee, R.A., measuring 22 x 13 inches.

“WATSON-FOSTER”

WALL



PAPERS

AT REALLY FLAT PRICES

FOR THE FIRST TIME IN THE HISTORY OF THE WALL PAPER INDUSTRY

GREATLY INCREASED RANGES
WITH PROGRESSIVE COSTS

AVAILABLE TO THE TRADE IN CLASS OF PRINTS AND COLOURS
PREVIOUSLY UNOBTAINABLE - AT PRICES WHICH MEAN A
REMARKABLE SAVINGS TO THE TRADE

FOR THE FIRST TIME WE OFFER TO THE
TRADE A CHOICE OF PAPER
FOR ADVERTISING TO THE
PUBLIC

TAKE ADVANTAGE OF IT

THE WATSON-FOSTER CO., LTD.
MONTREAL

Wall Paper

Heavy Orders Booked for Many New Designs—Novelties in Canadian Lines.

FROM reports received from travelers now on the road it would appear that this will be an excellent season all round. Trade in the west seems to be particularly active, and orders received from towns out there have been most satisfactory. Business from the Maritime Provinces is also brisk.

Beautiful Lines Offered This Season.

This year the wall paper houses have turned out a range of beautiful designs, such as, a few years ago, would have been considered impossible of execution. One of them has produced an exceptionally pretty piece of work, easily one of the finest yet attempted in Canada. It is a scenic frieze, depicting the Three Sister Mountains in British Columbia. The width of the roll is twenty-one inches. No less than twelve colors enter into the composition. The design is wonderfully striking and realistic in appearance.

This is but another instance of improvement in the Canadian wall paper industry. The quality now produced is well worthy to compete with the best imported lines. Canadian wall paper industry. The quality now produced is well worthy to compete with the best imported lines. One has but to look at the samples shown to see the truth of this statement. German lines, always considered so much superior, have been copied in such a manner as to enable the merchant to offer his customers Canadian goods, knowing that in doing so he is giving values just as good as those obtained in German offerings.

Push Canadian Goods.

This is a matter which should be taken up by the general trade. Canadian manufacturers are doing their utmost to turn out such a class of goods as will leave no room for complaint as to quality and beauty of designs. Every year they are taking greater pains to obtain the best designs on the market, and their productions are thoroughly creditable. To maintain steady progress the manufacturer must have the help and backing of the retail trade.

CHOOSING WALL PAPER.

TO select a suitable wall paper is to many persons a most perplexing ordeal, and it is only natural that they should expect their decorator to help them with practical advice. The decorator should, therefore, have some knowledge of the merits and demerits of the various wall papers in general use.

When a customer has definitely decided the color, style, texture, and approximate price of the paper to be chosen, the selecting of it becomes a fairly simple matter. To reach a decision on these four points should be comparatively easy, if the suggestions here given are remembered and acted upon.

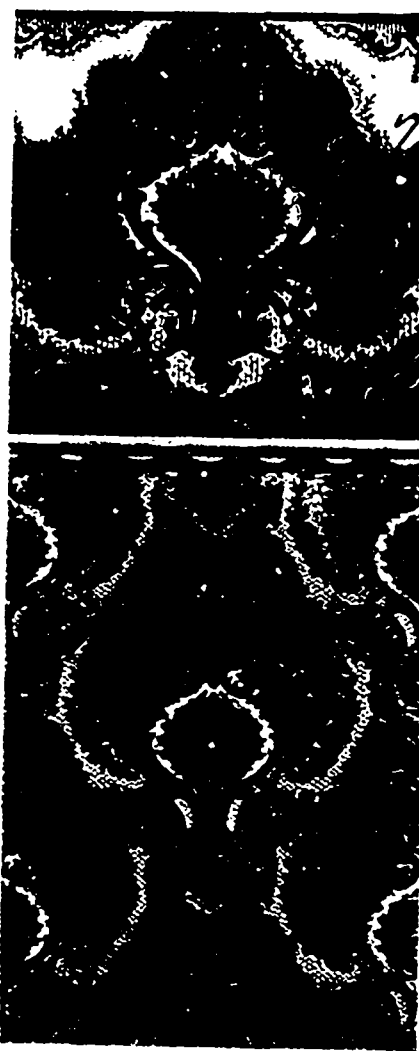
The color will depend on the individual taste of the customer, and also on the tints used in the hangings and furniture existing already in the room. But it is well to recollect that yellow is the most permanent and blue the most fugitive of colors. Vivid red is the most exciting green the most restful. Red gives the coziest effect. Dark

tones appear to contract a room; light colors, on the contrary, give apparent size.

Green being a mixture of blue and yellow (and blue being very fugitive), there is a tendency for greens, when fading, to assume a yellowish tone.

Beyond these simple rules, a person of ordinary common sense should not require much help on this point.

The next thing to consider is the best style to employ. Plain papers are pleasing and restful in effect, and cannot be improved upon as a background for pictures. They are, however, very easily spoiled, the least stain or scratch showing up on them with exaggerated distinctness. For this reason they are unsuitable for nurseries,



RETURNED
AUG 15 1908
Book 53
page 64
W.B.L.

No. 1757.
A Popular Floral Stripe. Manufactured by Stauntons Limited, Toronto.

staircases, bathroom, kitchen, and rooms subjected to much wear. For a picture gallery, studio or study, they are excellent.

Great care must be taken when hanging them, otherwise the joints will be painfully visible. In the event of a customer having a preference for plain paper, but hesitating as to its utility, it is well to suggest as a good alternative a plain stripe or a small spot pattern in self colors, such as a fleur de lis, wreath, etc. A large design does not of necessity dwarf a room if the shades in the pattern do not form any strong contrasts.

A stripe of medium width gives height, but avoid broad stripes in small rooms, as they may seem to contract them.

Many people are attracted by anything grotesque and startling, but such designs soon become wearisome and irritating to the nerves, and during an illness prove intolerable.

Where a room is furnished in the style of any particular period, it is, of course, desirable to choose a paper in keeping with that period. But the customer must not expect to find such papers in abundance at low prices.

The next point to consider is the texture of the paper to be chosen, and what applies in this case to plain papers applies equally to figured ones. Ingrains, though very pleasing in appearance, unfortunately fade readily, and their velvety surface harbors the dust and is therefore less sanitary than a smoother paper. Silk fibre presents a hard, fairly smooth surface, which can be easily dusted down; they are tough and durable, and at the same time very artistic. They do not absorb the light as ingrains do. Satinets possess a shiny finish that many object to, but they wear fairly well and are useful to lighten dark rooms.

A SHOW CASE PROPOSITION.

H. L. Lyman, Canadian agent for Spencerian steel pens, explained to a representative of Bookseller the co-operation of his firm with the retailer in selling their pens. A handsome polished oak showcase, 10 inches square, with a glass cover and bevelled tray for 12 gross of pens, with plenty of space underneath for extra boxes is furnished retailers stocking Spencerian pens. The case is furnished free of charge with orders of 1 gross each of 9 best selling Spencerian pens. Retailers pay for the price of the pens alone, which is \$6.75.

PAPER AND CARDS.

OWING to the present competition it is necessary that all stationers and printers who desire to hold their trade together should look about for the houses that supply the best lines at the cheapest price. In this survey a firm of the standing of F. A. Horle & Co., 8 St. John's Lane, E.C., London, England, should not be overlooked, as besides their familiar lines of ivory, enamel and pasteboards, envelopes, etc., they have a splendid showing of white ivory pulp boards at 3d per pound, and a very good line of tinted printings at 12d

per pound. Both of these lines are really excellent value. Further, they have good lines in official post cards, surface cards, cheap white enamel and chromo for ticket work, etc., and we understand from Horle & Co. that they will be happy to send samples of any of these lines upon receipt of trade card. They are continually issuing very fine packets of printed samples of their goods, and if any reader of The Bookseller and Stationer wishes to receive such packets, Messrs. Horle will gladly add their name to the mailing list.

George B. Hurd & Company have opened a sample room in the new Heyworth Building, corner Wabash avenue and Madison street, Chicago, room No. 1608. The office and sample room is in charge of Mr. A. S. Alfred, who is now looking after the Chicago business of this house. Mr. Alfred specially invites any of his friends visiting Chicago to come in and call on him.

MONEY-MAKING

Wall Papers

Judging Wall Papers by the standard of price alone will always be unsatisfactory.

It is vastly more important to consider the profit-earning possibilities of the different makes submitted for your approval.

We have learned the way to make our wall papers so pleasingly attractive, that quick sales and good profits are assured to the dealer handling them.

When our salesman turns over our samples you will recognize profit-earning possibilities not to be found in other makes.

Your order will be filled to your satisfaction.

STAUNTONS LIMITED

Makers of Superior Wall Papers

  **TORONTO, Ont.**

RECEIVED
Nov 12 1908
Cut 57
Page 77
D. H. H.

**MONTHLY REPORTS
FROM TRADE CENTRES**

MONTREAL.

**Booksellers Satisfied With Volume of Business Passing—
Tourist Trade Very Satisfactory—Preparations
for School Openings.**

Office of BOOKSELLER AND STATIONER,
222 McGill Street, Montreal,
August 19, 1906.

IN the trade there is expressed much satisfaction at the extent of trade up to the present. Merchants did not anticipate a very bright season in all cases, but they now declare the business transacted so far this Summer quite encouraging. In more than one instance trade has been considerably larger than for the corresponding period last year. Indications point to a continuation of this satisfactory business, so that the trade is quite content with the trend of events

Tourists have contributed a great deal towards the success of the Summer trade to date. In many stores special displays are made to attract the attention of the traveling public, and the results obtained are, as a rule, very satisfactory. Requirements of these tourists are many and varied. Souvenir goods are very much in request, as are view cards, illustrated guide books and fiction.

Preparations for the opening of the schools are going on apace. Booksellers are, many of them, already making displays. Stocks of school requisites have been replenished when necessary, and every means is being taken to ensure the capturing of as large a portion of the school supplies trade as possible.

Pictorial post card sales are very large. During the past month there has been a steady run on illustrated cards of every description. Bookstores having provided for this line of trade are now reaping full benefits. Ever since the beginning of the Summer trade the demand for these cards has been phenomenal. Those merchants carrying a full line have been compelled in more than one case to increase their stock repeatedly, when it was thought that provision had been made ample to cover the whole season.

Fiction sales have been much better than it was expected they would be. Continued warm weather, allowing people to get out to the country and elsewhere, is supposed to have helped materially in this respect. Some of the uptown stores are making window displays of cheap fiction for Summer reading.

Not many new books have appeared during the month. One new one, "The Cruise of the Conqueror," by Sydney Paternoster, is reported as selling well. Among other good sellers "Coniston," mentioned last month, is very much in evidence. There is a good demand for "The Jungle," while paper editions of books which have had a run in cloth are meeting with much

favor. Among the latter two are worthy of particular mention. These are "The Gambler" and "The House of a Thousand Candles." Both books are retailed at 75c.

C. F. Dawson had a very attractively dressed Kohinoor pencil window the latter part of July.

Preston Pond, of Boston, a director of the Dennison Mfg. Co., was in Montreal last week in company with Mr. Lebbard, Chicago, one of the company's salesmen. A few calls were made upon the trade by these gentlemen, after which they left for a pleasure trip up the Saguenay.

J. J. G.

TORONTO.

**Tourist Business in Full Blast—Personals of Interest
to the Trade—Doings in Toronto Stores.**

Office of BOOKSELLER AND STATIONER,
10 Front Street East, Toronto,
August 20, 1906.

TOURIST business in Toronto this Summer is reported to be good, especially during the early part of the present month. The sale of books, picture post cards and souvenirs has reached excellent proportions. American visitors seem to appreciate the dainty English editions of books procurable so cheaply in Toronto.

Department stores are specializing on cheap paper editions and left-overs. Some cloth books only out a year are going as low as 25 cents.

Alfred Wheeler, Toronto, has sold his stationery business to S. W. Pitman.

The W. A. Murray Co. made a fine exhibit of Frank Lillie Pollock's "Treasure Trail" recently. These one-book displays are said to be very effective.

The picture post card is in tremendous vogue and there seems to be no diminution in sales.

Mr. J. H. A. Clark, Winnipeg, is at present on a visit to Eastern Canada.

Mr. Frank Lillie Pollock, author of "The Treasure Trail," which has had a good sale in Canada, is visiting in Toronto. Mr. Pollock was formerly engaged in newspaper work in Toronto.

A welcome visitor to the Toronto office of Bookseller and Stationer last month was Mr. E. L. Chambers, secretary to Mr. Bobbs, of the Bobbs-Merrill Company, Indianapolis.

Mr. E. S. Walker, manager of the wholesale department of the Methodist Book Room, has been recuperating from his recent serious illness at Southampton.

Mr. K. W. McKenzie, of Edmonton, was a caller on the trade in Toronto recently.



JOSEPH GILLOTT'S PENS

MAKE READY SALES

The best-known pens, and the best-liked, are undoubtedly those made by Joseph Gillott & Sons. The pleasing variety offered, and the absolute reliability of all the pens bearing this well-known name, are points which are fully recognized by the public—they insist on being supplied with Joseph Gillott's pens.

Three Very Popular Pens, which are being Extensively Used:
The "J.G.," "WELCOME," and "GOLDFIELDS"

Joseph Gillott's Pens are thoroughly well known throughout the world as the high-class products of a firm which has been making steel pens since the first patents were taken out. At the present time the attention of the public is directed to the three pens mentioned above. Retailers are advised to make a special show of these pens.

Ask your Wholesale Agent for Trade Particulars, or write direct to:
JOSEPH GILLOTT & SONS, 37 Gracechurch St., London, E.C.



A. W. FABER'S

Pure Rubber Bands Rubber Erasers



For Sale by all Leading Stationers

C. Brandauer & Co.'s - Limited



CIRCULAR POINTED PENS

SEVEN PRIZE MEDALS.

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, Gd., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM. Attention is also drawn to our Patent Anti-Blotting Pens.

London Warehouse : 124, NEWGATE STREET, E. C.

Canadian Agents: SMITH, BRICCS & HOWE, 21 Richmond St. W., TORONTO

Mr. Leamon, manager of Decks & Co., St. Johns, Nfld., was noticed in Toronto recently.

• • •

Mr. A. L. Merrill, manager of C. R. Parish & Co., of Toronto, who has developed a big business in picture post cards, intends visiting Great Britain, Germany and other European countries in the near future. The purpose of the visit is mainly to gain the latest information relating to picture post cards, etc., and Mr. Merrill hopes to make contracts with other manufacturers.

• • •

Mr. Geo. Wilson, of Clark Bros. Co., of Winnipeg, Manitoba, was in Toronto for a few days recently.

• • •

Two Nova Scotia booksellers who are expected in Toronto during Exhibition time are Messrs. E. J. Vickery, of Yarmouth, and William Torry, of New Glasgow.

• • •

Mr. William Brady, of the traveling staff of the Methodist Book Room, Toronto, was married last month.

• • •

Mr. George M. Hendry, of the Steinberger-Hendry Co., has returned from a successful business trip to the coast.

LONDON, ENGLAND.

A Quiet Season—Displays at the Exhibition of the Printing, Stationery and Allied Trades.

Office of BOOKSELLER AND STATIONER,
88 Fleet St., E.C.,
London, July 31, 1906.

THIS latter part of July is, perhaps, the duller period of the year in every branch of the retail trade. Stationers, after having suffered all the evil fortune of a wretched and unseasonable Spring and early Summer, have had to see the quiet holiday time come around without any change for the better. The great majority of town dwellers are departing for seaside and country resorts, the Summer sales are finished, and the out-going trains are filled to over-crowding with persons on vacations bent. It does not follow, however, that the towns are empty. Here in London, for instance, the throng of strangers and visitors, particularly of American and French origin, is very great. But, unfortunately, they bring little money to retail stationers or to their brothers of the allied trades. They are intent upon sight seeing rather than purchasing, and it must be admitted that shopkeepers themselves have not yet thought out any scheme for attracting tourist business. Such a thing as a display of souvenirs or knick-knacks for visitors is practically unheard of.

• • •

The busiest spot is where the sale of Summer literature is carried on. This lucrative trade falls almost entirely to the station book-stalls and to a few of the more progressive book dealers. Why it should be so it is not very clear to see. It probably is because the average British stationer considers the sale of books a department not to be seriously considered. He carries a little, very little, stock of readable literature, consisting for the most part of well-known works of fiction that have once had a big circulation. As for the ordinary town bookseller he seems to do business on the

principle that if an individual wants a book he will come and ask for it. He does not consider it part of his business to make him want it. The natural result is that the public do not think about holiday literature until just on the point of taking the holiday. Then the thought at once occurs to them that they can get what they want at the station bookstall.

There are exceptions, however. There is here in London a huge concern of news and book dealers, W. H. Smith & Son, who are examples of pushfulness. This house may rightly claim to be the pioneer of station bookstall trade, and there was a time when practically all the big English railway companies contracted with them for the setting up of bookstalls. Recently, however, the Great Western and North Western Railway Companies have withdrawn the contract and placed it with another firm of newsdealers. Nothing daunted, Smith & Son have set to work to open bookshops in all of the chief towns from the station of which their stalls have been withdrawn. They have made frequent and extensive use of newspaper publicity to announce the fact, and in this way, in addition to taking from the railway news-stalls a large number of their old customers, they are reaching a larger class of buyers than before.

• • •

The paper-making trade continues on a very unsatisfactory basis. In spite of the fact that many of the materials are higher priced, the price of the finished article does not go higher in proportion. Those who ought to know declare that home manufacturers are adopting the suicidal policy of rate cutting in competition with each other. And above it all looms foreign competition also. A leader is required who would take the initiative in securing combination amongst home manufacturers with a view to price maintenance.

• • •

The toy trade is also suffering from depression, at least the majority of houses say so. Only a month ago a man ascribed his bankruptcy to this cause, and within the last few days a Ramsgate toy dealer found it sufficiently worrying to make him take his life.

• • •

There is not much of news to report in connection with periodical literature. The Majority, a new ha'penny labor paper, heralded itself into existence with any amount of big promises as to the good it would do for the laboring classes. The laboring classes, however, seem to have found better use for their ha'pennies, for after five days' publication the paper died a premature death. What the laboring classes really do require is a paper that would explain lucidly what their own leaders in Parliament are thinking and planning. Such a thing is quite impossible, for there would be required one paper for each labor member. That dignified old paper, the Morning Post, by the way, has at last agreed to accept displayed advertisements. It took the Times a long, long time to come to the same decision. The Post intends only to use Cheltenham, Italic and Roman type in its display advertisements.

• • •

A recently published Parliamentary White Paper deals with the case of some 60 or 70 British printers, who were induced by false statements to emigrate to Canada. Apparently these men were recruited by a man in England, who carefully concealed from them the fact that they were required to take the place of some trade union men in Winnipeg, who had gone on strike. The Canadian Government has reported that the culpable man cannot be proceeded against in the absence of Im

To Canadian Booksellers, Stationers, Etc.

We beg to announce that we are now the sole representative of the following English Houses :

T. FISHER UNWIN, the well known publisher of The Story of the Nations Series, Mermaid, Reformer's Bookshelf Series, etc., etc. See his new decorated cloth bindings.

GEORGE ALLEN—Ruskin's Works in all editions. Special edition of Sesame and Lilies, Unto this Last, Crown of Wild Olives, etc., cloth 1/, leather 1/6 ; also Ruskin Treasuries, cloth 6d, leather 1/.

CROSBY LOCKWOOD & SON—Scientific, Technical and Industrial Books, relating to Trades, Farming, Engineering, etc., etc.

GALE & POLDEN, LTD.—Military and Physical Culture Books, Military and Naval Picture Postcards.

BURNS & OATES, LTD.—Catholic Literature.

GEO. PHILIP & SON, LTD.—Maps, Charts, Globes, Educational and School Supplies.

ALF. COOKE, LTD.—The well known color printer. Children's Colored Toy Books, entirely new and amusing, from 1d. to 6/

C. BRANDAUER & CO., LTD.—The popular manufacturers of Circular Pointed Pens and also a very large variety of other styles.

J. SIMMONS & CO., LTD.—Manufacturers of the popular Hieratica Note Paper and Envelopes, also a large assortment of other varieties at popular prices.

SETTEN & DURWARD—Manufacturers of Stationers Sundries, an excellent line of goods and sure to be popular.

PETTY & SONS, LTD.—Advertising Novelties. These are exceedingly attractive and amusing, and suitable for all trades.

MARION & CO., LTD.—Photographic Supplies, Fancy Photo Frames, Writing Cases, Postcard Albums. Collotype Cards, etc., etc.

On behalf of Mr. T. Fisher Unwin we are supplying the Canadian Trade with Jerome K. Jerome's new long novel in artistically decorated cloth. Ready shortly, write for prices.

We will forward catalogues and price lists for any of above firms on application.

SMITH, BRIGGS AND HOWE,
21 RICHMOND ST. WEST, TORONTO

perial legislation analogous to the Dominion law on the matter, and it has been suggested that such legislation be undertaken. Lord Elgin promises to give the matter attention.

• • •

During the last six months shipments of writings, printings and envelopes from Britain to foreign countries were valued at £233,117, and to British possessions £405,850. Compared with the corresponding period of last year, the purchases on the part of foreign countries showed an increase of £22,781, and on the part of British possessions a decrease of £2,574. South Africa alone showed a decrease of £20,944, and Canada a decrease of £512. A satisfactory feature was the increased business with Australia.

• • •

From July 14th to 31st was held the Third Annual Exhibition of the Printing, Stationery and Allied Trades, at the London Agricultural Hall. There was much of novelty and interest in every department. In printing machines the Stringertype matrix casting and composing machines attracted many interested spectators. It is a species of Linotype, which casts single type without the intervention of the perforated ribbon. The Monoline matrix type-caster and composer was also much in evidence. In connection with this machine the Mergenthaler people had adorned their stand with a notice to the effect that they are busy at law touching their patents. Of course, Otley, the great printing machinery manufacturing centre of England, had several firms represented.

A very noticeable feature of the exhibition was the number of pictorial post card and art publication shows. Every grade of work, both British and continental, was to be found—from the ordinary card retailing at less than a farthing, to the finest examples of the printers' art.

One of the largest stalls was that of the Rapid Photo Co. These people who, in addition to their London offices, have big works at West Drayton, were showing their extensive and varied lines of bromides. These are turned out with both glossy and matt surface. The Rapid Photo Co. are well known to Canadians for their color work. All their best cards are carefully hand-colored, although they produce a vast quantity of machine-printed and colored cards. Their cards for the Christmas season are worthy of attention in particular.

Davidson Bros.' stand was also a centre of attraction. This house is particularly proud of the fact that almost all of their cards are printed at their own large works. They are fighting for a big share of Canadian trade and, considering the standing of the firm and the quality of their productions, they must rank as one of the most reliable houses to deal with. In addition to post cards in various processes, they turn out some fine calendars and greeting cards.

Miller & Lang, Limited, of Glasgow, is another firm of fine-art publishers whose work is, all carried out in Great Britain. Their Mr. Gardner is now in Canada doing the right thing for his firm. Their stall at the exhibition contained a very comprehensive set of their cards, together with an interesting plate showing the various stages of manufacture. Miller & Lang claim to be able to compete with any of the good German houses. With the cheap, inartistic continental post card men they do not concern themselves. They are not looking for seum trade.

Raphael Tuck & Sons had a fine display, and samples were freely distributed. Few persons could get past their stand without being button-holed by some enter-

prising assistant, and being told of their great £6,666 prize competition.

Misch & Co., of Cripplegate street, London, had an exhibit of very high-class cards and art publications. This house has only been seriously working the Canadian market for about a year, but their man is busy drumming up business for them. They have a magnificent series of reproductions of the World's Galleries' gems, in post cards and enlarged size. In connection with the Rembrandt tercentenary jubilations they have a Rembrandt set. These magnificent specimens of Saxony's best color work are things to be prized by the tasteful collector. Misch & Co. have also some attractive things in calendars, greeting cards, wedding cards, etc., albums, Christmas cards, etc.

Alliance, Limited, 115 Newgate street, London, had an extensive range of bas reliefs on show. This is another firm that looks to do a bigger Canadian trade, and it will not be long before they have agents in the chief Canadian cities. They specialize in bas relief cards, a style of publication that greatly appeals to the public, and all their work is of good class. In addition, to their own series, they make a point of producing cards from customers' own subjects. Alliance, Limited, have a relief card of His Majesty the King, for which they obtained a special sitting. This is produced in several designs and sizes, and is a very popular card.

The Collectors' Chronicle, which is the official organ of the British post card trade, had a nice display. Mr. Richardson, the Editor, was also showing some attractive post card stands.

C. W. Faulkner & Co., J. Beagles & Co., and Valentine & Sons, were some notable post card absentees from the exhibition. No doubt they were helped towards this course by the fact that they have all extensive showrooms in the metropolis and nearer the business centre than the Agricultural Hall.

WINNIPEG.

Effect of Exhibition on Trade—Books in Demand—Toronto News Co.'s Plans Still in the Dark.

Office of BOOKSELLER AND STATIONER,
Room 511 Union Bank Building,
Winnipeg, August 3, 1906.

EXHIBITION week brought large crowds to the city and the local stores conducted clearing sales which proved very successful. Fiction and miscellaneous literature was marked down during fair week and stocks were materially reduced. July also brought an unusually large number of tourists and as a result the souvenir and picture post card trade was very large.

• • •

"The Jungle" is still in very strong demand and difficulty is experienced in getting supplies, particularly in the paper edition. "Coniston," the new Winston Churchill novel, is meeting with a favorable reception; but the largest sale in July was of the usual class of Summer fiction.

• • •

No definite public announcement has yet been made by the Toronto News Co. of its intention to establish a branch in Winnipeg and the trade are anxiously awaiting new developments.

• • •

K. W. MacKenzie, a prominent bookseller from Edmonton, is in Winnipeg this week on business. Mr. MacKenzie was mayor of his city last year and is one of the leading members of the Edmonton Board of Trade.

F. R. M.

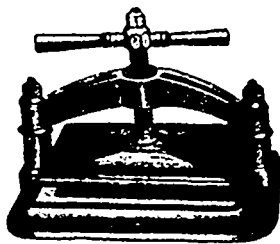
Distinctive Signs, Price Tickets and Show Cards

give character to your store. A sort of Trade Mark, as it were. Why not adopt as nearly a perfect style as possible?

We are specialists in this class of work and our ideas are free to anyone meaning business.

Our folder, WHY SIGNS PAY, can be had for the asking.

THE MARTEL - STEWART CO.,
Limited
Montreal, Canada



FOR
**COPYING
PRESSES**

ALL SIZES
from Quarto Post to largest Waybill,
WRITE THE
JAMES SMART MFG. CO.,
Limited
Brockville, Ont., or Winnipeg, Man.
ESTABLISHED 1851

"THE DETROIT" is the **BEST COIN WRAPPER**

CHEAPEST—as only half the time to apply that the "flat" paper ones take.
Made of heavy pressed paper with self-sealing flap.

Hold all coins securely—can slip out the ends, or unroll. Keep shape in dry or damp climates. Millions used Annually.

COIN BAGS
Ours don't rip—because double stitched. We make twenty sizes. Write for samples and quotations.

THE DETROIT COIN WRAPPER CO., Manufacturers
18 John R. Street, DETROIT, MICH.

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

The Belleville Business College, Limited

Business firms get the best results by applying to us 10 days before vacancies occur in their employ.

See Catalogue pages 21, 27, 33, 41.

J. A. Tousaw } BELLEVILLE, { J. Frith Jeffers, M.A.
Secretary. } ONTARIO { President.

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.

"ROB ROY"
PENS

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

Registered
This series of Pens is made of the same material, by the same tools, by the same process and at the same Works as the series of 'Waverley' Pens which Hinks, Wells & Co. have for 37 years and upwards (prior to Sept., 1901) manufactured for and supplied to the Proprietors thereof.

HINKS, WELLS & Co., Birmingham, Eng.

THE WAVERLEY
SERIES OF PENS

Imported by all the Leading Stationers

They come as a Boon and a Blessing to Men.
The Pickwick, the Owl and the Waverley Pen.

Dealers make money in stocking the "Boons and Blessings." They are popular Pens throughout Canada. They are advertised and they are asked for. They are irreproachable in quality and give satisfaction to customers. They are asked for again and again.

We make pens to suit every hand—turned-up, turned-down, indented, oblique, square and round points.
Sample Cards and Trade Price Lists sent by return mail.

MacNiven & Cameron, Limited
Waverley Works, EDINBURGH

Picture Post Cards

VALENTINE'S LIST OF THE LATEST AND BEST

- KISSOGRAMS :** All the rage. You can send a kiss to your friends and sweethearts on one of these cards.
- MAGIC CARDS :** Your photograph developed by a simple formula—heat. Laugh. Why everybody does who sees them.
- SCENT SACHET CARDS :** Just out. A happy hit. Perfumes guaranteed.
- FAN POST CARDS :** Very clever. Going to be the rage. Shows 9 views. Local editions made up.
- CANADIAN VIEW CARDS :** An enormous selection from coast to coast, in colour, moonlight and black and white. Comprising choicest Lake and Mountain Scenery, Sporting Scenes, Camp Scenes, Western Life, Rural Studies, Coast Scenes and City Views.
- CANADIAN ART CARDS,** in Carbon and Mezzograph. Most beautiful effects. Reproductions in the 3-color process from Oil and Water Color Paintings, by well-known Canadian Artists.
- BROMIDE CARDS,** in plain, glazed and sepia, hand-colored and jewelled. Large variety, excellent subjects,
- GREETING CARDS, NAME CARDS, HAND-PAINTED POST CARDS,** most artistic, with Christmas Greetings.
- CHRISTMAS CARDS :** Immense variety at popular prices. Special boxes at 60c. each. Splendid value.
- CHILDREN'S ILLUSTRATED GIFT BOOKS.**
- CHILDREN'S ILLUSTRATED SONG BOOKS, with Music.**
- SCOTCH ILLUSTRATED SONG BOOKS, with Music.**
- IRISH ILLUSTRATED SONG BOOKS, with Music.**
- THISTLE LIBRARY,** Pocket editions of Burns and Scott (Illustrated), Tartan Bound.
- BIRTHDAY BOOKS,** (illustrated) Bindings Tartan Satin, Art Linen, Morocco, etc.

PLACE ORDERS NOW

THE VALENTINE & SONS PUBLISHING CO.

POST CARD, PHOTOGRAPHIC and FINE ART PUBLISHERS.

LIMITED

Agents in Canada and United States for VALENTINE & SONS, Limited, Publications.

510 Coristine Building, MONTREAL
69 Adelaide Street East, TORONTO

PICTURE POST
CARDS

POST CARDS AS SCHOOL BOOKS

MUCH success has attended the interchange of letters and post cards between pupils in the London County Council schools and those in schools in our colonies. London boys and girls are put in communication with children in the elementary schools in any part of his Majesty's dominions from which applications are received. Already there have been many cases of interesting and instructive correspondence. The county council pays the postage on the letters. Canadian and New Zealand school boys and girls are the most prolific correspondents.

One feature is the interchange of pictorial post cards which invariably results. The scholars engage in this on their own initiative. A suggestion is thrown out that the post cards might be made as instructive as the letters. There is nothing in the regulations to prevent London headmasters from adopting this course if they see fit.

At the Ostend public schools collections of all post cards of instructive value, such as views of towns and districts and photographs of national costumes and scenes of current events, are exhibited in the class rooms, and are discussed between the children and the teacher. Two or three times a week the selection is changed, and when during the lessons any topic arises related to views in the school collection, these are shown and explanations given.—London Daily Mail.

CANADIAN VIEW CARDS.

W. J. GAGE & CO. report a steadily increasing sale for their Canadian views post cards. Their series takes in Canada from Quebec to the Rockies and is finished in a much superior style to many of the cards now on the market. This firm also supply to customers cards printed from their own views in many different styles, such as plain half-tone, embossed half-tone, platinum, photoglanz and colored lithographed. They supply samples and prices on application.

POST CARDS IN PROFUSION.

IF there is any one department of their business in which Warwick Bros. & Rutter take particular pride it is their picture post cards. Not only have they made an immense success of imported lines, but their own cards, manufactured in their factory, have met with favor everywhere. To-day they carry a tremendous range of cards, which embrace all the old favorites and all the latest novelties.

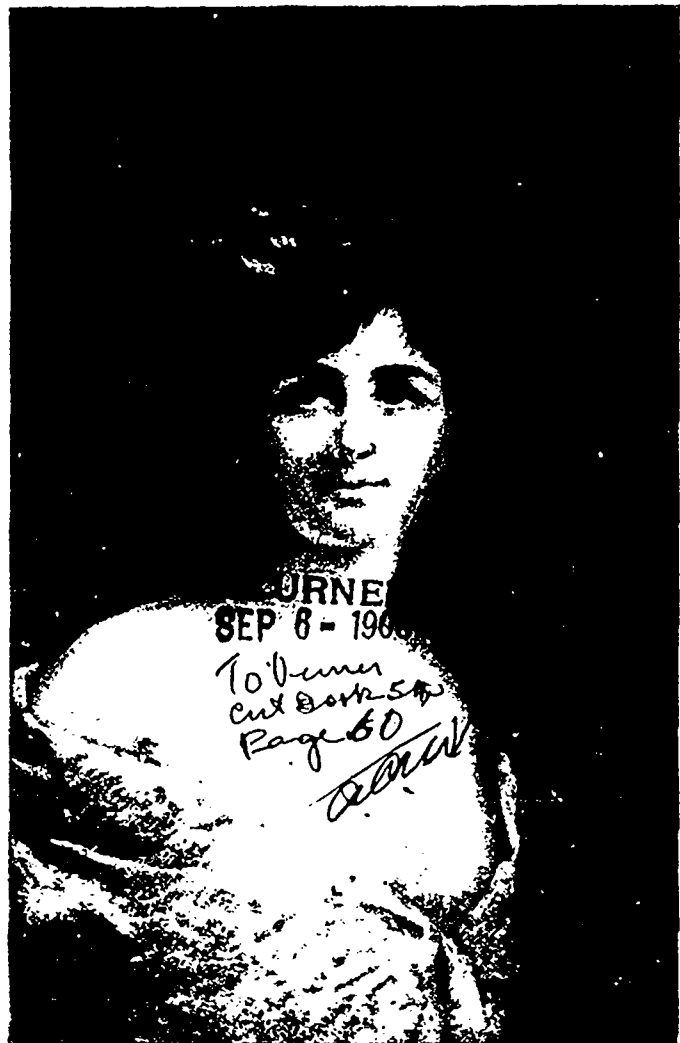
The "Ocean to Ocean" series requires no comment. It contains all the choicest Canadian views from coast to coast. The favorite way to handle these is in assorted boxes of one hundred all different.

A new line just introduced to the Canadian trade is the Misch series of view cards, a German product in fancy designs, packed six in an envelope and salable at 2 for 5 cents.

...In the tinselled and jewelled cards there are to be found graphic representations of famous trains and boats, while the embossed portraits of royalty have proved immensely popular.

A distinct success has been attained by a series of gilt-edged cards, showing pretty girls' heads. These are Warwick Bros. & Rutter's own product. Another choice home manufacture consists of a series of fancy international boat cards, giving pictures of many well-known steamboats.

In addition there are the many ranges of comics, initials, spotting, actresses, etc., cards for which this house is noted, while in post card albums the range is immense.



A CHARMING POST CARD SUBJECT
(Warwick Bros. & Rutter, Limited.)

A catalogue giving the names and numbers of all the cards issued by the "Phileo" Publishing Co., Holborn Place, London, W.C., has been issued. First is given a long list of actresses, actors and celebrities, then the missing word series, penny lines, name cards, humorous cards, nursery rhymes, borough arms, view cards, birthday and Christmas cards. Dealers should have this list on file

THE NEW TROILENE PROCESS.

W. G. MACFARLANE, of 60-62 Front street, West, Toronto, has just received a big shipment of cards in the new Troilene-process. These are handsome tri-color reproductions from oil paintings, and the shipment comprises three different sets. Ten subjects of primitive transportation in the west, ten subjects of ranching life, ten subjects of Indians. These are in the main, reproduced from oil paintings by John Innes, the celebrated Canadian artist of western life. The subject of primitive transportation in the west include the following—The Stage Coach, Prairie Schooner, Red River Cart, Pack Train, Fur Canoe, Fur Barge, Dog Team, etc., etc. Among typical scenes in ranching life the following are included—Branding, Roping, Stampede of Cattle, The Round Up, Cowboy Race, Buck Hero, Horse Corral, Shooting up the Town, etc. The Indian subjects embrace among others, Indian Heads, Indian Types, Travois and Sqaws, Indians in Snowstorm, Indian Pony Race. A very large edition was printed of these cards the bulk of which is already sold. Nothing in postcards, has been placed on the market that is more distinctively American, and millions will be sold on this continent. Large editions have also been sold in Great Britain and on the continent by Mr. MacFarlane while on a recent trip to Europe. Every dealer in Canada should handle this line as it is going to have a big run. This series will be followed by other series in Troilene.

In view cards this firm have a large assortment embracing new stock of colored and black and white. They are clearing some old stock at very reduced prices, and correspondence is invited in regard to this.

The season is now arriving for fancy cards of various styles, though these have been good sellers as well during the Summer. The stock of fancies in the warehouse of this firm covers every variety of floral, figure, pets, lion-silver, lychnogravure, cameo, royalty, tinselled, etc.

While in Europe Mr. MacFarlane secured some exclusive lines and some lines at very close prices, for the Fall and Winter trade. Soon the travelers will commence booking orders for contract editions of cards for next Spring delivery. Owing to the strike in Germany there has been unavoidable delay in shipping this year's orders, and all the American importing firms have had to disappoint their customers. Dealers will do well to place their orders at once for next Spring shipments. Orders should be placed this Fall and at the outside, not later than January next to insure early delivery.

SOME EUROPEAN OPINIONS.

A SHORT time ago, Mr. W. G. MacFarlane returned from an eight week's visit to Europe where he met some of the leading men in the post card business. He considers that everything points towards the permanency of the post card business. The leading people in business in Europe think that the view cards will always be in demand and that this end of the business will be on a staple basis.

In regard to fancy cards it is believed that while these will not be as permanent, they will run a good many years in America. They have been running for about 15 years in Europe and there is not much sign of any abatement in the business. In the city of Berlin, Germany, there are about one hundred stores devoted entirely to post cards and occupying some of the best positions in the retail districts. To give an idea of the immensity of the business, it is necessary only to state that one firm in Berlin employing twelve hundred people, has eight hundred people engaged in the manufacturing

of post cards, while another firm employing seven-hundred people, have half their staff engaged in the manufacture of post cards. These are only two of a large number of concerns devoting their entire plant, or a large portion of their plant, to the manufacture of post cards.

SONG POST CARDS.

A NOVELTY in the post card line is a large card with words, music and piano accompaniment of some well-known song. This novelty has only recently been introduced in England, and as Reid Bros., the publishers, have sold 700,000 of them in three weeks during what is regarded as the slackest season of the year, they have every reason to count on big business during the Autumn and Winter. The size of the card is about 7 x 9, and it sells for one penny. The series of songs contains some 30 titles.

SACHET SOUVENIR POST CARDS.

WILLIAM HADDON, of Tipton, Staffs, England, publisher of the Haddon series of post cards, has brought to the attention of Bookseller and Stationer a distinct novelty in the form of a sachet-souvenir post card. The specimen mailed to this office reached its destination in good condition, and its fragrance seemed undiminished by the journey. The "post card" is in reality a sealed packet of sachet powder, having a floral design with landscape view on one side and space for address and message on the reverse. The sachet souvenir is published to sell at 7s. 6d. per gross.

William Haddon has a very comprehensive list of publications at the present time and makes a specialty of post cards to order from customers' photo in various styles arranged from \$1 to \$8 per thousand.

BRIDGE CARDS.

A SET of four cards, illustrating bridge terms, is one of the novelties of the month. The cards are reproductions in colors of paintings, which outline the figures against a white background.

"Shall we play to clubs?" depicts four young clubmen, three standing and one seated around a table. Evidently a quarrel is brewing.

"Shall we play to Hearts?" shows a young man and a girl opposing an old couple. It may be imagined that the latter are the girl's parents.

"Shall we play to Spades?" introduces four young colored folk, evidently heartily enjoying the game.

"Shall we play to Diamonds?" has an air of tragedy about it. There are three players only; a beautiful young woman, a young man and an older man. It is apparently a contest between hearts and diamonds.

These cards are the product of the Rose Company, Mariner and Merchant Building, Philadelphia, Pa. The same company issue a "Historic" series of beautifully engraved gilt-edged cards, representing celebrated actors and actresses. Each card shows its subject in three portraits—one in private life and two in character costumes. Among the actors and actresses are Viola Allen, Margaret Anglin, Blanche Bates, Amelia Bingham, Maxine Elliott, Mrs. Fiske, Alice Lonnon, Richard Mansfield, Julia Marlowe and E. S. Willard.

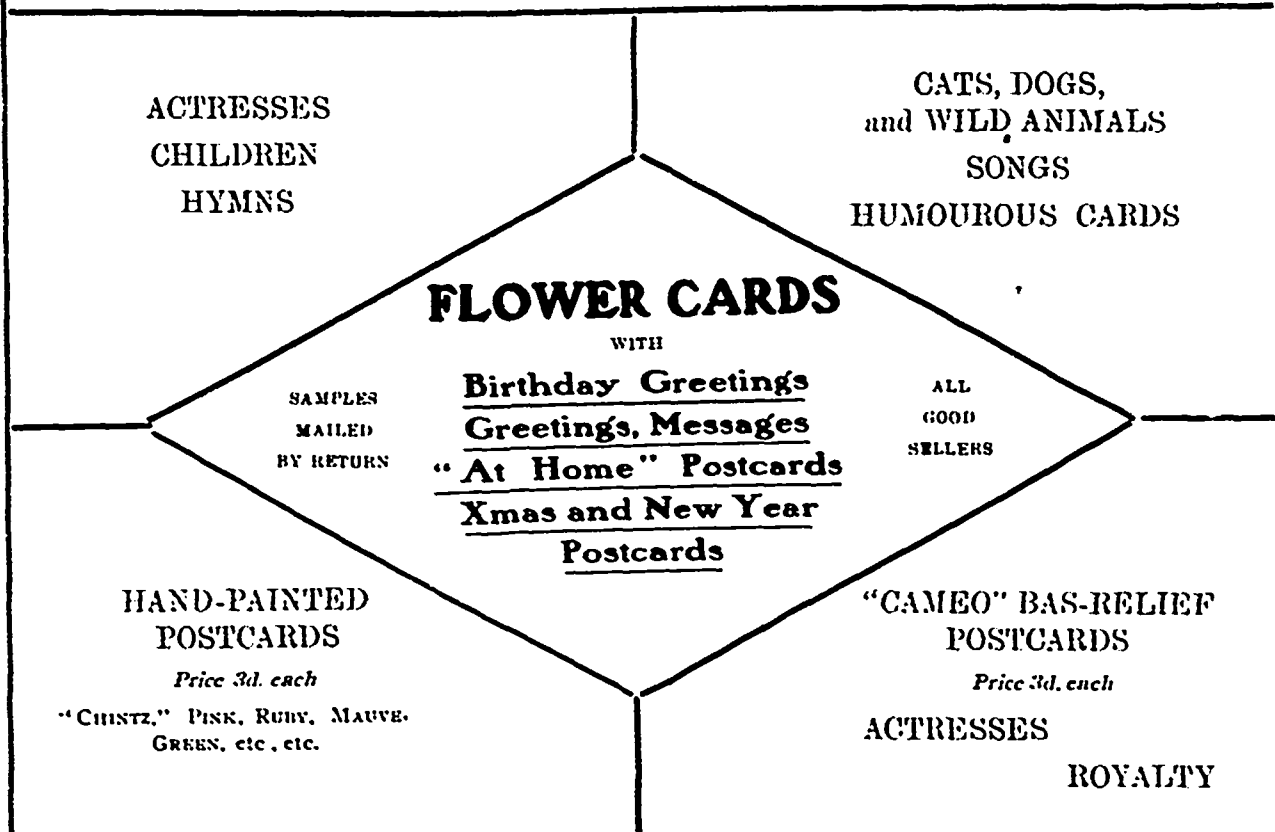
The Musson Book Co. have issued a paper edition of "The Truth About Tolna," by Bertha Runkle. (75c.)

THE RAPID PHOTO PRINTING CO.'S

Real Photograph Postcards

BROWN GLOSSY. Price 2d. each

Thousands of designs in stock



An Enormous Variety of Cards to select from
ALL REAL PHOTOGRAPHS with HIGH GLOSS

WRITE FOR CATALOGUE AND SAMPLES

ORDERS DESPACHED PROMPTLY

Designs made to customer's own instructions. Printing from Customers' own negatives a specialty
WRITE FOR PRICES

WHOLESALE AND EXPORT—

The Rapid Photo Printing Co., Ltd.

4 AND 5 BRIDGEWATER SQUARE,
BARRICAN,
LONDON,
E. C.

WORKS—
Hampton Hill
Middlesex

Agents for Canada:

The Illustrated
Postcard Co.
105 ST. JAMES ST.
MONTREAL

PICTURE POST CARDS

Ocean to Ocean Series

Our Ocean to Ocean series of Canadian View Cards is the standard by which all others are measured. New views are being constantly added and we have now upwards of one thousand to select from.

New Marine Cards

If you have not seen our New Marine Post Card, write us for samples of the brightest, neatest and most appropriate design yet issued in Picture Post Cards.

Royalty Cards

We have just received a new shipment of Embossed and Jewelled Royal Cards, including King Edward, Queen Alexandra, The Prince and Princess of Wales and many assorted subjects. Orders by mail sent out same day.

Special Views

Are you not convinced you could sell ten different views of your town as easily as two. Why not send us more photos of new scenes. We can make you beautiful cards in colors from any kind of an amateur Photograph. If you have not the views have them taken now.

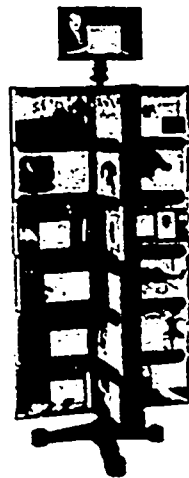
WARWICK BROS. & RUTTER

Publishers of

Picture Post Cards

LIMITED

TORONTO



The Two Best Display Stands!

There must be a Best in everything. I claim that the

DISPLAY STANDS

manufactured by me are the most practical, best constructed and most ornamental stands made.

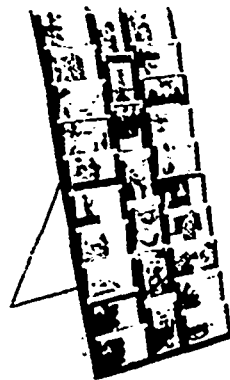
I can offer these to jobbers at the right prices.

200 Designs of Comic Cards
100 Designs of Hand Painted
Leather Cards

For the Jobbing trade

Alfred Holzman
CHICAGO, ILL.

Canadian Representatives:
MCLEOD & ALLEN, 37 MELINDA STREET
TORONTO



"The Christmas Postal Card is one of the handiest originalities of the season."

Newspaper Clipping

You will be more than repaid if
you send an **X** a dime, ten cents
for an e tra set
of the finest mas Post Cards

In four and five colors from special copyrighted designs which are entirely original and different from any American or European cards published : : :

Special prices in quantities. Send for samples to-day so that you can book your order for early delivery.

The Commercial Printing Co.
No. 340 Stacey Street
BURLINGTON, NEW JERSEY, U.S.A.

Three Sets of Troilenes of Western Life

READY FOR SHIPMENT TEN CARDS IN EACH SET

BEAUTIFUL POST CARD REPRODUCTIONS IN TRICOLOR FROM ORIGINAL PAINTINGS by JOHN INNES, the Celebrated Canadian Artist of Western Life

One set of ten subjects of Primitive Transportation in the West, including The Stage Coach, Prairie Schooner, Red River Cart, Pack Train, Fur Canoe, Fur Barge, Dog Team, etc., etc.

One set of ten subjects of Ranching Life, including Branding, Roping, Stampede of Cattle, The Round Up, Cowboy Race, Buck Hero, Horse Corral, Shooting Up the Town, etc.

One set of ten subjects of Indians, including Indian Heads, Indian Types, Travois and Squaws, Indians in Snow storm, Indian Pony Race.

THESE ARE ALL BIG SELLERS. PLACE YOUR ORDER AT ONCE.

\$15.00 per thousand. Larger lots at graduated prices.

OUR ALL-CANADA CABINET

is a winner. A Handsome Counter Cabinet containing one thousand assorted cards covering the finest things in Canadian Scenery, these are executed in German Autochrome, Colotype and Photo Glanz, all new stock and the finest of imported work. There will be no old stock in the Cabinet.

\$12.00 for Cabinet containing one thousand cards

\$22.00 for Cabinet containing two thousand cards.

(See Reading Notice for illustration of Cabinet)

Our stock of Fancy Cards is the biggest in Canada, including Floral, Pets, Figure Subjects, Brom-sätere, Lychnogramme, Tasseled, Etc., Etc.

A cordial invitation is extended to dealers to visit us at our new offices and warehouses at

60-62 FRONT STREET WEST,
Between the Copp-Clark and Gage Bldgs.

W. G. MacFARLANE

**Canada's Greatest
Post Card House**

BIG POST-CARD OFFER

WHAT \$10.00 WILL BUY

1 Large Whirling Rack, Capacity 2,000 Cards; exposes 50 cards, value	\$5 00
1 Large Card Album, capacity, 300 cards	1 00
100 Choice Comic Cards, retail	2 50
100 Living Picture Comics,	5 00
100 Bank Check Cards,	5 00
100 Toronto Cards,	2 50
50 Western Indians,	1 25
25 Genuine Burnt Leather, retail	2 50
10 Tuck's Packages,	2 50
10 Feather-Bird Cards,	1 00
10 Hair-Female Beauties	1 50
10 Metal-Edge Comics,	1 50
10 Tinselled and Embossed Trains, Etc., retail	1 00
Total Retail Value	\$31 25

ALL FOR \$10.00

YOUR CREDIT IS GOOD HERE

Have you arranged for 1907 trade? Send in your prints NOW for local cards.

We quote as follows for best colored postals:

500 of a design	\$ 8 00
1,000 " "	10 00
2,000 " "	18 00
5,000 " "	30 00

Cards returnable if not satisfactory. Undersigned will visit Germany next month to arrange for a tremendous Canadian trade in 1907. For samples and further particulars write

A. L. MERRILL

304 Yonge St., - TORONTO

PHONE MAIN 6128

"The Fad which Educates"

Let us have a talk about Post Cards. We do not carry all the good post cards made, but all the cards we carry are good. We know that the average Canadian is willing to pay a fair price for a good article.

This month we are going to talk about our Leather Post Cards.

Everybody is buying them.

They are not only ornamental, but useful. People use them as souvenirs, for making sofa cushions, card cases, portiers, skirts for fancy balls, pocket books, and a hundred of other things. Our price is \$3 per hundred, or \$25 per thousand. A sample packet of 40 cards will be sent prepaid to any address upon receipt of \$1.00.

No free samples. We will say that we carry all the leading lines of post cards.

Independent Photo-Card Co.

7 Warren Street - NEW YORK CITY, N.Y.

THIS WILL INTEREST YOU IF YOU HANDLE

Picture Post Cards Burnt Leather Cards

We are now manufacturing a complete line, some fifty varieties, and offer these cards, beauties in themselves, at \$3.00 per 100, or \$27.50 per 1,000.

Coloured Cards "Made in Canada"

PROMPT DELIVERIES

AT PRICES THAT DEFY COMPETITION

NOTE THE PRICES

Black and White Views, delivery 10 to 15 days after receipt of photos, in quantities of 1,000, \$6.50; in quantities of 2,000, \$5.50 per 1,000.

Beautiful Four Coloured Printings, delivery 20 to 30 days, in quantities of 1,000, \$12.50; in quantities of 2,000, \$10.00 per 1,000.

Have You Seen the Series of Old Masters?

Copies of paintings in The Louvre, Paris, \$3.00 per 100.

All Styles in Leather Cards

Leather Cards with Raised Velvet Maple Leaf, \$5.50 per 100

COMIC CARDS

100 different designs, packed 100 in a package, \$1.50 per 100; \$3.50 1,000. Large stock of Albums and Display Racks always on hand.

Our complete catalogue of Picture Post Cards is yours for the asking.

THE ILLUSTRATED POST CARD CO.

135 St. James Street, MONTREAL

Take Special Notice

LIVING PICTURE POST CARDS

Being Sole Importer of the Living Picture Post Cards and other lines in extensive quantities, combined with sterling quality, published by H. Garner, of London and Leicester, England, and Toronto, Canada, I have pleasure in placing same to your notice. The Living Picture series include all subjects of Love, Courtship, Marriage, Sentimental, Sacred, Illustrated Songs, and the best variety of Comics ever seen.

Collotype and Colored Views.

Birthday and Greeting Cards, tinselled and plain a speciality.

Floral and Animal Designs.

Write for sample lot with \$1.00, and an assortment of right value will be sent.

Quotations given for customers own views from photographs.

NOTE—Head Office and Depot for Canada and U.S.A.

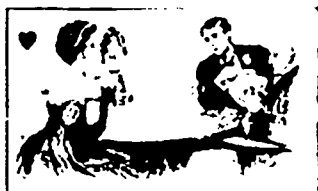
A. H. COOPER

73 Queen Street East, - - Toronto, Ontario, Canada.

CLEVER, CATCHY POST CARDS

Our new **BRIDGE WHIST SET** is the hit of the season.

Also **BRIDGE WHIST SCORE PADS** made up with these designs.



Shall we play to Hearts?



Shall we play to Diamonds?



Shall we play to Clubs?



Shall we play to Spades?

COPYRIGHTED 1900

This is only one of our many Attractive Novelties. Send for Price-list.

THE ROSE COMPANY, Publishers

3rd and Chestnut Sts.
PHILADELPHIA, PA., U.S.A.

The Busy Man's Magazine

The Cream of the World's Magazines
Reproduced for Busy People.

\$2.00 per Year

The MacLean Publishing Co., Limited

Montreal Toronto Winnipeg

WILLIAM HADDON, Publisher
TIPTON, STAFFS, ENGLAND

Only Publisher of the "Haddon Series" of Pictorial Postcards
ARTISTIC AND UP-TO-DATE

Sample Parcels now ready for the trade
\$1.00 Post Free

1000 Picture Postcards printed from customers own Photos in Collotype for \$3.00

1000 Postcards printed in color for \$8.00

THE PRIDE OF THE HOMELAND RETURNED

Aug 30 1906
The
Harle & B. Book St.
Cage 34
row.



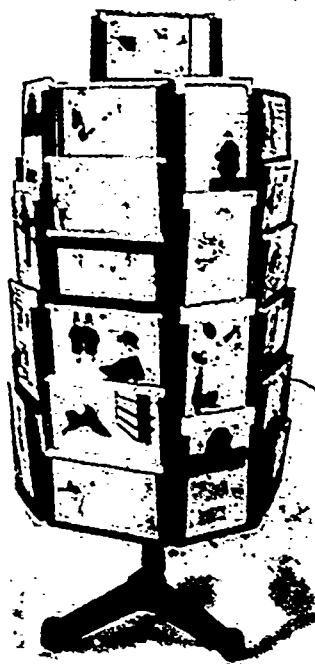
Note Address
Cardinal House
St. John's Lane, E.C.
London, Eng.

REG. TRADE MARK OF

Pictorial Postcards, Postcard Albums,
Writing Papers, Wrappings, Ivory Boards,
Enamel Boards, Visiting Cards,
Envelopes, Etc.

Write for Samples. You cannot do without.

SPECIAL FOR CANADA



1000 High-Grade
Comic Post Cards
50 Leather Cards
1 Octagon Metal
Display Stand

FOR
\$7.00

The Cards in this Assortment are of great quality and ready sellers. The entire proposition sells for \$20.00, and you will have the Display Stand left. The Stand is made entirely of Metal holds 1500 Cards and is 30 inches high.

We make this proposition to introduce our goods in Canada, and offer you the best post card proposition that was ever made.

National Post Card Co., Wash. D.C. Chicago, Ill.

"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

Colonial Whist

LACROSSE DESIGN.

We are headquarters for PLAYING CARDS

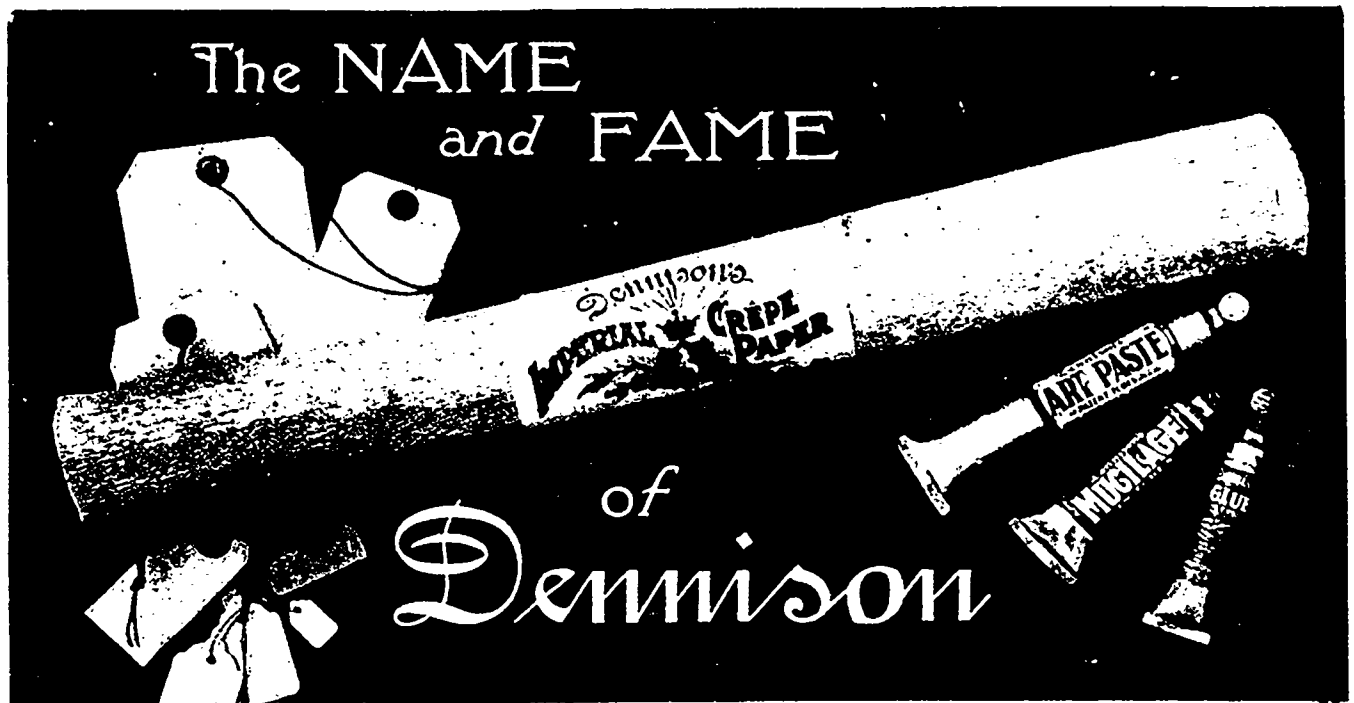
MADE IN CANADA.

Style and finish equal to Imported Cards.

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

The UNION CARD & PAPER CO.,
Limited
MONTREAL.

The NAME and FAME



of Dennison

The name and fame of Dennison has been growing for nearly three-quarters of a century. It has grown because behind the name of Dennison there has been something more than mere profit making. There has been a determination to do business on the broadest lines, with quality ever foremost.

That this policy is right has been proved by the growth of the Dennison business.

Beginning with Shipping Tags, the name of Dennison is the only word the dealer need say about quality or reliability, the same being true of Crepe Paper, Crepe Paper Napkins and Doilies, Adhesives, Sealing Wax, and every other commodity manufactured by Dennison.

Now the name and fame of Dennison is being still further emphasized by the most liberal advertising policy. All the leading magazines in the country are being used with liberal spaces, beautiful designs and aggressive arguments.

To make the work still more effective,

Dennison's Dictionary

has been issued, one of the most beautiful and unique books ever printed. Its policy is to create more business for the dealer, and it is doing it wherever it goes. In fact it has been proclaimed the most irresistible piece of advertising literature ever issued. It is really worth your while to see it, and we will be glad to send you one on application to our nearest store.

Dennison Manufacturing Company
The Tag Makers

BOSTON, 26 Franklin St.
CHICAGO, 128 Franklin St.

NEW YORK, 15 John St.
MONTREAL, Coristine Building.

PHILADELPHIA, 1007 Chestnut St.
ST. LOUIS, 413 North Fourth St.

VALENTINE'S EXTENSIVE LINES.

A STUDY of the lines of the Valentine & Sons Publishing Co., Limited, with offices and warerooms at 510 Constance building, Montreal, and also 69 Adelaide street east, Toronto, discloses a wealth of new ideas in calendars, Christmas cards and post cards, children's gift and song books and birthday books.

The calendars worthy of special note are of the turn-over variety, one 16x13 in size with three 9x7 views of Montreal, each mounted on a separate sheet, and another of the same style of views around Quebec. These views are beautifully reproduced in colored mezzograph and mounted on a dark green art paper with artistic gold lettering. These calendars nicely boxed are sold at 60c. each.

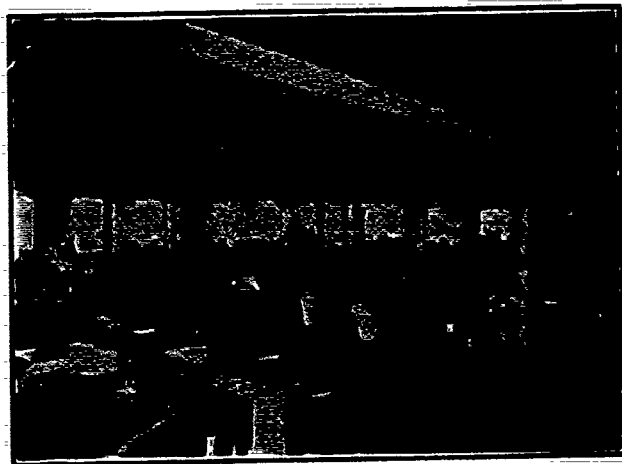
Other good lines of a cheaper nature comprise a series of sea scenes and studies of children.

Preparations on a large scale have been made for the holiday trade in Christmas cards. Their Standard series, including a range of animal and children studies, is available at reasonable prices. They show reproductions of paintings and comic cards of an inexhaustible nature. A decided novelty is the introduction of local views on Christmas cards. Bromide, chromotypes and hand-painted

are the magic post card, which must be held before a fire to bring out the funny design, and the fan card, which pushes into a series of nine views. These serve to keep the public interested. Their carbon types and mezzograph series are forging to the front. They have lately added many pictures of the Muskoka Lake district and new series of Canadian subjects are constantly brought out. Some of these cards are splendid reproductions in three-color process from original paintings by G. Horne Russell.

They also represent the Rootograph Co., of New York, with a full line of bromide and delft cards. Special arrangement has also been made with a large European firm to handle their Canadian business in post cards, comprising plain, hand-colored, and jewelled bromide cards in black and sepia. Catalogue, samples and prices of any of these lines will be cheerfully furnished on application.

A handsome booklet has been issued by the parent house, Valentine & Sons, Limited, Dundee, which gives an insight into the marvelous business of the concern. Travelers are now covering the entire Canadian trade and an army of operators are constantly at work on new subjects.



One of Valentine's Card Despatching Rooms.

cards are in profusion, as well as maple leaf effects and Canadian coat-of-arms designs. They will make every effort to carry a large stock during the season to accommodate retailers.

Their pre-eminence in children's gift and song books and birthday books is maintained by the addition of many new ideas. Their birthday books with selections from the leading poets contain on the outside front cover a colored local view mounted on celluloid. Retailers may have their own views mounted. Their range of children's gift books is claimed to be the finest in the trade and contains a new illustrated series of selections from Dickens. The illustrations are made by the three-color process and are very high-class. Children's books are illustrated by famous artists and include such excellent books as "The Bronto and the Tootle Bird," "The Woodman and the Elves," and a series of six entitled "The Moonlight Manor." "The Little Folks' Song Book" is a welcome addition to these lines. What is called the Thistle Library is a popular edition in pocket size of many well known authors, in Tartan-binding.

Their pictorial post cards are almost innumerable and their large stock is of advantage to the trade. Among the latest novelties may be mentioned the kissogram post card and the perfumed sachet card. Two other good ideas

FOUNTAIN PENS AS A PROFITABLE SIDE LINE.

By a Western Druggist

FEW lines offer the advantages of fountain pens as a side line. Very little space is required for a good assortment of pens, the amount invested is small, retail prices are protected by all leading manufacturers and each sale represents a profit of from one to four dollars and even more on the more elaborate pens. The business is not limited to one short season of a few days or weeks in the year, but the stock is salable the year round with no dead or unsalable goods accumulating to lessen the margin of profit, as all over-stock or unsalable goods are exchangeable at any time for goods that are salable. Direct results are obtained by the retail dealer from the large amount of magazine and other advertising done by the manufacturers, which has created an increasing demand for fountain pens, as few, if any, do a direct business with the public.

In this short article it is the writer's intention to give a brief description of some of the methods we have employed in building up a very successful business in this line amounting to several gross each year. A neat showcase, loaned us by the manufacturers, containing an assortment of six dozen pens, is given a prominent position in the front of the store. Every pen in the case is kept filled with ink in writing order ready for use the instant it comes in contact with the paper (a liberal supply of which is kept in a convenient place so that no time will be lost in inducing a customer to test them).

Many opportunities are offered for bringing up the subject of fountain pens in an indirect way through the sale of steel pens, penholders, pencils, memorandum books, souvenir postals, and many other articles sold daily. We have traced several fountain pen sales from the unprofitable and despised postage stamps, through loaning a pen for the purpose of addressing an envelope. A customer's curiosity is quickly aroused and he is readily induced to look at something new in the line which has just been received, and the pens in the case are tried with much interest. If a sale is not made, a desire is created to purchase at some future time. If we are able to interest a customer whom we are acquainted with and know to be reliable, but cannot call to, he is asked to take a pen and try it for a few days. We find

where customers use a fountain pen for five or six days and become accustomed to it, they will not be without one and, with rarely an exception, a sale is made. Two books are kept near the case, one in which a record is kept of every sale made, with date sold, kind and price. Every pen sold by us is guaranteed; if not satisfactory in every respect, or if it does not suit the hand after a thorough trial for a few days, we replace it with another. By keeping a record of the sales we not only protect ourselves from exchanging a pen sold by some other dealer, but are often successful in selling the same customer a better pen by taking the cheaper one in exchange as part payment, if it is in good condition. If a pen becomes soiled or scratched it is forwarded to the manufacturers, who repolish it and put it in good order, free of expense. In the other book is kept a list of prospective buyers which makes a valuable mailing list and is forwarded to the manufacturers each month and a personal letter sent by them to each one on the list directing him to our store. The small amount of time consumed by us in making displays and demonstrating the pens has been our only advertising expense; this being done in unoccupied time without interfering with our regular duties can hardly be considered. We credit our success to four methods employed by us which are: Personal efforts, enthusiastic customers, window displays and mailing lists. More sales have been traced through enthusiastic customers than by any other method. We try to make every customer an enthusiastic customer; every detail of the pen is explained. Our personal guarantee is impressed upon them and pains are taken to fit the hand correctly so that a pen is neither too fine nor too coarse, too flexible nor too stiff. Frequent inquiries are made as to whether the pens are working satisfactorily, and if the least fault is found with it another pen is given them in exchange without a question. We have traced the sales of as many as eight pens through one customer showing his pen to his friends and directing them to us.

Next in importance is our window displays, which are made about every ten weeks and allowed to remain a week. Very neat and attractive displays can be made with fountain pens and no display has attracted greater attention or produced the profitable returns than our fountain pen windows, as a direct result of which we frequently sell from one to two dozen pens with an average profit of a dollar and a half on each sale.

The mailing list, which is made up of prospective customers only, is productive of good results and pays us well for the trouble and time required in keeping it.

The indirect business brought us through fountain pens in other lines such as inks, blank books and office supplies, is of no little importance when the year's business is followed up. And some revenue is derived from repairing pens, on which a trade discount is allowed by all manufacturers.

AN EARLY WORD ON VALENTINES.

THE custom of exchanging valentines or love missives on St. Valentine's day has been in vogue for centuries, as is adequately proven by the frequent allusions made to it by the most ancient writers. Especially for the last ten years the practice in America has been steadily on the increase, and now the maiden of bashful sixteen, the widow of fifty, the impassioned young lover and the old man with a darling, send, one to the other on the fourteenth day of February, these greetings of affection. The young and the old, the grave and the gay, the pious and the frivolous, all have contracted the valentine habit.

Bowing to the continuous demands of their customers, Raphael Tuck & Sons Co., Limited, have published for the ensuing season a collection of valentines of wide range and great variety. The designs are selected with a view to meeting the needs of the most fastidious taste and it is said that the collection represents the most marvellous valentine values ever offered. The comics are comic without being vulgar, and the sentimentals express affection and regard in a pleasing and poetical vein.

IN THE BOOK STORE.

MR. SCHWARTZ had just taken possession of the little book shop which he had purchased with the idea that there would be an ideal occupation for him, permitting him to sit around and smoke his long pipe all the time. His first patron—or would-be-patron—on the first morning of his advent as a book dealer was a young woman who wanted to get a book dealing with Arctic romance.

"Good morning," she said, "have you got 'Frozen Dog Tales'?"

"Vat! Lady, dis is not a Chinese restaurant."

"But you don't understand me. I mean—"

"I neffer heard of frozen dog tails, yet. Meppe dey are someding does Fillingpeeno beebles cats. But nod here, lady, nod here. Diss is a book store."

"Well, probably you do not quite understand me. I wanted to get some book that had stories of the north in it. Perhaps you have 'Pardners'?"

"No, ma'am. Dare iss nobody in dis store but my-selluf. Schmidt vanted to take half, but I wouldn't let him in on it, unt—"

But the young woman was hurrying out.—Cleveland Leader.

• • •

The old book canvasser was dying.

"It is hard, very hard," he murmured, "to have this happen just as I had been given exclusive ground for a work which is bound to sell like shot."

Then, glancing at the sobbing friends who stood around his bedside, he said:

"Soon all that will be left of me is a sainted memory. I shall have departed, as Shakespeare (whose works in ten volumes at 3s. 6d. each, or £1 13s. 6d for the set, I have often sold) remarks, to that bourne from whence no traveler returns. But do not weep. I have one last request to make of you. Promise me that you will grant it."

"We will," replied all present, in choking accents.

"I have your words—yours, Uncle Joe, and yours, Aunt Matilda, and Bill's, and Cousin Jim's, and Dr. Slaughter's?"

"You have." was the unanimous response.

"Then," said the dying man, with animation, "I shall put each of you down for a set of Wassel's 'New History of the World Before the Flood,' in twelve volumes, full morocco, at £10 per set. The entire work will be delivered to each of you within a week."

One by one the sorrowing friends filed out, too full for utterance.

"That little stroke of business gets me an Al monument," said the agent, addressing his wife. "And now, suppose you send round for the undertaker, and I'll see if I can't get him to invest in a set and take it out in trade."

HERE AND THERE AMONG THE JOBBERS

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

HOLLAND linen Christmas cards are the latest addition to W. J. Gage & Co.'s Holland linen series. The cards are made of a cloth finished Bristol, size $3\frac{1}{2}$ x $5\frac{1}{4}$, with holly and mistletoe designs embossed in colors on the corners. The centres of the cards contain an engraved greeting, and below is a space for the sender to insert his name. They are put up in boxes of 250 assorted and sell for \$10 per 1,000. For enclosing with a Christmas gift, or for sending alone, they are very dainty and appropriate in the holiday season.

• • •

It would require many pages to describe adequately Warwick Bros. & Rutter's papeteries. We find all sorts of floral decorations in use—the chrysanthemum, holly, lilac and daffodil being special favorites. Then, too, there are charming girls' heads and figures of various

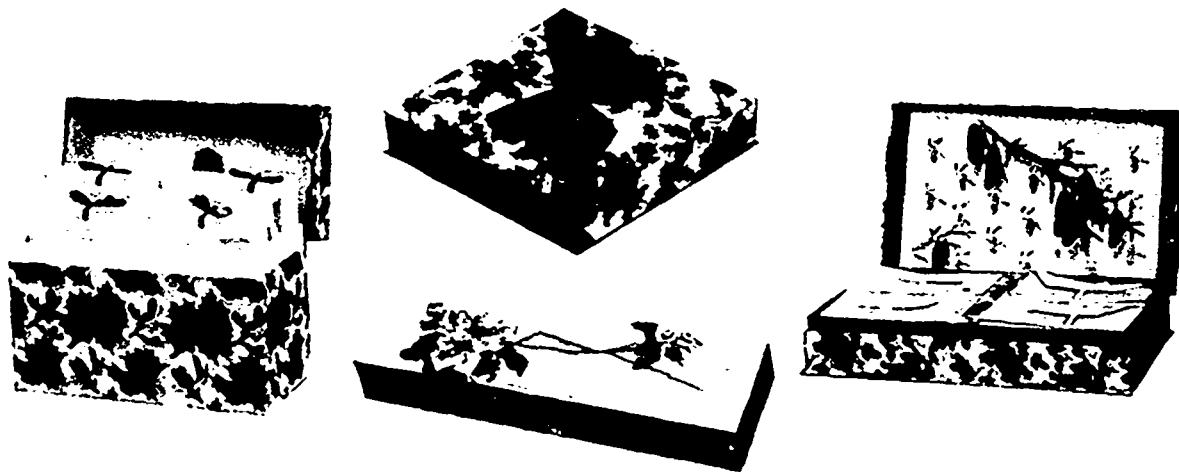
a protractor marked with degrees. With this ruler every geometrical form can be made. Retail at 25c. with good profit to dealer. (W. J. Gage & Co.)

• • •

Clark Bros. & Co., Winnipeg, are pushing the sale of the John Holland fountain pens, a superior line that is comparatively new to the western market. These pens are put up in assortments varying in price, in the plain pens, from \$2 to \$6 retail. Handsome display cases are supplied with 1, 2, 4, 6 and 12 dozen lots. The principal feature of these pens is the elastic feed. It adapts itself to heat and cold, ensuring a regular flow at all times.

• • •

The range of Fall and holiday papeteries to be shown the trade by Warwick Bros. & Rutter, Limited, is now



DAINTY PAPETERIES—Warwick Bros. & Rutter, Limited.

sorts. The boxes are of all shapes and sizes. Many dainty juveniles are also included.

• • •

Good business is reported by the I. E. Waterman Company in their Koh-i-noor Tracing Linen. Orders received from the trade have been most satisfactory.

• • •

The "blotter ruler" is a new article which is a very handy one and will be appreciated by both bookkeeper and student. It is a ruler made of aluminum with a wooden strip along the centre which answers for a handle. On the lower side is held by a detachable arrangement a sheet of blotting paper, which can be renewed as often as desired. When used by bookkeepers a great deal of time is saved as the lines can be blotted just as soon as ruled. For students' use the top of the ruler is divided into 18's, 116's, 110's, 112's, 132's and 140's of an inch, and the end of the ruler is formed into

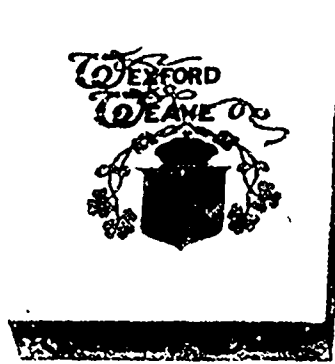
complete. It extends to some 75 numbers, embracing a great variety of designs and qualities. Several of the choicest boxes are illustrated on this page and the appearance of the others may fairly well be gauged from them. The stock is in the main linen face, and the note-paper is accompanied generally by the popular wallet-shaped envelope. Each package of envelopes and quire of paper is daintily tied, either with ribbon or bands of the same material as covers the box.

• • •

E. H. Harcourt Company are showing some catchy cover designs on their new series of writing tablets, exercise, scribbling, pen and pencil books. Their artist has been exploring the field for some time in search of new ideas and artistic effects. Judging from the designs I saw his labors would seem to have been productive of good results. Jobbers should keep an eye on these new lines, as they can secure control of original lines in their own territory.

BOOKSELLER AND STATIONER

An illustration is herewith given of the Wexford Weave notepaper, a staple line with Warwick Bros. & Rutter. The stock is linen face and the accompanying envelope wallet shape. Once introduced this paper is bound to become a favorite with the public.



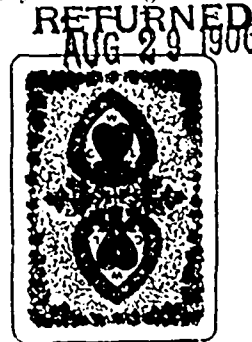
WEXFORD WEAVE NOTE PAPER.
(Warwick Bros. & Rutter, Limited.)

A beautiful box shown this year is the Swiss Fabric papeterie, contained in a long box. The paper is linen finish and envelopes the long houndoir shape. This box is illustrated.



SWISS FABRIC PAPERIE.
(Warwick Bros. & Rutter Limited.)

The Copp, Clark Co. have a full stock of Goodall's Canadian Whist League playing cards, as well as a range of the new backs, one of which is illustrated herewith. Judging from the character of the design it should prove popular with the public. Other designs are said to be equally interesting.



NEW GOODALL BACKS. - The Copp, Clark Co.

An illustration is shown herewith of the Laughton color pad, of which The Copp, Clark Co. now have a stock on hand. The excellence of the pad is attested by a large army of users.



LAUGHTON COLOR PAD. - The Copp, Clark Co.

The Copp, Clark Co. are rushing out school supplies at present. At the same time they are beginning to pay attention to Christmas lines. Their travelers are carrying samples of all the Christmas games for which this firm is justly famed, including all the old favorites and a number of new ones. They also show an extensive range of post card albums which should prove valuable for Christmas stock. Post cards are, as usual, being pushed to the fore.

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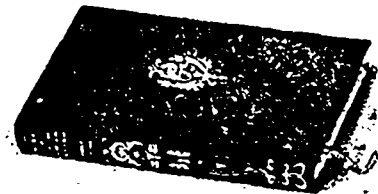
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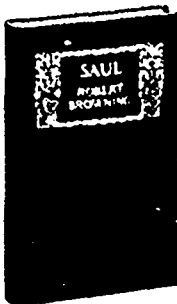
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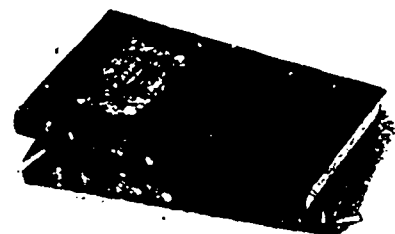


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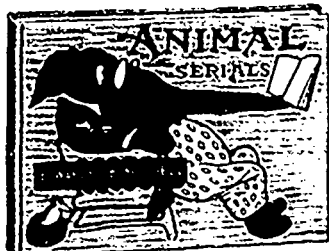


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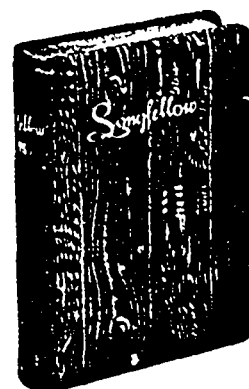


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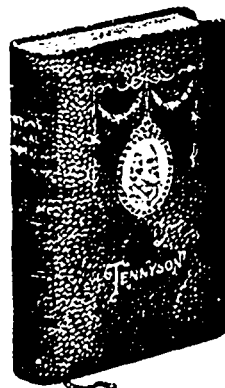
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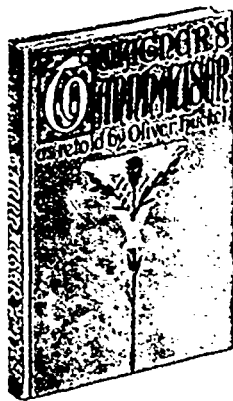
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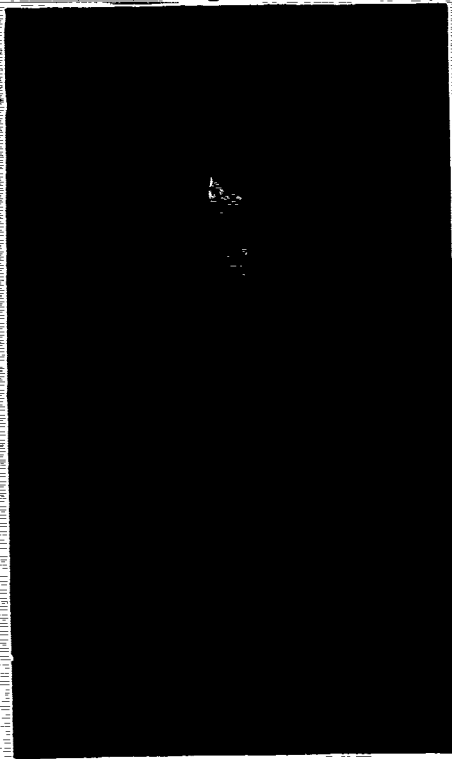


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BOOKS OF THE MONTH

COOKE, JANE GROSVENOR.—"The Ancient Miracle." New York: A. S. Barnes & Co. Cloth, \$1.50. In this entertaining story we are introduced into the simple yet strong life of the French-Canadian of Quebec, not the French-Canadian of the cities but the man of the woods, with his home on the outskirts of civilization. The kindly patriarchal priest, the visiting American tourist and his wife, the young men and the maidens, introduced, are all agreeable characters, and we take a personal interest in the love story of the vivacious young schoolmistress.

DELAND, MARGARET.—"The Awakening of Helena Ritchie." Toronto: The Poole Publishing Co. Cloth, \$1.50. Miss Deland in this, her latest story, has worked out a strong plot in most dramatic style. Against a background of Old Chester folk and Old Chester atmosphere, she has projected the contrast-



NEITH BOYCE—the New York Novelist.

ing life of a beautiful young woman, not of that region of peace, a woman with a past more or less tinged with scarlet. Helena finds in a little boy, placed in her charge by good Dr. Lavender, something to love at once blamelessly and passionately, and out of the conflict between this love and the tangled web of custom and passion and remorse which holds her to the man who is not her husband, grows the stress and interest of the story.

DOUGALL, MISS I.—"The Spanish Dowry." Toronto: The Copp. Clark Co. Cloth, \$1.25. Here we have a fantastic treatment of what is, after all, a simple theme, the charm of the story lying as much in the personality of the principal characters, as they are

described by the writers, as in the plot itself. The scene is laid in an out-of-the-way corner of England, where a lame youth and his uncle live a dreamy kind of life. Their seclusion is invaded by relatives of the uncle; there are plots and counterplots; mysterious visits, ghosts and robberies, all colored by the vivid imagination of the writer. Finally things resolve themselves into their natural light and all ends pleasantly.

HAYVE, O. B.—"Foolish Etiquette." New York: John W. Luce & Co. Cloth, 75c. This is the fifth volume in the "Foolish Series" and is full of the same witty spirit which has made its predecessors so amusing. This time the writer (or writers) takes up the conventional things of society and proceeds to make unmerciful fun of them. Especially choice hits are cleverly illustrated by Wallace Goldsmith. There is no corner of convention which is not ransacked and there is advice for every conceivable emergency. He who cannot derive an hour's amusement from this clever little book is certainly a strange being.

HUME, FERGUS.—"The Opal Serpent." Toronto: William Briggs. Cloth, \$1.25. The reader early becomes aware that there is some extraordinary mystery about a beautiful opal brooch, which the hero of the story takes with him to London and endeavors to pawn. The old pawnbroker faints when he sees it, while an old school chum of the hero uses every endeavor to get the brooch, finally resorting to violence. The mystery deepens when the pawnbroker is murdered one night and is found with his legs pinned together with the brooch. After that the plot is gradually unravelled.

MARCHMONT, ARTHUR W.—"By Wit of Woman." Toronto: McLeod & Allen. Cloth, \$1.25. Paper, 75c. The dashing American heroine of this new tale sets herself the task of clearing her dead father's name of a mysterious cloud, incurred while he was a colonel in the Austrian army. She proceeds to Budapest and begins to outwit prime ministers, bedevil princes, defeat beautiful female spies and twist conspiracies about her little finger. Incidentally she finds in the young heir to the throne an old New York admirer, for whom she has never really ceased to care. The denouement is obvious.

PHILLIPS, HENRY WALLACE.—"Mr. Seraggs." New York: The Grafton Press. Cloth, \$1.25. Mr. Seraggs' matrimonial ventures form the basis of the story. Mr. Seraggs, or, to give him his full name, Ezekiel George Washington Seraggs, late of Missouri, later of Utah, and latest of North Dakota, is introduced by Red Saunders, the author's earlier hero. Red says of him: "Seraggsy looks like a forlorn hope lost in a fog; his face makes any other human countenance I ever see look like a nigger minstrel show." Zeke, though melancholy, knows how to tell a good story and the book is very amusing.

WILSON-BARRETT, ALFRED.—"The Silver Pin." Saalfeld Publishing Co., Akron, Ohio. Cloth, \$1.50. A tale of mystery. A certain George Gordon has been a soldier in South Africa. On his return to London he befriends a young woman, who is supposed by stupid persons to have murdered her betrothed. This piece of chivalry involves Gordon with Scotland Yard, whose minions have accumulated much circumstantial evidence against the girl. The girl, by the way, is the owner of the silver pin. Finally the mystery is satisfactorily solved.



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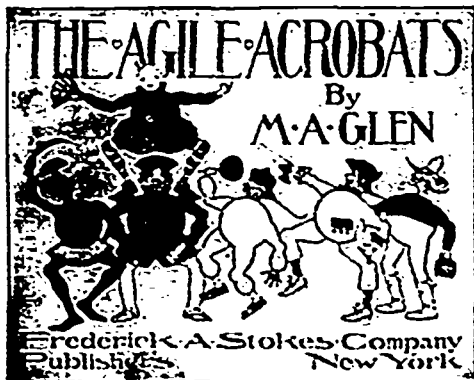
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**PUBLISHERS'
ANNOUNCEMENTS**

During September McLeod & Allen will bring out a new book by Harold Bindloss, author of "Alton of Somasco." The latter was very well received in Canada, especially in the western provinces, where its scenes were laid.

McLeod & Allen report that at present "The Jungle" is selling at the rate of 1,000 a week. They are experiencing great difficulty in keeping pace with the demand.

The author of "The Wizard of Oz," "Queen Zixi of Ix," and the other Christmas juveniles, L. Frank Baum, will again come forward with a holiday book. This time it is "John Dough and the Cherub." It will be published about August 15 by Riley & Brittain Co., of Chicago, for whom McLeod & Allen act as Canadian agents.

Paul Elder & Co., of San Francisco, whose warehouse was destroyed this Spring, announce that they will shortly have their Fall list ready from their New York office. McLeod & Allen will show their books to the Canadian trade.

About the beginning of September McLeod & Allen will publish "The Tides of Barnegat" by F. Hopkinson Smith and "Blindfolded" by Earle A. Walcott.

McLeod & Allen will shortly open up in their large sample room in Toronto, the Fall offerings of the following firms: Bobbs-Merrill Co., Duffield & Co., Life Publishing Co., Moffatt, Yard & Co., New York; Riley & Brittain Co., Chicago, and several other American houses.

The following titles will be found in the list of novels to be issued this Fall by William Briggs: "Sir Nigel," by A. Conan Doyle; "The Call of the Blood," by Robert Hichens; "The Guarded Flame," by W. B. Maxwell; "The White Plumes of Navarre," by S. R. Crockett; "A Midsummer Night's Dream," by H. B. Marriott-Watson; "Profit and Loss," by John Oxenham.

William Briggs will have ready the Canadian edition of Marie Corelli's new novel, "The Treasure of Heaven: a Romance of Riches," about August 20. It will be published in cloth only, at \$1.25. A feature of the book will be a photogravure frontispiece of the talented authoress.

Ellen Thorneycroft Fowler's latest story, "Isabel Carnaby in Subjection," will be issued about August 16 by William Briggs. (Cloth, \$1.25. Paper, 75-cents).

G. B. McCutcheon's stories are always sure of a good reception by reason of their dainty appearance as much as anything else. The forthcoming novel, "Jane Cable," which is promised for publication by William Briggs in late September, will have a pretty cover and four illustrations in color by Harrison Fisher.

"The Roosevelt Bears," by Seymour Eaton, a large picture book for the youngsters, will be issued about September 1 by William Briggs. Advance orders are good.

The Bobbs Merrill Company have great faith in the future of "Tarbell's Teacher's Guide to the International Sunday School Lessons," published by them. It is a larger book than "Peloubet's Select Notes," and yet sells at the same price.

The New York office of the Macmillan Company report that the sale of "Coniston," by Winston Churchill, has reached the total of 250,000.

Two new books by Jack London are on the Macmillan Company's Fall list, "White Fang" and "Moon-face and Other Stories." The first resembles "The Call of the Wild."

Among the Autumn juveniles of the Macmillan Company may be mentioned "Merrylips," by Beulah Marie Dix; "The Railway Children," by E. Nesbit; "The Wonder Children," by Charles J. Bellamy, and "Eight Secrets," by Ernest Ingersoll.

Publication of the second and concluding volume of the cheap edition of Morley's "Life of Gladstone," will be made by the Macmillan Company in October. The two volumes sell for \$3.50.

"The Invasion of 1910," a thrilling story by William le Queux, will be published in a Canadian edition by the Macmillan Company towards the end of this month. It will have a striking cover which should make it salable.

The Fall list of the Macmillan Company of Canada will include "Chippinge," by Stanley J. Weyman, "No Friend Like a Sister," by Rosa N. Carey, and "The Curious Career of Roderick Campbell," by Jean N. McIlwraith. The last-named book is to be a handsome new edition of a meritorious Canadian novel.

It is understood that the contract for printing the new English Church Hymnal has been given to the Oxford University Press. Two years will probably be required for carrying out the work.

On October 2 the Macmillan Company of Canada will bring out their leading Fall book, "Puck of Pook's Hill," by Rudyard Kipling. The book will have 26 full-page illustrations.

"The Adventures of Billy Topsail," a boys' story of the sea, by Norman Duncan, author of "Dr. Luke of the Labrador," will be ready about September 1. The Fleming H. Revell Company are the publishers, and the book will be issued in cloth at \$1.50.

About the end of September the Fleming H. Revell Company will publish "The Undertow," by Rev. Robert E. Knowles, of Galt, author of "St. Guthbert's."

McClure, Phillips & Company, New York, have recently published "Letters to a Chinese Official," by William Jennings Bryan, a reply to the famous volume which has attracted such widespread attention both in England and America. "Letters from a Chinese Official," in which the ideals and state of civilization of the western world were criticised from an Oriental point of view and in comparison with Chinese standards.

Laird & Lee, Chicago, have just brought out a new book by Opie Read, entitled "By the Eternal," which deals with an early period in American history.

The series of paper-bound novels for Colonial circulation, issued by T. Werner Laurie, of Clifford's Inn, London, is growing in interest as well as in number. In every respect, save that of binding, these novels are on a par with the 6s. editions, no difference being made in paper or type. Three recent additions to the series are "The Cubs," by Shan F. Bullock; "Tangled Trinities," and "The Evil Eye," both by Daniel Woodroffe. Mr. Bullock seems to have put his whole heart in this story of boyhood in Ireland, and has made it full of humorous escapades and adventures. The volumes by Daniel Woodroffe deal with the social side of life. "The Evil Eye" being a tale of more than usual interest, representing English life in Malta. A commendable feature



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Chatham, Ont.
Chester, N.S.
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Estevan, Sask.
Fort William, Ont.
Georgetown, Ont.
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The Westminster Co. announce for publication on September 1 "The Silver Maple," by Marion Keith, author of "Duncan Polite." The new novel has been running serially in the Westminster during the past Winter and has been declared by critics to be superior to its author's first book. As sales of the latter already total 3,000 in Canada, there seems ground to hope that the new book will achieve a great success.

The Poole Publishing Company are placing on the Canadian market an edition of "The Awakening of Helen Richie," by Margaret Deland. This is considered a very remarkable novel.

"The Spoilers," by Rex E. Beach, still continues to sell well. The Poole Publishing Company report large sales for both it, "The Conquest of Canaan," and "Nauey Stair."

The Copp, Clark Co., Toronto, will have ready early in September "The Prisoners," by Mary Cholmondeley. This interesting story has been running serially in a popular American periodical, with illustrations by Christy.

"The Dream and the Business," by John Oliver Hobbes, is another of the early Fall publications of The Copp, Clark Co. which will be issued in September.

During the past month The Copp, Clark Co. have issued "The Woman at Kensington," by William le Queux; "The Corner House," by S. M. White; "That Preposterous Will," by L. G. Moberley, and "The Spanish Dowry," by L. Dougall.

CANADA—THE NEW NATION.

CANADA'S destiny is being perceived by the nations. No longer is it a wilderness, a land of immense reaches of unoccupied territory stretching into the Arctic Circle. It has ceased to be a creeping child playing about the doorstep of the United States. Canada looms up big in the eyes of the world to-day.

While Canada delights to be thus appreciated, there is one country whom she particularly wishes to have know her at her true worth—the Mother Country, England. English people have not been in the past too diligent in giving to Canada an intelligent, well-informed attention, but things are changing, have changed, and there is a keen desire to know more about the colony whose future promises to be full of glorious attainments.

The recent heavy outflow of English emigration Canadawards is, perhaps, the most conspicuous and convincing evidence of this newly awakened interest. Every year it is confidently expected that this movement will increase. The overcrowded urban districts, the confessed and widespread poverty, the gloomy industrial outlook—all this, with the relief so readily secured by a transference of England's poor and unemployed and dissatisfied to Canada, ensures a continuous and increasing attention to this rich and practically unpeopled land.

It was on behalf of the prospective emigrant and settler that the Standard, one of London's great news-

papers, sent in the Spring of 1905 Mr. H. R. Whates, a trained journalist, to Canada, to investigate at first hand conditions and opportunities as these related to the British emigrant. Thus were contrived to the Standard a series of articles on such subjects as "In Search for Work," "Life in a Lumber Camp," "The Demand for Farm Hands," "Life on the Prairie," "The Finding of a Homestead," "The Cost of a Free Farm," "The Great Clay Belt," "Why Not an Imperial Immigration Policy?"

It must be said that Mr. Whates has done his work well. He has reported on conditions and opportunities with a praiseworthy fidelity to facts and a proper appreciation of the needs of Canada. He has, unfortunately over-emphasized the cold of Canada's Winter, but one must expect a wail from an Englishman who leaves the comparative mildness of England to be speedily transferred into the biting cold of St. John in February, and whose western journey takes him through the New Brunswick woods on a sled, over the bleak wastes north of Lake Superior, into the rawness of a prairie Spring.

These studies of Canadian life were deemed worthy of re-publication in book form, revised and amplified, with the title "Canada, the New Nation—A Book for The Settler, The Emigrant and The Politician." Messrs. J. M. Dent & Co. are the London publishers, and the volume they have issued is an excellent piece of book-making, well and attractively bound, printed on good paper, and illustrated helpfully. It is published at 3s. 6d.

Mr. Whates has used this opportunity to add several new chapters of a political character, their designations being as follows: "The Republican Tendency," "Aristocracy and the Monarchical Idea," "The Idea of Nationhood," "Nationality and Fiscal Freedom," "Treaty Powers and Imperial Development," "Canada and the English Fiscal System," "Some Tendencies in Religion."

This new section is much less satisfactory than the first part. It is speculative and theoretical, and not too well digested. It reveals the assertive Englishman, with a bias for free trade and for the established church. It is marred, too, by serious errors of fact. It discloses an insufficient acquaintance with the Canadian mind, both as it is concerned with things domestic and things imperial. No foreigner can in a five months' visit to an unfamiliar country, especially so vast a country as Canada, estimate its people aright. It had been better for the sake of the early part of Mr. Whates' book had Part II been omitted, or else published separately, on the principle that a chain is not stronger than its weakest link. Moreover, the settler and emigrant, on the one hand, and the politician on the other, are so entirely distinct in their purposes and points of view, that messages to each should not be mixed. The blending of the practical with the speculative makes for weakness, not strength. Another fault to be noted, minor it is true, is the language of the author. His is not the simple speech likely to be readily understood by the class of emigrants who are leaving England for Canada, and for whose especial benefit the book was written; it is rather the language of the statesman, of the cultured journalist, of the thinker and student.

"Canada, the New Nation," is a book every thinking Canadian will enjoy reading, even though he may not agree with everything it contains. Its positive merit entitles it to an attentive perusal, and its suggestiveness will stir up the mind to a better and more intelligent appreciation of national issues.

JOHN C. KIRKWOOD.

THE TASTE OF THE READING PUBLIC.

SPEAKING of cultural progress, it is pleasing to be able to record a distinct advance in the taste of the American reading public. For some little time the publishers have been remarking a growing demand for works of serious interest, biographies, histories, economic treatises, and the like, and have responded to this demand by a greater output of such publications. In the case of heavy importers, like the Macmillan Company, Charles Scribner's Sons, and E. P. Dutton & Company, it is noteworthy that, among their importations, works on art and music and books of a historical or biographical character predominate, fiction being relegated to a wholly subordinate position.

In fiction more discrimination is displayed. The demand for the purely amusing continues, of course, as it needs must in a sound organization of society, and such writers as Harold MacGrath and George Barr McCutcheon may confidently look forward to a prolonged lease of favor. But there has also appeared a wider recognition of the value of novels which instruct while they entertain, in evidence of which may be cited the hearty reception accorded works on the order of "The House of Mirth" and "The Marriage of William Ashe." No longer a complicated plot, a clap-trap sentiment and vapid dialogue suffice. There need be no didactic purpose, but there must be strong characterization, a realistic idealism and clear visualization. All in all, growth is plainly manifest.—Success.

COMIC JUVENILES.

THE various amusing characters which appear in the comic supplements of the big American Sunday papers are now introduced to the public in a series of books published by the Frederick A. Stokes Co., of New York. This year nine new volumes have been issued supplementary to the Buster Brown and Foxy Grandpa books of last year. In the new series there are two new books on Buster Brown and Foxy Grandpa, respectively, while we are introduced for the first time to Happy Hooligan, the Katzenjammer Kids, and several others. The retail price of these books is only 60 cents, from which there is a liberal discount to dealers. Copies of any of these books once shown will be sure of an immediate sale, as nothing funnier has been published for many years.

NEW ITALIAN NOVEL.

The Copp, Clark Co. announce for early publication "The Saint," by Antonio Fogazzaro, the Italian novelist, author of "Malombra" and other novels.

The biggest book in the world has just been found in the British Museum, where, in the National Gallery, it lay unnoticed many years. The huge volume is a Dutch tome containing maps and descriptions of the world as it was known to the Dutch geographers of 1650. It is as tall as the average man, being 5 feet 10 inches high and 4 feet 8 inches wide. It is superbly bound and decorated with gilt tooling and gold clasps. The gigantic title page is hand illuminated, the initial letters being of gold. The great volume was presented to King Charles II before his departure from Holland to come to England to claim the throne in 1660. The book came into the possession of George III, who presented it with his library to the British Museum.

A NEW BOOK
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NEW EDITION OF STANDARD WORK.

CHAMBERS'S CYCLOPAEDIA OF ENGLISH LITERATURE. New edition by David Patrick, LL.D. 3 vols. Cloth, £1 11s. 6d. Half morocco, £2 5s. A history, critical and biographical, of authors in the English tongue from the earliest times to the present time, with specimens of their writings.

It is a trifle over 60 years since Dr. Robert Chambers began the preparation of the first edition of this splendid work, his aim being to present a comprehensive survey of English literature by a series of extracts from the more memorable authors set in a biographical and critical history of the literature itself. Since then the increasing supply of new material for selection and the continued activity of accepted authors, and all that is implied in the unabated continuity of the literary life of the nation, have rendered necessary a much more thoroughgoing revision and reconstruction. A completely new edition therefore is many times welcome, carrying out, as it does, the original plan even more perfectly and including the biographies and sketches of the works of the most prominent present-day writers.

Although originally published in parts, the new edition of Chambers's Cyclopaedia has just been issued in three volumes (cloth) at 10s. 6d. per volume. Volumes one and two contain much valuable matter relating to the earlier period of Anglo-Saxon literature, and volume three opens up a newer and perhaps to us a more interesting period, the 19th century. In turning its pages we naturally look with expectation to the section devoted to English literature in Canada, and we experience a slight feeling of disappointment in finding that Canada's literary effort is dealt with in some four pages. Here we find brief synopses of the works of William Kingsford, the historian; Goldwin Smith, Dr. W. H. Drummond, Sir John Bourne, Chas. G. D. Roberts, Sir Gilbert Parker, Bliss Carman, Ralph Connor, and one or two others. Over 100 pages are given to American literature as represented by 115 writers. Among those of more recent date are Richard Harding Davis, Kate Douglas Wiggin and Mary Johnston.

In a work of this kind, which is essentially a history, it would be out of place, even if it were possible, to attempt to deal with contemporary writers as freely and as fully as with those of the past, and the limits of the volume debar it from allotting to the more numerous writers of the present day, whose best work, it may be, is not yet given to the world, the same amount of illustrative quotations as has been conceded to the older writers. But, even so, it has been found possible to furnish by no means incomprehensive surveys of the works of existing writers, such as Rudyard Kipling, Conan Doyle, Anthony Hope, J. M. Barrie, Chas. Alger, non Swinburne and other men of the moment.

The editor and publishers have been fortunate in being able to secure the services of distinguished men whose names will be found appended to their articles and who have contributed the large body of critical work to which this volume owes its main interest. In this connection we might mention that Lord Tennyson personally revised the article on his father and chose the selections to be presented in illustration of it. Mr. Barrett Browning co-operated with the writer of the article on his father and mother (extending over 18 pp.) and Mr. Theodore Watts Dunton gave much valuable advice in regard to other articles than the three important ones he himself contributed. Mr. John Morley revised the article on John Stuart Mill, and President Schurman of Cornell University and Mr. W. P. Garrison of the New York Nation have given advice in regard to some of the important American articles.

To sum up and represent the scope of this cyclopaedia, we would say that volume one covers the period from before the Norman Conquest till after the Puritan movement and the Restoration, with notes on and specimens of the works of over 370 men of letters. Volume two covers the 18th century, and with 487 biographies and extracts furnishes a complete survey of the literature of Great Britain down to the beginning of the 19th century. In volume three 680 writers of poetry and prose receive due recognition, bringing the chronicles of English literature down to the latest possible moment. This cyclopaedia is indeed a treasure house of literature, a mine of information, which will be greatly sought by students and book lovers and those who hold dear the traditions of the English tongue. Specimen pages and press notices in pamphlet form have been issued by the publishers and are now ready for distribution to the trade.

GROWTH OF TABARD INN LIBRARY.

PROGRESSIVE Canadian booksellers and stationers are realizing the advantages resulting from the installation of a Tabard Inn Library. The library is not only a strong feature for attracting trade, but is highly profitable in itself. It is sold outright at fair prices and every possible aid is given booksellers to make it a decided success. An attractive bookcase is furnished free with every order, and a large revolving case is given with a two-hundred book library.

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The selection of the library is of prime importance, and the complete book list given to choose from includes all the best books published during the past two or three years in all lines of literature. An advantageous arrangement is made so that a bookseller operating a library may change books at all times at a cost of 5c., or may renew the entire library. Every book is enclosed in the well-known Tabard Inn case. Full particulars will be gladly furnished and every help given on application to the Tabard Inn Library, 596 St. Catharine street west, Montreal.

AN IMPROVED LINE.

THE display of books being made this year by Hurst & Co., of New York, shows considerable improvement in quality, while at the same time prices have been maintained at a popular level. They have introduced several new series which are bound to prove popular with the general book trade, especially during the holiday season.

The series known as Hurst's Padded Poets is a line that combines quality and cheapness to an extraordinary extent. This series is bound in mottled calf with dainty floral effects. It includes all the world's most famous poets, from Shakespeare to Kipling, and each volume contains a portrait of the author.

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Another new departure this year consists of special series of different authors in uniform binding. The authors include such popular writers as L. T. Meade, Mary J. Holmes, G. A. Henty and Horatio Alger. All these books are listed at 50 cents. Each has its title printed on both side and back, which is an improvement on the former productions of this firm.

Hurst & Co. have recently bought the plates of the Gunter books and have now issued thirty-five of them in a good cloth edition which sells at the same price as the original books sold in paper.



One of Warwick Bros. & Rutter's Original Indian Cards.

An attractive new series is called the Magnolia library, which includes popular fiction by popular authors. The books are bound somewhat after the style which made Nedra so attractive, while they retail at only 25 cents.

In 16 mos they have issued two new lines, the Haleyan Classics in white covers and the Fleur de Lis series in dark covers, to retail at 25 cents each. The Boys' Own Library contains a long list of juvenile in fancy bindings in the same size.

A novelty this year is the Gem series of sets bound in half calf, five volumes in a set. These are remarkable value at \$1.50 for the five volumes.

A HUGE BUSINESS SHOW.

STATIONERS in all parts of Canada and the States are looking forward to the coming National Business Show, which takes place this Fall in the largest exposition building in the States, namely, Madison Square Garden, New York City, October 27th to November 3rd. Never before in the history of trade shows has there been such a demand for space, and so much interest stirred up among the general public as well as the trade. This coming Business Show will be a great attraction for any stationer who is anxious to keep up to date with his lines, at the same time enabling the stationers and specialty dealers to look at exhibits from all parts of the world, many of which have never before been exhibited.

Owing to a number of requests by manufacturers of post cards, the management have laid aside a department to be called "The Post Card Exhibit," in which will be represented a complete line of post cards by the leading manufacturers from all parts of the United States and abroad. The post card craze has struck the States more than any other craze has done for years.

Nearly every line will be thoroughly represented at this coming National Business Show, and the present prospect is that this exposition will have the greatest stationery show ever achieved.

The general arrangements for the Fall show are progressing very rapidly, and those who have not already engaged exhibition space will have to hustle in their applications or get left. So great has been the demand for space that the management has had to arrange to throw open the great restaurant and also use every available square foot of space, much of which has never before been used for exhibition purposes. In many cases the entire arrangements of the building will be temporarily changed to meet the emergency.

During the recent New York convention of National Association of Stationers and Manufacturers, the parting word was that they would see each other again in the Fall at the Business Show. It would pay every stationer well to take a week off and be on hand to look over this mammoth exhibition of office appliances and business devices, any one of which would make an excellent line to handle.

Arrangements will be made for railroad, hotel and other rates, announcement of which will be made later.

CAN CUT PRICES.

ACCORDING to a recent decision of the United States Court of Appeals, a department store possesses the right to sell copyrighted books at prices less than those fixed by the publishers. This decision was handed out in the suit of Charles Scribner's Sons against R. H. Macy & Co. It will probably be appealed on the ground that the constitutional rights of authors are being invaded thereby.

There has been a long wrangle on this subject between Macy & Co. and the publishers, who compose the American Publishers' Association. On the face of it, it would appear that as long as a department store or any other store pays the publisher the price asked for by the latter, it should be at liberty to sell the book at any price it chooses. Of course this is demoralizing to trade but if the wholesale price is sufficiently stiff there should be little difficulty in keeping the retail price at a reasonable level.

THE MUSSON BOOK COMPANY'S ANNOUNCEMENT

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BOOK PRICES AND IGNORANCE.

SOME little time ago Mr. Andrew Lang was urging on English publishers the consideration of the French system of issuing new books at three shillings in paper wrappers, and mentioned the fact that commercial houses still address letters to the "Port of Moscow," as having some connection with his assertion that "people do not read." Now, there is a great deal of nonsense talked to-day about people not reading. The public does read, and even if it chiefly reads the newspapers, still it is in the way of acquiring much valuable information and some genuine literature as well. Mr. Andrew Lang writes much in the newspapers. Rather do people read too much, and fail to take that bovine leisure for the chewing of the cud of their reading, which is more important than the reading itself. I would set down to insular self-sufficiency the ignorance in respect of "Port of Moscow" (which is news to me), just as the average American is not aware of the fact that the postage on a letter to England is five cent. In many ways the Yankee is more insular than we Islanders. As a provincial editor for some years, I must have answered several hundreds of times the question, "Is London a seaport?" and "Is England a peninsula?" But these questions did not arise from want of reading, from want of understanding rather. As to cheapening books on the French plan, I have never believed in it. Books are better published in a good binding, as thus are publishers always on their mettle for improving the appearance of their volumes, and it saves the buyer a good deal of trouble to procure his book tastefully bound, instead of having to take it to a binder to clothe for him. As a matter of fact, an English book, well bound, which sells at 4s. 6d. is cheaper than a French book in paper wrapper at 3 francs 50 cent.—"J. A. H." in the Bystander.

SOME ATTRACTIVE TITLES.

ANNOUNCEMENT is made in this number of the Fall books of Duffield & Co., New York, the successors of Fox, Duffield & Co. Among them may be noted a new volume from the pen of that clever British officer, Capt. Harry Graham. This time he writes of "Misrepresentative Women." The book is uniform with his "Misrepresentative Men." Another beautiful edition is that of Frankfort Moore's "Jessamy Bride," illustrated in color by Allen Gilbert.

In the juvenile list there is a new edition of "Mother Goose," illustrated in color; "The Punch and Judy" book, also illustrated in color; "Little Nemo in Slumberland," reproduced from the New York Herald, and "Boys and Girls from George Eliot."

In addition there are two books by George Brandes, and a text book on "Bridge," by Anna B. Shelby.

CONCERNING BOOK TITLES.

SHAKESPEARE, according to Mr. Shaw, titled his plays clumsily. "As You Like It," "All's Well," "Twelfth Night," and "Measure for Measure" were, I believe, christened with a shrug of the bardic shoulders, on the supposition that any old title was good enough for a mere comedy. The modern novelist, contrariwise, is very careful over his title. You get grandiloquent phrases, "Giant Circumstance," "First it was Ordained," which suggest ponderous texts; paradoxical titles like "A Married Bachelor," blasts of candid incongruity like "The Sphinx's Lawyer," alliterative examples (by the score) such as "The Sinings of Seraphine," "A Romance in Radium," "The Crimson Corridor," "Love and Lord-

ship," "The Purloined Prince," etc.—each one indicating that, unlike Shakespeare, the author has troubled to make his title effective. But I regret to record, in the result, that rarely has the book itself shown a corresponding ingenuity. Truth to tell, the excellence of the text seems to vary inversely with its title, and the best books that have come my way lately have had uninspired, and often meaningless, titles.—Vivian Carter in the Bystander.

CROWELL'S 1906 LIST.

TO the dealer who wishes to stock up with a varied and attractive list of standard works the offerings of Thos. Y. Crowell & Co. are particularly attractive. Since last Fall several new series have been added, while the old favorites have been considerably amplified.

Crowell's various editions of the poets hardly need an introduction to the trade to-day. The Windermere edition contains all the popular poets, finely printed with frontispieces and two-colored title, bound in soft-padded leather. The Cameo edition, a trifle more expensive, with cameo inset of the author's picture on the side of the cover. The thin paper poets in which complete texts are condensed into small compass. These are bound in fine limp leather and sell at \$1.25 per volume.

There are half a dozen different series of classics, both prose and verse, ranging from Heidelberg classics bound in three-quarter leather, at \$1.75, to the Gregory classics in limp leather at 75c. a volume.

In addition to these series there is the usual assortment of picture books for the children and libraries of popular fiction.

BOOKS AND THEIR COLORS.

I HAVE long had it in my mind to say a word on the color of book covers, a matter that exercises the thoughts of publishers more than the ordinary reader might suppose. Even the books of our novelists, whose reputations are established beyond all such adventitious aid as the outward attractiveness of their works, are usually issued in some distinctive binding. Miss Correll's books are generally bound in blue cloth; Mr. Hall Caine's in a ruddy brown, Mr. Barrie's in dark blue buckram (thick boards and bulking paper, as they are all so short); Mr. Crockett's, invariably, in dark green, but, generally speaking, the color which publishers believe in is red. I would venture the guess that seventy-five per cent. of the novels issued last year were bound in red. It is supposed to be the most serviceable color, as it does not soil readily, and is always noticeable. In a word, it is the "lucky" color; but the fact that it is so greatly run upon would suggest that any color which would be in contrast ought now to attract attention. It is seldom wise to produce a dainty book that is liable to soil—say, in white linen—as the bookseller will not stock it. I have known of several excellent works which were failures for this reason.—"J.A.H." in the Bystander.

The Summer number of the Graphic, published on July 16, contained an admirable selection of short stories by Katharine Tynan, J. B. Harris-Burland, Edgar Wallace, Tom Gallon, Bernard Capes, and other first-rate writers, while illustrations and humorous pages were contributed by such well-known artists as Edgar Bundy, C. E. Brock, Hilda Cowham, and W. Ralston. The presentation plate was a beautiful reproduction in colors of Reginald Pannett's charming picture, "Summer Roses," and the colored cover was an attractive picture of a Norwegian child, "Little Thora," from a photograph by Solveig Lund.

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HOW PLAYING CARDS ARE MADE.

LAST year more than 57,000,000 packs of playing cards were printed and sold at a profit by the manufacturers in Great Britain, France, Germany and the United States. Industrially regarded, the playing card business is one of the best manufacturing adjuncts to the world of workers. As a contributor to the revenues of those countries where cards are produced in quantity, says the Chicago Tribune, it is a gold mine.

At the same time, however, the expert player who is making a record at cards, or who has a desire to win money at the gaming table, finds little use for a card costing more than 25 or 35 cents a pack. His objection to the finer card is that it doesn't "feel" right and shuffles too easily. For the card "sharp," too, a card which has the standard back serves his illicit purpose of "marking" better than the most elaborate of "art" backs that can be designed in gold and colors. Incidentally, too, the necessities which the players feel for a frequent renewal of the pack makes the item of expense for hand-made cards seem useless in whist games, where some one of the four players is likely to ask for a new deck after two or three games at the most. Cards at retail may be bought for 10 cents, 15 cents, 25 cents, 35 cents and 50 cents a pack.

Considering the hand-made cards that cost from 75 cents to \$1 a pack, it is interesting to remark that whatever elaborate departure may be made in the artistic effects of the back, the consuming public will have no change made in the conventional card face, which has been in use for more than fifty years. This card face, as an expression of artistic design, is considered far below the standards of the designer of the present time. For the person who will afford a Bible in an edition du luxe up to \$15, or even \$20, the standard card face is quite enough to satisfy his artistic temperament. Time and again some enterprising card manufacturer who has made a hit with a novelty in a card back has tried to make the face of the card meet in artistic measure—and has failed. Not even the variation of the card spots will be tolerated; not even the "squeezer" mark in the corners may be altered. The player's first wish is that he shall recognize a card the instant that he turns its face, and to do this he insists upon the card face as it has stood for half a century at least.

That the back of a card shall not soil easily is one of the first desiderata of the player. In many of the ornate backs that have been put on the market there is too much light surface to carry the imprint of a finger. Then in the cardboard base there are two sheets of paper pasted together, making the hand-made card too thick, while the double coat of enamel with its composition "slip" makes it too smooth for handling by the player, who does not stick always to this style of card.

The cheaper cards are printed from a continuous roll of cardboard, the backs printed first and the faces last, afterward covered with a coat of enamel which has the "slip" introduced by secret process. The hand-made article is made virtually a deck at a time from a flat sheet of cardboard. On this the backs are printed first upon the first coat of enamel, then the faces are printed upon the enamel, each color on back and face necessitating its separate imprint, and when these coats have dried another coat finishing the card with enamel and "slip" is applied front and back. Another drying process prepares the cardboard with its fifty-two imprints ready for the punches.

It is in punching the card from the strips into which sheets are cut that the highest degree of precision must be reached. The card punch fits into the die as closely as polished, tempered, sharpened steel can be made to

fit, and after the punch has been perfected the greatest care must be taken of it in preserving the edges, so that not the slightest abrasion or irregularity shall exist in a pack of cards after they are assembled.

Only one punch can be used in cutting a pack. There may be 100 punches at work in the factory, but not one of these can cut a card effectively for the completion of a deck cut by another punch. Somewhere in the edge of such a card an unevenness would serve to identify it as the hands of a man who might try to use the pack into which it was placed. Punching the fifty-two cards of the deck with the same sharp punch, however, the result is a smooth, even surface as unintelligible to the touch as the faces or backs of the individual cards themselves.

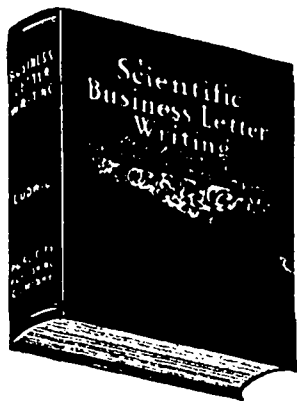
When a card pack of good grade has been as carefully printed and cut as is possible, there is still the closest inspection of each card entering into the box. No spot or misprint on face or back, no roughness of edge or any possibility of unevenness of width is allowed to pass. But when all these precautions have been taken to the best of expert skill, the man who is a past master of cards may mark a deck inside of three minutes' play until any card he may need in the game is his for the looking at the back of it.

This fact, together with the superstitions of card players in general, does more for the playing card business than almost anything else. If even the characters of the players in any game are irreproachable, this element of superstition appeals to some players. For instance, one has a run of bad luck with a pack of cards having a red back, he is likely to lay the fact to the color and to ask for a blue back, or a green one, or for one having some color combination in which he has thought to have discovered "luck" in times past.

In many of the great card tournaments where whist is played no pack of cards ever is used a second time. It plays one game and is thrown aside, however serviceable it may prove to amateurs, into whose hands there are possibilities of its falling.

INGENIOUS ENVELOPES.

A VERY ingenious contrivance is the envelope devised by George N. Renno, of East Pittsburg, who has assigned one-half of his interest in the same to Frank Stewart of Wilkinsburg. Renno claims that by the use of his envelope it is utterly impossible to open the same without being detected. This, of course, would be of the utmost value in transmitting valuable papers and letters. It is pointed out that the invention is simple in construction, strong and durable, and is not expensive to manufacture. The envelope consists of a body portion having end flaps, a side flap and sealing flap, this latter having slots formed in it. The end flaps have tongues extending upwardly and the side flap having a tongue also extending upwardly. All these tongues carry adhesive material, and when the parts are folded so as to form an envelope of the shape of the ordinary one now in use these three tongues form one, that are fastened together by the adhesive material. This combined tongue passes through the two slots of the sealing flap and is secured within the envelope by being bent downward. By pressing the front and rear faces of the envelope together the three-ply tongue is firmly sealed in engagement with the envelope upon the interior thereof. The tongues having pointed ends can be easily adjusted, and it is pointed out that the whole can be quickly and easily sealed when it is to be used. The sealing of the ends of the tongues within the envelope prevents the latter from being steamed to melt or liquify the adhesive material, whereby the envelope may be quickly opened.—Commercial.



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- Pembroke street. Looking West from Peter street. Registry Office, Pembroke, Ont. Chart House, Pembroke, Ont. Photos M. E. O'Gorman, Pembroke, Ont.
- Don't Do That. Song. By Pete Detzel and F. H. Losey. Vanderloot Music Publishing Company, Williamsport, Penn.
- Eule Remus. Brier Rabbitt and the Partridge Nest. Pictures. The Canada Newspaper Syndicate, Limited, Montreal
- I Wonder if Your Heart is Still the Same. Song. Words by Ethel Tillson. Music by Chas. E. Hart. Jerome H. Remick & Company, New York.
- Brown of Hayward. Waltz. By Louie Maurice. Will Rossiter, Chicago
- The Makers of Canada. Count Frontenac. By William D. Le Sueur. Book. Morang & Company, Limited, Toronto
- Dowler's Guide to the City of Calgary and Suburbs. Guide. Leo Dowler, Calgary, Alta.
- On San Francisco Bay. Song. Words by Vincent Bryan. Music by Gertrude Hoffman. Jerome H. Remick & Company, New York.
- The Auerbach System for Pricing Goods. Book. Marcus Auerbach, Montreal.
- Durham, Frontenac, Hastings, Lennox, Addington, Northumberland, and Prince Edward Counties, Directory, 1906. Union Publishing Company of Ingersoll, Ingersoll.
- Gravure d'un Savant. Gravure. Dr. R. Villecourt, Montreal.
- Happyland. Waltz song. Words by Will Miles. Music by Horace E. Dowell, W. Miles, H. E. Dowell, and Alex. Sloan, Winnipeg.
- Methodie Pratique de Lecture-Ecriture. Par T. Rochon. Deuxieme livre. Librairie Beauchemin, Limitee, Montreal.
- Electrical Conductors. Book. Edward F. Sise, Montreal
- Les Mines de Quebec. Guide Theorique et Pratique du Chercheur, de l'Exploitant et du Mineur, Suivi d'un Precis d'Histoire et d'un Commentaire de la Loi des Mines. Par Andre Leroy. Livre. Andre Leroy, (Arthur Lemont) Quebec
- Registre et Journal d'Appel. Livre. J. E. Mercier, Levis, Que.
- Brother Bear's Big House. Pictures. Canada Newspaper Syndicate, Limited, Montreal.
- Buster Brown, Mary Jane, and Tige. Picture. Canada Newspaper Syndicate, Limited, Montreal.
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- The Brillhants. A caprice. For piano. By Fred C. Fisher. Whaley, Royce & Company, Limited, Toronto.
- Logie O'Buchan. For piano. By Eugen Woycke, Op. 57. No. 1. Whaley, Royce & Company, Limited, Toronto.
- Robin Adair. Within a Mile of Edinburgh Toon. Bonnie Laddie. Highland Laddie. The Ewe Bughts. Caller Herrie. A Highland Lad. Ye Banks and Braes. The Campbells are Coming. Annie Laurie. The Lass o' Gowrie. Scots. Wha Hae Wi' Wallace Bled. For piano. By Eugen Woycke. Whaley, Royce & Company, Limited, Toronto
- I'm Trying so Hard to Forget You. Song. By Ben Jerome Harry H. Sparks, Toronto
- Florentine Waltzes. By Josef F. Lamb. Harry H. Sparks, Toronto
- School Room Practiser. Arranged by J. A. Dickinson and David Young. Book. The Copp, Clark Company, Limited, Toronto
- There's a Room to Rent in my Heart for You. Song. Words by Harry L. Newton. Music by Hampton Durand. Will Rossiter, Chicago
- Love's Consolation. A meditation for piano. By Geo. L. Spaulding. Will Rossiter, Chicago
- The Canadian Law Times Annual Digest of Canadian Cases Reported and Noted During the Year 1905. Edited by Edward B. Brown, B.A. Book. The Carswell Company, Limited, Toronto.
- Noubika. Indian intermezzo two-step. Par Wilfrid Beaudry. Wilfrid Beaudry, Quebec.
- Dixie Blossoms. Two-step. By Percy Wenrich. Jerome H. Remick & Company, Detroit.
- Autumn. The Woods are Ablaze. By Neil Moret. Music. Jerome H. Remick & Company, Detroit.
- Le Secret de la Marquise; et Un Homme d'Honneur. Par Adele Bibaud. Suivi des poesies Canadiennes de Michel Bibaud. Livre. Adele Bibaud, Montreal.
- Smily's Canadian Summer Resort Guide, 1906. By Frederick Smily. Book. Frederick Smily, Toronto.
- I Like You, Too. Song. Lyrics by Harry Williams. Music by Gertrude Hoffman. Jerome & Company, New York.
- The Circuit Guide. No. 23. Book. Archibald Young Blain, Toronto.
- The Lily Maid. A cycle of seven songs with piano accompaniment. Words by Gertrude Rogers. Music by Alexander Von Fielitz. Op. 84. The John Church Company, Cincinnati.
- Cleveland News. March and two-step. By J. S. Zamecnik. H. N. White, Cleveland, Ohio.
- Canadian Electrical Association Question Box. 1906. Book. Adolphe Alfred Dion, Ottawa.
- Selections from Wordsworth. Edited, with notes, by Alexander Mowat, B.A. Morang & Company, Limited, Toronto.
- The Heroes. Complete. By Charles Kingsley. Edited with notes by John C. Saul, M.A. Morang & Company, Limited, Toronto.
- Tanglewood Tales. Complete. By Nathaniel Hawthorne. Edited with notes by John C. Saul, M.A. Morang & Company, Limited, Toronto.
- Hitlofi Grafist. By Iven Hitlofi. Book. Iven Hitlofi, Toronto.
- Impressions d'un Passant (Amerique = Europe = Afrique.) Par l'Abbe V. A. Huard. Livre. Victor Alphonse Huard, Pire, Quebec.
- Hearts and Masks. For piano. By Leo Friedman. Jerome H. Remick & Company, Detroit.
- The Care and Repair of a Watch. Book. Henry Birks & Sons, Limited, Montreal.
- The Canadian Girl. Picture. The Canadian Rubber Company, of Montreal, Limited, Montreal.
- Orkney Lullaby. Words by Eugene Field. Music by Reginald de Koven. The John Church Company, Cincinnati.
- Fiddle-Dee-Dee. Words by Eugene Field. Music by Reginald de Koven. The John Church Company, Cincinnati.
- Swing High and Swing Low. Words by Eugene Field. Music by Reginald de Koven. Op. 117. No. 2. The John Church Company, Cincinnati.
- Little-Oh-Deer. Words by Eugene Field. Music by Reginald de Koven. The John Church Company, Cincinnati.
- Nightfall in Dordrecht. Words by Eugene Field. Music by Reginald de Koven. The John Church Company, Cincinnati.
- Guilty. (Forgiven-Reclaimed). A Canadian Story from Real Life. By Lance Bilton. Stuart Taggart (Lance Bilton), Ottawa.
- Investigate Vancouver, British Columbia. Print. The Vancouver Hundred Thousand Club, Vancouver, British Columbia.
- What's the Use of Anything. Words by Harry Williams. Music by Egbert Van Alstve. Jerome H. Remick & Company, New York.
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- Marriage Certificate and Marriage Service. By James Rollins. Book. James Rollins, London.
- Silver Leaves. Intermezzo. For piano. By Hampton Durand. Will Rossiter, Chicago.
- Flora Dora. A stirring march song. Words and music by W. R. Williams. Will Rossiter, Chicago.

BOOKSELLER AND STATIONER

Bank Legal Guide, 1906-7. Book. McPhee Bros. & Bayley Company, Montreal.

Keep on Praying. Hymn. Words by F. W. Vandersloot. Music by Mabel F. Gohl. Vandersloot Music Publishing Company, Williamsport, Pennsylvania.

La Grammaire. Par Eugene Labiche. Edited with notes and vocabulary, by John Squair, B.A. W. J. Gage & Company, Limited, Toronto.

History of Canada for use in Public Schools. By Maria Lawson. Edited by A. H. Reynar, M.A., LL.D. W. J. Gage & Company, Limited, Toronto.

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Menomene Valses. Hattie Spratte, Parry Sound.

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4. "Mr. Wingrave, Millionaire," by E. P. Oppenheim. Copp, Clark.
5. "Fenwick's Career," by Mrs. Ward. Briggs.
6. "Divine Fire," by May Sinclair. McLeod.

CALGARY.

1. "The Jungle," by Upton Sinclair. McLeod.
2. "The Spoilers," by Rex E. Beach. Poole.
3. "Coniston," by Winston Churchill. Macmillan.
4. "Nancy Stair," by E. M. Lane. Poole.
5. "Lady Baltimore," by Owen Wister. Macmillan.
6. "Fenwick's Career," by Mrs. Ward. Briggs.

CHARLOTTETOWN.

1. "A Motor Car Divorce," by L. C. Hale. Briggs.
2. "The Household of Peter," by R. N. Carey. Copp.
3. "Lady Betty," by Williamson. Musson.
4. "A Rock in the Baltic," by Robert Barr. McLeod.
5. "Nedra," by G. B. McCutcheon. Briggs.
6. "The Gambler," by K. C. Thurston. Revell.

COLLINGWOOD.

1. "Coniston," by Winston Churchill. Macmillan.
2. "Lady Baltimore," by Owen Wister. Macmillan.
3. "A Rock in the Baltic," by Robert Barr. McLeod.
4. "The Man Between," by Amelia E. Barr. McLeod.
5. "The Jungle," by Upton Sinclair. McLeod.
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1. "The Jungle," by Upton Sinclair. McLeod.
2. "Coniston," by Winston Churchill. Macmillan.
3. "First it was Ordained," by Guy Thorne. Musson.
4. "Fenwick's Career," by Mrs. Ward. Briggs.
5. "When It was Dark," by Guy Thorne. Briggs.
6. "The King of Diamonds," by Louis Tracy. McLeod.

HAMILTON.

1. "Coniston," by Winston Churchill. Macmillan.
2. "Lady Betty," by Williamson. Musson.
3. "The Scarlet Pimpernel," by Baroness Orczy. Briggs.
4. "The Jungle," by Upton Sinclair. McLeod.
5. "By Wit of Woman," by A. W. Marchmont. McLeod.
6. "The Man Between," by Amelia E. Barr. McLeod.

KINGSTON.

1. "Coniston," by Winston Churchill. Macmillan.
2. "A Rock in the Baltic," by Robert Barr. McLeod.
3. "The Angel of Pain," by E. F. Benson. Lippincott.
4. "The Woman in the Alcove," by A. K. Green. McLeod.
5. "Pam Decides," by Baroness Von Hutton. Musson.
6. "Fenwick's Career," by Mrs. Ward. Briggs.

MONCTON.

1. "Coniston," by Winston Churchill. Macmillan.
2. "A Son of the People," by Baroness Orczy. Briggs.
3. "The Jungle," by Upton Sinclair. McLeod.
4. "Pam Decides," by Baroness Von Hutton. Musson.
5. "Sands of Pleasure," by C. Young. Musson.
6. "Lady Betty," by Williamson. Musson.

MONTREAL.

1. "Coniston," by Winston Churchill. Macmillan.
2. "The Jungle," by Upton Sinclair. McLeod.
3. "Pam Decides," by Baroness Von Hutton. Musson.
4. "Treasure Trail," by Frank Lillie Pollock. McLeod.
5. "The Spoilers," by Rex E. Beach. Poole.
6. "Fenwick's Career," by Mrs. Ward. Briggs.

OTTAWA.

1. "Kid McGhie," by S. R. Crockett. Copp.
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5. "Lady Betty," by Williamson. Musson.
6. "Fenwick's Career," by Mrs. Ward. Briggs.

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1. "Alton of Somasco," by Harold Bindloss. McLeod.
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4. "Fenwick's Career," by Mrs. Ward. Briggs.
5. "Lady Baltimore," by Owen Wister. Macmillan.
6. "If Youth but Knew," by A. and E. Castle. Macmillan.

SARNIA.

1. "The Jungle," by Upton Sinclair. McLeod.
2. "Kid McGhie," by S. R. Crockett. Copp.
3. "The Scarlet Pimpernel," by Baroness Orczy. Briggs.
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ST. CATHARINES.

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4. "Fenwick's Career," by Mrs. Ward. Briggs.
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1. "Lady Betty," by Williamson. Musson.
2. "The Spoilers," by Rex E. Beach. Poole.
3. "Fenwick's Career," by Mrs. Ward. Briggs.
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4. "The Jungle," by Upton Sinclair. McLeod.
5. "Lady Betty," by Williamson. Musson.
6. "A Rock in the Baltic," by Robert Barr. McLeod.

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1. "Coniston," by Winston Churchill. Macmillan.
2. "If Youth but Knew," by A. & E. Castle. Macmillan.
3. "Fenwick's Career," by Mrs. Ward. Briggs.
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2. "Lady Baltimore," by Owen Wister. Macmillan.
3. "Fenwick's Career," by Mrs. Ward. Briggs.
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5. "Cowardice Court," by G. B. McCutcheon. Briggs.
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1. "Coniston," by Winston Churchill. Macmillan.
2. "The Jungle," by Upton Sinclair. McLeod.
3. "Lady Baltimore," by Owen Wister. Macmillan.
4. "By Wit of Women," by A. W. Marchmont. McLeod.
5. "Mr. Wingrave, Millionaire," by E. P. Oppenheim. McLeod.
6. "Fenwick's Career," by Mrs. Ward. Briggs.

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TRADE NOTES.

Smith & Todd, Toronto, have dissolved partnership and a new firm has been formed, with George Smith, Harry J. Briggs and Harold D. Howe as partners. The firm name is Smith, Briggs & Howe. Mr. Smith and Mr. Howe are taking charge of the publishing and stationery departments, while Mr. Briggs is looking after the department of photo supplies, novelties, etc. The firm represent a long list of English publishers and manufacturers.

Creditors of the G. A. Weese & Son estate, Toronto, must wait for a number of years if they desire to get 100 per cent. on the dollar; certainly until the death of Mrs. Weese, and probably longer. The assignee has called a meeting of the creditors to discuss a proposition of Mrs. Weese to pay \$2,500 cash, and release her claim against the estate. In the event of acceptance of this, creditors will get from 83 to 85 per cent. at once.

F. A. Weaver & Co., Berlin, have sold their Waterloo branch to J. C. Jaimet & Co. The sale took place on July 27. Mr. James C. Jaimet, who will manage the business, is one of Berlin's most popular young clerks, having been connected with W. H. Leeson's store for nearly twelve years. He is competent and industrious and while his friends in Berlin regret his removal to Waterloo, they wish him an unlimited amount of success in his new undertaking.

D. K. Currie has bought the book, stationery and fancy goods business of the Eclectic Book Store, Summerside, P.I., from the Misses Small and Beairisto.

MONOGRAMS AND CREST.

MONOGRAMS on all smart stationery are now placed exclusively in the upper left-hand corner and are growing larger each season. Another point in regard to the monograms—they are not entwined in an illegible mass as they once were, but run down the page slant wise toward the centre, in many cases the last letter almost reaching the middle of the sheet.

Crests continue to be placed on stationery, and are done in the original family colors, many of the dyes being most elaborate and effective. Only the *nouveau riche* have the entire coat of arms of their (alleged) families copied onto their stationery; it is an ostentatious mark of poor taste, say the stationers.

Gold and silver lettering seems to prevail on white and dull grey tones of paper, and in some instances the letters are set up upon disks or squares of pearl inlaid in the heavy linen. This is probably the newest fancy of the designer of novelties in this line, but it is also a fad quite beyond the purse of the average woman.

A pretty little sealing wax stamp is of heavy silver, the handle of which is a gracefully cut Venus, whose shapely feet rest on the round plate which bears the initial or monogram. These stamps also come in oxidized and German silver and bronze.

Mourning stationery is more mournful than ever, and some imported French styles consist of a white envelope heavily bordered in black and lined in black. The monogram appears in heavy black letters, and one pattern had the country home address, telephone and railroad station done in the same way.

This is quite the fashion now among persons who have both a town and country home. Fashionable women who spend the Summer in England or elsewhere abroad are following the custom of having a thin quality of overseas paper stamped with their foreign address. —
C. Yer's Stationer.

PERSONAL MENTION.

Mr. W. I. Ferris, secretary of the L. E. Waterman Company of New York, and a director of the L. E. Waterman Company of Canada, Limited, Montreal, has just completed his twenty-first year with the Waterman people, and on August 4 was tendered a banquet in New York by Mr. F. D. Waterman and his associates in that city. Many letters were read from the friends of Mr. Ferris in other offices of the company, and his services were recognized in glowing terms by many speakers. Mr. Ferris is now in absolute control of the entire manufacturing plants of the concern, and many of the decided advantages in Waterman's Ideal Fountain Pen are credited to him. His success was clearly recognized and appreciated at the happy gathering, which was a complete surprise to him.

Messrs. W. E. Smith, W. H. Kearnan and Robert Liddell, with the L. E. Waterman Co., New York, are in Montreal holidaying, entertained by Mr. E. J. Kastner, manager of the L. E. Waterman Co. of Canada. The "boys" came up from New York in the automobile Mr. Smith uses to call upon New Jersey and city trade. They had a splendid run and are enthusiastic over the Canadian metropolis and its surroundings. Mr. Kearnan looks after the wholesale end of Waterman's in New York, and Mr. Liddell is manager of the retail department.

The London office of Bookseller and Stationer had a very welcome visitor in the person of F. B. Bagshaw, of Portage la Prairie, Manitoba, a few weeks ago. Mr. Bagshaw has been visiting relatives in Lancashire and doing the business centres in England. Passing through Fleet street, and not aware that Bookseller and Stationer had an office in London, his quick western eye noticed the sign of Bookseller and Stationer at No. 88, and without more ado Mr. Bagshaw mounted the steps. It is just twelve years since Mr. Bagshaw left the Old Country for Canada, and he found much to occupy his attention during his visit. He was accompanied by Mr. C. D. McPherson, publisher of the Daily Graphic, Portage la Prairie, and the Manitoba Liberal. They sail for home again by the Majestic on August 22.

Mr. John Morgan, representing Raphael Tuck & Sons Co., returned last month from a trip to the Maritime Provinces, which was attended with the utmost success.

BUSINESS MOTTOES.

THE adoption and advertisement of business mottoes has become quite general in the retail trade. The form which they take has in some cases been considered worthy of copyright, and they are given such publicity as to really incorporate them into the firm titles. In all newspaper advertising, stationery, and often in store-front lettering, they are made prominent and their impressiveness on the public mind exploited in every possible way.

The merchant who places after his name the assertion that his store is, for example, "The House of Quality," shows undoubted ambition, and sets for himself a high standard, which he promises his customers shall be maintained at all times. While the use of a motto or title of this nature establishes no essential distinction between the store adopting it and others which do not, its effectiveness as an advertisement has been demonstrated in numerous instances. The point is, that where it is utilized it must be regarded as conveying a heavy responsibility that must not be evaded in the slightest degree. Violation of the precepts which it sets down turns into a burlesque something that should be invested with dignity and practical significance.

TRADE PAPER ADVERTISING

BY CONVERSE D. MARSH

It is easy enough for anyone to record the fact that trade paper advertising has made material advances during the past ten years, and has made specially marked improvement during the past five years.

I do not believe that, notwithstanding all that has been done, a tithe of what is possible has been accomplished.

House organs flourish; special methods of advertising have increased appropriations to the detriment of the trade press, and back of all this, the large manufacturers throughout the country—capitalists who control—give scant attention to the question of trade paper advertising, and secretly have little respect for it, nor do these prime factors in the advertising appropriations believe that their interests can be materially advanced by liberal publicity in the chosen organs of their trade.

The impulse of every large publisher will be to rise up and dispute this statement, but if he does so, let our friend, the disputant, review the fact that trade paper advertising expenditures by our large manufacturers are but minute, fractional portions of the total sum expended for selling the factories' products.

In several instances of which I have knowledge, the large manufacturing corporations spend, for advertising appropriations, less than one-tenth of one per cent. of their gross sales!

Large fortunes are being made by publishers in the field of general publicity, while comparatively small ones are earned by publishers in the specialized or trade journal field.

The makers of the popular magazines can complacently cross their legs and say that this is not only as it should be, but that it is inevitable, while, on the other hand, trade paper publishers do not seem to have had the spirit to make matters better for themselves. They, too, believe that the comparatively small position that they occupy is a reasonable one.

Things are not reasonable, merely because they exist.

The complacency of the big brother may be all right, but I do not believe the acquiescence of his financially lesser kindred is.

A little seething unrest should stir the gentle soul of the trade-paper owner.

Why should the monthly, or weekly, created to amuse people, be a wonderful money maker while mainly it ad-

vertises cheap, inconsequential things, while the trade paper, the serious exponent of heavy financial interests, is relegated to an obscure corner in the congregation of publications?

The popular magazine reaches hundreds of thousands where the trade paper reaches tens of thousands, but the goods offered for sale, and really sold, through the influence exerted by many trade papers, largely exceeds the volume of trade sold through the influence of the prominent, popular magazines.

If Postum Post was at the head of some great steel company, wouldn't we see the fur fly in the advertising he did, say in the Iron Age or the Engineering Record?

If the General Electric Company was owned by the Uneceda Biscuit crowd, what a serious factor advertising in the Electrical World would become.

In the steel and iron business of this country I venture to say that the proportion spent in advertising to influence sales would be but an infinitesimal part of one per cent. of the amount of the sales.

Without the means of breaking into the archives of the gentleman who is swaying American breakfast destinies from the magical precincts of Battle Creek, I do not think I will be gainsaid in my estimate that nearly one-half of his total revenue is expended for publicity.

The sales of the General Electric Westinghouse, and the Allis-Chalmers interests alone, in the electrical world, must in combination represent over one hundred millions of dollars per annum.

I wonder, if the gentlemen controlling these electrical giants combined, are spending the insignificant sum of fifty thousand dollars per year with the trade papers?

Can it be that the seller of trifles, logically should spend hundreds of thousands of dollars, whereas, the really large business interests, having a much wider field, think they have exhausted the possibilities when they have expended a few pitiful thousands?

Does the reason for this lay accusingly at the door of either the trade paper publisher, or his customer, or should the burden of accusation be shared impartially by both. Somebody has got to shoulder it.

To my mind, neither the publisher, nor his advertiser, have yet grasped the latent opportunities that exist in trade paper publicity. It is the duty of the publisher to show these possibilities to

the manufacturer if the latter cannot spare the time to study them himself.

In some lines, one single trade publication reaches practically every buyer in the field—every man who can influence an order—and yet the advertiser with millions of dollars of possible sales, is content to merely play with the trade paper advertising proposition.

What likewise shall be said of the lack of advertising by the thousands of smaller manufacturers of machinery who could be benefited even more than the few large manufacturers by a greater amount of, and more intelligent, publicity?

Speaking broadly, I don't believe that the presidents and board of directors of our average manufacturing corporations, give five minutes' heed a year to trade papers, or what the trade papers can do for them. They are content to spend a few thousand dollars in advertising account and let it go at that. They show that they have no respect for their publicity departments, because the salaries of the managers of such departments are invariably the lowest paid heads by many thousands of dollars of any departments maintained, and the advertising counsellor is indeed a rara avis.

They think enough in other directions about making sales, but no single force in the trade paper field has yet grappled with them, struck them squarely between the eyes, and made them sit up and take notice that a great force was at their door—a wonderful force and factor that could be utilized in increasing their sales. Because in the multitude of their duties the heads of manufacturing organizations omit any consideration of advertising, will the publishers of the trade press be content to maintain the position allotted them?

Let the trade paper brother gird up his loins, and himself carry the war into Africa, if I may be allowed to so quickly shift my suggestion.

In plain, practical, every-day English, I would say that it is up to the trade paper publisher to himself devise selling plans through publicity, and bring them to the attention of his customers, big and little.

Then too, let him make his reading columns more attractive to the real people who buy the kind of goods that his advertisers have to sell. This makes an abrupt termination but it contains enough of thought to induce me to cease writing. Printer's Ink.



THE TELEPHONE

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

LONG DISTANCE TELEPHONE SERVICE

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

THE BELL TELEPHONE COMPANY OF CANADA

WESTERN Incorporated 1851
ASSURANCE COMPANY.

**FIRE
AND
MARINE**

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

HON. GEO. A. COX, President.

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

C. C. FOSTER, Secretary.

Money

CAN BE SAVED BY MEANS
OF AN ENDOWMENT POLICY.

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

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

Confederation Life ASSOCIATION

W. H. BEATTY, President.

W. O. MAODONALD,
ACTUARY.

J. K. MACDONALD,
MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

Good Counter For Sale

Here's an excellent chance
for a merchant to buy a
second-hand counter at a
reasonable price.

The top is walnut, the front
and sides oak. Size, 2 feet
2 inches wide; 3 feet deep;
15 feet long.

The MacLean Publishing Co.
Limited
10 Front St. East, Toronto.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, \$850,000.00.

TOTAL ASSETS, \$2,119,347.89.

LOSSES PAID SINCE ORGANIZATION, \$27,383,063.64.

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

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

THE METROPOLITAN BANK

Capital Paid Up, - - \$1,000,000

Reserve Fund, - - - \$1,000,000

Undivided Profits, - - \$ 133,133

GENERAL BANKING BUSINESS

We
Solicit
Your
Account

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

SAVINGS DEPARTMENT

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

LEGAL CARDS

ATWATER, DUCLOS & CHAUVIN
 Advocates, Montreal
 Albert W. Atwater, K.C., Consulting Counsel
 for City of Montreal, Chas. A. Duclos, Henry
 S. Chauvin.

WM. A. McLEAN.
 Barrister, Solicitor, Etc.
 Head Office, Guelph, McLean's Block
 Branch Offices, Acton, Town Hall,
 Corporation, Solicitor, Etc.

ROBINSON & GREEN
 Barristers, Solicitors, Etc.
 John A. Robinson, John R. Green, Solicitors for
 the Imperial Bank of Canada, the Southern
 Loan & Savings Co., St. Thomas, Ont.

ACCOUNTANTS AND AUDITORS

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

PERCY F. DAVENPORT,
 Chartered Accountant and Assignee,
 371 Elgin Ave. WINSNIKO, MAN

When writing to advertisers please
 mention The Bookseller and Stationer.

The Topaz Pencil
 As good as any at any price
 Better than any at the same price.
HB -- H -- HH -- HHH -- B
 -- AND --
Indelible Copying.
 Write for Samples to
Warwick Bros. & Rutter, Limited
 Wholesale Stationers, TORONTO.

**SPENCERIAN
 STEEL PENS.**

The Standard Brand
 in United States for
 over **FIFTY** years

Works, **BIRMINGHAM, ENGLAND**

Imported by all the
 leading Stationers in

TORONTO and MONTREAL

HOTEL DIRECTORY

WINDSOR HOTEL
 HAMILTON, BERMUDA
 This house is pleasantly and conveniently lo-
 cated on the East side of Queen Street. The
 rooms are bright and cheerful. Every attention
 paid to guests. Billiards and Pool. Hot and
 cold water baths. A. McNICOL, Prop.

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

**WOODSIDE BOARDING
 HOUSE**
 Corner of Main and Lanaha Streets
 GEORGETOWN, DEMERARA.
 Cool and airy Bedrooms, Excellent Cuisine.
 Attendance qualified. Terms moderate. Elec-
 tric Car Loop at gate of premises. Patronage
 Solicited. Managers, E. COTTAM.

VICTORIA LODGE
 HAMILTON, BERMUDA
 Mrs. J. F. SMITH Proprietress.
 Opposite Victoria Park and Cedar Ave.
 Private Board \$12 to \$14 per week.
 Open Nov. 1 Closes in Mar.

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QUEEN'S PARK HOTEL
 PORT OF SPAIN, TRINIDAD, B.W.I.
 JOHN McEWEN, Manager. For Rates, etc.
 apply Trinidad Shipping and Trading Co.,
 21 Broadway, New York.

THE GRAND UNION
 The most popular hotel in
 OTTAWA, Ont. JAMES K. PAINLEY Prop.

DOMINION HOUSE
 W. H. DURHAM, Proprietor
 RENFREW, ONTARIO
 The most popular Hotel in the Ottawa Valley.

WHEN WRITING ADVERTISERS
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**THE BOOKSELLER AND
 STATIONER**

**New
 Lines**

**Good
 Lines**

We are now turning out
 an attractive range of

**Writing Tablets
 Exercise Books
 Scribbling Books
 Pen and Pencil
 Books**

Here are some of the
 Writing Tablets—

**Dresden, Commerce,
 Cardinal, Royal Seal,
 Crystal, Ideal, Boss,
 Alabaster, India Bond,
 etc.**

Here are some of the
 Exercise, Scribbling, Pen and
 Pencil Books—

**MSS., My Notes, Buffalo,
 Arrow, Bulldog, Bon-
 Bon, Special, Clipper,
 Morning Glory, etc.**

ALL COVER-DESIGNS ORIGINAL
 AND ARTISTIC

Write for a Quotation

Manufacturing for the Jobbing
 Trade a Specialty with us.

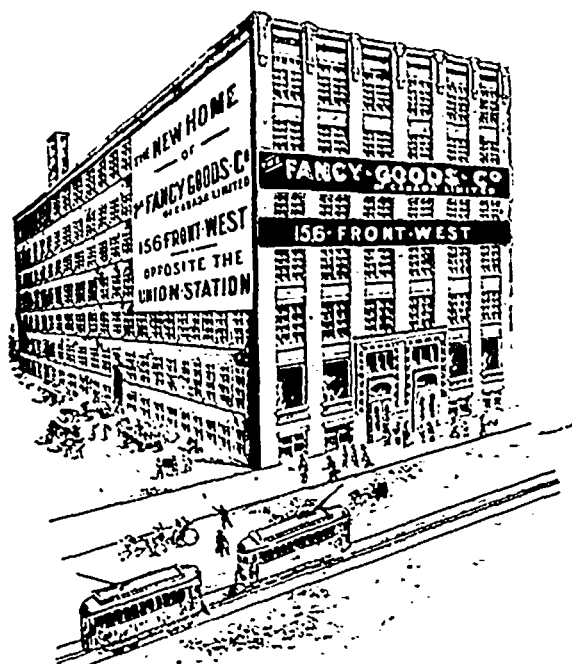
E. H. Harcourt Co.
 255 WELLINGTON ST. WEST LIMITED
TORONTO, CANADA

CLASSIFIED LIST OF ADVERTISEMENTS. Bookseller and Stationer

- Art Publishers.**
 Taber-Prang Art Co., Springfield, Mass.
- Books and Magazines.**
 Baker's Book Shop, Birmingham, Eng.
 Briggs, William, Toronto.
 Clark Bros., Winnipeg, Man.
 Copp, Clark Co., Toronto.
 Crowell, Thos. V., & Co., New York.
 Duffield & Co., New York.
 Hurst & Co., New York.
 Morton, Phillips & Co., Montreal.
 Musson Book Co., Toronto.
 Publicity Co., Chicago, Ill.
 Smith, Briggs & Howie, Toronto.
 Stokes, Frederick A., Co., New York.
 Tabard Inn Library, Montreal.
 Virtue & Co., London, Eng.
 Westminster Co., Limited, Toronto.
- Blank Books.**
 Brown Bros., Toronto.
 Buntin, Gillies & Co., Hamilton.
 Copp, Clark Co., Toronto.
 Warwick Bros. & Rutter, Toronto
- Calendars—Cards.**
 Copp, Clark Co., Toronto.
 Davidson Bros., London, Eng.
 Delgado, G., London, Eng.
 Geier, Geo., & Garke, Nuernberg.
 Menzies & Co., Toronto.
 Raphael Tuck & Sons Co., New York.
- Coin Wrappers.**
 Detroit Coin Wrapper Co., Detroit, Mich.
- Commercial Works.**
 Morton, Phillips & Co., Montreal.
- Copying Presses.**
 Smart Mfg. Co., Limited, Brockville.
- Crepe Paper, Etc.**
 Denison Mfg. Co., New York.
- Dictionaries.**
 Merriam, G. & C. Co., Springfield, Mass.
- Dolls, Toys, Etc.**
 Fancy Goods Co. of Canada, Toronto.
 Sutcliffe-Edmison Co., Toronto.
- Educational.**
 Belleville Business College, Belleville, Ont.
- Engravers, Etc.**
 Gatchell & Manning, Philadelphia, Pa.
- Erasers.**
 Faber, A. W., New York.
- Fancy Goods.**
 Brown Bros., Toronto.
 Clark Bros., Winnipeg, Man.
 Copp, Clark Co., Toronto.
 Sutcliffe-Edmison Co., Limited, Toronto.
 Warwick Bros. & Rutter, Toronto.
- Financial Institutions and Insurance.**
 British American Assurance Co., Toronto.
 Confederation Life Association, Toronto.
 Metropolitan Bank, Toronto.
 Western Assurance Co., Toronto.
- Flags.**
 Sutcliffe-Edmison Co., Limited, Toronto.
- Fountain Pens.**
 Brown Bros., Toronto.
 Copp, Clark Co., Toronto.
 Gage, W. J., Co., Toronto.
 Librairie Beauchemin Limited, Montreal.
 Warwick Bros. & Rutter, Toronto.
 Waterman, L. E., Co., Montreal.
- Glue, Paste and Mucilage.**
 Carter's Ink Co., Montreal.
 Copp, Clark Co., Toronto.
- Denison Mfg. Co., New York.**
 Higgins, Chas. M., & Co., Brooklyn.
 Menzies & Co., Toronto.
 Underwood, John, & Co., Toronto.
- Inks—Indelible.**
 Brown Bros., Limited, Toronto.
 Carter's Ink Co., Montreal.
 Payson's.
- Inks—Writing.**
 Carter's Ink Co., Montreal.
 Higgins, Chas. M., & Co., Brooklyn.
 Underwood, John, Co., Toronto.
- Leather Goods.**
 Brown Bros., Limited, Toronto.
 Rumpp, C. F., & Sons, Philadelphia.
- National Business Store.**
 Cochrane & Payne, New York.
- Papereries.**
 Brown Bros., Ltd., Toronto.
 Buntin, Gillies & Co., Limited, Hamilton.
 Copp, Clark Co., Limited, Toronto.
 Eaton-Hurlbut Paper Co., Pittsfield, Mass.
 Gage, W. J., & Co., Toronto.
 Hurd, Geo. B., & Co., New York.
 McFarlane Son & Hodgson, Montreal.
 Northern Mills Pulp and Paper Mills Co., Montreal.
 Warwick Bros. & Rutter, Toronto.
- Paperies, Boxes.**
 Rolland, J. B., & Fils Co., Montreal.
- Pens.**
 Brandauer, C., & Co., London, Eng.
 Brown Bros., Toronto.
 Copp, Clark Co., Toronto.
 Esterbrook Pen Co., New York.
 Gillott, Jos., Birmingham, Eng.
 Heath, John, London.
 Hinks, Wells & Co., Birmingham, Eng.
 Librairie Beauchemin Limited, Montreal.
 MacNiven & Cameron, Edinburgh and Birmingham.
 McFarlane, Son & Hodgson, Montreal.
 Spencerian Pen Co., Birmingham, Eng.
 Warwick Bros. & Rutter, Toronto.
 Waterman, L. E., Co., Montreal.
- Pencils.**
 American Lead Pencil Co., New York.
 Brown Bros., Limited, Toronto.
 Copp, Clark Co., Toronto.
 Gage, W. J., & Co., Toronto.
 Warwick Bros. & Rutter, Toronto.
 Waterman, L. E., Co., Montreal.
- Playing Cards, Games, etc.**
 Buntin, Gillies & Co., Hamilton.
 Copp, Clark Co., Toronto.
 Gage, W. J., & Co., Toronto.
 Goodall, Chas., & Son., Limited, London, Eng.
 Hurst, A. O., Toronto.
 Union Card & Paper Co., Montreal.
- Post Card Albums.**
 Leipziger Buchbinderei - Aktiengesellschaft, Leipzig.
- Postal Scales.**
 Pelouze Scale Mfg. Co., Chicago, Ill.
- Press Clippings.**
 Canadian Press Clipping Bureau, Toronto.
- Printing and Lithographic Papers.**
 Northern Mills Pulp and Paper Mills Co., Montreal.
- Rubber Bands and Erasers.**
 Faber, A. W., New York.
- Rules.**
 Westcott-Jewell Co., Seneca Falls, N.Y.
- Scrap Books.**
 Brown Bros., Toronto.
- School Supplies.**
 Buntin, Gillies & Co., Hamilton, Ont.
 Copp, Clark Co., Toronto.
 Gage, W. J., Co., Toronto.
 Harcourt Stationery Co., Toronto.
 Sutcliffe-Edmison Co., Toronto.
 Warwick Bros. & Rutter, Toronto.
- Smallwares.**
 Sutcliffe-Edmison Co., Limited, Toronto.
- Souvenir and Picture Post Cards.**
 Adams, W. R., Toronto.
 Brown Bros., Toronto.
 Commercial Printing Co., Burlington, N.J.
 Cooper, A. H., Toronto.
 Copp, Clark Co., Toronto.
 Davidson Bros., London, Eng.
 Day, N. S., Springfield, Mass.
 Gage, W. J., & Co., Toronto.
 Haddon, William, Tipton, Eng.
 Horle, J. Anthony, London, Eng.
 Holzman, Alfred, Chicago, Ill.
 Illustrated Post Card Co., Montreal.
 Independent Post Card Co., New York.
 Leder, Otto, Saxxy, Germany.
 MacFarlane V. G., Toronto.
 Merrill, A. L., Toronto.
 Montreal Import Co., Montreal.
 National Post Card Co., Chicago.
 Neumann, W., & Co., Berlin, Germany.
 Parish, C. R., & Co., Toronto.
 Picture Post Card Co., Ottawa, Ont.
 Raphael, Tuck & Sons Co., Montreal.
 Rapid Photo Printing Co., London, Eng.
 Rose Co., Philadelphia, Pa.
 Valentine & Sons Pub. Co., Limited, Montreal.
 Warwick Bros. & Rutter, Toronto.
- Stationery.**
 Brown Bros., Toronto.
 Buntin, Gillies & Co., Hamilton and Montreal.
 Clark Bros. Co., Winnipeg.
 Copp, Clark Co., Toronto.
 Gage, W. J., Co., Toronto.
 Harcourt Stationery Co., Toronto.
 Warwick Bros. & Rutter, Toronto.
- Talking Machines.**
 Berliner Gram-o-phone Co., Ltd., of Montreal, Canada.
- Telephones.**
 Bell Telephone Co. of Canada, Montreal.
- Thumb Tacks.**
 Hawkes-Jackson Co., New York.
- Typewriter Supplies.**
 Carter's Ink Co., Montreal.
 Mittag & Volger, Park Ridge, N.J.
- Wall Paper.**
 Stauntons Limited, Toronto.
 Watson-Foster Co., Montreal.
- Writing Pads.**
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		Musson Book Co.	73
		National Post Card Co.	16
		Neumann, W., & Co.	64
		Northern Mills Pulp and Paper Co.	32
		Parish, C. R., & Co.	55
		Payson's Indelible Ink	37
		Pelouze Scale Mfg. Co.	7
		Picture Post Card Co.	51
		Publicity Co.	77
		Rapid Photo Printing Co.	51
		Rolland, J. B., & Fils Co	77
		Rose Co.	56
		Rumpp, C. F., & Sons	36
		Smart, Jas., Mfg. Co.	47
		Smith, Briggs & Howie	45
		Spencerian Steel Pens	83
		Stauntons Limited	41
		Stokes, Frederick A., Co.	65
		Sutcliffe-Edmison Co.	37
		Tabard Inn Library	67
		Taber-Prang Art Co.	7
		Tuck, Raphael, & Son Co.	29
		Underwood, John, Co.	32
		Union Card and Paper Co.	56
		Valentine & Sons Co., Limited	43
		Virtue & Co.	35
		Warwick Bros. & Rutter	inside front cover, 52, 83
		Waterman, L. E., Co.	12, 13
		Watson, Foster Co.	39
		Westcott-Jewell Co.	6
		Westminster Co., Limited	77
		Western Assurance Co	82



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