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BOOKSELLER & STATIONER OF CANADA

DECEMBER

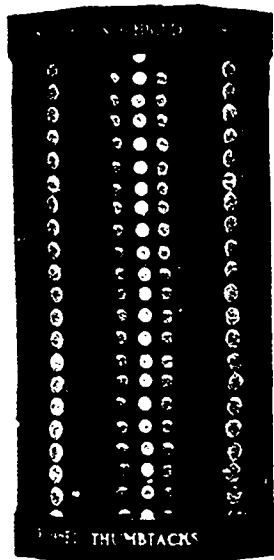
1907

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

MONTREAL

TORONTO

WINNIPEG



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

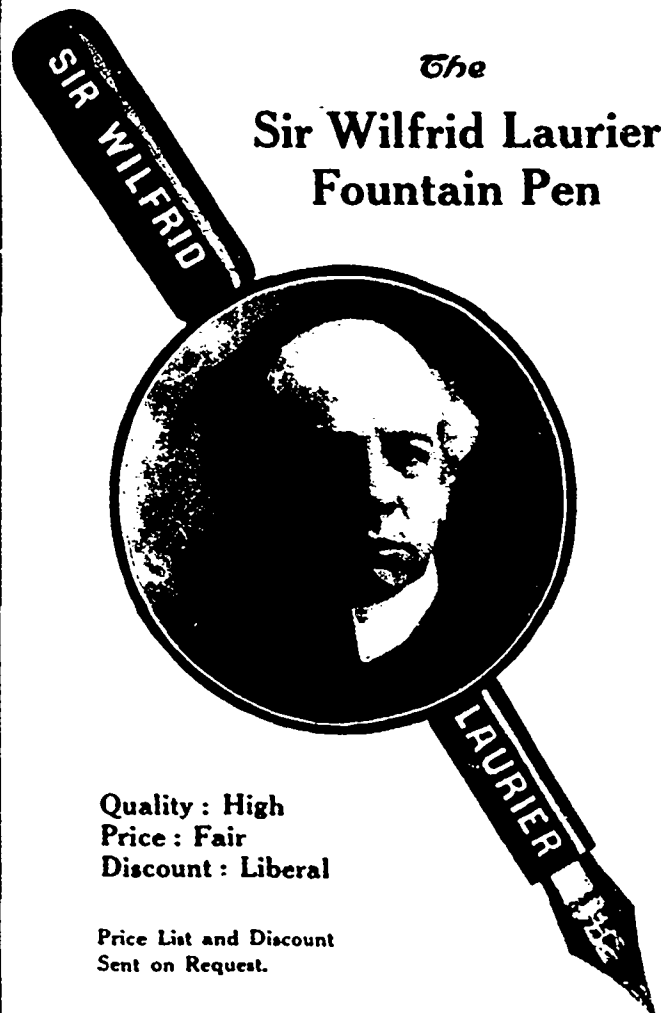
Ask your jobber or
Hawkes-Jackson Co., Makers
82 Duane Street, N. Y.



An Ideal Christmas Gift

The

**Sir Wilfrid Laurier
Fountain Pen**



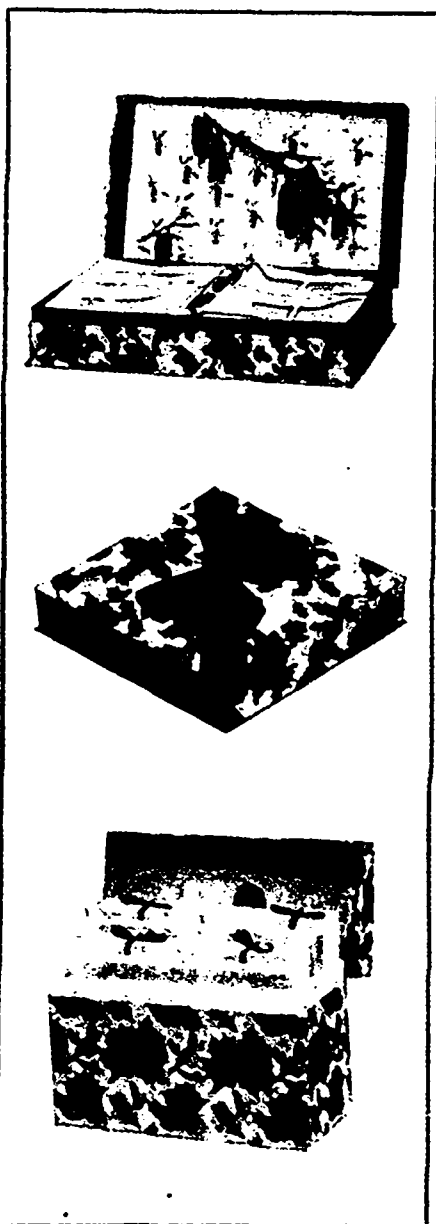
Quality : High
Price : Fair
Discount : Liberal

Price List and Discount
Sent on Request.

LIBRAIRIE BEAUCHEMIN, LIMITED

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

Holiday Stationery



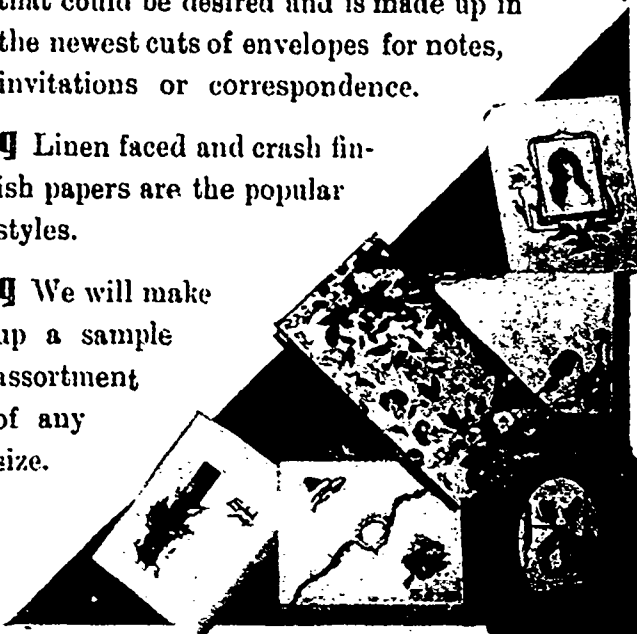
THE demand for high-grade Stationery put up in artistic display boxes has gradually increased in Canada until this class of goods is now one of the most necessary for the retail stationer for the Holiday trade.

¶ We have the choicest range of Fine Boxed Papers we have ever shown. These dainty boxes comprise styles, not only made up with fancy holly and other ornamental papers, but also exquisite effects in figures, heads, medallion and embossed tops, in many sizes and shapes.

¶ The stock contained in these lines is all that could be desired and is made up in the newest cuts of envelopes for notes, invitations or correspondence.

¶ Linen faced and crash finish papers are the popular styles.

¶ We will make up a sample assortment of any size.



Warwick Bros. & Rutter, Ltd., Toronto

Makers of High-grade Stationery

ALL THE LEADING WHOLESALE

Stationery and Fancy Goods Houses

SELL

GOODALL'S PLAYING CARDS

~~~~~  
A. O. HURST, - 24 Scott St., - TORONTO

## FOUR NEW POPULAR PICTURES IN COLORS



Copyrighted 1907 by Will Grefe.

A FRIEND AT COURT

### —SUBJECTS—

The Possessive Case.      The Golden Opportunity.  
A Friend at Court.      The Leap-Year Question.

----- BY -----

## WILL GREFE

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

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

Each picture is printed on extra heavy coated paper and plate marked, size 16 by 20 in.

Price \$2.00 Per Set of Four

Trade Discount—40 Per Cent. Delivered

Windsor Publishing Co.,

43-45 W. 27th St., New York

# Holiday Goods

Fine New Assortment now on hand, suitable for Holidays

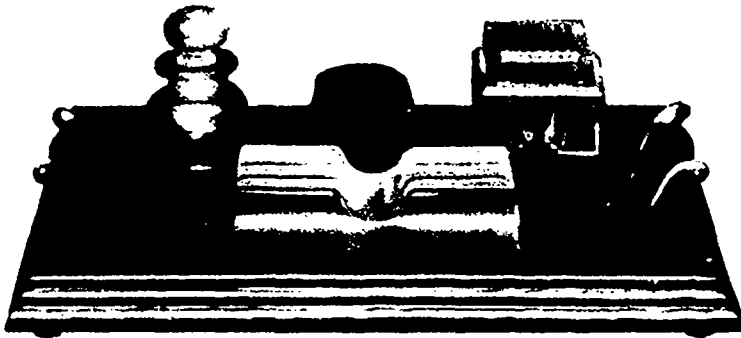


## Fine Leather Goods

BAGS, PURSES, LETTER AND CARD CASES, WRITING PORTFOLIOS, MUSIC ROLLS, ETC.

## DIARIES, 1908

Office and Pocket.



## INKSTANDS GREAT VARIETY, OWN MAKE.

OFFICE SUPPLIES, OFFICE AND HOME STATIONERY

FOUNTAIN AND STYLO PENS "THE BEST"  
FINE ART CALENDARS AND PICTURES  
CREPE AND SHEET TISSUE—PAPETERIES  
POST CARD ALBUMS—OFFICE BASKETS

# BROWN BROS., Ltd.

Manufacturing and Importing Stationers, Toronto

## YOU ARE INTERESTED IN SOMETHING.

Why not get the best items that are printed on the subject?

We read and clip thousands of newspapers every week—therefore we can equip you speedily and economically for a debate, speech, lecture, essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

|                      |         |
|----------------------|---------|
| Terms—100 Clippings, | \$ 5.00 |
| 250 "                | 12.00   |
| 500 "                | 22.00   |
| 1,000 "              | 40.00   |

Send for our Booklet, which fully explains the scope of the clipping industry.

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

### THE CANADIAN PRESS CLIPPING BUREAU,

222 McGill Street,  
MONTREAL

10 Front St. East,  
TORONTO.

## A. Molling & Co., Hanover

(350 workhorsehp used)

(GERMANY)

17 Stone- and 8 Book-printing machines

## Fine Art Printers

of Children-Toy- and Painting-Books  
Xmas-New-Years- and Valentine-Cards  
Illustrated Postcards, Calendars and Studies

● Chromos, Fancy-Papers, Menus  
● Show-Cards Advertising-Cards

CATALOGUES of any description and for every branch  
Large Embossing-Book-binding- and Box-making-Department

First-class work ↔ Promptly delivery.

## "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.

# BERLIN'S

Papers of Satisfaction

## A New Tablet!

**BERLIN'S LOUISINE LAWN**

Made in 5 sizes  
30 lb. Lawn Finish Stock

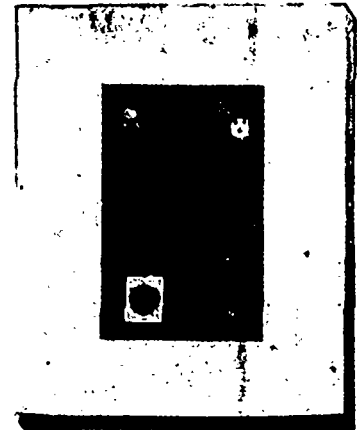
**Quick Sellers!**

ALL SIZES  
SELL AT **15c.**  
SAMPLES ON REQUEST



# PAPERS

Style, Quality, Reliability



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

**3 New York Salesrooms 3**  
847 to 849 West 27th Street  
621 Broadway, 130 William Street

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

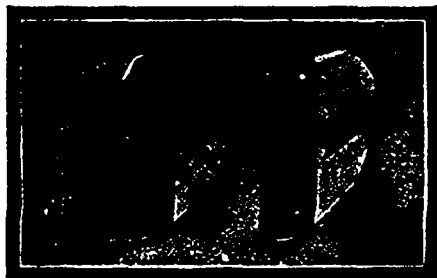
The "Independent," "Juco" and "Vulcan" Stylographic and Fountain Pens are of superior quality



Stylographics retail at 75 cents and upward. Fountains retail at \$1.00 and upward. Correspondence solicited.  
Catalogues and discounts on application. Established 1884.

**J. H. ULLRICH & CO., Manufacturers,**

**27 Thames St., New York, N.Y.**



# THE MAJESTIC Loose Leaf Ledger

is made to satisfy the demand  
of the most critical buyer

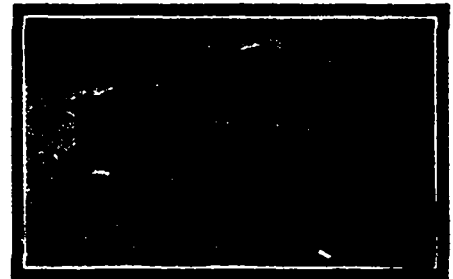
**Simplicity — Durability — Beauty**

**Stationers! Sell the Line of Quality**

# THE MAJESTIC Transfer Ledger

is made in various styles of binding  
Used for Office Records of all kinds

Write us for 72-page Catalogue



**Sieber & Trussell Manufacturing Company**

Office and Factory

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

**Red Dwarf**  
THE INK PENCIL

MADE  
IN  
ENGLAND



*The Only  
Satisfactory  
Fluid Pencil*

This is a fountain pencil that writes like a lead pencil. It answers every purpose, writes more smoothly and is much more convenient than a fountain pen. The Red Dwarf Ink Pencil is a time-saver for all writers, men, women or children, business, profession-

al or travelling. Can be carried in any pocket, in any position, up-side down, if you wish, without slightest danger of leaking. Holds a large supply of ink preserved in excellent condition for an indefinite period, used with ordinary thin ink. Never soils the fingers or clothes. The feeder of the Red Dwarf Ink Pencil is made of platinum, the writing point of iridium (the hardest known metal). The point, being round, never sticks in the paper, and makes perfectly legible carbon copies. Just the thing for Salesmen.

The Red Dwarf Ink Pencil is guaranteed in material, construction and operation. Made in two sizes: No. 1 (4½ in. long) and No. 2 (5½ in. long). The merits of the Red Dwarf Ink Pencil, backed by our advertising to the public, make the "Red Dwarf" the fastest selling pen on the market.

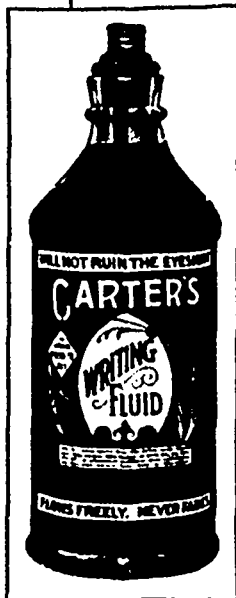
**EITHER SIZE \$2.00 RETAIL**

FOR PRICES TO THE TRADE WRITE  
**THE RED DWARF INK PENCIL COMPANY**  
P.O. Box 1353, WINNIPEG  
*General Agents for Canada, or to*  
**JAMES CROIL, Coristine Bldg., MONTREAL**  
*Sole Agent for Province of Quebec*

## INK STOCK

HOW IS IT, GETTING LOW?

Ought to have stocked up before the cold weather, but we know how hard it is to keep



## CARTER'S WRITING FLUID

Sells on sight and is the kind that brings in re-orders. Best to handle, for it pushes itself. Once sold and you have a satisfied customer.

The  
**Carter's Ink Co.**  
BOSTON, NEW YORK, MONTREAL

## PRIZES! PRIZES!

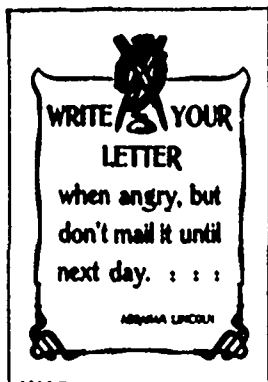
Open to all Subscribers  
to  
Bookseller and Stationer

WINDOW DISPLAYS  
NEWSPAPER ADVERTISEMENTS  
INTERIOR DISPLAYS  
CHRISTMAS SELLING IDEAS

Full Particulars given  
on Page Nine of this issue

Address the Editor—  
**BOOKSELLER and STATIONER**  
10 Front St. East, - TORONTO

BOOKSELLER AND STATIONER



Copyright 1907 by W. H. Gallagher Co.

# EVEN IF YOU ARE

**MAKING MORE MONEY THAN YOU NEED**  
wouldn't an investment that returns \$100.00 for \$35.00 interest you as a stationer?

Write for catalog J with special offer on our catchy miniatures and snappy mottoes.



Drawing  
Copyright 1907 by W. H. Gallagher Co.

**The W. H. Gallagher Co.** 18 East 17th Street New York City  
Bet. Broadway and Fifth Ave.

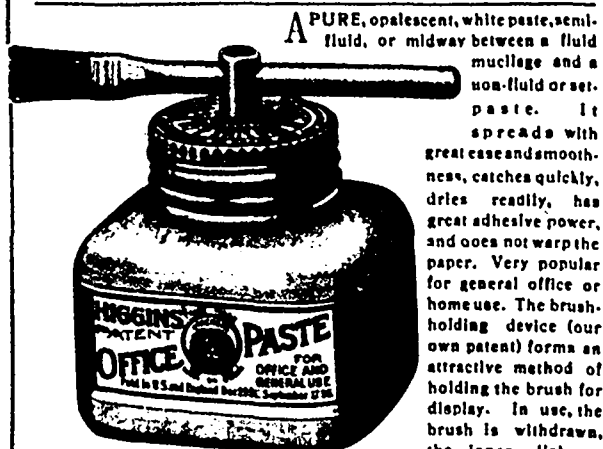
## Make Five Dollars!

The Editor of Bookseller and Stationer would like you to send him two copies of your local paper containing your best Christmas advertisement. If your advertisement is the best submitted, he will present you with a Prize of Five Dollars. It won't cost you much to enter this competition so have a try. Particulars on Page Nine.

### Bookseller and Stationer

10 FRONT ST. EAST, . . . TORONTO

## HIGGINS' OFFICE PASTE



A PURE, opalescent, white paste, semi-fluid, or midway between a fluid mullage and a non-fluid or set-paste. It spreads with great ease and smoothness, catches quickly, dries readily, has great adhesive power, and does not warp the paper. Very popular for general office or home use. The brush-holding device (our own patent) forms an attractive method of holding the brush for display. In use, the brush is withdrawn, the inner disk or

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

HIGGINS' AMERICAN DRAWING INKS  
BLACKS AND COLORS

The Standard Liquid Drawing Inks of the World

**CHAS. M. HIGGINS & CO., Manufacturers**

NEW YORK - CHICAGO - LONDON

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

## Western Booksellers and Stationers

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

**Clark Bros. & Co., Limited, Winnipeg, Man.**  
WHOLESALE STATIONERS



# CHRISTMAS

Greatest Pleasure  
is the giving of

## Waterman's

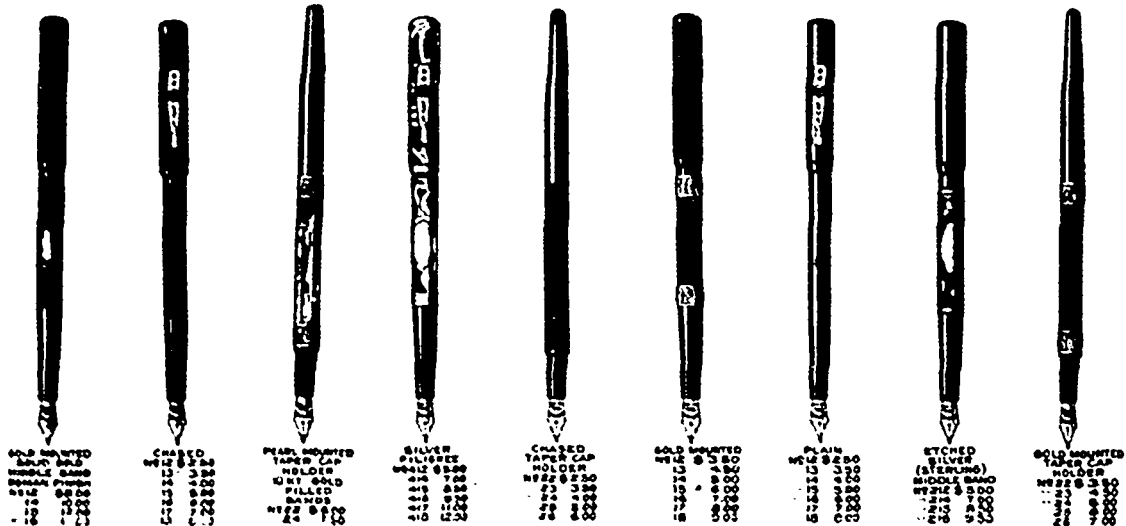
The Pen with **Ideal** the Clip-Cap

## Fountain Pen



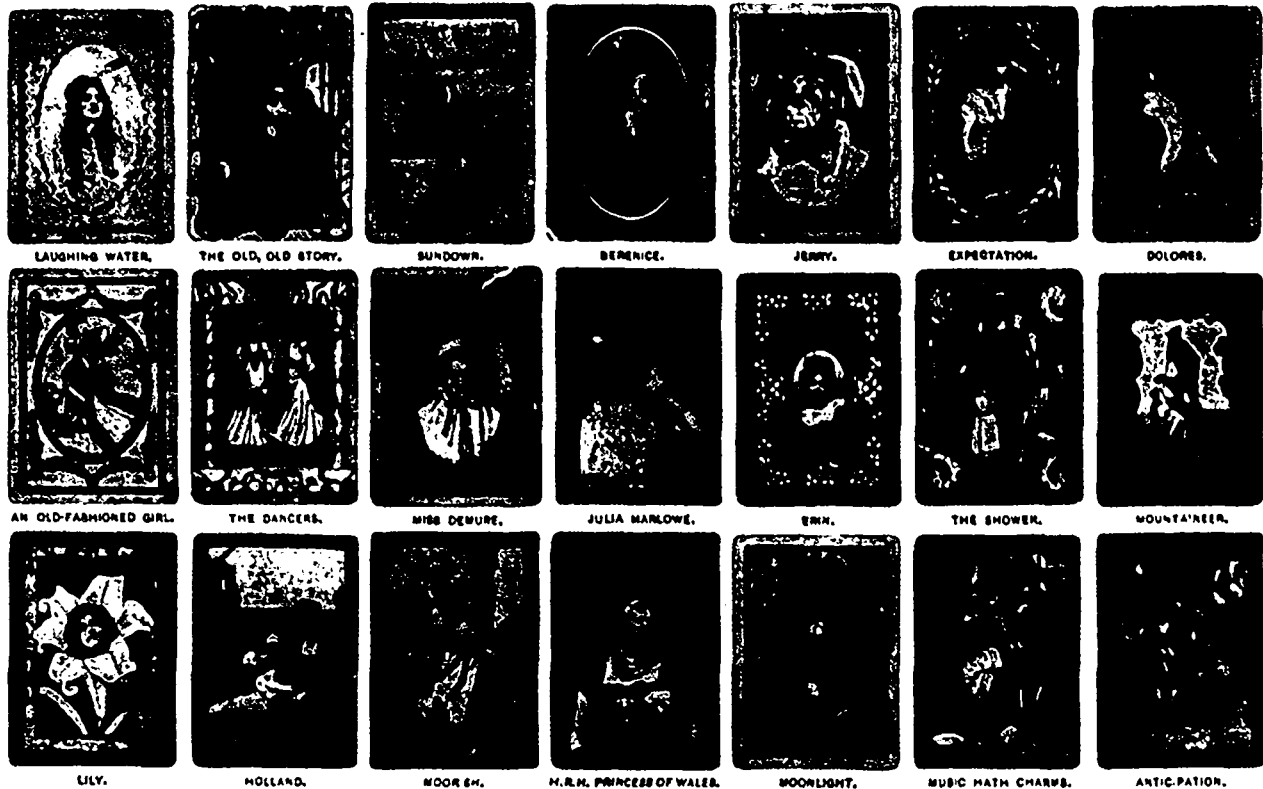
The value of Waterman's Ideal as one of the most appropriate and inexpensive Christmas gifts has been Nationally recognized and during this season of the year affords one of the most extensive and profitable lines that can be handled by the trade. It is the leader of all other makes. We extend to the trade every possible aid that we can in the way of advertising literature, show cases, electrotypes and window displays to properly present and advertise the line. Our broad National advertising creates a very extensive demand which can readily be localized by you with a little publicity.

Write for complete information to-day. Our pens are salable throughout the entire year and the Christmas trade will permanently establish your department.



If not already received, write for our holiday issue of the Pen Prophet. Our trade publication of great value to dealers.

**L. E. Waterman Co. of Canada, Limited**  
 136-138 A St. James St., MONTREAL  
 NEW YORK LONDON



Here are a few illustrations showing the beautiful designs in

# Congress Playing Cards



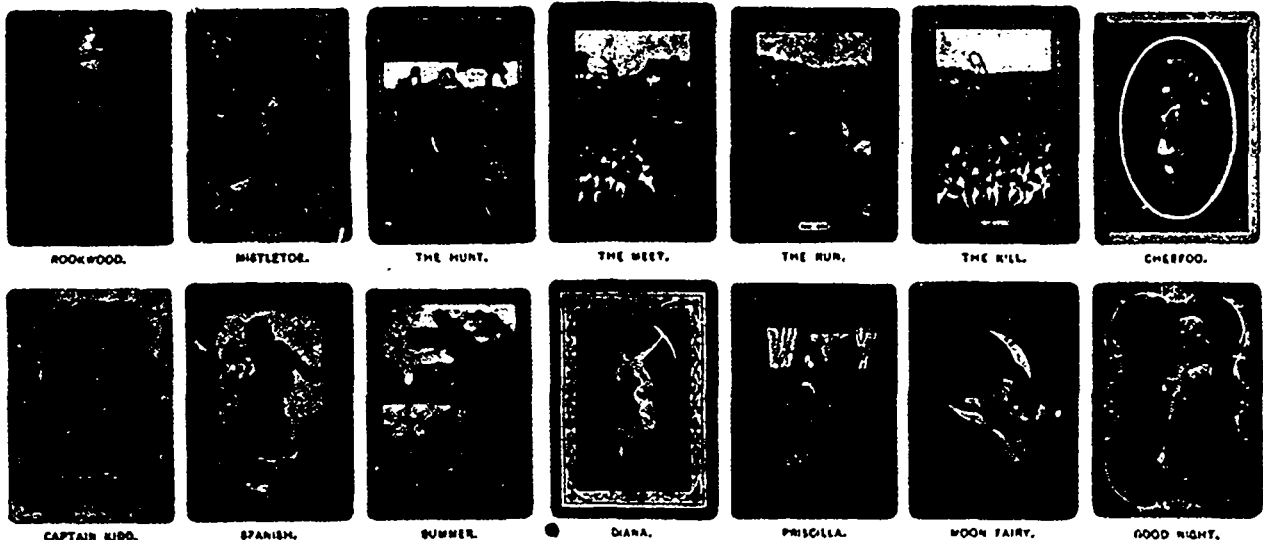
H. R. H. PRINCE OF WALES.

Over 100 designs to select from—each one outvying the other in beauty and coloring. Nothing makes a more acceptable holiday gift than Congress Playing Cards. Dealers should see that their stock is complete in order to supply the demand for holiday trade. Order through your jobber.



H. R. H. KING EDWARD.

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

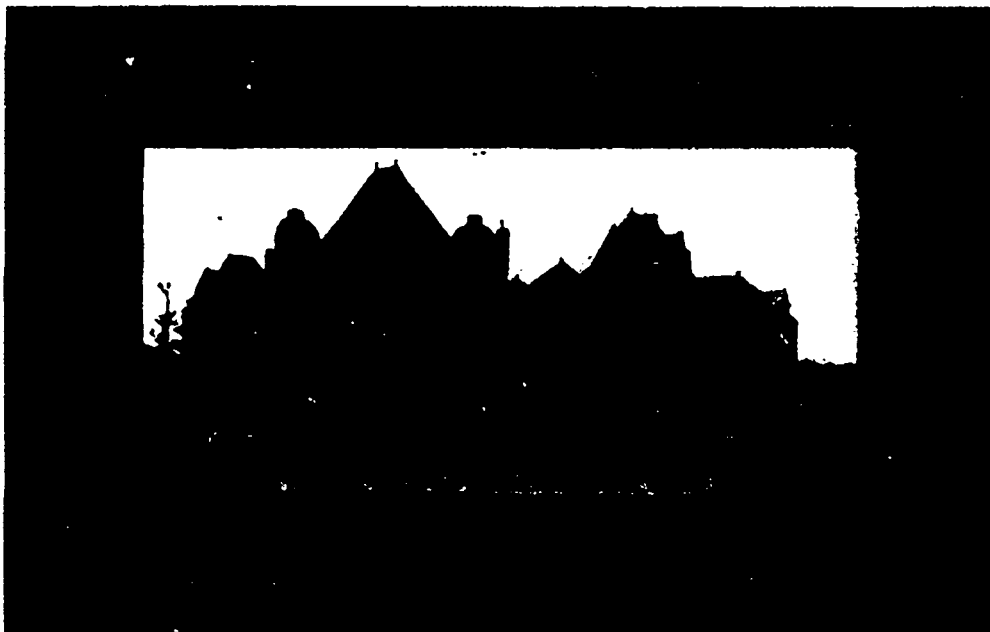


Above designs copyright, 1929-1930-1-2-3-4-5-6-7, by The U. S. Playing Card Co., Cincinnati, U. S. A.

BOOKSELLER AND STATIONER

# GOLD FRAME

## LOCAL VIEW POST CARDS



### The Latest Hit.

This style of card is one of the most popular we have ever put on the market. Even at this season of the year when view cards, as a rule, are not the big sellers they are in the summer, the Gold Frame Card sells beyond our most sanguine expectations.

The above illustration will give you a general idea of the nature of the Gold Frame Card, but you have to see a sample to gain a clear idea of its real attractiveness. **WE MAKE THESE UP FROM YOUR OWN PHOTOS**—just fancy what a sensation you would create in your town or city should you offer some of your own well-known views in this style! They are miniature pictures in frames that have every appearance of burnished gold itself. You will make a big scoop if you get some of these NOW.

Prices on local editions, together with samples, will be sent upon application.

### Tickler Cards

One of our new and popular novelties. Pretty colored cards, with a miniature feather duster in bright colors and tied with little bow of red silk ribbon. Supplied with catchy phrases in powdered velvet, such as "I am tickled with Toronto," using the name of your own town. Try some.

Price per 100, \$2.00.

### Santa Claus Note Cards

A POPULAR XMAS CARD, with a tiny envelope and note printed in script: "A note from Santa Claus." A little letter can be written and inserted—goes for one cent if not sealed. See cut.

Price \$2.00 per 100.



Santa Claus Note Cards.

## Xmas Post Cards

### Series No. 1-X.

One hundred designs showing Santa Claus, Children, Landscapes, Birdies, Bells, Holly, etc. All high class German lithographed cards—the famous Albrecht and Meister line.

Price, Embossed, per 100, \$1.20

Price, not Embossed, per 100, \$1.00

### Series No. 2-X—Opal Xmas.

More description cannot do this exquisite line justice. Extra heavily embossed, air-brush tinted—the acme of perfection. Price per 100, \$2.00.

### Xmas Leather Cards.

10 designs, hand colored. Very popular.

Price per 100, \$3.00.

**IMPORTANT.**—The business formerly conducted by W. G. MacFarlane is now incorporated and will operate under the name of The MacFarlane Company, and as such wish to thank you for your patronage of the past and solicit a liberal volume of your business for 1908. A complete stock of everything good and a policy which will enable us to keep something new going all the time will see your interests well catered to. We wish every Post Card Dealer and Stationer a Merry Christmas and a Prosperous New Year.

# The MacFarlane Company, 60 Front St. W. TORONTO

# THE

# Bookseller and Stationer

Vol. XXIII.

MONTREAL AND TORONTO, CANADA, DECEMBER, 1907.

No. 12.

## Some Prize Offers for Christmas

Open to Our Readers

In order to stimulate interest in the show window and the newspaper advertisement this season, the editor of *Bookseller and Stationer* is offering two five-dollar cash prizes for the best Christmas window display and the best Christmas newspaper advertisement. These prizes are open to subscribers to *Bookseller and Stationer* or to clerks employed in stores where the *Bookseller and Stationer* is received. The editor will receive entries in both competitions up to January 15 in order to allow Western competitors time to communicate with him.

### Get Good Photos.

In the case of the window display, photographs will, of course, have to be submitted and it is essential that such photos, as are sent in, shall be well-taken. The winning photograph will have to be reproduced and, in order to get satisfactory reproduction, the photo must be a good one. In the case of the advertisement, two copies of the paper containing the same should be submitted.

### One Dollar Apiece.

Every photograph sent in, in this competition, will be carefully considered and a number will be selected for publication. Each one so selected will be paid for at the rate of one dollar apiece. This should be an inducement for everybody to enter the competition. Even though you may not consider your display to be in the first-prize class, the chances are it will be worth a dollar to us. So do not hold back on that account, but send in your photograph anyway. Accompanying each photograph should be sent a brief written description of how the display was constructed, with some information regarding results secured in sales of articles displayed. Such description need not be lengthy but should contain all the principal features of the window.

### The Kind of Display.

The window display must be made up of goods usually carried in a book, stationery or fancy goods store. This, of course, will not exclude mechanical windows for these are usually made up of articles that may be classed as toys. The display must have been made during the present holiday season and must have been the work of the proprietor or one of his clerks. It is our hopes that clerks will enter this competition. To win the prize and have the display appear in *Bookseller and Stationer* will be a feather in any clerk's hat and will prove a valuable recommendation at some future date.

Advertisements entered in the competition should be from one to four columns in width and should deal with the sale of Christmas goods. In the case of the advertisement competition, there should be no difficulty whatever in making an entry. There is no extra expense entailed. You probably advertise anyway and all you have to do is to send in a couple of copies of the paper containing the ad.

While the writing of the ads. must necessarily be done by a merchant or clerk, the arrangement of the matter can be done by the local printer. Too often both merchant and country publisher neglect to give proper attention to the modern and attractive display of advertisements. Poorly set ads. fail to bring the merchant proper returns and the merchant gets to look upon his ad. appropriation as a charitable contribution to the publisher. Both merchant and publisher are losers. Ask your local publisher to co-operate in getting up a series of Christmas business bring ads. and send in one or all of the series. The prize is worth getting but the experience is worth more than the prize.

### Prizes for Ideas.

During the coming holiday season much will depend upon the methods of displaying goods, of arranging the store interior, of putting together some novel display fixture or table for the display of special lines or of devising some original advertising scheme to sell goods. Every merchant should encourage his store assistants to put their brains to work to figure out special plans which will help to clean out the holiday goods in stock as early as possible. It might even be worth while to offer a prize for the best suggestion made by any of the store staff. *Bookseller and Stationer* repeats its offer of a dollar cash prize for every idea submitted. These should be embodied in written paragraphs of from one to two hundred words each.

### Interior Displays.

The editor would also like to have photographs of interior displays submitted to him and for such as are found suitable payment will be made. Very often a general holiday scheme is carried out throughout the whole store; a photograph of it would prove most instructive. Or else, one of the departments has a special arrangement that makes it unique. All these special displays are interesting and we want photos of them.

# Work of the Booksellers' and Stationers' Association

An Active Time

November has been an active month in the annals of the Booksellers' and Stationers' Association of Ontario. At least three projects are being worked out to a satisfactory conclusion. Particulars of these follow.

What we need now is more members. There are hundreds of booksellers in the province who ought to give the association their support.

Cannot members help a little? A word here and there should do good. The association is not a name only. It is an active organization. You, who are not a member, read these two pages and see what we are doing for the benefit of the bookselling trade.

## A Christmas Advertising Campaign.

On Saturday, December 7, there appeared in a number of leading Canadian newspapers, the advertisement shown on this page. It was placed in prominent positions in these papers and was probably read by hundreds of thousands of readers. Its influence was calculated to

## Honor Roll of Publishers

WILLIAM BRIGGS

CASELL & CO.

COPP, CLARK CO., Limited

HENRY FROWDE

MACMILLAN CO. OF CANADA

MCLEOD & ALLEN

MUSSON BOOK CO.

WESTMINSTER CO.

be felt in all parts of the Dominion and increased sales of books for Christmas gifts were looked for as a result.

The question naturally arose in the minds of many readers of the newspaper press, what interests were behind this impersonal advertising. This need be no secret. The promoters of the scheme were the Booksellers' and Stationers' Association of Ontario and the necessary funds to carry it out were generously provided by eight Toronto publishing houses, whose names appear in the accompanying honor roll.

The campaign this year is largely experimental, and only a few papers with large circulations are being used. The line "Patronize your local bookseller," which is affixed to each advertisement, makes it of benefit to every bookseller in towns where the favored newspapers circulate.

The idea that the Booksellers' Association is an ineffective and useless organization should be obliterated from the mind of the trade. This advertising campaign demonstrates its utility in no uncertain way. He would be a narrow minded bookseller, indeed who failed to see

some advantage in a scheme of this kind. The metropolitan dailies have big circulations throughout the towns and smaller cities of the province and any advertising appearing in them reaches a large number of people throughout the country.

Not only members of the association, but outsiders as well benefit by this scheme. It has been the policy of the association since its organization to work for the whole trade, believing that only by doing so would there be justification for its existence. In return, it is but natural that the association should expect the trade to support it. The membership fee is extremely low and every bookseller in the province should be enrolled. There are secretarial and other expenses in connection with the work of the association, that have to be met, and the more members, the greater the income and the more good will be done.

As may be gathered from the advertisement shown, the idea of this Christmas advertising campaign is to awake in the mind of the public the idea that books make acceptable Christmas gifts. When the daily papers are full of advertisements of jewelry, leather goods, furs, dry goods, etc., and book advertisements are so extremely scarce, it is greatly to the interest of the booksellers that the public should be reminded of such pre-eminently useful Christmas gifts as books.

The advertising appeared first in big city dailies. It is the intention of the association to run small ads. in quite a number of the smaller city dailies the week before Christmas. A more extensive campaign than this would be a financial impossibility. As it is, the publishers have been very generous and the best possible use is being made of their donations.

Electrotypes of any of the association's advertisements will be supplied to booksellers at cost. If the booksellers in any town club together, they can get an electro of the ad. on this page for a mere song and run it in their local paper at a very small cost. This idea is commended to them.

The thanks of the association are publicly tendered herewith to the publishers, who donated the funds to carry on the campaign. Any other publishers, who think the work a good one and who would like to support it, are invited to communicate with the secretary, 10 Front Street East, Toronto. Let no one think himself overlooked.

## Collecting Overdue Accounts.

Interest in the scheme for collecting accounts from delinquent customers, outlined in the last number of *Bookseller and Stationer*, is slowly being awakened. The Christmas rush has at present full sway in the minds of the booksellers, but when the holiday is over the problem of collecting overdue accounts will return with greater force. Then will be the time to test the association's scheme.

Several members of the association have written in for a supply of the documents required for making the collections, but as yet no definite reports have been received as to how effective they have been found. The Hardware Association continues to use them with splendid success. The secretary of that organization reports that repeat orders for the blanks have been coming in lately, with endorsements of the whole plan.

A circular setting forth the details of the scheme will be sent out shortly by the secretary of the Booksellers' Association to every bookseller in the province.

## BOOKSELLER AND STATIONER

It is hoped that many non-members of the association, realizing the value of the scheme, will be induced to pay the membership fee and join the association in order to benefit by it.

The scheme in brief provides for sixty copies of blank letter No. 1, and forty copies of blank letter No. 2, with envelopes for each. These are provided to members of the association for the sum of one dollar, to cover cost of printing and postage. Non-members, on paying the membership fee of two dollars, are entitled to secure the blank forms at this price.

The stringency in the money market, the demands of the jobbers and the increased cost of living, make it imperative that money should be collected promptly. Many accounts are long overdue, and ordinary methods of collecting them have been found unsatisfactory. A trial of the association's plan will not entail much expense and is likely to lead to good results.

### A Christmas Book List.

The Booksellers of the province and the Dominion were a little slow in taking up the idea of the Christmas book list, as explained last month. The result was that

would have been too comprehensive for their use and were thus deterred from ordering it.

However, twenty-six booksellers put in orders varying in quantity from 100 to 1,000. These booksellers are located all the way from Halifax to Vancouver, so that the association's list will be circulated throughout the whole Dominion.

### DRASTIC LAW IN AUSTRALIA.

Under the new Australian tariff 6d per pound is levied upon magazines, one-fifth of the contents of which is advertising matter. Canadian trade journals are included amongst the magazines. Where single copies have been mailed they have been allowed to pass, but when packages, in which two or more are included, have been sent, the duty has been demanded before the delivery by the post office authorities.

Mutilated magazines are one of the first results of the new Australian tariff. Subscribers to the Strand, Windsor, and other popular monthlies, are writing to the Melbourne papers, indignantly complaining of the condition in which the August numbers reached them. Nearly all

## Why Not Books For Christmas ?

- Q Yes, why not? Come to think of it, a book present is the very thing, especially for your friends in the old country.
- Q There are lots of handsome and interesting books about Canada, any one of which would be appreciated by people in the old country, far more than anything else you could think of.
- Q You can get all kinds of books—descriptive books, novels, poetry, biography—a range of choice to suit the taste of every one of your friends. Yet the cost is very moderate!
- Q The best of a book present—especially for friends at a distance—is, that it's so easy to send. Just wrap a piece of paper around it, tie the string, write the address, drop in the box—and there you are.
- Q 'Tisn't like jewelry or similar stuff, which is not only difficult to choose correctly and is very costly, but is hard to pack, and may reach your friend in a more or less damaged condition.
- Q There's no use talking—books are the best things for Christmas Presents.

 Patronize Your Local Bookseller 

while sufficient orders were received to warrant its publication, yet the total issue was not large enough to enable the secretary to reduce the price. This is unfortunate, as it was hoped that there would be such a big response to the invitation to subscribe that the cost to each subscriber would have been very materially reduced.

Probably the most serious obstacle in the way was the uncertainty in the minds of the booksellers as to just what the list would contain. It was impossible under the circumstances to prepare the list beforehand and submit samples, for the reason that we could not go to the expense of doing this in face of a probable failure to make good. And many doubtless believed that the list

the advertising pages were torn out by rude force. This was done by the agents with the permission of the Commonwealth Minister of Customs, who has granted the publishers four months' grace to make fresh arrangements, so as to reduce the magazines to a size that would enable them to escape the new heavy duty on imported publications containing advertising matter in the proportion of more than one-fifth of the general contents.

The Melbourne manager of Ward, Lock & Co., the publishers of the Windsor Magazine, says it has hitherto been sold in Australia at sixpence, but if this provision in the new tariff is passed the price in future cannot be less than fifteen pence.

**Good Stationery Advertising**  
How to Produce It

Occasional Chats  
By W. F. Ralph

If you were to diligently plod through the files of Canadian daily papers for the pre-Christmas weeks of 1906, your search would be rewarded by the sight of mighty few stationery or book advertisements. But this year is different. One can hardly look at a daily paper this year without coming across book and stationery advertising. This is a hopeful sign. In spite of the dolorous wails of the calamity howlers, whose distorted mental visions conjure up pictures of blue ruin in every quarter, in spite of a certain amount of financial stringency, and the resulting impulse to greater economy in many homes, it would not be the least bit surprising if the stationers of Canada were to discover this season to be the banner Christmas season of their experience.

The amount of book advertising being done—and the

eminently a desirable one from the Christmas present standpoint—be left out of the procession of successful advertisers?

Everyone interested in the Canadian book and stationery trade will note with gladness that booksellers the country over are waking up to the business-building possibilities of advertising.

Perhaps a good deal of encouragement was given by the efforts of the Booksellers' and Stationers' Association of Ontario, who, through their energetic secretary, have organized a little co-operative advertising scheme. I have the association booklet before me, and it is a good one.

In size it is about 3½ inches by 6. The cover, which was specially designed for the purpose, has a thoroughly Christmas-like appearance. There is a border of conventionalized holly; within the border, centrally located, is a circle of holly surrounding "1907" the holly leaves are in green and the berries in red—the ground color of the cover being a nice tone of light blue. The title, "Holiday Books," is hand-lettered—"Holiday" in green, and "Books" in red. Inside, the composition is fully worthy of the neat cover. In lieu of a title page, one page has this little bit of philosophy printed in old English in its centre: "No matter what his rank or position may be, the lover of books is the richest and happiest of men.—Langford." A neat hullo-tone of Sir Gilbert Parker makes a good frontispiece. The next page, under the title of "Books for Christmas," contains a brief, but powerful argument in support of books for Christmas presents. On the other side of this page is a "Foreword," wherein the reader is reminded that there are more books in stock than those set out within the booklet; and a cordial invitation is given to visit the store, as well as a suggestion that any book not in stock can instantly be obtained by the bookseller from the publisher. Then follows about 24 pages of short, readable descriptions of various popular books, and three pages of juvenile book description, illustrated throughout with cuts of authors, books, and facsimile book illustrations. The little booklet is a very creditable production, and those who were not in on the co-operative scheme have something to regret.

While our minds are on catalogues we might notice that of the W. A. Murray Co., Ltd., of Toronto. This is about the finest and largest Canadian retail book catalogue that I have stumbled across. The cover design is very striking. On a bright green ground, occupying the greater part of it, is a red-covered book, having a gilt top. The title on back and front, printed in gilt bronze is, "The Season and its Gifts." Surrounding the title is a white border, in which are printed conventionalized holly leaves and berries. This catalogue is illustrated after the same style as that of the association booklet. In its 61 pages it contains, besides books, some items of boxed stationery, fancy goods and pictures.

British Columbia is a big place. It has big mountains, big rivers, big valleys, big problems and a big



quality of a good deal of it—fully justifies this prophecy of prosperity. It is a logical prophecy. "The time to advertise," says some 1907 edition of Solomon, "is when you want more business." It stands to reason, doesn't it? If you don't tell people what you've got, and tell them often, how can you expect them to know anything about you and your goods? And doesn't it also stand to reason that about this time of year there are hundreds of thousands of possible book buyers who are wavering as to what presents they shall buy for their friends? They are anxious to be told what to buy. They read the advertised suggestions of merchants with the utmost avidity. Shall the bookseller—the man whose stock is

future. Surrounded as they are, by things of great size, it is no wonder the B.C. booksellers have big thoughts and go in for big advertising. The advertisement of David Spencer, Ltd., reproduced on this page, occupied full-page space in the Victoria Daily Colonist. It truly is a whopper! It is unique in Canadian book advertising, being about the largest retail newspaper book advertisement ever printed, as far as I know, in Canada.

Like the great west itself, this ad. has more good points than mere size. It has points worth studying by the trade. Although the reproduction is necessarily small, it is sufficiently large to show the general harmonious lay-out of the ad., and its division into certain sections. Observe the well-balanced heading, and the convincingly-written opening paragraph.

Some people have been heard to declare that argumentative paragraphs at the opening of an ad. are unnecessary and merely occupy space that might better be filled with priced items. But the practice of the largest and most successful advertisers on the continent seems to prove the opposite. All the best advertisers use argument. It stands to reason anyway! The argument, (or, as it is often called, "talk") is the thing which gets the reader interested in the goods. It puts his mind in that condition where a price makes an impression. It rouses the interest as a mere statement of article and price could not do.

In the ad. we are now considering, it will be observed that the stock advertised is divided into certain classes or sections. In most cases, the very good plan has been adopted of a short paragraph, descriptive of the class generally, ending with the price (in heavy type), per volume. Then follows a list of the books, with author's names. The effectiveness of this plan will be at once apparent. Take the first section, under the heading of "The Sunshine Library for Young People." The paragraph following this heading, which has reference to all the books listed under it, is as follows: "This admirable line of books for young people contains some of the choicest stories for children ever written. The volumes

questions which would naturally arise in the mind of a reader who took notice of the title and prices. "Talks" should always have that end in view—to give information which would naturally be desired by a prospective buyer before he spent his money.

Jumping clean across the continent from Victoria, B.C., to Sackville, N.B., we land upon an ad., which is

## Chas. L. Nelles

### The Holiday Season

is now approaching and the public are informed that this business will be under the same control as last year, owing to the fact that the money market has upset the negotiations for selling out.

OUR BUYER is now in New York and will pick up some of the big snaps that are always to be had at this season.

DECEMBER 1st will find every line complete and at prices that will sell them.

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## Chas. L. Nelles

## The Busy Book Store

'Phone 72

### Presents for Oversea

Those sending Christmas presents oversea should get them away early in order that they may arrive at their destination on time.

We have an excellent assortment of Christmas and New Year's Cards, Books, Novelties, and many other lines of most suitable presents to choose from. Do not forget that your friends in other lands will be glad to be remembered and anything you may purchase at our store will please them, and you.

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## Scott & Tierney

are well printed, illustrated with frontispieces, and attractively bound in new style with separate design by the best artists for each cover. Per volume—35c."

It will be seen that this paragraph answers the main

entirely different from the one we have just considered. It is taken from the Sackville, N.B., Tribune, (where it occupied a space  $4\frac{1}{2}$  by 5 inches), and advertises the bookstore of W. R. Rodd. Under the heading, "New Fall Fiction," is a list of the latest fiction, with author's names, followed by the statement, (in black-face type) that "These are the best selling books to-day, and are the choice of this year's publications," then the name-plate. This is a more conservative ad. than the western one, and, on the whole, good use seems to have been made of the space. Prices, however, are not given, which omission might result in deferring sales. Perhaps also, a short, crisp, desire-to-have-creating paragraph might have been an improvement.

The ad. of C. L. Nelles is in the nature of an announcement of intended new stock; and as such is convincingly written and attractively set up, and should be remembered by the reader who sees Mr. Nelles' future ads. of some of the new stock referred to.

Scott & Tierney's ad. touches a different note from that of any ad. yet considered. It is directed to the element of the public who have friends over the sea in the Old Country. This element is rapidly becoming of great importance, and will undoubtedly be one of the main buying forces of this season's trade. And the bookseller is wise who goes after it. While no priced items are given in the ad., Christmas cards, books, etc., are attractively suggested, and the ad. is a very creditable one.



## About Men in the Trade

H. M. Caldwell, head of the firm of H. M. Caldwell & Co., Boston, was in Toronto about the first of the month.

A. C. Chiswell, who conducted the Toronto News Agency in Guelph previous to last August, at which time he sold out to Mitchell & Company, commenced a stationery and newspaper business on Market street. He has been in business about a month now and is having fair success.

Mitchell & Company who took over the Toronto Newspaper Agency in Guelph, Ont., last August, have de-



GEORGE WILSON,

Newly-elected President of the Northwest Commercial Travelers' Association.

veloped into the book, stationery and school supply business, at 65 Quebec street. Mr. Mitchell, the manager, was in the business before some years ago and is well experienced.

W. Williamson, of Port Hope has taken his son, W. C. Williamson, into partnership and the firm name is now Williamson & Son. The stock has been re-arranged and the store has taken on a new and more attractive appearance. New goods have been added, making up a very attractive Christmas stock.

John Morgan, of Raphael Tuck & Sons, Co., spent the first week of December at the King Edward, Toronto, clearing up some late orders. Mr. Morgan is well pleased with the year's business, which he says has been three-times as big as 1906. At the first of next year, additions will be made to the traveling staff.

The Demison Manufacturing Co. Canadian headquarters, Montreal, intend making a few changes in their staff about January 1st. W. O. Husten, who has represented this firm in Canada for the past two years, will leave for New York shortly. He will cover New Jersey for his firm. The present Toronto representative, W. E. P. Howell, will assume charge with headquarters in Toronto. Charles E. Wright will cover the Eastern Provinces as usual, and Mr. Lucas will assist Mr. Howell in Ontario.

According to all accounts the handicap golf match played at the Mississauga Golf Club's links near Toronto last month by a number of prominent book and stationery men, was a great and glorious event. C. A. Caldwell, the man who makes Dana Estes & Co.'s books famous, won fame for himself by obliterating all his opponents and winning the cup. William Smellie, of George B. Hurd & Co., was there and put up a strong game. So also did A. D. McMullen, of H. M. Caldwell Co. His playing is reported to have been remarkable. Another competitor, who did well, was J. S. M. Ridley, of the Underwood Ink Co. Of the rest, the less said the better, but we would like to see the event made an annual event, open to all book and stationery travelers.

### George Wilson.

In Geo. Wilson, their newly-elected president, the Northwest Commercial Travelers' Association have a man who is closely in touch with the boys on the road, a man of broad sympathies and wide experience with the life of the man with the grip. For years Mr. Wilson was an active traveler, being the first salesman sent out by Clark Bros. Co., Winnipeg, after the organization of their business in 1889. The trade throughout the Western Provinces, therefore, know him well and join with Bookseller and Stationer in congratulating the commercial travelers on their good fortune in having secured Mr. Wilson to fill the most responsible and honorable position in their gift.

Mr. Wilson was one of the active spirits behind the movement for the erection of the Travelers' Club building in Winnipeg and was a hard worker on the building committee when once the project was decided upon. The new club is to be formally opened this month.



THOS. E. MENZIES,

Managing Director Menzies & Co., Ltd., 19 Wellington Street East, Toronto.

### Thomas E. Menzies.

Thomas E. Menzies leaves for England about the middle of this month on his annual trip in the interests of the firm's business. While abroad Mr. Menzies will

visit Menzies & Co., Limited, principals in Great Britain and Europe, and the different manufacturers of stationery, fancy leather goods and publishers of fine art publications in search of new lines to interest the Canadian trade.

The firm of Menzies & Co. has been recently converted into a joint stock company and the enlistment of more capital, a larger warehouse and an increased staff of travelers and employes will enable them to take on more agencies and to carry a larger and more varied stock of staple articles. Menzies & Co. are generally recognized as the most important firm of manufacturers' agents in their own line in Canada and the rapid growth of their business and the high character for integrity and fair-dealing, which they enjoy is due in a large measure to the efforts of their energetic manager whose portrait appears on this page.

**James C. Linton.**

The firm of Linton Bros., booksellers, stationers and dealers in wall paper, toys, etc., is with the exception



**JAMES C. LINTON.**

Proprietor, Linton Bros., Calgary,

of the Hudson's Bay Company, the oldest firm doing business in Calgary.

The firm, up to a couple of years ago consisted of James C. and Thomas B. Linton, and although the name has remained unchanged, James C. Linton is the sole proprietor, he having purchased the interest of his brother in the business.

The Lintons first engaged in business in Rat Portage in 1883. In 1884 James C. came to Calgary and opened business in the store now occupied by C. J. Wynn, next door east of the Royal Hotel, and in 1887 was joined by his brother, Thomas B.

Seven years later, they moved to the present site of the Hudson's Bay Company's liquor department. Three and a half years later, as the H.B.C. wanted the site for an extension of their block the Linton Bros. bought their present block from I. S. Freeze. The store at that time and up to the present year, was 28 feet by 65 feet. This year it was extended to the lane in the rear, having a total length of 130 feet, the new addition being three storeys in height.

The basement is 28 feet by 130 feet and is used for warehouse purposes. On the ground floor, 28 feet

by 130 feet, are the books, stationery and fancy goods departments. The second floor is devoted to wall paper, which the firm purchase in car load lots and in which they do a large wholesale and retail business. On this floor are also kept the painted china and toy departments, the latter containing thousands of toys to gladden the hearts of the little ones. The firm carry an immense stock of interior house decorations, of the very finest goods from Buffalo and New York and also of European goods of French, German and British manufacture. The third floor of this large establishment is 65 feet by 28 feet, and is intended to be used later as a bindery. The firm of Linton Bros. as stated above is one of the oldest in Calgary, having been here long before the English sparrow, or the dandelions. J. C. Linton, during the stirring times of the rebellion of 1885, served in the home guards, without receiving either pay or scrip.

**AN OLD-ESTABLISHED FIRM.**

To the firm of J. & A. McMillan, wholesale publishers, printers, retail and manufacturing stationers, 98 and 100 Prince William Street, St. John, N.B., may be accorded the distinction of being the second oldest established concern now in operation in that city, the only one now doing business in which the management has remained in the same family for four generations. Its foundations were laid as long ago as the year 1822, when it was established by John McMillan. He was succeeded by his son David McMillan, and in 1845 a partnership was formed of James and Alexander, who were also sons of John McMillan, under the style of J. & A. McMillan, which firm title has been continued ever since. Alexander McMillan died in 1849 and James McMillan conducted the business alone until 1855 when George W. Whitney, who for many years had been an employe of the house, was admitted as a partner. John McMillan, the only son of James McMillan, was given an interest in the business, after the death of James McMillan in 1886. Upon the retirement of Mr. Whitney a few years later, he continued it until his death in 1905, since which time it has been conducted under the management of his son, Alexander McMillan. Thus for eighty-five years, and descending from father to son for four generations, this enterprise has formed part of the business history of St. John.

The firm occupy the four-story building illustrated last issue. On the lower floor is the retail store. The second story is devoted to the wholesale operations; on the third floor is the bindery and on the fourth the printing department. The firm are wholesale and retail dealers in commercial and general stationery also school books, text books and general school supplies, and they are also manufacturers of blank books, account books and deal in every requisite for business and office equipment. They do everything in the way of job printing, making a specialty of the preparing of special forms required by large houses, railroads, corporations, etc., also catalogues, pamphlets, etc. They have a complete equipment of up-to-date presses, type, ruling and numbering presses and their facilities enable them to turn out the best of work upon a moderate and just scale of prices.

In the wholesale departments the firm job a general line of stationery, school goods being a special feature. Their trade extends throughout New Brunswick, Nova Scotia and parts of Quebec, and they have a number of commercial travelers representing them in these sections. Altogether the exigencies of the business entail the employment of from forty to fifty work people and assistants.

## Monthly Trade Reports

### MONTREAL.

#### Lines for Christmas a Success—Current Books—Best Sellers—Holiday Decorations.

Montreal, Dec. 5, 1907.

Christmas and holiday trade is once again in full swing with most of the large city retailers. There is every prospect for larger sales of everything in the book and stationery line from the present outlook. Window displays, as well as the interior of stores, are all nicely decorated. The most popular decoration seen in Montreal stores is green leaves and red lanterns. These facts alone have much to do with encouraging early holiday purchasing.

With the return of the holiday season comes the opportunity of the various manufacturers and jobbers of submitting, once again, new specimens in the line of artistic publications suitable to the Christmas trade. Juvenile and toy books, calendars, booklets and Christmas cards are, as usual, well represented.

In new calendar lines for the holidays the most noticeable are, The Gibson Calendar, The Christie Calendar and The Harrison Fisher Calendar. At retail in the large centres calendars are to be had from 25c to \$3 and \$1.

Children's books are shown in large quantities, ranging in price from 10c to \$1.50. Such subjects as "Jack the Giant Killer," "Jack and the Bean Stock," and "Blue Beard" are well represented.

Private greeting cards, in a small way, are also to the fore. The staple lines are shown, such as Merry Christmas and Happy New Year greetings.

Among the best sellers for the past month "The Shuttle," by Frances Burnett, published by Copp, Clark Co., is the leader. "The Broken Road," by A. E. W. Mason, published by McLeod & Allan, is rapidly becoming a strong favorite. "The Weavers," by Sir Gilbert Parker, continues among the best sellers, as does "The Fruit of the Tree," by Edith Wharton.

"Three Weeks," is selling well. "The Younger Set" and "Alice-for-Short" also continue in demand. "The Lady of the Decoration," by Frances Little, published by the Musson Co., is having a fair demand here.

### ST. JOHN.

#### Business Reported Good—Christmas Displays Opened—Traveler Dies at the Royal Hotel.

St. John, N.B., Dec. 2.

The booksellers and stationers of St. John, in common with the merchants in other lines of trade, unite in saying that 1907 has been a good year with a very large volume of business. All the dealers, when seen, expressed their satisfaction with the large increases in sales and they are looking forward to a good Christmas trade.

The Christmas showrooms are now opened up and already there is a good demand for calendars, cards, toys and novelties. Hand-painted calendars and Sepias are much in demand, and there is a feeling that the sales of goods of the higher class will show an increase this year.

The dealers are not looking for the financial depres-

sion to affect business to any extent, but all are optimistic of the future. There has been no lessening of the demand for picture post cards, and new designs are as eagerly sought after as ever.

Magazine sales are reported as on the increase, and the latest publications of new books are going off well.

In Nelson's, Hall's, McArthur's and Gray's excellent Christmas displays are being made.

A feature of Manchester, Robertson, Allison's Christmas showroom is the large array of "den" pictures of every description in Christies, Underwood's and Hall's, in odd, but very attractive frames. Some very fine Belgian earth china, in busts and figures, designed and molded by celebrated artists.

Reid Bros. and Geo. A. Nixon, dealers in wall papers, etc., are showing an extensive line of toys, books, framed pictures, etc.

The death occurred on Nov. 21, at the Royal hotel, here, of George B. Kelsey, a commercial traveler, resident of Toronto. He represented the Goldsmiths Stock Co., of Toronto. The body was taken to Toronto for interment.

### TORONTO.

#### A Satisfactory Christmas Trade Developing—Notes Taken in and Around Toronto Stores—Lines in Demand.

Toronto, December 7, 1907.

At the time of writing the real Christmas rush has not commenced, but signs of more than the usual activity are apparent in the book, stationery and fancy goods trade. The public in large numbers are looking around, but are not buying, to any great extent as yet. There is no fear, however, but that the season's trade will be good.

Though McKenna's bookstores are constantly besieged by a large number of people, buying has not struck a lively pace thus far. The majority of persons who visit the stores are merely taking note of what is being shown. However, sales have been steady in all lines, and it might be said that the Christmas cards and calendars have had a very encouraging sale. Lack of sufficient accommodation to properly display the extensive stock which is being carried by the two stores causes Mr. McKenna some regret, but otherwise he is well pleased with business as it is, and anticipates a successful season throughout.

With Wm. Tyrrell & Co., the month of December commenced with activity, and there is no doubt that if business continues this way throughout the month, a good season's trade will be recorded for this store. Superior bound and printed works of the standard authors are specialized by Wm. Tyrrell & Co., and the sale of them is large. Sir Gilbert Parker's latest book, "The Weavers," is having a great run, also "The Shuttle," and "Fruit of the Tree."

Ryrie Bros.' stationery and leather goods departments are attracting throngs of people. They have excelled in their display for Christmas, though their showing is always of a striking and cultivated nature. Printed stationery and private greeting cards are keeping their manufacturing plant busy night and day. The papeterie display is particularly exquisite. Leather goods had but a small sale previous to December, but with the beginning of the month they commenced to be in demand and sold rapidly.

To have 2,500 people visit a comparatively small

## BOOKSELLER AND STATIONER

store from three o'clock in the afternoon until the end of the day, is gratifying in no small degree. This was the number of people whom J. E. O'Farrel, stationer and newsdealer, 43 Queen west, claims visited his store last Saturday after three o'clock. Mr. O'Farrel caters principally to the English and Scotch element, carrying all the leading Old Country newspapers and periodicals. Pear's Annual, the popular English Christmas publication, is having a successful sale, also English Christmas cards and calendars. The store is beautifully decorated now, but Mr. O'Farrel intends to spread himself further in this respect later. A great drawing card with this store each Saturday evening, is a bulletin board of the results of English and Scotch football games.

The Harold A. Wilson Co. are having a favorable sale of diablo, or satanola, as it is called in Canada. This latest world's craze has not been established in Canada long enough to become popular, but in due time there is no doubt it will come to the front.

### WINNIPEG.

**School Book Situation—W. A. Davis Opens New Store—Business Generally Good—Price-cutting Prevalent.**

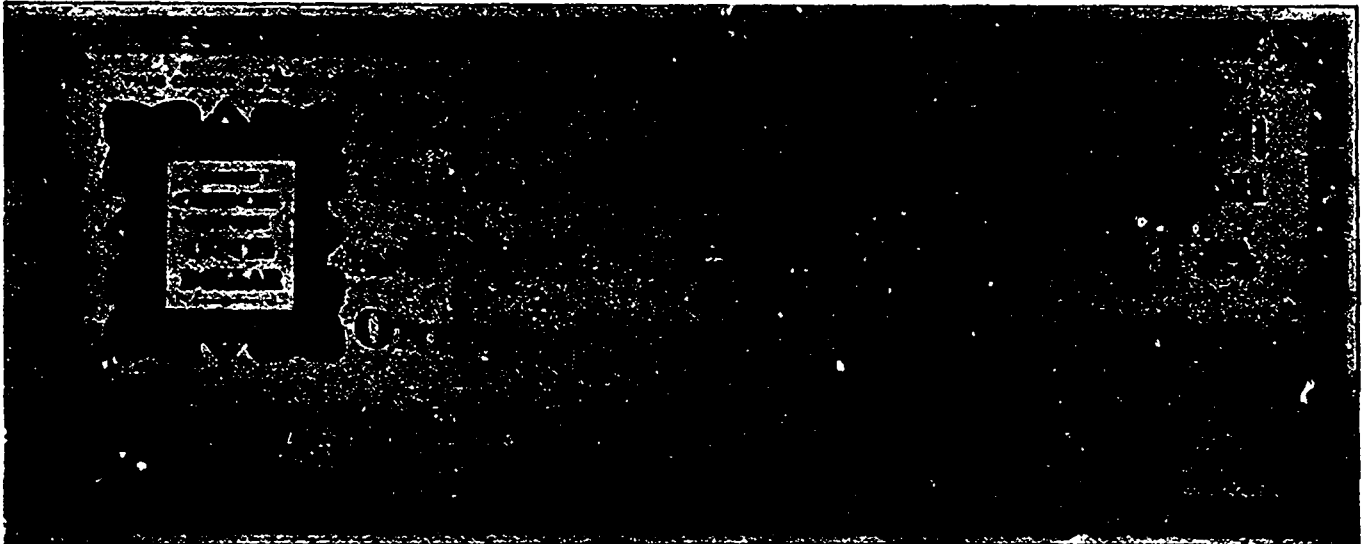
Winnipeg, Nov. 29, 1907.

Like flies around the honey pot the representatives of eastern publishing houses have been gathering at the offices of the Educational Department since the death of

Department store competition is becoming more troublesome, owing to the extension of the book and stationery department of the largest department store in this city and the reckless price-cutting of a few of the "best sellers." "The Weavers" has been cut to a very low price by the department store in question and the profit has been lost to the trade in general. This is the fly in the ointment, for, apart from trouble of this kind, the local trade have little reason to complain of the season's business. Local stores are doing a larger business than in any corresponding season and there is not so much complaint about slow collections as was heard two or three months ago. In a year when some pessimists are talking "hard times" this is a very satisfactory showing.

In the country the trade have been taking stock of the situation and buying has been lighter on the part of some retailers whose stocks were too heavy. Christmas trade has been delayed in both city and country by the fine weather, but the last week of November has brought snow and the beginning of the holiday rush is already being experienced. There is a hopeful feeling among the trade and a big holiday business is expected.

A leading Winnipeg bookseller, in conversation this afternoon with Bookseller and Stationer, expressed the opinion that the increase in postage on American magazines would ultimately be of great advantage to the news stands and book stores. The Winnipeg stores receive their American magazines by express from Min-



A Sample of Script Money now in Circulation in the United States.

Hon. S. W. McInnis, and the appointment of his successor, Hon. G. R. Coldwell. Of course, their visits have to do with the authorization of the school books. No announcement has yet been made as to the decision of the department, but all branches of the trade are anxiously waiting for it.

The movement of retailers towards Portage avenue still continues. W. A. Davis has leased the premises on Portage avenue formerly occupied by the Watson Confectionery Co., and this week is opening there another book and stationery store that is a credit to Winnipeg. Until the close of the holiday season Mr. Davis will also continue his old store on Main street, but shortly after the New Year this store will be closed. An illustration of the new store is promised for an early number of Bookseller and Stationer.

neapolis and they are able to sell nearly all at the news stand price charged in the United States. Not only are the news stands profiting by the increase in casual sales—the wiser people in the trade are going after subscription orders. For instance, the subscription price in Canada of the Ladies' Home Journal is \$2 per year. Winnipeg stores are taking subscriptions at \$1.80 per year, or 15 cents per copy. The subscriber calls for her magazine each month and usually she buys more than the Journal. In other words, advantage is taken of the situation to bring customers to the store.

Locally there has been a big run on Dr. Dawson's book, "A Prophet in Babylon," due to the fact that Dr. Dawson was one of the prominent figures in the big evangelistic campaign a month ago. Advantage was taken of this local circumstance by the Winnipeg stores to push the profitable sale of his book. F. R. M.

# Editorial Chronicle & Comment



## ESSENTIAL QUALIFICATIONS.

Courtesy and tact go hand in hand. No successful dealer has ever been without these two qualifications. Attractive wares and a liberal amount of advertising may originate trade, but it cannot be held unless the dealer's manner is one that can be appreciated by his customers.

There is no time in the year when stores are quite so busy as they are at Christmas. And there is no other time when dealers are likely to be discourteous and unmindful. A few pleasant words, a willingness to exhibit and explain the merits of certain wares, irrespective of the fact of being extremely busy, will win for the dealer a host of new and fast friends, which would be impossible at any other time. Take time to extend a cordial good-day to the person who leaves without making a purchase. This is a sure way of building up a business.

It is exceedingly irritating to the dealer when very busy to be continually asked for things he does not carry, but a wise dealer knows that on each occasion of this kind an opportunity to gain a friend has occurred. He tells the person where the desired article is most likely to be obtained, and invariably the favor is not forgotten.

Every store needs to hire extra help for the Christmas rush, and the demand is so great for the experienced clerk, that untrained persons are frequently seen behind the counter, who are inclined to be careless about the manner they adopt in meeting customers. Every dealer should insist upon his clerks giving each customer close and courteous attention. The necessity of tact and civility should be thoroughly impressed upon the new clerk especially.

## EARLY BUYING.

In the majority of cities and towns people commenced buying for Christmas some weeks earlier this year than ever before. A number of the stores have been successful in inducing this practice by the distribution of circulars to that effect and by appealing to the people through their advertisements, but early buying is mainly due, no doubt, to the great number of immigrants now in Canada who are obliged to buy early in order to insure delivery for Christmas and New Year's in the Old Country.

Some of the trade have found the practice of early buying a wonderful convenience, and in future years they will likely more than ever try to promote the idea.

## MAKE COLLECTIONS NOW.

For the past few months the MacLean papers have been advising merchants generally to collect accounts as far as convenient and to get in every cent of cash possible. The prevailing scarcity of money at the present time shows the wisdom of this advice and those who have taken advantage of this, no doubt, find themselves in pretty satisfactory condition financially.

To those who have not yet made a special effort to get their business on a good cash basis we would impress the necessity of doing so at once. Now is the time to make collections. Money is always fairly plentiful around Christmas time, and there is very little to be secured thereafter. A persistent and well-planned campaign should bring very satisfactory results at this time of the year.

Canada seems to be in for a period of more or less dullness in business which may last for a year or longer. With this in view, it is incumbent on business men to retrench in expenses as much as possible. There is no reason, however, with the growth which is bound to steadily continue in this country, why there should be any loss in net income. There are many means of encouraging and carefully extending business so that actual results will be just as satisfactory as in the period of expansion through which we have recently passed.

Now is the time to advantageously get a business on a cash basis. Retailers should only allow monthly credit, and this to customers who have well founded assets or assured incomes.

More attention should be given to the details of business. The little leaks should be hunted up and stopped, better system should be introduced into the different departments, greater care should be exercised in buying, and exact cost systems should be applied with a view to finding out what departments of the business are giving the best returns.

Business may be stimulated by careful, though not extravagant advertising in the local newspapers, by careful window trimming, and more attractive store display. Then, again, the best trade papers should be studied for

hints which may lead to reduction in expenses or expansion in business.

With Canada's enviable position as regards resources and with the present period of growth, the conditions which are certain to be materially felt elsewhere cannot be very serious or long continued here. It remains however, for us to take advantage of this by being careful to avoid any contingency and to build up business with all possible activity.

—♦—

**THE ABOLITION OF CREDIT.**

No more insistent problem confronts the retailer in Canada than the elimination of bad debts, and there is but one solution—the abolition of credit.

In the last generation the methods of business have entirely changed. Transportation systems have annihilated distances; catalogues have supplemented samples, and the facilities for doing every kind of business have increased enormously.

When we consider the conditions on the North American continent, the great momentum that exchange or trade has acquired is easily explained. Nearly one hundred million of the most energetic people on the earth are engaged for the most part in business, each animated with an intense desire to produce—a people to whom Carlyle's essay on work would be superfluous reading.

Holding the commanding position in this vast army of workers are the huge consolidations or trusts with practically unlimited resources. These shade down to the small joint stock companies, which, as a rule, are one man companies, and at the end of the chain we have the final distributor, the retailer.

As a matter of simple reason it would be logical to suppose that the conditions of credit exacted so vigorously by the trusts would be carried through all ranks of the commercial world, but the reverse is the case, and we find that the last link of the chain is weakest, and the retailer smallest in resources is the one most lax in the respect to his credit.

Examine the bad or doubtful accounts of our large institutions which issue annual statements and note the comparatively insignificant proportions compared with business transacted. The writer has in mind a huge industrial concern whose bad debts amounted to one thousandth part of one per cent. two years ago. We venture to say that not one retailer in America, doing a credit business, could make such a showing.

During the early periods of the country, when trade was not highly organized, credit may have been necessary, but to-day it is more than unnecessary—it is suicidal.

If the retailer wishes to be a leader, and if he desires to serve the entire trade of his district he must rigorously exact the cash payment, otherwise the mail order house, the larger centres, will absorb the best of his trade, and he earns, instead of a competency, a bare living, instead of an establishment, a precarious business.

**ANTICIPATE GOOD HOLIDAY TRADE.**

Commercial travelers in almost every line of business report a tendency on the part of retailers to hold skeptical views of the trade of the future. This anticipated depression is not so apparent in the bookselling and stationery trade as it is in many others. Booksellers and stationers are not fearing a depression, while the holiday season is on, at any rate; and they probably hold a brighter view for continued prosperity than any other dealers.

Notwithstanding the fact that manufacturers throughout the country lately have reduced the number of their employes and are working a shorter number of hours than they were formerly, thus cutting down the pay roll, buying by the consumer continues good, and is generally found to be heavier now than at this time last year. Booksellers, stationers and novelty dealers are confident of a busy season throughout, which, if not better than in previous years, will be equally as good.

A like view of the situation is taken by the United States booksellers and stationers, where conditions are much the same as they are in Canada, only, probably, in a more advanced stage. Walden's Stationer and Printer, published in New York, considers that stationers, as a general rule, are optimistic, which optimism is an excellent factor for the trade. The Stationer and Printer goes on to say: "While other trades have spoken with apprehension regarding the slump in the value of securities and the recent financial disturbances, stationers have gone right along with a smiling countenance. Fortunately trade has been good, and there are no indications of a recession in the demand for stationery. One large western jobber remarked the other day that he was doing a larger volume of business than he had ever done, and that trade was lively with him. He further added that if stationers complained of dull trade, it was very likely that such were at fault in not chasing after the business. It was necessary to go out and hustle for orders, but there were plenty of orders for those who would hustle. The optimistic spirit is certainly a good one, and does much to make the most of conditions."

—♦—

Although Arthur Stringer has published three volumes of poetry in Canada and one in England, he is known in the United States through his occasional magazine verse alone, and the deeper and more sustained note of "The Woman in the Rain," his first American volume, published by Little, Brown & Co., may accordingly come as a surprise to those who have thought of him as merely a contributor to the page-ends of periodicals. The greater portion of this new volume, in the first place, is written in that most difficult of mediums, English blank verse. Then one-half of the book is taken up with a four-act tragedy dealing with the life and love of Sappho, entitled, "Sappho in Leucadia." The title-poem, "The Woman in the Rain," on the other hand, is openly modern in note and thought. It has to do with a condition and a problem very dear to the heart of President Roosevelt, and is treated with a candor and directness that prompted a London critic to describe it as "The most

# Two Striking Advertisements

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and showing what Henry Frowde is doing  
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a son of fortune, or a worker? This story is the  
most searching and

### Most Fascinating Religious Novel

yet written, because it startles the reader with its

### Vivid Studies of Life and Character

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Gaunt and his work, the question, "Must the  
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with singular power, and if it brings  
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# News of the Book World

## BEST SELLING BOOKS.

It is curious to note how both the Canadian and United States lists of best sellers contain almost the same books. The first five in the United States' list appear in the Canadian list. The exceptions are "The Lady of the Decoration," which does not rank in the Canadian first six and "The Fruit of the Tree," which does not rank in the United States first six. Sir Gilbert Parker's book heads both lists, a tribute to that great Canadian novelist.

### Canadian Summary.

1. Weavers. By Sir Gilbert Parker.
2. Fruit of the Tree. By E. Wharton.
3. Younger Set. By R. W. Chambers.
4. Shuttle. By F. H. Burnett.
5. Satan Sanderson. By H. E. Rives.
6. Daughter of Anderson Crow. By G. B. McCutcheon.

### United States Summary.

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

## CURRENT BOOK NOTES.

The Copp, Clark Co. have just brought out their editions of "Love-in-a-Mist," by Madame Albanesi and "Thou Fool," by J. J. Bell.

The Copp, Clark Co. state that they still have on hand a few copies of "Chums." Should any firm be short, application might be made to them.

McLeod & Allen report a steady demand for their leading fall books, "The Younger Set," "Satan Sanderson," "The Fruit of the Tree" and "The Broken Road."

The last of the fall publications of William Briggs. "The Halo," by Baroness von Hutten, is now ready. Their editions of many of the fall books are now exhausted.

The trade will be interested to learn that McLeod & Allen have secured the Poole Publishing Co.'s stock of "Nancy Stair" and "The Spoilers" and will in future supply these books.

The Copp Clark Co. have arranged for a Canadian edition of "Under the Crust," by Thomas Nelson Page, which is now ready. The book contains a collection of seven short stories.

"Rosalind at Red Gate," by Meredith Nicholson, author of "The House of a Thousand Candles," is now on the market and selling well. McLeod & Allen have the Canadian edition. (\$1.25.)

Henry Frowde is doing some useful advertising in the daily press at present. In every case he makes it a point to refer to the booksellers, stating that the books advertised can be secured from all booksellers.

The beautiful edition of Robert E. Knowles, "The Dawn at Shanty Bay," was put on the market by Henry

Frowde about the first of the month and excellent sales are reported. As a gift book, it is most attractive.

The Musson Book Co. are bringing out a Canadian edition of "Comrades Two," by Elizabeth Fremantle, a story of the Canadian West, with somewhat the same charm about it as "The Lady of the Decoration."

The new illustrated edition of "Songs of a Sourdough," by Robert W. Service, was published by William Briggs, on December 7. The new volume is an attractive piece of book-making. Nearly 10,000 copies of this book have now been printed. (\$1.50 net.)

A fourth edition of "The Shuttle," by Frances Hodgson Burnett, has been prepared by the Copp, Clark Co. They have also ready a second edition of "The Lodestar," by Max Pemberton, as well as a second edition of "Days Off," by Henry Van Dyke.

McLeod & Allen have been appointed exclusive agents in Canada for Dean & Son's, Limited, toy books and the productions of the Dean Rag Book Co., Limited, of London, England. Next year they will show these lines.

"Holland Sketches," by Edward Penfield, is a handsome volume for gift purposes. The illustrations in color and the text beautifully decorated, make it extremely attractive. It comes boxed and is handled in Canada by the Copp, Clark Co. at \$2.50.

The Copp, Clark Co. have been appointed agents in Canada for the general publications, other than Bibles and prayer books, of the Cambridge University Press. They are now taking orders for the "Cambridge History of English Literature," volume one of which will soon be ready.

The Rationalist Press Association Annual for 1908 has just been published by Watts & Co., of Johnson's Court, Fleet St., London, England, and has for its leading article a contribution by the Hon. John Collier, on the home life of Thomas Huxley. Eden Phillpotts chants "A Song of a Weary World" and the origin and growth of the R.P.A. is traced by Charles E. Hooper. The Annual contains, in all 96 pages and is published at 6d.

The new volumes this fall in H. M. Caldwell Co.'s Remarque Series of Literary Masterpieces are: "The Man Without a Country," by Edward Everett Hale; "Snowbound," by John Greenleaf Whittier; "Salome," by Oscar Wilde, and "The Ballad of Reading Gaol," by the same author. These dainty little volumes, measuring 4x5½ inches, are bound in bright red leather with title in gold, gilt tops, and are inserted in strongly-made cardboard covers. No choicer gift could be given to a lover of literature.

New cover designs and many new titles have been recently added to Thomas Y. Crowell & Co.'s "Handy Information Series." Each subject from "How to Keep Well," by Dr. Andrew Wilson to "Handy Book of American Government," by Bartlett, is carefully compiled and is completely covered in a concise way. The volumes, which are pocket sized are clearly printed on good paper and bound in durable leather cloth. The latest issues are "How to Play Chess," "How to Play Golf," "Handy Book of Synonyms," "Handy Book of Card Games" and "How to Keep Well." In all there are 15 volumes at 50 cents each.



## Books of the Month

### Gift Books.

**BROWNING'S ITALY.** By Helen A. Clarke. Toronto: Musson Book Co. 382 pages, 21 illustrations. \$2. net. An exceedingly attractive book, both in appearance and in contents. The cover, charmingly designed by George Hood, is a masterpiece. The ever increasing circle of lovers of Browning will appreciate the idea of the book, which is to present the poet's



**THEODORE ROBERTS,**  
Author of "The Red Feathers." (L. C. Page & Co.)

poetical descriptions of Italy and Italian life, with editorial commentary.

**THE DAWN AT SHANTY BAY.** By Robert E. Knowles. Toronto: Henry Frowde. Cloth, \$1, net. An artistic book of 156 pages, each page decorated by Griselda Marshall McClure in green. The cover is a striking combination of green, gold, white and pink, while the title page in salmon and green is exceptionally attractive. The story is strong, pathetic and very human, dealing with Scottish life in Canada.

### Fiction

**FATAL DOSE, A.** By F. M. White. Toronto: The Copp, Clark Co. Cloth, \$1.25. An exciting story of the schemes of a beautiful adventuress to gain a footing in English society, telling how at first she succeeded but later failed in her plot. Plenty of incident is crowded into the story.

**COMRADE JOHN.** By Merwin and Webster. Toronto: The MacMillan Co., of Canada. A new and peculiar religion has been founded by Herman Stein, a cunning and clever New York man, whose aim it is to attract and use to his own pecuniary advantage, those innocent and trusting souls of whom there are so many in the world. In order to influence his disciples, and keep them in his power, he builds a beautiful retreat among the mountains of New York. How he is exposed and foiled in his attempt to entrap a lovely girl, and how his religion of toil and triumph is finally overthrown, makes a very interesting story.

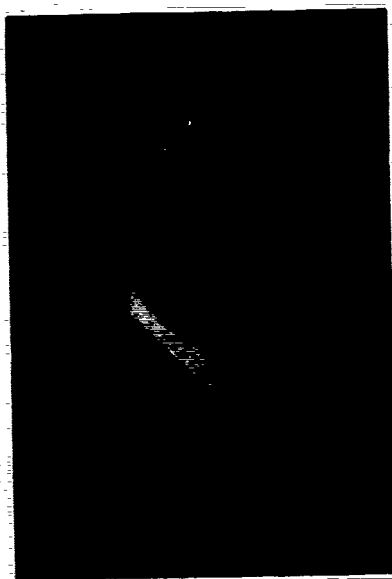
**CLEMENTINA'S HIGHWAYMAN.** By R. N. Stephens and G. H. Westley. Boston: L. C. Page & Co. Cloth, \$1.50. The romantic period of the eighteenth century forms an appropriate setting for the story of Clementina and her highwayman. Duels, highway robbery, and thrilling escapes play a prominent part in the rescue of a charming young lady from the hands of an elderly rone belonging to the most fashionable set.

**IN THE IRON TIME.** By J. Wesley Hart. London: Robert Culley. Cloth. A book that boys will delight in, abounding in warlike adventures. The time being that of the great Civil War, shows the illustrious Oliver Cromwell in quite a new light, as the friend of lovers and the protector of distressed maidens. The style is good and the story very interesting.

**SUSAN.** By Ernest Oldmeadow. Toronto: The Musson Book Co. Cloth, \$1.25. With its pretty cover and frontispiece, showing that charmingly demure ladies-maid, Susan Briggs, this book is one of the choicest of the fall publications. The story is told in diary form by Susan's mistress, the Lady Gertrude Langley. It introduces an amusing situation, which is skilfully worked out. A delightful, humorous touch is given to the story, the author touching off Susan's character deftly.

**ADVENTURER, THE.** By Lloyd Osbourne. Toronto: Musson Book Co. Cloth, \$1.25. No less a wonder than a land-ship figures as the central object of this romance, a huge ship on wheels that lurches across the pathless plains of South America on a mysterious mission. The adventurer is a young man, named Kirkpatrick, who is accepted as a member of the party who are undertaking the desperate enterprise, and who eventually becomes leader of the expedition.

**APPLE OF DISCORD.** By Earle Ashley Walcott. Indianapolis: The Bobbs-Merrill Co. Cloth, \$1.50. The



**GEIETT BURGESS**  
Author of "The Heart Line."

scene of this story is laid in San Francisco in the early seventies, at the time of the Socialistic and anti-Chinese riots. It abounds in stirring plots and

counter plots, with a young Chinese girl as the central figure.

**THE MEDIATOR.** By Ed. T. Steiner, Fleming H. Revell. Toronto. Cloth, \$1.50. An intensely realistic novel dealing with the modern Jew and the anomalous position he holds in the gentile world. The central figure is Samuel Cohen, a young Jew, whose idealism is of an intensely patriotic kind. His career begins in Polish Russia and is traced through many varied experiences until in New York he devotes himself to the Christ-like mediatorial work of breaking down the barrier between Jew and Gentile and thus destroying old animosities. Professor Steiner writes with power and pathos and has evidently made a close study of the various types of Jew which have developed under modern conditions.

**THE PROPHET IN BABYLON.** By W. J. Dawson, Fleming H. Revell, Co. Toronto. Cloth, \$1.50. A book is at once notable and opportune. Religion in relation to the social question is the theme. Love and service—a motive and an aim—are the expression of the writer's creed. The church in her subserviency to the world-spirit of selfishness and greed is unsparingly criticized, but in a large and friendly spirit. The book is really a strong plea for that purging of the church from the dross of commercialism which involves her very existence. There is a story, but it is subordinated to the problem which is of primary importance. The subject and its virile treatment by Dr. Dawson, will, without doubt, excite wide-spread interest and provoke much discussion.

**THE BROKEN ROAD.** By A. E. W. Mason. McLeod & Allen. Toronto. \$1.25. An entertaining book which gives fresh enlightenment as to some of the causes of native unrest in India at the present time. The central figures in the story are Shere Ali, a native prince and Richard Linforth, a young Englishman. Friends at first they are in the end pitted against each other in deadly enmity and in some measure typify the animosity between the ruling and the subject races. In the struggle for supremacy, according to this writer, the elusive Oriental is no match for the tenacious Briton.

**Juveniles.**

**THE SCAMP FAMILY.** By L. T. Meade. London and Edinburgh: W. and R. Chambers. Cloth, 3s. 6d. The Scamp Family consists of four jolly, fascinating but terribly naughty children, whose parents are dead and whose guardian is unable to keep them well in hand. There are interesting adventures in the country and in London.

**THE FOLLIES OF FIFI.** By May Baldwin. London and Edinburgh: W. and R. Chambers. Cloth, 3s. 6d. Here the reader is introduced to a school for young girls in France. An English girl, a German girl and Fifi, came to be known as "The Three Nations" and some remarkable escapades are recorded.

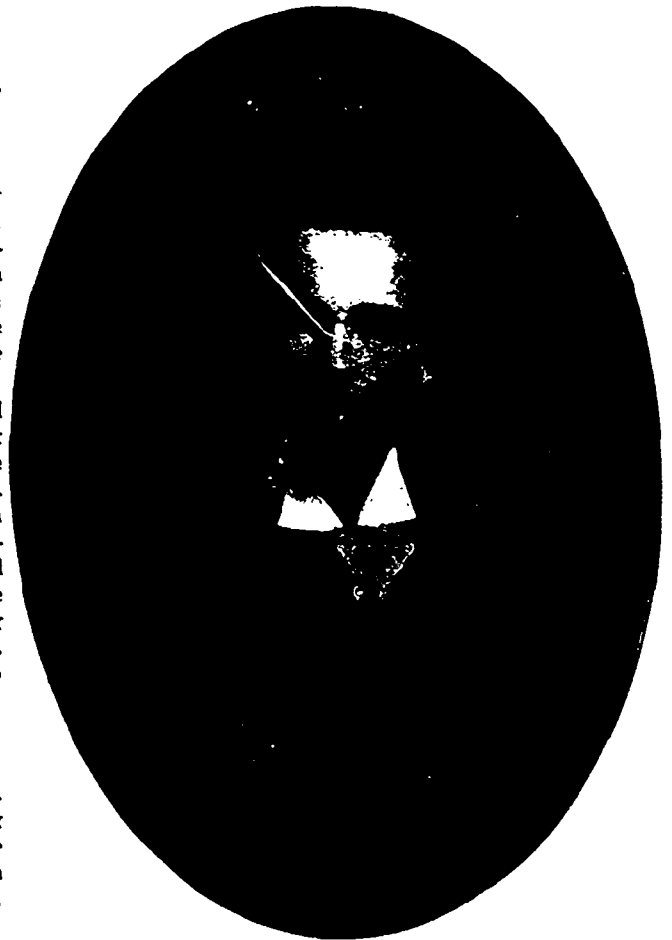
**TRAPPED BY MALAYS.** By G. Manville Fenn. London and Edinburgh: W. and R. Chambers. Cloth, gilt top, 5s. A rousing story of frontier life in the East, introducing the officers of an English regiment and two Malay chieftains. Trouble brews between the English and the Malays and the hero is captured and passes away very exciting days as a prisoner.

**A GIRL FROM AMERICA.** By L. T. Meade. London and Edinburgh: W. and R. Chambers. Cloth, gilt edges, 6s. In this bright and vivacious tale two American girls are brought into sharp contrast with girl friends in England. The heroine goes in for the

simple life. Though she hated her old life of luxury, she does not take kindly to the new life at first but gradually finds the secret of true contentment.

**A DISCONTENTED SCHOOLGIRL.** By Raymond Jueberns. London and Edinburgh: W. and R. Chambers. Cloth, gilt top, 5s. The Warwicks, who are reduced to comparative poverty remove to a smaller house and Annette has to go to a less fashionable school. At first she gives her teachers a lot of trouble but later learns to make the best of her circumstances.

**TEDDY BEAR A B C.** By Laura Rinkle Johnson. Illustrated by Margaret Landers Sanford. New York and Boston: H. M. Caldwell Co. Cloth, 75 cents. A clever colored picture book, with a rhyme on the



W. T. HAMBROOK,

Author of "How are You Living?"

left-hand and a picture on the right-hand page. The verses are clever jingles and the pictures very funny.

**BILLY'S PRINCESS.** By Helen Eggleston Haskell. Boston: L. C. Page & Co. Cloth, \$1.25. A bright and yet pathetic story of a little orphan boy, who is cast on the world in an eastern city, and who manages to pick up a living there. The tale goes on to tell how he met a little French girl, whom he adopted, how he lost her and how in the end good fortune came to him. One of the best juveniles of the year.

**YOUNG TRAIN DESPATCHER, THE.** By Burton E. Stevenson. Boston: L. C. Page & Company. Cloth, \$1.50. A sequel to "The Young Station Hand," a book which was received with great favor by the

BOOKSELLER AND STATIONER

younger element. The hero of the story, Allan West, commences as an office boy in a railway station and by distinguishing himself becomes a train despatcher at an early age. The trials he underwent, and the triumphs he achieved when his manliness and courage were tested give him a place in every boy's heart. The book is well bound and copiously illustrated.

Miscellaneous.

HOW ARE YOU LIVING? By W. J. Hambrook. Toronto: William Briggs. Cloth, \$1.25. Under this title Mr. Hambrook deals with the duty of the various members of a human family to the Deity, to each other, to themselves, and to the State. The

question is a large one to ask, the subject is a difficult one to deal with, and the author treats them in a manner worthy of their great importance. Four chapters are devoted to the son (much of that said of the son being applicable to the other members of the family) and a chapter each to the remaining members of a family. The book is shorter than the usual run of philosophical works. The style is clear; and is illuminated by many apt references to sages of former times, which are embodied in the text, and therefore, do not interfere with the swing of the author's own words, as would be the case with footnotes. It is a timely book and should find a large circle of readers.



For sale by all booksellers or by the publishers.

**SELECT NOTES**

34th Annual Commentary on the International Sunday School Lessons  
F. N. Peloubet, D.D., and Amos R. Wells, M.A., Editors.

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A new feature of this year's volume is the use of a large number of suggestive questions with answers, interwoven into an explanatory material, just as they would naturally be used in the teaching of the lessons; this will be most helpful to teachers in bringing out new thoughts for discussion in the class. Price in cloth, postpaid \$1.25.

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THE . . . .

**Canadian Almanac**

For **1908**

61st Year of Publication.

This well known annual will be published in December and will be considerably enlarged over last year. It will contain the new Custom's Tariff alphabetically arranged also the new French Treaty in full. This last item is of great commercial importance.

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12 Copies of the

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Sent post paid to the Canadian Bookseller or News Agent for 9d.

**IMPORTANT**

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who desire to take advantage of the new postal rates, and thus be able to supply the thousands of Yorkshire and North of England people resident in Canada with their favorite newspaper.

The publisher desires to inform all members of the trade that he can now supply the Yorkshire Weekly Post in packets of four copies and upwards at the rate of 12 copies for 9d. post paid, and he has no doubt that in addition to the great number of copies that are now being sent singly into the Dominion to subscribers, there are many thousands of people hailing from the North of England who are equally desirous of obtaining the newspaper, providing they could do so on reasonable terms.

The terms quoted (12 copies for 9d.) are the same as those given to agents in England, and will enable Canadian agents to sell at the published price of one penny per copy.


Agents desiring direct supplies are requested to communicate with the Publisher, The Yorkshire Weekly Post, 55 Albion Street, Leeds, England. Also publisher of the Yorkshire Post and the Yorkshire Evening Post.

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What better blank book can you procure than a Frey patent, flat opening sewed book, bound sheep ends and bands with Byron Weston Company's paper?

The most popular pens are

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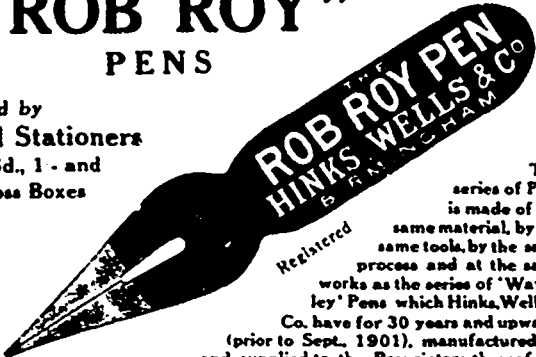


A good pen is a good servant, and John Heath's Pens are made to serve! ALWAYS READY AND ALWAYS WILLING. They were first 45 years ago, and are still leading the way. British made of British steel. Write for samples.

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**Waverley Pens**

What makes the Waverley Series of Pens sell so readily is their incomparable and regular good quality. Every pen is selected. They are known all over the world as the **"Boons and Blessings"**

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**SPENCERIAN STEEL PENS.**

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

**THE BEST**

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

Proprietors: Spencerian Pen Co., New York



# Stationery Department



**A GOOD SEASON.**

There has been a favorable sale of all classes of stationery for the Christmas season. Papeteries, particularly those of the better class, have had an unequalled sale. Though nothing exceptionally varied has appeared in writing papers, some very nice lines have lately been created. The usual activity in manufacturing circles, which is always expected in the forepart of December, was apparent this year. The aggregate amount of goods sold for the season has been very large, and retailers individually bought heavily in anticipation of a good holiday trade. Last year the volume of business was excellent, and previous to the financial flurry a record-breaking season of prosperity was indicated this year, nor does it seem apparent that there will be any falling off from early indications of a very large volume of

**CORRECT STATIONERY STYLES.**

The correct wedding note of invitation of to-day is definitely limited to plain, heavy, white hand-made paper, slightly oblong, to fold once, and is restricted to certain forms of wording and engraving. Solid or shaded Old English Text, or a French scrip, lettering appears very often on fine stationery, but generally, the ordinary script is used, as the other letterings are much more costly to produce. French script differs from the ordinary kind in that the letters are square, heavily accentuated, and do not join one another.

Black-shaded Old English, black and shaded Roman, and French script are the smart types for visiting cards. Block or Gothic lettering is also employed sparingly, except on note paper and business stationery. A rule insisted on by the best authorities is that only a single style of lettering shall be used on one card or invitation, but the same style letter may be employed in various sizes. Visiting cards are now small, women's being nearly square and men's oblong. The name is given in full, with the street and number in the lower right-hand corner. Numbers are always spelled out in full, even though two lines are necessary.

Correspondence paper is less formal, and permits almost any variation of lettering stamping, tints, and sizes within certain reasonable bounds. One of the decided novelties of the season is a hand-made imported paper, into the texture of each sheet of which is woven a real flower. Another novelty is the sheet of note paper made up of a folded oblong of imported hand-made linen, the rough deckle edges running around three sides. Such papers are frequently watermarked with a border design in Greek squares, and are diestamped with a monogram in the same design, giving a subtle unity. Coats of arms, monograms, initials dainty art nouveau effects in color, and other designs are stamped or correspondence paper. Dies are stamped on the first page, instead of the fourth. Almost no restrictions of color are imposed; gold and silver may be used, or deep embossing without color. Tinted correspondence papers have been rather overdone, and taste now leans toward plain white, or delicate shades of gray or buff. Some late gray-white papers are being shown, with a texture

like linen. Several sizes of correspondence paper are used, but all fold only once and go into an oblong envelope, never a square one.

Birth-announcement cards come in wee slips of paste-board with the newcomer's name and the day of his or her arrival. One of these cards is attached to the parents' joint card, the latest fad being to use a bow of pink where the birth of a boy is announced, and a delicate shade of "baby blue" for a girl's birth.

**NEW WEDDING STATIONERY.**

The stationery and engraving trade will likely be interested in the two new English sizes in weddings. The sheets are almost square with an envelope a trifle larger in shape than the regulation sizes which have been running for the past several years.

The sheet for the invitation size measures 5 7-16x6 1/2 and is called "Colonia." The envelope for this size measures 3 1/2x5 1/2 with an outside which fits closely. The announcement size is a trifle smaller, sheet measuring 5 3-16x5 7/8 and the envelope 3 1-16x5 1/2.

According to the latest English styles the stock used should be 70-pound gray white vellum finish for the sheet and inside envelope. The outer envelope should be 60 pounds. The smaller size is put out under the name "Cecelia."

These sizes are particularly adapted to Old English and Roman engraving, and while they are not widely dif-

**USEFUL CHRISTMAS PRESENTS**

**PELOUZE POSTAL SCALES**

Invaluable to the Office, Store and Home

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

Several sizes.  
 NATIONAL, 4 lbs. - \$2.75    STAR, 1 lb. - \$2.00  
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Buy through your Jobber.

PELOUZE SCALE & MFG. CO. - Chicago



**Cleanliness and Durability**

together with sharp clear printing are features of

**PEERLESS**  
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CARBON PAPER AND RIBBONS.

**The Carbon Paper and Ribbon Mfg. Co.**  
Limited

Office and Factory—176-178 Richmond Street

**TORONTO, CANADA**

## BOOKSELLER AND STATIONER

ferent from the old styles, there is just enough difference to attract attention.

Samples of these new styles in various grades of velum finish stock will be shown by the Berlin & Jones Co.'s salesmen on their next trip or a sample can be had immediately by writing this concern.

For the convenience of the trade these two new sizes will be put up in cabinets of 54 sheets, 50 inside and 50 outer envelopes, as well as in bulk form, and the cabinets carried in stock at all times ready for immediate delivery on rush orders, while ten days to two weeks is required, under present manufacturing conditions—to fill orders for bulk goods with the dealer's imprint on the envelopes.

### RELIGIOUS ARTICLES.

Owing to the fact that religious articles, etc., suitable to the Catholic trade, prove to be one of the most appropriate Christmas and holiday gifts of their kind it might be of interest to the many booksellers and stationers throughout the Dominion to know the Montreal head-



No. 5202.



No. 5223.

ROSARIES—Handled by Librairie Beauchemin, Limited, Montreal.

quarters for all articles of this kind. Librairie Beauchemin, St. Paul St., Montreal, carry in stock the largest assortment of rosaries, medals, crosses and religious articles to be had. Further, all of above mentioned articles are handled direct from the manufacturers in France.

A rosary described in cut No. 5202, made in pure stones, rich colors, fine cut facets, good strong wire and chain connections, cross and centre and finished in Roman gold, is stocked in the following stones and colors: Amethyst, moon stone, topaz, gold stone, blood

stone, crystal, onyx, garnet, emerald and smoked crystal. It is also to be had in imitation stones, cut nearly as good as the pure ones with perfect colors. Prices run at retail from \$1.50 to \$75 according to the qualities of the material used.

Trade discounts to the stationers is very liberal and a keen merchant cannot go wrong in placing a line of these goods in his stock.

### PAPETERIE BOXES.

The Copp, Clark Co., Limited, Toronto, have had a favorable sale of papeterie boxes this year. Their Christmas specials, in particular, found a willing market, many of the favorite lines being cleared out. The papeteries that are now selling well are Moyon Linen, Lothringen Linen, Lyon Linen, all exceptionally good medium-priced papers of different colors. Toile Torchon is another commendable paper, slate color and fancy border design; Monaco is also an artistic linen paper with art border and fancy wax; Repousse Lawn can be recommended for having an agreeable surface for any kind of pen; and Valkyries is a linen that is very fashionable.

### WRITING TABLETS.

Writing tablets have gained a very strong hold with the general public and are responsible for a falling off in the sale of the cheaper grades of note paper.

It will be interesting to know that Buntin, Gillies

& Co., Limited, Hamilton, were the pioneers in placing writing tablets on the Canadian market and they have ever been foremost in this line, their pads being on sale at all stationers from coast to coast. They report the sale of them during the past year as the largest on record. This season's offering is by far the best in their history, both in assortment and value. The covers are neat and attractive and the paper stock is the very best, comprising every grade from the tissue-like Onionskin to the heaviest bond and linen papers. Their tablets are manufactured in four or five different sizes to suit

## BOOKSELLER AND STATIONER

the requirements of the trade and are neatly wrapped five to a package.

They are now placing on the market Colonial tablets in cloth lined papers, Divinity, Dutch Fabrik and bleached canvas. In this shape only one half the back is padded, allowing each sheet to be folded over, forming a sheet of regular note paper. Another new line is a manifold tablet, for which there is a big demand. They make a specialty of imprinting customers' names on each tablet.

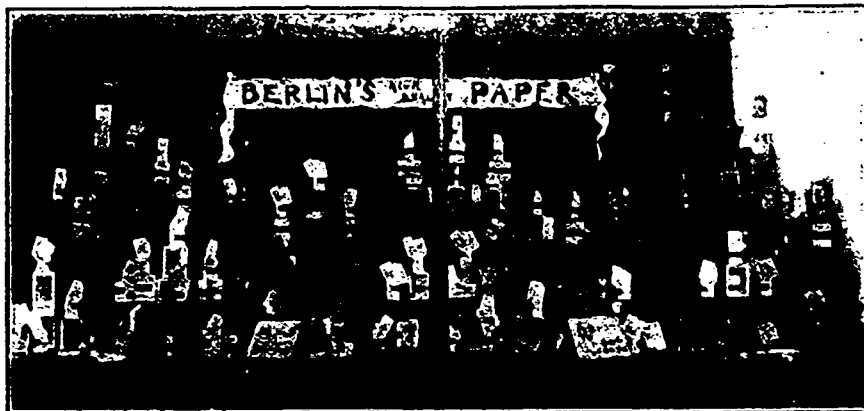
### NEW "BERLIN" POUND PAPERS.

Owing to the steadily increasing demand for higher grade papers by the pound, the Berlin & Jones Co. are

The envelope boxes are made to hold 100 envelopes—instead of 125 as in ream goods. This style of packing no doubt helps the sale of the better grade goods. The count of the boxed sheets and envelopes, being practically the same, enables the salespeople to sell in most cases, a full box of envelopes with the pound box of paper.

Pound goods packed in this way look exactly like ream goods on the shelf, but it is naturally to the advantage of the dealer to separate his pound goods and ream goods as far as possible.

The accompanying cut shows a large double window of the Denver Dry Goods Company advertising the "Ouray Linen"—a "Berlin" 50c. line with which they have been remarkably successful.



Window Display of Ouray Linen.

offering several lines specially priced to meet the call for papers at 50c the pound, which allow the dealer a liberal profit and offset to a certain extent the narrow margins on the 25c lines, which dealers are compelled to handle.

Many of the most successful departments are showing side by side in their pound goods sections, 25c and 50c grades with most satisfactory results. In most cases 50c pound goods are boxed (same as ream goods) instead of being wrapped—popular sizes about 105 sheets to the pound in 50-lb. weights, while 60-lb. weights run about 96 sheets to the pound.

### ANOTHER AWARD.

At the International Book and Paper Exposition held in Paris during the past few weeks, the L. E. Waterman Co. were awarded the highest prize for Waterman's Ideal fountain pen. At the Exposition, a model American office was fitted up, and in connection therewith the Waterman pens were largely displayed and recognized as one of the most valuable office adjuncts in the exhibit. This honor is exceptionally interesting in view of the fact that this award follows immediately on top of the highest award presented to the same firm at the Jamestown Exposition.

# Apologies for Goods

are unnecessary if you handle the lines with "Hurd's Name on the Box." They are the standard in quality, style and manufacture. It weakens your hold on a customer when you have to apologize for this or that defect, but when the papers are satisfactory as ours are you not only hold that customer but add others through him or her. It pays to sell the good papers.

If you are in need of holiday boxes, we advise an early order. State quantities and prices you wish them to cost you and we will give you an assortment that we are sure will please you and your patrons. Do not delay.

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

**Fine Paper Manufacturers**

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





WAIT FOR THE  
**BIG LINE**

Before you buy your fall stock of

**TALLY CARDS  
GUEST CARDS  
CALENDAR PADS**

and don't forget the Elliott Die-Stamped Holly Postal Cards and Souvenir Post Card Calendars. Two of the best selling items in the Stationery Line.

Salesmen en route.  
Samples sent you free.  
Illustrated Catalogue and price list.

**ELLIOTT**

17th and Lehigh Ave.  
**PHILADELPHIA**

**Toys, Dolls, Fancy Goods**

**Now for Rush  
Deliveries  
on Holiday Goods**

Send along your mail orders  
Deep cut prices on short lines to clear  
Some of your wants might be for these lines

Owing to our entering upon a new system of numbering, we are particularly anxious to clean out Short Ends.

Try a Rush Mail Order

The  
**Sutcliffe-Edmison Co.**  
Limited

76 York St., Toronto

**BRANTFORD BOOK AND STATIONERY STORES.**

The book and stationery stores of Brantford, Ont., are, indeed, a credit to the city, both for the extensive stock they carry and their general appearance. They compete favorably with the best of the largest Canadian cities in every particular.

Brantford is largely dependent on its manufactures for its wealth, and, although many of the industrial enterprises represented there are not as active now as they were a couple of months back, the book and stationery trade treat the matter lightly, and look upon the present conditions in a cheerful manner and have little fear of the future. There are three large stores in Brantford dealing in books and stationery. They are W. J. F. Mallagh, Stedman Bros., and James L. Sutherland.

W. J. F. Mallagh's store is one of those kind which appeals to the refined taste immediately upon entering it. Particular care is taken that all things in the store are arranged in neat and attractive manner. Although Mr. Mallagh pays more than ordinary attention to his stock of the better class of books, such as finely bound and printed sets of standard authors, he has a good collection of popular fiction in paper and cloth. A table display of paperettes of exquisite appearance is a most notable feature of the store. This store gives special attention to its window decorations, twice each week the window displays are renewed and something novel is always the aim when making the change. Buying has commenced early, which Mr. Mallagh attributes to the aggressive campaign that has been conducted by his store to bring it into effect. The plans followed to induce early buying consisted of an early formal holiday season opening, and by the distribution of circulars to that effect.

James L. Sutherland's store is long and narrow. Throughout it is noticeable for its trim and neat ar-

rangement of stock. Besides an extensive stock of books and stationery, a complete line of fancy goods, leather goods, bric-a-brac, cut glass, pictures, fancy china and dolls, etc., is shown. Mr. Sutherland is more than satisfied with trade so far, which, if it continues as good, will be a record-breaking Christmas and New Year's season. This store is experiencing a large demand for the works of the standard authors, such as Burns, Dickens, Shakespeare and Scott. They appear in beautifully bound and printed sets. A decided preference is noticeable, not only for the more expensive books, but in all the various lines, the store carries. The display of fancy china and cut glass is of the select variety, and the cheaper grades are not sold by this store. A superior class of goods in general marks it as one of quality. In the past, the store went under the name of J. & J. Sutherland, but has lately been changed to James L. Sutherland, owing to the confusion that was continually arising because of the store in Woodstock, run by Mr. Sutherland's brother.

The success that has attended Stedman Bros. since they embarked in business in January, 1905, is indeed remarkable. Commencing with newspapers as their main business they have developed into all branches of the book, stationery and fancy goods trade in a thorough way. They do the bulk of the newspaper trade of Brantford, having eight boys employed in their delivery department. The Brantford Carnegie library is supplied with newspapers, magazines and books from their store. As well as retail dealers in picture post cards, they claim to be the foremost wholesale dealers of Canada. No decrease in the sale of picture post cards has been experienced by them. The Stedman Bros. are three young men who are well known in Brantford, having been brought up there, and they evidently are receiving the hearty support of the people of their city.

# Fancy Goods and Notions

Trade in fancy goods and notions has never been better than it has this year. The majority of jobbing houses have been completely cleared of several lines. The Teddy Bears have had a sensational sale, and the dolls have been nearly in as good demand.

One would suppose, in considering the large sale of Teddy Bears, that the dolls would be almost forgotten, but it has not been the case, however. The many new ideas that have come out in dolls and their accessories have kept them in good standing. Doll life is a vast deal more luxurious than it was a few years ago.

Never before has there been so much attention paid to realistic detail in the imitation of real life in every respect than there is to-day. The animals are so life-like that nothing is left to the imagination of the children. The latest things in donkeys look like the real thing and the cows do everything but give milk. The staple article this Christmas will still be the Teddy Bears, which has been a conquerer all over America. An inferior grade of Teddy Bears are made in United States and England, the better grade being made in Germany.

It was in Germany that a poor widow lady, who is



Bill Wallet.

now worth several millions, made the first Teddy Bear, without having a thought of Roosevelt in her mind. It remained for a wily American, who chanced along, to recognize the possibilities. He gave her a contract for a number of them; now she is running six factories night and day. In the States there are said to be at least thirty factories meeting the demand some of them keeping a real young bear as a model.

### Diabolo.

The latest craze, the game of Diabolo, may take the place of the Teddy Bear as a popular idol so many persons think. This is doubtful, however, as Diabolo and Teddy Bears are of an entirely opposite class and appeal in a different manner to the people.

### The Pretty Village.

There is a toy for children that has been very extensively sold in the United States, just introduced into Canada by the Sutcliffe, Edmison Co. Toronto. It is called the Pretty Village, consisting of numerous pieces of cardboard, which may be pieced together and a striking toy village formed by following a diagram,

which accompanies each set. This is a most interesting, and instructive toy. Men, women, houses, churches, fences, trees, etc., are included in the village. They are in several sizes.

### Toilet Accessories.

The demand for high back Swastikha combs has been extraordinary. This good-luck emblem seems to have a tendency to promote its sale. The emblem appears in



Envelope Case.

various kinds of brilliants in the form of the popular Swastikha design. Plain and fancy high-back combs are fancied now in preference to the smaller kind.

There has been a remarkable sale of Barrets lately, the demand for them has increased tenfold.

Long curved-handle hand mirrors are now being shown. The commendable feature of this mirror is that it is so curved as to allow it to be conveniently used for getting a back view. There are two shapes made, for right and left-hand use. The Sutcliffe, Edmison Co. have a line of these novel mirrors.

Necktie, glove, collar and handkerchief boxes have had a very good sale. One jobbing house in Toronto deals heavily in these lines.

### Leather Goods.

The run on the leather goods market continues without abating, and the manufacturers are experiencing some trouble in meeting orders at the present time. The higher-priced article continues in demand, though there is a good sale for all kinds. Such novel and rich-looking



Ticket Case.

creations have been put out in the better class of leather goods this year that there is little wonder they have the preference. Ladies' hand bags, in particular, are appearing in extra fine leather. The squaw bag has had a very good run and will likely grow more popular in the near future.

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

**High-class Collotype Printers**

SPECIALTY: **Collotype Postcards** TO ORDER

**Hand-coloured Collotype Cards**  
**Double-tone Collotype Cards**

**Glossy Collotype Cards**  
**Photochrom Collotype Cards**

ALL KINDS OF VIEW-ALBUMS AND SAMPLE SHEETS

CHEAPEST PRICES.

WHOLESALE AND EXPORT ONLY

**Local View  
POST CARDS**

MADE IN THE UNITED STATES

We have just moved into our new factory and have installed our German machinery for the manufacture of

**High-Grade Local  
View Cards**

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

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

**Alfred Holzman Co.**  
2815 WABASH AVENUE  
CHICAGO

**COMIC POST CARDS**

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

High Class Comics from \$1.25 per 1,000.

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

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

Jewelling Powder, \$2.50 per lb.

Glass Pens, 2 for 25c.

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

Special Mucilage for Jewelling, 50c. per pint.

Leather Cards, \$2.75 per 100.

Wire Wall Racks, \$1.25 per dozen.

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

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

**Picture**

Made to order only according to instructions supplied.

Specialties:  
Modern Halotype styles.

plain and coloured.

Well known for efficiency and high-class workmanship.

**Post**

Very fine make. First class Goods only.

**Cards**

**Otto Leder**

Dresden 7 Saxony

Picture Post Card Manufacturer.

WHOLESALE

EXPORT



Telegram-Address  
KUNSTMARKERT,  
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ONLY FOR WHOLESALE DEALERS  
AND POST CARD PUBLISHERS

**MARKERT & SOHN**

Graphic Art Works  
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MANUFACTURE

**PICTURE POST CARDS**

MADE AFTER YOUR OWN PHOTO.

AS A SPECIALTY WE MAKE

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

Ask for samples and quotations

**Fine Art Printing Co.**

**Kaufbeuren, Munich, Germany**

Manufacture to order for important buyers,  
as a specialty:

**Postcards**

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

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

in Photochrom—combined letter press and lithographic

color printing, 3,000, 5,000 and 10,000 per design, in sheets of 30, and 64 designs.



## Picture Post Cards



The demand for view cards has decreased somewhat during the past month, and there is a tendency for a further falling off in the sale of these cards throughout the holiday season. The fancy holiday designs have taken their place.

While fancy picture post cards, which have been specially made for the holiday trade, are now the most popular, the view card will likely be again pre-eminent when the holiday season is over. In anticipation of the time when the demand for view cards commences again, some of the wholesalers are ordering large shipments of this class of cards. There is said to be a tendency on the part of purchasers to return to the black and white card, which particularly applies to cards made by the gelatine process. This process produces a most satisfactory finish.

Many people have made the assertion lately that the picture post card has reached the zenith of its career and is now on the decline. That is a question, however. And it depends greatly upon what new novelties and creations are brought out to determine the future success of the picture post card. At any rate we are sure it will die hard, if it does die.

### An Idea to Increase the Demand.

Dealers would do well to remember that there are two somewhat different phases of collecting post cards.

There is, first, the collection of those cards sent by friends through the mail. Second, there are cards bought to go directly into a collection. These latter are usually art subjects.

A dealer may greatly facilitate the sale of cards to be sent through the mail by constantly keeping a varied and complete assortment of all views and interesting points of his own city in stock, and by taking the utmost care to present only the best quality to his customers.

The prettier the cards which are placed at the buyer's disposal, the more he will choose, and experience has taught that the dealer who keeps only a mediocre quality will have sales proportionately small. An educated person certainly does not wish to be thought to have bad taste. And he will hardly care to send a greeting to his friends on a card containing a picture which rather disparages than beautifies it. Everybody knows that there are artistic souvenir cards in existence, and that they may be obtained just by taking the pains to look for them. It is hardly a compliment to one whom you care for to send him a cheap, poorly gotten-up post card.

In regard to buying cards to go directly into a collection, we can assert with assurance that this newest phase of post cards is what dealers will make most money from. It is in this direction that it is advisable for them to exert all their energies.

First, customers must be educated to an understanding of the beauty of art post cards. Secondly they must be encouraged in collecting them systematically. The wise dealer will always have on hand novelties in artistic post cards to attract and interest customers who want everything new the post card market affords. Any pains which a dealer takes will eventually repay him in

greater measure, perhaps, than he thinks. Only a dealer who knows what an immense growth the post card has attained in European countries can understand what its possibilities for development are here, immaterial of the decline in sales that has occurred lately.

It is without doubt a great advantage to a dealer to consider as much as possible the fancies and inclinations of the public. Where he is not himself in a position to understand its needs, he must consult authorities who are.

### Displaying Illustrated Cards.

In considering the proper methods of window and interior display of post cards, there are a few things that need be remembered.

Post cards, in order to show to the best advantage must have a good background. And the more attention that is given to it, the better will a display of cards appear. In fact, so essential is a background of tasteful arrangement that it has been recognized as the secret of good appearance in certain kinds of display.

Cards must not be placed in such a way as to cause the edges to curl. How often have we seen cards spoiled in a carelessly arranged window, from the curling of their edges.

They should be displayed close enough to the window to show up all their beauty and permit of careful scrutiny on the part of prospective purchasers.

It is best to feature each style of card separately, with no other kind shown in the window with it. A single line display always has a neatness and an appealing effect that strikes directly. And the display can be changed quite frequently, always with a new appearance, which is not altogether possible when the best of the stock is displayed all at one time. Where numerous kinds of cards are shown in a window a confused appearance is usually the result and that striking feature so apparent when a single line is shown, is lacking. It is not, however, considered unwise to have two or three different classes displayed in some cases, where they are shown separately and distinctly.

Numerous holders of various designs have been gotten out for the convenience of the post card dealer, to assist him in window and interior decoration. One of the most popular of them is the Suspension Post Card Holder. It has been designed to fill the need of a simple holder, which should display cards to the best advantage. It is formed of a plated wire, made the required sizes to contain post cards either in a horizontal or a vertical position. It rests upon a slanting base which elevates the front card so that it may freely be removed. Each unit accommodates 50 cards. The holders may be joined together in any desired number. They may be hung on walls or columns, and are seen suspended in windows or other places, from brackets and moldings, where stands cannot be used. A novel feature is that both sides permit of an unobstructed view of the contents and by use of split wings, furnished by the makers, the holders will turn on a swivel for convenience of examination of cards. Two series may be hung back to back, thus obtaining a double display.

# Busy Man's Is Your Best Salesman

Mr. Bookseller, every time you sell a copy of the Busy Man's Magazine you are also increasing the sale of your other magazines. That's rather peculiar, isn't it?

This is the way we figure it out. Each issue of Busy Man's contains in the department, Contents of Magazines, a classified list of what appears in all other magazines. A reader of Busy Man's can see at a glance a list of the articles of special interest to him and purchases the magazines containing these from his dealer. This is proven by the numerous letters we receive telling the value of the department to our readers.

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

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

Order from your news company on a fully returnable basis.

**The Busy Man's Magazine**  
Toronto

# Music and Musical Instruments

## NEW SONGS REVIEWED.

The sale of sheet music continued brisk throughout the past month and up to the present writing the demand has never been better. Many of the leading music departments in large city stores have paid special attention to the decoration of this department, owing to its "drawing card" qualities. Some new things just introduced in Montreal, both vocal and instrumental, are found below:

Instrumental numbers, published by Sam Fox Publishing Co., Cleveland, are, "Santa Claus," by Fred Vokoun, "Cosette," Parisian novelty march two-step, by Jean McDonald; "Golden Locks," by Will E. Dulmage, and "Lady Betty," waltzes, by Will Duncan Lamborne.

In "The Glow-worm," by Paul Kincke, Joseph W. Stern & Co., New York, have a very good number.

"Old Faithful," march and two-step, by Abe Holzmann, is published by Leo Feist, New York. This instrumental number blends to perfection. "Caught in the Net," three-step, by R. A. King, also published by this firm, besides being a pretty composition, has one of the most attractive covers seen on a popular song for some time.

"Musette," intermezzo Parisienne, by Neil Moret, is an exceptionally pretty thing. Neil Moret is the author of the well-known songs, "Hiawatha," "Moonlight," "Silver Heels."

"Senorita," serenade intermezzo, is by L. Albert, composer of the famous "Cherry."

"Hoosier Rag," march two step, by Julia Neibergall. These last three compositions are published by Jerome H. Remick & Co., New York.

### Vocal Compositions.

Among the vocal compositions current, "That's the Tune they Play in Dixie Land" is by Jos. Mittenenthal and Jos. M. Daly, and published by Joseph M. Daly Music Publishing Co., Boston Mass. This song introduces many of the old southern strains.

Four new numbers just introduced in Montreal are "Letters from Those You Love," by Mevill and Edwards; "Make Believe," waltz song, by Drislane and Morse; "Nobody Seems to Care for Me," featured by Ida, and composed by Norton and Ferguson, and "You Always Greet me with the Same Old Style," by Costello and Morse. These compositions are proving popular for current pieces and are published by T. B. Haviland Publishing Co., New York.

Victor Kremer Co., New York and Chicago, have two exceptionally pretty numbers in "Moonbeams and Dreams of You," and "Is it Very Far to Heaven?"

"On the Old See-saw," the successor to the big song hit, "School Days," is now being introduced in Montreal with success. The piece is published by Gus Edwards Music Pub. Co., New York.

"Darling Sue," is one of Harry von Tilzer's new compositions, published by Harry von Tilzer Music Pub. Co., New York.

"Jennie," a coon ballad, sung with great success by Florence E. Moore, is by Wm. J. Montgomery, and is published by Montgomery Pub. Co., Philadelphia. This song was recently rendered with great success in one of Montreal's leading theatres.

"Fagan," published by the Delnear Music Co., continues to make good. This song, for a come one, is in a class by its own.

"I Love You; The World is Thine," is characterized as the answer to "Love Me and the World is Mine." This piece is published by Sheffield Music Co., Boston.

Walter Jacobs has another good number in "Think of the Girl Down Home," a march song. The composer is Phil Stats, who is the author of "Some Day When Dreams Come True," which made and is still making a tremendous success.

### A Strong Collection.

In the following eleven musical numbers Leo Feist, publisher, New York, has an exceptionally strong collection. Some of the songs have been written especially for musical shows, while others are being featured by many of the leading artists on the stage. "When the Band Plays Yankee Doodle," by Felix Feist and Joel Corin, is being featured by Cardome Sisters with great success. Another good composition is "Fare Thee Well my Old Kentucky," by Costello and Nathan. "My Old Plantation Home," by Richard Winternitz, who is author of "I Long to see You Once Again," which made a big hit. "Moony Time," by Feist and Nathan, and "Percy," by Feist and Corin, are choice selections for any music department.



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HEAD OFFICE, - TORONTO, CANADA.

## Photo Supply Department

How much consideration does the photo supply department of the average store get at this time of the year, when attention is mostly centred upon the other lines. It might be safely said that this department is almost entirely neglected in numerous cases. Yet the Christmas season offers great opportunities for the sale of photo supplies, if they are properly pushed. The merits of a camera as an appropriate and excellent Christmas gift should be brought to the mind of the public. Each year sees an advance in the sales of photographic outfits in the winter season, and it is apparent picture-taking of winter scenes is becoming more popular with the progress of time.

Green fields and summer skies are by no means essential to photographic pleasures. To the people who love the camera there are pictures of a rare charm in bleak November as in the softer days of June. The brown and rugged fields with dying shrubs along the old rail fence and naked trees silhouetted against a cold grey sky hold many a picture. The ferns by the old stone wall, snow laden now, present fine opportunities for the camera and the park with its fresh fall of snow, broken here and there by an early morning pedestrian, gives a charming study in the high light and shadow—all nature invites the camerist. And then there are indoors, too. Home portraiture with the simple lighting of an ordinary window is not half as difficult as most people imagine. Good pictures, by the improved methods now used in flash photography, are easy to make and in every step of camera work there is a charm of simplicity which wins new friends to the realm of photography.

Has it ever occurred to the dealer that the principle of persistent reminders will build up a demand for a certain kind of goods. It will, and this principle, if adopted, for enlivening the sale of photographic outfits will undoubtedly prove successful. The dealers who are always advertising in papers and sending out circulars to their customers and prospective buyers, can keep up a persistent reminder with good effect by merely making mention of their line of goods on each occasion. If this idea is correctly and persistently followed, gratifying results will surely come.

### Offering of Prizes.

Has it ever occurred to dealers in country towns that the offering of prizes for the best work in amateur photography may prove of infinite value in promoting sales, not only of photographic supplies, but of all lines of the business generally.

A prize might be offered at the end of each month for the best photo or assortment of photos handed in for competition by amateurs.

A corner of the store could be set aside for displaying the work of the contestants, each contribution having the name of the person who owns it, in connection.

A prize might be given, not only for the best finished work, but for pictures which are remarkable for originality, such as snap shots of animals in various poses.

Some very interesting photographs of animal life are appearing on picture post cards, from which the dealer can get ideas to suggest to those who enter into competition. Some of the most interesting cards show whole litters of pups together, and they seem not to have

lost, by the camera, anything of their awkward, amusing and ugly grace, wherein lies so much of their charm. Newfoundland, shepherds, collie, pugs and hound groups vie with each other in admiration. A card which evidenced great skill in posing is entitled "A Close Corporation," and there is no doubt but what the photographer, who was responsible for the picture found the work more than interesting. It shows six little brothers and sisters whose mamma evidently chose a dog of alien breed to father them. Nature very impartially divided characteristics, giving them a distinct leaning toward one side of the house and the other as plain as inheritance from the opposite side. As sometimes happens in a litter, two of the dogs are considerably larger than the others, and these have been chosen as "end men" in the photograph. The two dogs in the middle are posed as if in earnest conversation with each other over some subject which seems of weighty importance to their young dog minds. Next to the end, with her head cuddled up on her brother's shoulder, nestles as affectionate a bit of femininity as dogdom could produce. The brother bears the burden with a humorous twinkle in his eye, which seems to suggest that he thinks little Miss Shaggy-ears is practicing the art of her sex very early in life.

The taking of such pictures as these must prove of exceptional interest to the amateur photographer, dog-lover and student of nature. And the dealer who cares to increase sales by creating a new interest and enthusiasm in amateur photography in his town, cannot do better than offer a prize and start competition in amateur picture-taking of all varieties. It is by such means as these that the dealer gains publicity, which attracts customers to his store.

### Where to Get Them.

Last month there appeared in this page some particulars about the goods of the Kodak Co. Lest our readers might assume that the Kodak Co. are the only people who supply plates, papers, films, etc., it should be known that "there are others." One firm that can be unqualifiedly recommended to the trade is Ward & Co., of Montreal, who handle the Wellington brand of plates, paper and films. This firm are building up a nice trade among Canadian stationers and their square dealings are bringing them into a strong position.

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**The Canadian Customs Tariff.** Revised to date, containing lists of warehousing parts in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, Franco-German Bismark, at Canadian Customs values, also a table of the value of francs in English money, Harbor dues, etc., etc. Cap 5 ru. cloth. Price, 50c.

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**WALL  
PAPER**

**TRADE IN DECEMBER.**

The average painter, paper hanger and decorator is apt to regard December as a month which brings little or no business in his line and no doubt the merchant who handles wall papers thinks it a rather poor month for his wall paper department. But is it reasonable to take this view of the approaching holiday season, which brings such an extra volume of business in many lines?

We know that in many homes the holidays bring a family reunion, the sons and daughters or other members visit the old home which has been the scene of active preparation for some days, and we do believe that the decorator and dealer who makes an attractive window display of wall papers and offers the timely suggestion could make many sales.

There is no feature in a room that has such a happy influence as a suitable, well selected wall paper in colors that harmonize with the furnishing. There are many housekeepers who would at this time decorate the boys' room or the girls' room, if the suggestion was made.

Wall papers may not be regarded as suitable goods for gifts, but they certainly are the goods to give the home that cheer, attractiveness and appearance of good will, which is inseparable from the time. It also should offer the opportunity for the latest style in interior decoration, for will not some of the visitors be from the cities, and hence familiar with the latest styles?

Is it not an excellent time now for the decorators to introduce some of the latest types of decoration, having more time at their disposal than in the spring?

Is it not worth a determined effort to create this demand through the medium of attractive window displays, neat announcements and suggestions, which can be supplemented by some business calls at the homes of possible prospects?

**NEW DISPLAY STAND.**

Brown Bros., painters and decorators, Teeswater, Ont., have issued a booklet containing information about their Deco wall paper display stand. The stand is especially designed for displaying wall papers and accessories in stores or by canvassers, and in such a manner that the customer receives the impression of the entire wall covering for a room, the arrangement being such as to permit the dealer to quickly change the sample wall papers and accessories and to allow of conveniently placing them in position on the stand or removing the covering therefrom.

The stand is also intended to obviate the difficulties in proper display heretofore contended with, and to enable the dealer to so arrange his designs that he may instantly display any design or combination in its proper order, together with all the proper mouldings, rails, etc., which go to make the design complete.

Deco display stands can be made to carry an indefinite number of samples, but stands that carry 40 to 50 combinations are preferable, occupying no more room than an ordinary chair. Owing to its compactness and lightness, it may be conveniently placed in the window or any place where the designs will receive good light.

**Well Bought is More  
Than Half Sold. You Can't  
Go Wrong When You Buy**

**S T A U N T O N  
W A L L P A P E R S**

**HAVE WE YOUR ORDER ?**

If not, we will send our salesman or our mail and express set sample books. Charges prepaid. Prices have to advance soon. Don't get caught in a rising market.  
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Full Particulars given  
on Page Nine of this issue

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# Magazines That Sell

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

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

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

Ainslee's Magazine has always been on the side of the news-trade. It was the first magazine to successfully establish a fifteen cent retail price, for which news-dealers everywhere should be truly grateful. For stories that vibrate with life and vigor, AINSLEE'S has no equal. It is certainly the biggest fifteen cents' worth of entertaining fiction ever offered to the reading public. Trade price 11c. Fully returnable. Advertising matter sent free upon request. AINSLEE MAGAZINE COMPANY, 70 Seventh Ave., New York City.

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

## MAGAZINE NOTES.

The extra Christmas number of Chambers' Journal has a supplement containing five holiday stories of unusual interest. The regular issue contains among other articles, "A New Incandescent Light," "The Persian Soldier of To-day," "The Home Cultivation of Tobacco," "Parallels Between Scott and Dickens," etc.

Putnam's for January will contain "Japanese Statesmen of To-day," by W. G. Fitzgerald; "William Morris and the Kelmscott Press," by A. C. Benson; "An Impression of the Fifties," by Mary Moss; "The Supposed Designs of Germany on Holland," "King Lear," by Signor Salvini; "William Blake as a Painter," by Lawrence Binyon, and "The Footprints of Wordsworth," by James Grant Wilson.

Hall Caine, Robert W. Chambers and Elinor Macartney Lane, author of "Nancy Starr," will each contribute serials to Appleton's during the coming year.

The January Cosmopolitan will be called the Holiday Cosmopolitan. In it will appear the Bishop of London's impressions of America, an account of the infamous Black Hundred of Russia, by Robert C. Long., an

other article on election frauds by Charles Edward Russell, "The Traces of Emotion and the Criminal," by Prof. Hugo Munsterberg, and "The Turbine Engine Explained."

Everybody's for January will contain an article by Emerson Hough on the waste of forests; an explanation of "What Happened in New York," by Edwin Lefevre; new and more absorbing chapters of "Where did You Get it, Gentlemen?" and Casson's "Romance of the Reaper"; also many stories.

It is good news to all boys and girls, big and little, that Frances Hodgson Burnett has written another "Queen Silver-bell" fairy story, "A Spring Cleaning," which will appear in an early number of St. Nicholas. There are to be many other short stories, in every number of the year, from such well-known writers for children as Temple Bailey, Rebecca Harding Davis, Elaine Goodale Eastman, B. J. Daskam, and Captain Harold Hammond, the author of "Pinkey Perkins"; and there is to be another serial story by Agnes McClelland Daulton, author of "From Sioux to Susan" and "Fritzi," which will run through several numbers under the title of "The Gentle Independence of Bab."

During the coming year, the Atlantic will address itself particularly to those problems of contemporaneous American life which present themselves with increasing persistence to the minds of thinking men and women. What are the underlying tendencies of American literature to-day? What is science doing for the masses? What of American drama and music? Is the race question only an American problem? What does an American traveler see? Does education really educate?—these are some of the questions that the Atlantic will aim to answer by means of contributions from the pens of the most authoritative writers in these various fields.

During 1908 McClure's will publish a serial for the first time in several years. The author of this novel is Mary Stewart Cutting; its title is, "The Wayfarers." It is a story of American life, concerning itself with men and women typical of our day and civilization.

The International Studio for December is, as usual, a superb production. Among the important contents are "Victor Westerholm; a Finnish Landscape Painter," with eight illustrations of his work; "The Pictures of Ambrose McEvoy," with seven illustrations; "A Walloon Sculptor: Victor Rousseau"; "Some Recent Developments in the Pottery Ware of the Martin Brothers," with twenty-six illustrations; "The Paintings and Pastels of Isabelle Dods-Withers"; "Recent Designs in Domestic Architecture"; "The New Art Museum at Boston"; "Practical Bookbinding." Seven color inserts appear in the number.

## ITS SIXTY-FIRST ISSUE.

For the sixty-first time the Canadian Almanac makes its bow to the public this month. The publishers, the Copp, Clark Co., are certainly to be congratulated on the splendid growth of this annual, which year by year becomes more comprehensive and useful. An innovation in the 1908 edition is the binding, which instead of being wire-stitched, is sewn by thread. The complete tariff, specially arranged under alphabetical headings, appears in the new issue. Another important feature is an article on the lumber industry of Canada, with a complete directory of wholesale lumbermen, pulp manufacturers, etc. The whole edition was sold in advance of publication.

# Condensed or "Want" Advertisements

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

## RATES.

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

Five cents additional each insertion where box number is desired.

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

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

## AGENTS WANTED.

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

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

## ARTICLES FOR SALE.

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

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

## BOOKS FOR SALE.

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

**COLUMBIAN CYCLOPEDIA, 42 VOLUMES,** cloth bound, titles in gilt letters, pretty backs for bookcase, includes Atlas, \$23.00; also "History of the Nineteenth Century," year by year, by Edwin Emerson, Jr., beautifully illustrated with colored plates and half-tones, \$3.00. **W. T. Allen, Bowmanville.** (1)

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

## BOOKS FOR SALE.

**10, HANDY REFERENCE ATLAS OF THE** World, new, enlarged edition, John Walker & Co.; 50, Royal Atlas for Canadian Schools, new edition, T. Nelson & Sons, 10, Miller's School Management; 10, Corson's Voice and Spiritual Education; 10, Corson's Aims of Literary Study; 10, Burrell's Clear Speaking and Good Reading; 5, Williams and Fisher's Theory and Practice of Cookery; 10 gross, Illuminated Texts, 10 1/2 x 4 1/2, large assortment for \$2.50 a gross. Cloke & Son, Hamilton, Ont. (11)

## - BOOKS WANTED.

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

**BOOKSELLERS HAVING IN STOCK** copies of books dealing with the early history of Ontario towns or counties are asked to communicate with "Historian," Box 77, **BOOKSELLER AND STATIONER.** (1)

## BUSINESSES FOR SALE.

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

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

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

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

**BARGAINS IN COLORED SOUVENIR POST** cards post free - 100 Canada, 60c., 75c.; 100 comics, 35c.; 100 travelled, \$1.00; 100 novelty, \$1; 100 flowers, 60c., 75c., \$1; 100 foreign, 75c., \$1; 100 bathing girls, \$1; 100 birthday, \$1. **W. R. Adams, Toronto.** (3)

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

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

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

**BRIGHT, INTELLIGENT BOY WANTED IN** every town and village in Canada, good pay, besides the gift of a watch for good work. Apply **The MacLean Publishing Company, 10 Front St. E., Toronto.**

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

## TRAVELLER WANTED.

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

# BOOKSELLER & STATIONER OF CANADA

Published on the second Wednesday of every month.

The Maclean Publishing Co., Limited

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

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Book Letters. Edwin B. Ray, Toronto.

The Complete Poetical Works of Alfred Lord Tennyson. Hallam, Lord Tennyson, Haslemere, Surrey, England.

The Canadian Lawyer. Fourth Edition, revised and enlarged. The Carswell Company, Limited, Toronto.

The Last Robin, Lyrics and Sonnets. By Ethelwyn Wetherald. Ethelwyn Wetherald, Chantler.

The Public School English Composition, with the Elements of Grammar and Rhetoric. By Frederic Henry Sykes, M.A., Ph.D. Frederic Henry Sykes, New York.

Pentecost and Tongues. By J. E. Wolfe. Lionel S. Haynes, Toronto.

Songs of a Sourdough. By Robert W. Service. Robert W. Service, White Horse, Y.T.

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The Bookkeeping Portfolio. Book. Charles Chapman, London.

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M. Gardner. Book. Mrs. E. M. Gardner, Toronto.

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Sprott's System of Business Writing, Part I. Book. The Commercial Text Book Company, Toronto.

How are You Living. By W. T. Hambrook. Book. W. T. Hambrook, Toronto.

Photos and Pictures.

View Taken from King's Bastion. Bunker Hill Cannon in Citadel. Chateau Belair, Island of Orleans. True Battlefield, Plains of Abraham. Diamond Harbor, Showing Champlain Street. Photos. Edmund S. Sargent, Quebec.

The Sylvester Manufacturing Company's Band, 1907. Photo. Maud M. Morton, Lindsay.

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Chaudiere Falls. Photo. Edmund S. Sargent, Quebec.

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Picture of a Woman on Horseback Climbing a Mountain Path and the Town in the Distance. The Toronto Lithographing Company, Limited, Toronto.

The Old Humber Mill. Toronto. Postal card. John W. Campbell, Toronto.

At Scarboro' Beach Park. Photo. C. The Panoramic Camera Company of Canada, Toronto.

Five Babies in Different Moods. Picture. The Toronto Lithographing Company, Limited, Toronto.

Music.

I Want a Gibson Man. Words and music by Edward Madden. Jerome H. Remick & Company, New York.

The Forest King. Words by Thomas F. Kelly. Music by N. Harris Ware. Sweetheart Days. Ballad. Words by L. W. Heiser. Music by J. Anton Dailey.

Uncle Hiram's Intermezzo. Two-step. By Lee B. Grabb. Doctor Munyon. Words by Vincent Bryan. Music by E. Ray Goetz.

Senorita. Serenade two-step. By L'Albert. So Near and Yet So Far. Words by Arthur Gillespie. Music by Charlotte Blake.

Jerome H. Remick & Co., Detroit. Cosette. Parisian Novelty. March two-step. By Jean McDonald. Arranged by R. B. Brewer. Golden Locks.

A graceful dance. Schottische. By Will E. Dulmage. Jolly Jingles. Characteristic march two-step. By W. C. Powell.

Moon Face. Characteristic march two-step. By Abe Olman. Glory be to God on High. Music by W. Kaffenberger.

Hymn. Whaley, Royce & Company, Limited, Toronto.

Henry March. Par Madame Henry Steadworthy. Musique. Madame Henry Steadworthy, Sorel, Que.

BOOKSELLER AND STATIONER

**BEST SELLING BOOKS OF THE MONTH.**

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1. Weavers. By Sir Gilbert Parker. Copp.
2. Fruit of the Tree. By E. Wharton. McLeod.
3. Younger Set. By R. W. Chambers. McLeod.
4. Satan Sanderson. By H. E. Rives. McLeod.
5. Arethusa. By Marion Crawford. Macmillan.
6. Alice—for—Short. By Wm. De Morgan. Frowde.

**Collingwood.**

1. Younger Set. By R. W. Chambers. McLeod.
2. Weavers. By Sir Gilbert Parker. Copp.
3. Satan Sanderson. By H. E. Rives. McLeod.
4. Night Riders. By R. Cullum. Copp.
5. Lion's Share. By O. Thanet. McLeod.
6. Daughter of Anderson Crow. By G. B. McCutcheon. Briggs.

**Charlottetown.**

1. Younger Set. By R. W. Chambers. McLeod.
2. Weavers. By Sir Gilbert Parker. Copp.
3. Fruit of the Tree. By E. Wharton. McLeod.
4. Satan Sanderson. By H. E. Rives. McLeod.
5. Treasure of Heaven. By Marie Corelli. Briggs.
6. Ungava Bob. D. Wallace. Revell.

**Calgary.**

1. Weavers. By Sir Gilbert Parker. Copp.
2. Shuttle. By F. H. Burnett. Copp.
3. Three Weeks. E. Glyn. Duffield.
4. Fruit of the Tree. E. Wharton. McLeod.
5. Light Fingered Gentry. D. A. Phillips. Briggs.
6. Beth Norvell. R. Parish. Briggs.

**Hamilton.**

1. Weavers. By Sir Gilbert Parker. Copp.
2. Satan Sanderson. By H. E. Rives. McLeod.
3. Alice—for—Short. By Wm. De Morgan. Frowde.
4. Shuttle. By F. H. Burnett. Copp.
5. Younger Set. By R. W. Chambers. McLeod.
6. Fruit of the Tree. By E. Wharton. McLeod.

**Kingston.**

1. Weavers. By Sir Gilbert Parker. Copp.
2. Lady of the Decoration. By F. Little. Musson.
3. Shuttle. By F. H. Burnett. Copp.
4. Bud. By N. Munro. Harpers.
5. Fruit of the Tree. By E. Wharton. McLeod.
6. Younger Set. By R. W. Chambers. McLeod.

**Montreal.**

1. The Shuttle. By F. Burnett. Copp.
  2. The Broken Road. By A. E. W. Mason. McLeod.
  3. The Weavers. By Sir Gilbert Parker. Copp.
  4. The Fruit of the Tree. By E. Wharton. McLeod.
  5. Three Weeks. By E. Glynn. McMillan.
  6. The Younger Set. By R. W. Chambers. McLeod.
- Alice—for—Short. By Wm. De Morgan. Frowde.

**Peterborough.**

1. Weavers. By Sir Gilbert Parker. Copp.
2. Joseph Vance. By Wm. De Morgan. Frowde.
3. Alice—for—Short. By Wm. De Morgan. Frowde.
4. Daughter of Anderson Crowe. By G. B. McCutcheon. Briggs.
5. Shuttle. By F. H. Burnett. Copp.
6. Stopping Lady. By M. Hewlett. Briggs.

**Moncton.**

1. Weavers. By Sir Gilbert Parker. Copp.
2. Younger Set. By R. W. Chambers. McLeod.
3. Joseph Vance. By Wm. De Morgan. Frowde.
4. Fruit of the Tree. By E. Wharton. McLeod.
5. Sadie. By H. E. Rives. McLeod.
6. Satan Sanderson. By H. E. Rives. McLeod.

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1. Light Fingered Gentry. By D. G. Phillips. Briggs.
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3. Beth Norvell. By R. Parrish. Briggs.

1. Mistress of Bonaventure. By H. Bindloss. McLeod.
5. Car of Destiny. By C. N. and A. M. Williamson. Musson

6. Arizona Nights. By S. E. White. Musson.

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2. Weavers. By Sir Gilbert Parker. Copp.
3. Old Peabody Pew. By K. D. Wiggins. Briggs.
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5. Trampled Cross. By J. Hocking. Copp.
6. Minkie. By L. Tracy. McLeod.

**Ottawa.**

1. Songs of a Sourdough. By R. W. Service. Briggs.
2. Weavers. By Sir Gilbert Parker. Copp.
3. Shuttle. By F. H. Burnett. Copp.
4. Younger Set. By R. W. Chambers. McLeod.
5. Way of a Man. By E. Hough. Musson.
6. Satan Sanderson. By H. E. Rives. McLeod.

**Stratford.**

1. Weavers. By Sir Gilbert Parker. Copp.
2. Satan Sanderson. By H. E. Rives. McLeod.
3. Delicia. By Marie Corelli. Briggs.
4. Daughter of Anderson Crow. By G. B. McCutcheon. Briggs.
5. Sister Carrie. T. Dreiser. Dodge.

**St. Catharines.**

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

**Toronto.**

1. Weavers. By Sir Gilbert Parker. Copp.
2. Shuttle. By F. H. Burnett. Copp.
3. Fruit of the Tree. By E. Wharton. McLeod.
4. Arethusa. By M. Crawford. Macmillan.
5. Arizona Nights. By A. E. White. Musson.
6. Alice—for—Short. By Wm. De Morgan. Frowde.

**Vancouver.**

1. Beth Norvell. By M. Crawford. Macmillan.
2. Daughter of Anderson Crow. By G. B. McCutcheon. Briggs.
3. Best Man. By H. Macgrath. McLeod.
4. Delicia. By Marie Corelli. Briggs.
5. Fruit of the Tree. By R. Parrish. Briggs.
6. Ungava Bob. By D. Wallace. Revell.

**Victoria.**

1. Weavers. By Sir Gilbert Parker. Copp.
2. Vida. By S. R. Crockett. Macmillan.
3. Satan Sanderson. By H. E. Rives. McLeod.
4. Arethusa. By M. Crawford. Macmillan.
5. Fruit of the Tree. By E. Wharton. McLeod.
6. Angel of Forgiveness. By R. N. Carey. Macmillan.

**Winnipeg.**

1. Shuttle. By F. H. Burnett. Copp.
2. Way of a Man. By E. Hough. Musson.
3. Prophet in Babylon. By W. J. Dawson. Frowde.
4. Lady of the Decoration. By F. Little. Musson.
5. Daughter of Anderson Crow. By G. B. McCutcheon.
6. Sadie. By K. E. Haniman. Frowde.

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# BOOKSELLER AND STATIONER

## CLASSIFIED LIST OF ADVERTISEMENTS.

- Art Publishers.**  
Copp, Clark Co., Toronto  
Gallagher, W. H., Co., New York  
Windsor Publishing Co., New York
- Books and Magazines.**  
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Briggs, William, Toronto.  
Busy Man's Magazine, Toronto.  
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Clark Bros., Winnipeg, Man.  
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"Publisher's Circular," London, Eng.  
Rand, McNally Co., Chicago.  
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Yorkshire Post, Leeds, Eng.
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Boorum & Pease Co., New York  
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Warwick Bros. & Rutter, Toronto.
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Carbon Paper and Ribbon Co., Toronto.  
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Hurd, Geo. B., & Co., New York
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Heath, John, London.  
Hinks, Wells & Co., Birmingham, Eng.  
Librairie Beauchemin, Limited, Montreal.  
Macniven & Cameron, Edinburgh and  
Birmingham.  
Sanford & Bennett, New York  
Spencerian Pen Co., Birmingham, Eng.  
Ullrich, J., Co., New York  
Waterman, L. E., Co., Montreal.  
Warwick Bros. & Rutter, Toronto.
- Pencils.**  
Brown Bros., Limited, Toronto.  
Red Dwarf Ink Pencil Co., Winnipeg, Man.  
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Ward & Co., Montreal
- Picture Novelties**  
Gallagher, W. H., Co., New York  
Windsor Publishing Co., New York
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Goodall, Chas., & Sons, London.  
Hurst, A. O., Toronto.  
Union Card & Paper Co., Montreal.  
U. S. Playing Card Co., Cincinnati, O.
- Post Card Holders.**  
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Warwick Bros. & Rutter, Toronto.
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Pelouze Scale & Mfg. Co., Chicago, Ill.
- School Supplies.**  
Buntin-Gillies Co., Hamilton.  
Clark Bros. Co., Winnipeg.  
Warwick Bros. & Rutter, Toronto.
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Fine Art Printing Co., Kaufbeuren, Germany.  
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Macfarlane, W. G., Toronto  
Otto Leder, Saxony, Germany.  
L. O'Original Rg., Montreal, Que.  
Markert & Sohn, Dresden, Germany.  
Neumann, W., & Co., Berlin, Germany.  
Warwick Bros. & Rutter, Toronto.
- Sporting Goods.**  
Sutcliffe-Edmison Co., Toronto.
- Tally Cards.**  
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- Telephones.**  
Bell Telephone Co. of Canada, Montreal
- Thumb Tacks.**  
Hawkes-Jackson Co., New York.
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Sutcliffe-Edmison Co., Toronto
- Typewriter Supplies.**  
Carter's Ink Co., Montreal.  
Carbon Paper & Ribbon Co., Toronto.  
Mittag & Volger, Park Ridge, N.J.
- Wall Paper.**  
Stauntons Limited, Toronto.

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