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Canadian Newsdealer

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PUBLICATION OFFICE: TORONTO, NOVEMBER, 1908.

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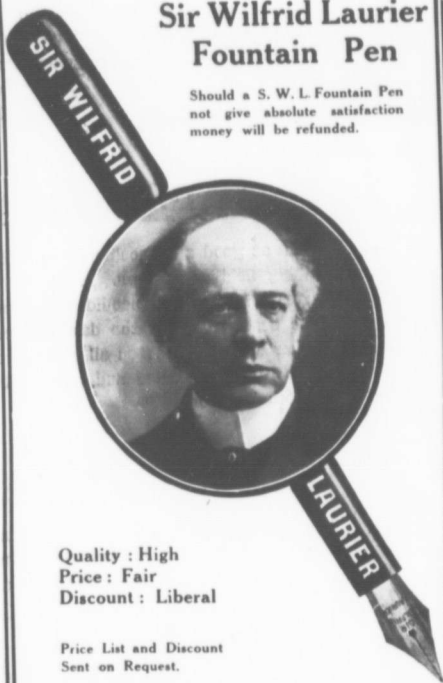
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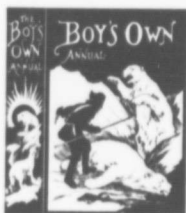
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BOOKSELLER AND STATIONER



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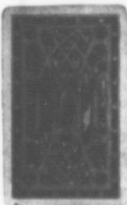
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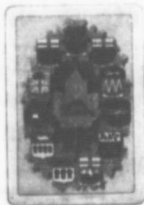
Salon 35



Society B



Salon 15



Canada National



Salon 36



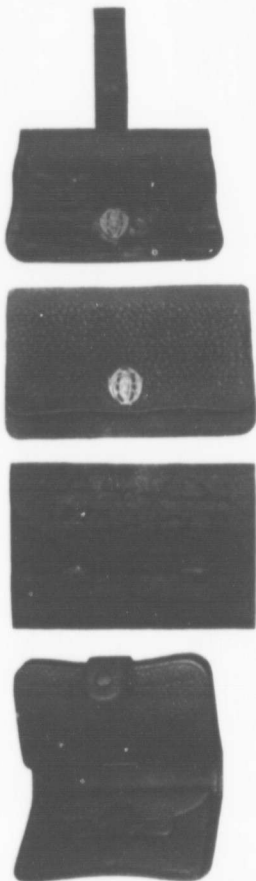
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BOOKSELLER AND STATIONER

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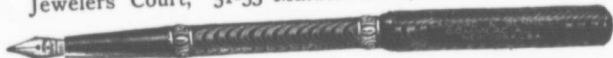
Before you contract for Fountain Pens under your own imprint for the coming holiday trade and for the year 1909, it will certainly pay you to call and see us or have us submit samples.

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*Toys, Dolls, Games,*

*Fancy Goods, Novelties,*

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

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White and Tints  
17 x 28—20, 24 and 28 lbs.  
17 x 22—14, 16, 18, 20 and 24 lbs.  
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17 x 28—28, 32 and 36 lbs.  
21 x 32—36 lbs.  
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An inferior product cannot hold the trade created by

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

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The Best  
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One  
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We can make you pens in any pattern or style, bearing your own imprint or trade mark,—pens that will do you credit and secure you permanent customers.

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Prices that will make your Fountain and Stylographic Pen Department Profitable

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An instant success wherever an adhesive is used. Prevents cocking and drawing and

**Mounts Prints Flat**

Carter's Glue is the strongest adhesive known and in Carter's Glue Pencil is

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**Something New!**

An Indispensable Fixture for  
Every Smoker's Desk and  
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**A Combination Cigar Rest,  
Ash Tray, Paper Weight,  
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This rest is meeting with large sales in the United States. Every office that buys a sample, fits out every desk with one of these rests. **A Splendid Christmas Gift.**

In preference to laying the lighted cigar on edge of desk, ashes on your desk, and your partly smoked cigar is not falling on the floor or being mixed up with papers, and can be found when wanted.

The cross-bars on the bottom of inner cup serve to remove the ashes when cigar is dropped into the rest, ashes falling into receptacle below. To empty receptacle remove inner cup. Finished in aluminum with nickel-plated inner cup and decorated as shown in cut.

This novelty is the biggest little **ADVERTISER** manufactured. Also makes a nice gift. By mail, **25 cents**, 4 cents extra for postage. **WE SOLICIT THE TRADE.**

Agents in touch with souvenir dealers should include this big seller.

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WHOLESALE STATIONERS



# Bookseller and Stationer

and Canadian Newsdealer

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

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

Vol. XXIV.

TORONTO, CANADA, NOVEMBER, 1908.

No. 11.

## A Valuable System for Cataloguing Books in a Retail Store

An Index System by Means of Which any Book in the Entire  
Stock May be Located and the Number in Stock Recorded.

By C. L. Chamberlain, in Publisher and Retailer.

For the average dealer having in stock 10,000 to 15,000 volumes, the task of keeping in mind the exact position of every book is almost beyond human ability. For all such and all others who may be interested the plan herein described may prove to be useful.

Divide the entire inside of the store into sections. (See diagram herewith given.) Since the plan does not call for any particular position for the shelves or tables upon which the stock is kept, any store may thus be divided without trouble or inconvenience. Each section will contain books devoted to one subject, such as "History," "Popular Fiction," etc. The names of all books in stock are written on cards about three by five inches and kept in suitable boxes, each subject by itself.



- A, A—Window display.  
B—Card index.  
C—History.  
D—Philosophy.  
E—Sciences.  
F—Reference books.  
G—Fancy gift books.  
H—Art, music, etc.

- I—Standard sets.  
J—Mathematics.  
K—Late fiction.  
L—School text books.  
M—Magazines.  
N—Tablets, stationery, etc.  
O—Closet room.  
P—Offices.  
S and T—Albums, blank books, fancy goods, post cards, etc., etc.

One of the regular card index systems will be found best and comparatively inexpensive.

We prefer to locate the card index in the front part of the store. This is the proper place for a salesman to be when not engaged with a customer. It is also the point at which customers enter and stand while stating their business.

Another plan is to divide the index keeping the cards which list the books of any subject near the location of the books.

### The Number of Sections.

A store containing 10,000 volumes will require division into at least ten sections, and will thus require ten separate sections of the index or catalogue. The diagram already referred to illustrates a division of ten sections. There are many other ways of making the divisions into sections so as to give a handy arrangement by which any title may be easily located in its section, and yet not provide too many sections. Let us suppose we have one thousand books in one section which are to be properly indexed or catalogued.

Take one section into which the store is divided. Let it be History. For the special index to this section a large card or sheet of heavy paper will be found excellent. On this will be printed or written the various sub-divisions of the general subject History. Plenty of space should be left between each sub-division. Except for the space between, the sheet will appear somewhat as follows, near the top:

- 1—ASIA, HISTORY OF.
- 2—ARYAN RACE, HISTORY OF
- 3—AMERICA, HISTORY OF.
- 4—BRAZIL, HISTORY OF



5—BRITAIN, GREAT, HISTORY.  
6—CIVILIZATION, HISTORY OF.

The list of all sub-divisions of history will thus be arranged alphabetically. If one sheet may be arranged large enough to hold all, it will be much more convenient. If not, two sheets will doubtless be sufficient.

Under each of these headings will be listed all books in stock dealing with this subject. Each sub-division is numbered. In the index, cards will be arranged containing the names of all books in stock, and those dealing with one sub-division will be grouped together and separated from the others by cards containing a wide margin on the side so that the edge is about three-fourths of an inch above the other cards. On this margin will be written the name and number of the sub-division. Thus sub-division one will contain cards on which are written the names of all books in stock on that subject. Following this, sub-division two is located by the proper card. It will contain cards listing all books on this subject.

**The System in Operation.**

When a salesman is asked for a certain book unknown to him, he determines from the title or from the reply to one or two questions, the general division in which it is located. Suppose it is History again. He glances at the card containing the sub-divisions of History and locates the number of the card section which contains titles of books in this sub-division. Another glance at these cards tells him whether or not the book is in stock.

After a few weeks use he will know the sub-divisions so well that he will go directly to the card index. If he is uncertain as to what general division contains the book he is after, a glance at the large cards will tell him. Thus if he does not know whether a book on Political Economy is classified as Political Science or Philosophy, he will glance at the large sheet on which either of these names is written. On the proper sheet he will find the name "Political Economy," "Sociology," and, perhaps, one or two other similar names recorded as sub-divisions under the general heading.

**Different Uses of Cards.**

In the index one card may be devoted to one book, one author, or it may contain as many names as it will hold. It will also contain a shelf number or letter and a shelf division number which will locate the book wanted among the others in stock.

To illustrate, suppose a call is received for Green's History of England. The salesman glances at the large "History" sheet and finds "Great Britain," (as England is listed) to be No. 5. He goes to index, No. 5, and runs over the cards till he finds one filled out as follows:

Work.	Author.	Vols.	No. Sets.	Shelf.	Division.
Hist. of Eng.	Green.	4	2	3	5

This tells him that they have a Green's History of England in four volumes, two sets left, and they are on the third shelf of the History section of the store and on the fifth division of the shelf.

Shelves are numbered from the bottom upward, the lowest being one, the next two, etc. The shelves themselves are then divided into divisions, each division being a length of three feet.

The location of the work on shelf 3, and on the fifth three-foot division is not a difficult task. On this shelf are found all books dealing with English History, the books being arranged in the same order on the shelves as the cards are arranged in the index.

**A Practical Example.**

Let us trace the search for one more book. Suppose a call comes for Hart's History of the United States. A

glance at the large History sheet shows that United States History is sub-division 17. At the index glance along the edges of the cards in the History box till 17 is located. Draw out all the cards between 16 and 17 (these are all on U. S. history), run over these till the card containing Hart is found. Here is what it says:

Essentials of Am. Hist. Hart—1 vol., 3 in stock. Shelf 4—Div. 1.

This says that Hart's Essentials of American History is in one volume, three volumes are in stock, and they are found on the fourth shelf, first division in the History section. By this he knows within three feet of the exact position of the book desired.

This system may be installed in a card system as we have described, or the same general plan may be carried out and a loose leaf binder used. The loose leaf has the one possible advantage that all books in a single sub-division (such as the History of England sub-division in the general division History) may usually be written on one sheet. A greater number of titles may also be reentered on any leaf than on a three by five inch card. Thus some time may be saved which the card system would require in turning over the few cards before the right one is found.

**An Opening Difficulty.**

The greatest difficulty at first will be in arranging the ten or twelve general divisions. In case of the average stock of books, it will be well to arrange school text-books in one section, and the separate studies as sub-divisions. High school text-books are some times used as regular library books hence may be classified with other books of each kind. Thus while a book of United States History Series designed for use in the sixth grade will be listed under the general section School Books, in sub-division History, a book like West's or Myers' Ancient History would be found under the section History, sub-division to be found under the heading "Ancient."

While this system may seem cumbersome it should be remembered that it is only a new salesman who finds it necessary to go through the entire system. Regular employees will soon learn the principal divisions and locations and are thus able to go at once to the index if not to the shelf. We neglected to say that whenever a book is sold a memo should be made and as soon as possible after the sale the salesman should record the sale on the proper card so that the next time the card is referred to, it will show the correct number of books still in stock.

There are a half dozen or more firms making a specialty of card index and loose leaf work from whom the cards may be obtained with any desired headings. From the stock of goods on hand and the manner of listing the books, by single title, by author, or otherwise, an estimate may be made as to the number of cards to order. To this estimate make a liberal addition for new books in the future. A few hundred more after say 5,000 have already been struck off, will cost but a small sum. But, if later, type is set purposely for this number, the expense will be surprising.

Order a good lot of the large sheets as one will be spoiled occasionally. For the entire lot, a good plan will be to make an estimate of the number of cards wanted, the number of separate sections demanded—hence the number of separate boxes or drawers, and send the list to three or four leading firms for quotations.

In this way a dealer may know in advance the cost of installing the system, and with this may compare the advantages to be derived.



## Distributes 2,000 Sample Wall Paper Books Each Year

Effective Advertising Methods Adopted by George W. Wood, Book-seller, of Ingersoll—Takes all his Own Photographs of Local Events.

George W. Wood, of Ingersoll, belongs to a book-selling family. His father, the late Thomas Wood, first started in the business in Tillsburg in 1880. In 1896 he opened a store in Ingersoll, which has, for some years been conducted by George W. Wood. Mr. Wood, sr., passed away in 1898. The establishment in Tillsburg was run by his son, E. J. Wood, until about a year ago when he sold out.

The Ingersoll store is a spacious and inviting one and would do credit to a place much larger than a town of 5,000 inhabitants. The depth is 130 feet and width 20 feet. About three years ago an extensive addition was made to the rear and the premises are well lighted and have ample shelving accommodation which serves to display the big and varied stock to excellent advantage.

### Some Effective Advertising.

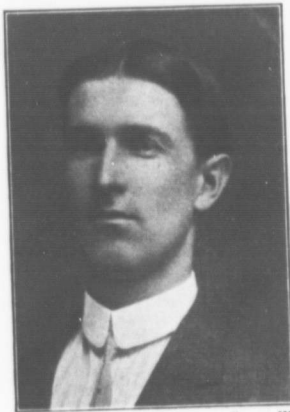
Mr. Wood attributes his success in business to always keeping close to the wants of his customer and to some

features of the fair. Afterwards the panels were displayed in the windows of his store and made and proved a great drawing card.

### The Handling of Wall Papers.

"I handle wall papers," said Mr. Wood, "so as to have no remnants on my hand. When we are running low in any line I take a sample of the paper and paste in a sample book, with a private mark as to the number of rolls, etc. When a purchaser comes in and desires to paper a small room I show from the book instead of from the roll and the buyer does not know but what we have a large stock of the samples which are assorted according to the number of rolls in hand. In this and other ways I guard against having a large assortment of remnants. I find there is a good profit in handling wallpaper and it is one of the principal departments of my business."

Mr. Wood believes in having a lot of departments in a stationery store in a town the size of Ingersoll. He



George W. Wood and his Bookstore in Ingersoll.



unique methods of advertising. He does not use newspaper space except at certain seasons of the year. Every spring, for instance he distributes some 2,000 sample books of wallpaper with about fifteen specimen patterns in each book, which is about a foot square. These are highly prized by the good housewives of Ingersoll and vicinity, and there is a decided rush to obtain the books which contain designs from the most costly character to the cheaper grades.

On Saturdays he has hand bills distributed on the market setting forth certain bargains which may be obtained at Wood's book store. These Saturday sales embrace snaps in several lines. At the Ingersoll fall fair Mr. Wood made an extensive exhibit of mural decorations in the shape of paper panels on colored cotton backgrounds. The effect was very pleasing and evoked much interest and comment. Wood's showing was one of the

handles books, stationery, fancy and leather goods, school books and school supplies, blank books, pictures, souvenirs, art china, wallpaper, pictures and makes picture frames to order.

### Advantage of Selling Stamps.

"Yes! I sell postage stamps," he remarked. "I find that it brings a large number of people in the store and they frequently see something in passing along which they buy. I do not regard the sale of stamps as a nuisance and, although the margin for handling is only one per cent., I dispose of about \$3,000 worth of stamps annually. The commission on these pays my own postage which I suppose runs to about \$30 a year. So you see that a great many people come in here for perhaps only a stamp and yet who can tell the number of things that are incidentally sold through these visits."

(Concluded on page 51.)

In window decoration I devote special attention and at Christmas have Santa Claus on view, laden with presents. This is a decided drawing card and sometimes the street in front of my place is blocked with youngsters all excited and talking about Wood's bookstore. We have for years, handled toys at Christmas time, but at no other season. We are looked upon as a sort of headquarters for Santa Claus. We also feature special bargain tables at the holiday season. We change our windows at least once a week and in their trimming make them as striking and catchy in conception and appearance as possible. There is a great deal in arousing the interest and attention of either the passerby or the caller in the store. Both directly and indirectly I believe its results are big.

#### General Trade Conditions.

In the course of an interesting general conversation on the stationery trade and its conditions Mr. Wood said that he knew there was no money in the news end of the business, and when papers were delivered as they were in Ingersoll, there was a loss besides all the nuisance, worry and trouble of collecting, etc. Mr. Wood is not enamored of this branch of the trade.

#### Takes His Own Views.

"Yes, I take the views for nearly all my local cards, develop and print them myself when we have a big parade or a celebration I get my camera out and take several pictures. I have these finished up and on sale the same or the very next day. They generally go like hot cakes being new and timely. I also have a panoramic camera which will take a photograph of about 180 degrees. I make these pictures in double post card size. I secured several good ones on the fall fair grounds. As the swinging lens affords a broad view the effect of putting the animated scenes on cards of double size and placing them promptly in the windows was gratifying and the sale was satisfactory. I consider it a big advantage to be able to take photos on the spur of the moment and turn out local view cards within a few hours. It has resulted in developing the post card end of the business. Comics are dying out but reproductions of scenery and structures, both at home and abroad will always prove good sellers. Cards of the better class will invariably be in demand."

#### About Books.

Regarding books, Mr. Wood purchases very few copyright novels except at Christmastide. He handles paper novels, a few standard works, children's books and other lines as well as miscellaneous books, but does not go in strongly for the newest editions of fiction, as there is not a large sale for them in Ingersoll. On the whole, the cheaper books go the more readily and by that statement, he said he did not mean trashy or blood and thunder erations.

#### Cash vs. Credit.

"Regarding other departments. I consider picture-framing a good and profitable adjunct. Now, as to cash and credit, we have to do some credit business. It is impossible to proceed on a strictly cash basis. For instance, we have a number of landlords in this town. They own several houses. Perhaps one of them will telephone us that Mrs. K— will be in to-day to pick out paper for two or three bed-rooms. You cannot tell the landlord to send down a \$5 bill to meet the cost. No! You simply charge up wall paper and other orders. At the end of every half-year I secure a general settlement with all persons whose names appear on our books. I get right out and do the collecting myself.

I have never run a circulating library and do not know that it would add anything to the comfort of the

business. The news end is nuisance enough just at present."

Mr. Wood makes a specialty of fine note paper and envelopes. In fancy goods, souvenir goods and art ware; he has tables well laden and placed at convenient points along one side and down the centre of his store.

He certainly believes in carrying many lines and having many departments. In the twelve years that Wood's book store has been in Ingersoll it has come to be looked upon as one of the most substantial and progressively managed institutions in the town and county.

#### OTTAWA.

#### Ottawa a Good Book Town—An Association Suggested—Some Personal Items of Interest.

Ottawa, Nov. 7.—Ottawa is one of the best book towns in Canada and its booksellers endeavor to promote and sustain interest in all kinds of literature. It would appear that fiction is largely sought after, but it is fiction of a good character, not cheap, trashy literature. However, there is a constant and increasing demand for the more substantial works, which indicates an advancement in the desire for more instructive reading.

Already the bookstores are getting in their Christmas supplies of books, booklets and cards, and there is promise of much variety and beauty in this year's offerings.

The development of the post card has proved interesting. From its first appearance as a mere souvenir of one's visit, we have now on sale in every bookstore cards which typify the work of artists and are used by many for framing. Tuck's cards obtain prominence in the Capital.

It has been suggested that a Booksellers' and Stationers' Association should be formed in Ottawa, and items of general interest to the trade, methods of improvement and promotion of business could be profitably discussed at, say, monthly meetings. It would also tend to strengthen the bonds of fraternity among competitors and form an excellent exchange for ideas on up-to-date book business.

A. H. Jarvis, "The Bookstore," has added a printing department to his business and intends catering for social printing particularly. Mr. Jarvis as vice-president of the Ontario Association, was in Toronto last week attending a meeting of the executive.

Geo. H. Popham has devised a novel and useful book holder and individual book rack, which immediately presents its advantages to the bookman. By means of the holder books may be displayed securely on an upright rod in a small space. This firm, Fotheringham & Popham, are altering their windows with a view to increasing the attractiveness of their displays. George Zurhorst, late of Albert Britnell, Toronto, has become associated with the firm. Some dainty paperies are being shown, as well as many attractive and appropriate greeting cards for the holiday season.

The best selling books reported this month are:—"Holy Orders," "The Riverman," "Sowing Seeds in Danny," "Peter," "The Fly on the Wheel," "The Man from Brodney's," "The Wild Geese," "Lewis Rand," "Coast of Chance," "Cy Whittaker's Place," "The Circular Staircase," "The Little Brown Jug at Kildare," and "The Firing Line."

The booksellers in Ottawa are content to share profits with the people, judging from the reductions made from the published prices of books, and with the issue of good editions of former fast-selling books at about one-third their original price, sales should be greatly increased.

G. E. M. B.

## The New Dominion Trade Organization Formally Launched

Meeting of the Executive of the Booksellers' and Stationers' Association  
in Toronto Changes in Constitution Ratified—Publishers Represented

With only one absentee, the new Executive of the Booksellers' and Stationers' Association sat down for their first quarterly meeting at the Queen's Hotel, Toronto, on November 4 and 5. Those present were J. G. Cloke, Hamilton; A. H. Jarvis, Ottawa; G. W. Sulman, M.P.P., Chatham; M. G. Hay, St. Thomas; John F. Sifton, London; C. L. Nelles, Guelph, and W. A. Craik, Toronto. Wm. Tyrrell, of Toronto, was away in New York and his place was accordingly vacant.

Two items of business occupied the exclusive attention of the Executive. The first was the carrying out of the instructions of the annual meeting to enlarge the scope of the association by making it a Dominion organization and by taking in publishers, wholesale stationers and their representatives.

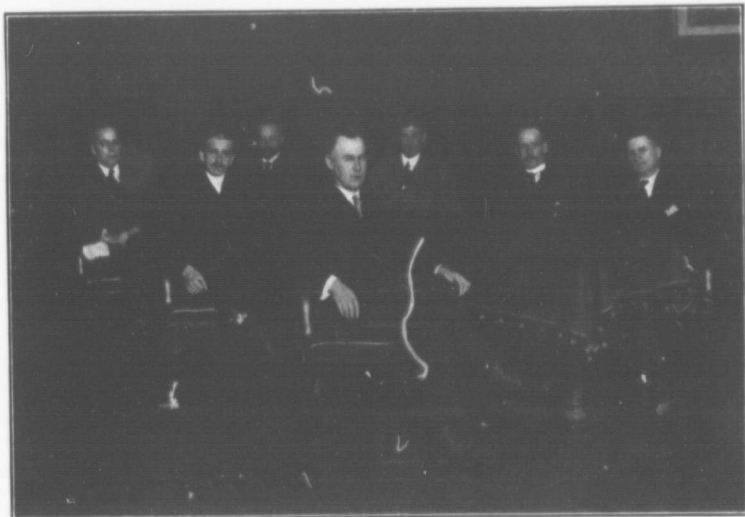
association shall be, the Canadian Book, Stationery and Publishing Trades Association."

Article II, Section I, now reads: "All book publishers, booksellers and stationers and their representatives in the Dominion of Canada are eligible for membership in the association."

Article I of the by-laws provides that "The finances of the Canadian Book, Stationery and Publishing Trades Association shall be provided for by the following annual fees: Publishers and wholesale booksellers and stationers, \$5; retail booksellers and stationers, \$1; travelers and employes, \$1.

### A Membership Campaign.

It was decided to start a vigorous campaign for



M. G. Hay    A. H. Jarvis    J. G. Cloke    J. F. Sifton    W. A. Craik    C. L. Nelles    G. W. Sulman, M.P.P.

WORKERS FOR THE GENERAL GOOD OF THE TRADE  
Executive Committee Canadian Book, Stationery & Publishing Trades Association.

The second business was a consideration of what position should be taken in the interview with Dr. Pyne, to be held at the close of the meeting.

### Publishers Represented.

Representatives were present from several of the large publishing houses more particularly interested in the school book business, with a view to getting their ideas on the situation.

### Changes in Constitution.

The constitution of the association was duly altered to suit the requirements of the situation.

Article I, Section I, now reads: "The name of the

membership at once and to enlist the support of the travelers as much as possible. The secretary was instructed to prepare a booklet giving all information about the association, its aims and objects, and to circulate this broadcast throughout the trade.

### Publishers Willing to Join.

Several of the Toronto publishers and wholesale stationers expressed their willingness to join the association at once, and it looks as if there would be a big increase in the membership immediately. Everybody seems to feel that it will be a good thing to get the

(Continued on Page 54).



## The Ideal Book Store---A Chicago Bookseller's Unique Conception

Browne's Book Store Described and Illustrated—Something Entirely Out of the Ordinary—The Realized Dream of a Genuine Bookseller.

A bookstore absolutely unique and occupying a position apart from any other in this country—a bookstore where instead of long rows of high shelves there is a series of stalls, each surrounded by low book cases, inclined so that the titles on the lower shelves may be read as easily as those on the upper ones—where each stall contains a table and chairs for the comfort and convenience of patrons—where the salesmen are ever ready to serve, but do not urge one to purchase—wherein is found a reception room in which at certain times tea is served—where all the arrangements and decorations harmonize and one breathes the very atmosphere of books—this is Browne's Bookstore, one of Chicago's most attractive products.

Located on the seventh floor of the Fine Arts Building on Michigan Avenue, and commanding a beautiful view of the lake, it affords the booklover seclusion and opportunity for a quiet selection found only in this particular store.

### The Dream of Years.

Browne's Bookstore is the outgrowth of years of association with the best in literature by its founder, Francis F. Browne, in his work as editor of the Dial, one of the leading literary journals of America. It is the result of a desire to provide a fit setting for the selling of books—a place where good editions reign supreme and without the accessories usually incidental to the bookstore.

In decoration and furnishings Browne's Bookstore is an artistic conception. The illustrations herewith, showing views of the various rooms, will give an idea of the manner in which the architect, Frank Lloyd Wright, has provided for the comfort of visitors. Furniture, electric

light shades, windows—all especially designed and made for this particular store, and presenting a harmonious whole, the oil sketches which adorn the walls adding not a little to the general effect.

The best books in all departments of literature are carried in stock, excellent editions in fine bindings being a special feature. All books are plainly marked and every convenience is provided for their examination.

### Clerks Are Inattentive!

The Book Shop has lowered its ceilings, economized its space and set between every tier of shelves—for the shelves are disposed as in some libraries, at right angles to the wall—a long library table, with dependent reading lamps, high-backed chairs, and every convenience for passing a pleasant afternoon. One is invited to come in and be happy. Clerks who really know something about the books are in evidence, but are scrupulously inattentive. When they are required, they can be summoned. The price of every book is marked in plain figures, and it is unnecessary to ask the cost. Certain afternoons tea is served by clever women. Folk drink and talk, buy books and invite others to do the same. It is unnecessary to say that the scheme of furnishing and decoration is beautiful. Even the oil sketches upon the wall are unusual and charming. The soft oiled wood, the originality of every article in the place, and the air of aloof leisure are vastly inviting. It is another of those retiring places which more and more, Chicago is devising for itself.

The Chicago Daily Tribune thus writes: Book hunters who enter Browne's Bookstore in the Fine Arts Building find something quite different from the usual place of the

kind. Instead of long rows of high book shelves there are a series of stalls, each surrounded by low book cases, tilted so that the titles on the lower shelves can be read as easily as those breast high. In each stall is a table with chairs. There are, too, many accommodations for visitors not usually in evidence elsewhere. One of these is a cozy reception room with fireplace, where tea is served and where some attention is paid to the social amenities. In no other American city is there a shop of this sort.

**A NOM-DE-PLUME.**

"Pop!"  
 "Yes, my son."  
 "What is a nom-de-plume?"  
 "Why, it is a man's pen name, my boy."  
 "Well, pop, that's not the name you call your fountain pen when it won't work!"

**A TWO-POINT PEN.**

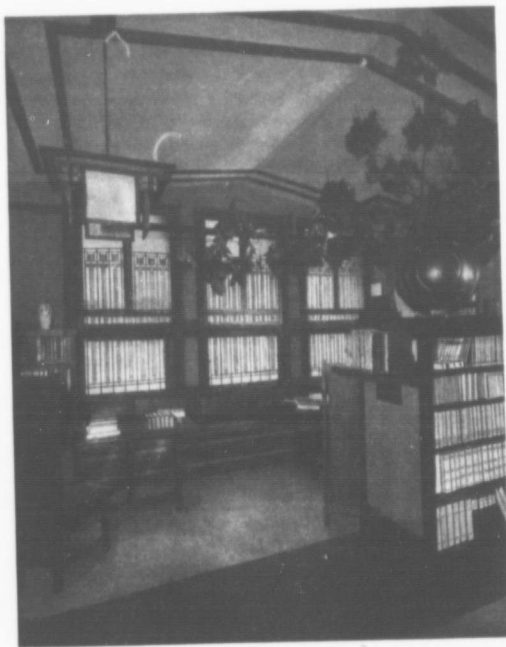
"I have an idea, a glorious idea!" cried the inventor's wife. "One of those simple little ideas wherein millions lie." "Yes?" said he, tossing the long white hair back from his ears. "Proceed." "It is a two-pointed pen!" cried the lady. "A reversible pen." "Excellent, but"—"I should say it was excellent. For the same money, out of the same quantity of material, two pens instead of one. Where are your patent-application papers, James?" The old inventor smiled sadly. "Jenny," he said, "that idea of yours for a pen point at both ends was patented all over the world in 1869. The pen appeared on the market in 1870. A failure, it was withdrawn. But penmakers and the patent people tell me that never a year goes by without the arrival of a hundred or so of excited letters from people, who, like you, think that they have hit on an epoch-making idea, a two-pointed pen."

**THE COMMERCIAL TRAVELER'S DREAM.**

In a little room in a little hotel,  
 In a little country town,  
 On a little bed with a musty smell,  
 A man was lying down.  
  
 A great big man, with a great big snore,  
 For he lay on his back, you see,  
 But a peaceful look on his face he wore,  
 For sound asleep was he.  
  
 In his dreams what wonderful trips he made,  
 What wonderful bills he sold;  
 And everyone paid and nobody failed,  
 And his orders were good as gold.  
  
 And he laughed a terribly scornful laugh  
 When the other drummers "blowed,"  
 For he knew that none had sold the half  
 Of what his own book showed.

And he got a letter from home one day,  
 "Dear, sir; we've no fitter term,  
 Than simply in few words to say  
 Henceforth you are one of the firm."

A wonderful change in his life this made;  
 He soon from the road withdrew,  
 And readily got to know his wife  
 And his son and daughter, too.



He also withdrew from his obscure flat  
 To a house on the avenue,  
 Got healthy and wealthy, contented and fat,  
 Reached the City Council, too.

But thump! bang! thump!—thump! bang! again,  
 And the landlord stood at the door:  
 "It's jolly near time for that six-ten train,"  
 And the drummer's dream was o'er.

**SELLING BOOKS IN ACTON.**

Among those who successfully handle stationery along with drugs, and have built up a good trade in both lines is E. A. Robertson, of Acton, Ont. He is a native of Perth County and embarked in business for himself over a year ago. One side of his large, attractive and well lighted shop is devoted to books and stationery. Mr. Robertson carries a small but representative stock and says unless he had this department to fall back upon it would be almost impossible to make a success of the drug business alone. The two work together admirably.

## Editorial Chronicle and Comment

### GETTING DOWN TO WORK.

The criticism so often heard, that the association idea is no use and that the present Canadian organization is doing nothing, receives a knock-out blow this month. Those who read the reports of the meeting of the executive in this month's issue, and the interview with Hon. Dr. Pyne, the Minister of Education, will see that the association is very much alive and is doing things.

There are several hundred booksellers in the Province of Ontario and there are several hundred in the other Provinces, every one of whom is going to benefit by the work of the association. The small fee makes it possible for everybody to further the good work. And money will be needed if the association's efforts are to be successful.

While the interview with the Minister of Education was as vague in its results as such interviews usually are, yet there can be little doubt but that the Minister was impressed. He doubtless expected to meet a lot of kickers, who were prepared to find fault with the whole school book policy. He was surprised to be greeted with commendations and praise on the general policy of the Government. What the booksellers objected to were merely details in the department of distribution and these the Minister considered quite remediable.

The absurd statements of the daily press to the effect that the Government was endeavoring to stir up strife between the publishers and the booksellers, and that the booksellers were making protests to the Minister of Education, need carry no weight. Those who know the policy of the association would see that such was not the case.

### THE BLOW FALLS IN TORONTO.

The sale of alleged immoral picture post cards has received a severe set-back in Toronto, several dealers having been punished recently for this offence. The moral is clear. The trade should spare no effort to keep their stocks purged of anything that even approaches the immoral. It is detrimental to the post card trade in general, and while for a time a dealer who handles risky cards may prosper, yet in the long run public disapprobation will make itself felt.

### ARE WINDOW-DRESSING CONTESTS LOTTERIES?

The limit to which the imaginations of post office officials can extend is well illustrated by the ruling of the United States Post Office to the effect that window-dressing contests as conducted by several manufacturers must be classified under the head of "lotteries" or "with consideration." That is to say, all printed matter relative to these contests is inadmissible to the mails.

The officials base this decision on the belief that these contests are dependent upon a lot or chance; that the award of the prizes is determined by the fancy or taste of the judges; that the consideration involved is the sum expended in the purchase of the goods of the advertising company.

The Post Office magnanimously admits that contests in which the goods are not required to be those of a certain manufacturer would not conflict with the law.

This is hair-splitting to a ridiculous degree. So far as we are aware the displays are always judged on their merits, and, if a manufacturer sees fit to encourage dealers to improve their window displays, the Post Office people should be the last to hamper his efforts. Let us hope that the Canadian officials will not adopt a similar ruling.

### A PLEA FOR THE BOOKSELLERS.

Frank H. Dodd, head of the firm of Dodd, Mead & Co., New York, and president of the American Publishers' Association, has issued a manifesto on the question as to the right of publishers to fix prices of copyright books. Mr. Dodd says: "The object which the publishers have all along had in view is not to increase their own prices or profits, but to guarantee dealers in books a fair profit such as will enable them to maintain themselves, and thus to preserve the book store from decline or even extinction. . . . The publishers have tried not only to conserve the book stores, but to foster the business of department stores in the better class of literature. . . . Should they be unsuccessful, the inevitable outcome will be a lessened output of the more serious and valuable books. The difficulty of selling these has already increased to a serious extent. The progressive publisher will, of course, adapt himself to the market, and should it become necessary for him to publish nothing but light fiction, he can do so. But if the business has not higher ideals than this, many of those who have given their lives to it would be engaged in other and more remunerative callings." The New York Nation strongly supports Mr. Dodd. It says that the long list of notable publishers is made up of men who have brought to the undertaking the standards, not of a mere trade, but of a profession. They have felt a compulsion to seek for good books regardless of immediate return. That is the honorable tradition established through several generations, say, by the Murphys, of London. That is the honorable tradition maintained by the foremost firms in America. The best publishers are men of education and taste, who will not print a book in which they and their kind cannot take a legitimate interest. This code must be extended to the retailer if booksellers are not to come to grief. The book department, which is a small section of a huge concern, can never be a substitute for the regular well-stocked bookshop. The ideal bookseller loves books and delights

to handle them, and to discuss them with an appreciative purchaser. If we lose these men we lose a most humanizing influence, and it is the duty of the publishers and the public to consider and support the good bookshop, even if they occasionally miss a bargain.

FOR MORE UNIFORM COPYRIGHT.

An International Copyright Conference has been taking place at Berlin, with delegates from all the leading countries of the world in attendance. The aim of the Congress is to help to bring the whole world into line on the question of copyright generally, i.e., copyright in every production in the domain of literature, science and art which can be published, no matter by what method of expression or reproduction the publication may be made.

What most of the civilized nations have been trying to arrive at for many years past is the best time-limit for copyright in the interests of the creator of the work on one hand and in those of the community on the other.

At present the principal countries outside the pale of International Copyright are the United States, Austria, Holland, Hungary, Portugal and Russia. Some of these countries have lop-sided arrangements about copyright with other countries, such as the arrangement between England and the United States, which requires the English author to print his book in the United States, before he can secure copyright.

Even among the foremost nations of the world there is a great diversity in the duration of a literary copyright. In Spain, copyright lasts during the life of the author and eighty years after; in Belgium during the author's life and fifty years after; in Denmark, France, Norway, Portugal, Russia and Sweden the same; in Great Britain during the life of the author plus seven years, or forty-two years in all, whichever term is longer; in Japan, during the author's life, plus five years, or thirty-five years in all, whichever ever term is longer; in Austria, Hungary, Germany, Switzerland, during life of author and thirty years after; in the United States, twenty-eight years, with fourteen years' extension to author if still living, or widow or children.

"PRIVATE" COST MARKS.

Have you a cost mark which every one of your clerks and half of their friends in town know the key to? In a great many stores the cost mark used is a very simple one, and easy to decipher. The same mark has possible been employed for years, and with clerks changing, new salespeople coming and going, in time the cost mark becomes known to a considerable number of persons outside of the store organization, and information which in the first instance was designed to be private, is available to a wide circle of persons, many of whom are not especially friendly to the store.

In many cases, and particularly on staple goods upon which the profit is invariably small, there is not as much necessity for a cost mark which clerks cannot decipher,

but a live, wide-awake merchant frequently buys lines at a price which enables him to make a profit larger than that obtained under normal conditions. He has a perfect right to reap the benefit of his shrewdness in buying these goods and taking advantage of the circumstances existing to increase his profits, and at the same time give his customers good value.

It is not desirable, however, to give an opportunity for a "gabby" clerk to say possibly to a chum or at home, "Gee, but 'the old man' is making a big profit on that last lot of wrappers"—or whatever it may be. The remedy is to have a cost mark on such purchases that is in reality "a private mark," one to which possibly he and his head clerk alone know the key.

There is a possibility of a merchant giving his clerks too much information about the details of his business.

A FORCE IN THE BUSINESS WORLD

The trade paper is the medium that introduces the new things to the retailer who serves the interests of the consumer, and in this way is the greatest commercial force known. An order from one retailer is worth many orders from individual consumers. The dealer buys in quantities and sells single pieces, thus advertising through a trade paper; while it does not produce numerically as many returns as general advertising, each individual order represents a quantity and steady buying. Every retailer represents on an average 300 consumers, so it will be easily seen that business secured through a trade paper is the most profitable, most extensive and most to be desired of any.

The trade paper is the best booster that the salesman of to-day possesses. No matter whether a man is on the street, or on the road, or behind the counter, the trade paper is working for him night and day. It is inspirational and is a medium of expression for his views and for the interchange of ideas. It helps the road man because it introduces his goods to the prospective buyer before the salesman gets to him. In this way it lessens his task and prepares the way. It keeps the retailer posted and abreast of the times so that the salesman has less trouble in finding a middle ground on which to meet him. It boosts the men who do things and helps them both with their employers and their customers.

It is the great force that puts the new ideas, the new things, the new thoughts before the retailer, jobber or manufacturer in condensed and crystallized form and which has built up this great fraternity of men engaged in manufacturing, jobbing, selling or retailing. It is the cement that holds the business structure together, and every man in business should be a booster for trade papers in his line. A salesman cannot go into a retailer's place of business anywhere without finding some trade paper, and everybody should take advantage of this and use it for all it is worth. The trade paper of to-day is the greatest force in the entire commercial world.



## What Men and Firms in the Trade are Doing

Wm. Tyrrell, of Wm. Tyrrell & Co., is absent on a buying trip to New York.

Dr. L. McLeay, bookseller, Gravenhurst, was a visitor in Toronto recently.

W. H. Goulding & Co., dealers in souvenirs and fancy leather goods, Toronto, have assigned.

Henry Button, manager of the Cassell Company, has been laid up for some time at his residence in Toronto.

George Warwick, president of Warwick Bros. & Rutter, left on his annual buying trip to Europe early this month.

Mr. Thomson, of the Thomson Stationery Co., Vancouver, passed through Toronto early this month on his way home from a vacation trip in Europe.

The Wilson Stationery Co. have removed from Scott Street, Toronto, to 62 King Street west, where they have secured larger and more attractive premises.

William Copp, of the Copp, Clark Co., and Chas. J. Musson, of the Musson Book Co., are two Toronto

A. H. Cobb, representing Frederick Warne & Co., Constable & Co., Chapman & Hall, R. & T. Washburn, London, is in Toronto at present en route home to England after a trip around the world. He visited India, China, Japan and Australia.

A. Roy MacDougall sailed for the Old Sod last week. He has developed several interesting connections in England and has deemed it advisable to see the various firms personally. He will be back within a month, returning by way of New York.

W. C. Cunningham, traveler for Buntin, Gillies & Co., Hamilton, left hurriedly for Regina to finish the trip of Geo. Peene, who had been recalled on account of the illness of Mrs. Peene. D. S. Gillies, Secretary-Treasurer of the company, accompanies Mr. Cunningham to the coast.

James Connelly, Jr., has severed his connection with the firm of St. John & Ferguson, Niagara-on-the-Lake, and will shortly go into business for himself in The Times building. He will put in a stock of stationery, books, fancy goods and souvenir china and hopes the townspeople will give him a share of their patronage.

G. V. Strong, who has built up an important stationery and news business in Port Hope, has secured a large store in the neighboring town of Cobourg, where he has opened a stationery business. Cobourg has never had an exclusive stationery store and Mr. Strong should do well there. Mr. Bolster is in charge of the Cobourg business.

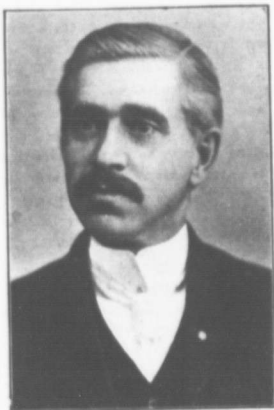
Miss Hattie Tweedie, Moncton, N.B., spent several days in Toronto last month. Miss Tweedie always comes West twice a year and enjoys her visit very much. She considers Toronto "the nicest place on earth" and the men in the trade there are all fine fellows. In her itinerary this time Miss Tweedie included Buffalo and Niagara Falls.

Aubrey O. Hurst, who intended to sail for England on his annual trip last week, has been advised by his physician not to attempt the journey for some time yet. Mr. Hurst has been indisposed for several weeks now but his friends will be glad to know that under the doctor's care he is progressing nicely. The hardest part of it all is that Mr. Hurst has had to give up smoking.

On the night of October 18, Osborne's bookstore, Calgary, was broken into, entrance being made through the cellar window. The thieves contented themselves with those articles that were least bulky and still had considerable value. Apparently nothing else than fountain pens and pocket knives were taken, but the total value of those taken would amount to in the neighborhood of \$250. Pens ranging in price from \$13.50 down were among those taken.

J. J. Renouf, of the Renouf Publishing Co., Montreal, is now making a tour of Canada with educational publications of Longmans, Green & Co., Geo. Phillips & Son, Phillip & Tracey, and Thos. Nelson & Sons. He is at present at the King Edward Hotel in Toronto, where he has samples of all new books and maps, and other educational publications of these firms. He has an interesting display of many new publications which have not been shown in Canada before.

George Peene, traveler for Buntin, Gillies & Co., Hamilton, has the sympathy of his many friends in the sad loss he has sustained by the death of his wife. Mrs. Peene was taken ill shortly after he left for his initial trip to the Western Provinces, where he was accom-



A. H. JARVIS, OTTAWA  
Vice-President Canadian Book, Stationery & Publishing  
Trades Association.

publishers who are at present looking for good things in the Old Country.

Edward J. Boyd has purchased the Booklovers' Library of Canada and will manage it from the Toronto office. He intends to develop the retail end of the business in Toronto to a considerable extent.

E. W. Cumming, of Galt, has sold out his book and stationery business to F. Austin, of Hamilton, who is thoroughly experienced in the trade, and took possession last month.

D. W. Beaumel, of New York, has placed his Canadian agency in the capable hands of A. Roy MacDougall, Toronto. The Beaumel fountain pens will now be pushed for all they are worth.

William J. Brady, who left the employ of the Methodist Book and Publishing House last year to join forces with A. Roy MacDougall, has returned to his old love and will again represent the Methodist Book and Publishing House.



## BOOKSELLER AND STATIONER

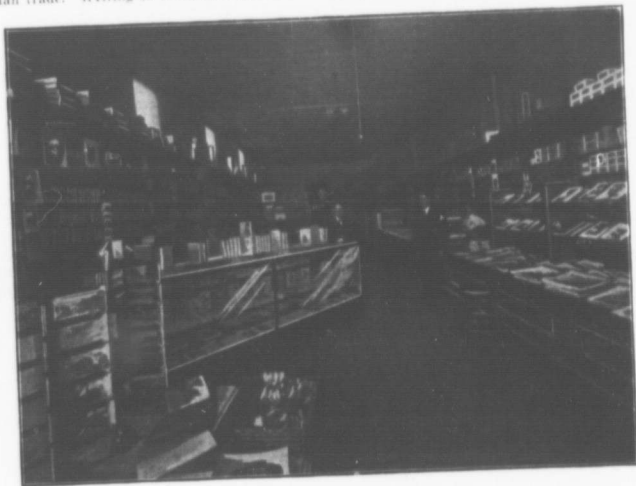
panied by D. S. Gillies, Secretary-Treasurer of the company. They had reached Brandon when Mrs. Peene's condition became alarming. Mr. Peene was wired for and came home to find his wife growing weaker daily. She lived about five days after his return.

Early in November A. C. McClurg & Co., Chicago, will open an office in San Francisco for the representation of their publications on the Pacific Coast. This office will be in charge of S. L. Willard, who has long been connected with the house, for the last seven years in important capacities associated with the publishing department. This step is the outgrowth of the increasing business in McClurg & Co.'s publications on the coast. Mr. Willard has also for the past four years been the traveling representative for their publications in that territory.

John Morgan, who has visited the Canadian trade annually for the Religious Tract Society, has been appointed Australasian representative for his house. Mr. Morgan is thus compelled reluctantly to relinquish his connection with the Canadian trade. Writing to Bookseller and Sta-

tioner, but with his healthy physique and the constant care and good home nursing he was spared to his friends for several years. A brother, John Willing, is the known artist and editor now residing in New York.

Martin Newman Merry, who has been for nearly twenty-eight years in the Methodist Book and Publishing House, and who during that time rose from the foot of the ladder to the position of chief accountant, was offered and has accepted the general agency for Toronto of the Union Assurance Society, an old and wealthy fire insurance company, established in 1714, with head offices in the Royal Exchange Building, London. On the eve of his departure, in order to show their appreciation of his sterling qualities and past services, the Book Steward, Rev. Dr. Briggs, and staff, assembled in the general offices and presented Mr. Merry with a beautiful French onyx and bronze mantle clock. Dr. Briggs was much affected and paid a very high tribute to Mr. Merry's friendship and his business ability and faithfulness to the Book Room from the day he entered the employ of the house. He also congratulated him upon



Interior of Stewart & Thompson's Store, Fort William.

tioner, he says: "May I, through the courtesy of your columns, express my sincere thanks to the members of the bookselling trade, both wholesale and retail, for the uniform kindness and consideration shown towards me since I have had the pleasure of visiting the Dominion on behalf of the society."

The death occurred in Toronto last month of R. B. Willing, a man intimately associated with the book trade of the seventies and eighties. He was born at Kingston, but came to Toronto when ten years of age. His education completed at Upper Canada College, he decided to follow the profession of bookselling, getting his initial training under the master hand of G. Mercer Adam. Later on he became a familiar figure as partner in the firm of Willing & Williamson, and came to be recognized as an authority on publishing and also for his good judgment and wide knowledge of literature of the higher class. For several years Mr. Willing had been almost an invalid, the result of a bad railway accident on the C.P.R. at Cooksville, where he then resided. He was terribly

receiving so important an appointment and felt that the business qualities which made for his success in the Book Room would secure for him a large measure of success in his new work. Dr. Withrow, editor of the Book Room periodicals, also spoke very highly of Mr. Merry's lengthy and faithful services. James Dale, E. S. Caswell and R. Whittaker, three of the oldest members of the house, all of whom have been with the Book Room for over a quarter of a century, spoke on behalf of the other members of the staff and conveyed to Mr. Merry the deep respect in which he was held and their kindly wishes towards him in his new work. Wilfred C. Kettlewell, who entered the Book Room as a lad some years ago, and who rose to be assistant accountant, but three years ago left for a wider field in the United States, and who opened up business on his own account as a chartered accountant in New York, has returned to the Methodist Book and Publishing House to take the position of chief accountant vacated by Mr. Merry.

## Booksellers Confer With Ontario's Minister of Education

The Booksellers' Association Executive Call on Hon. Dr. Pyne—Make Three Requests — The Minister Promises Every Consideration.

1. Twenty-five per cent discount on all school books.
2. Abolition of the clause in the new agreements requiring publishers to sell single copies to any one at the trade price.
3. Notification of all changes in texts for the following school year before June 15.

In a nutshell these were the three requests placed before the Minister of Education of Ontario on November 5 by the executive of the Booksellers' Association.

Hon. Dr. Pyne received the committee in his office at the Education Department at noon.

President J. G. Cloke, of Hamilton, placed the situation before the Minister in a concise, reasonable talk, which evidently created an impression.

He was supported by George W. Sulman, M.P.P., Chatham; A. H. Jarvis, Ottawa, and C. L. Nelles, Guelph, representing the three sections of the Province; John F. Sifton, London, and M. G. Hay, St. Thomas, were also present.

The delegation were assured that their requests were reasonable and that every consideration would be given to them.

### J. G. Cloke.

In opening Mr. Cloke reminded the Minister of the promise made two years ago to give the booksellers a hearing, whenever they asked for it. They were now availing themselves of the permission then granted. He pointed out that those present represented the trade of the entire Province, from East to West.

The booksellers generally agreed that the Government's policy of cheaper and better school books was a sound one and he felt assured that the public were satisfied with what had been done. There were one or two matters, however, affecting the booksellers that he would like to bring to the Minister's attention.

All were agreed that the booksellers of the Province were doing a good service to the public in providing educative reading matter and that they were deserving of support and encouragement. But the cost of doing business was high. There were many incidental expenses connected with running a bookstore, which the ordinary person knew nothing of and business could not be conducted properly on a basis of twenty per cent. discount. He therefore requested that the Government should do their best to restore the former discount of twenty-five per cent. on all future publications.

Continuing, Mr. Cloke referred to the injustice that was done the trade in authorizing and requiring publishers to sell single copies of their books to any one at the trade discount. While this was not being done as yet to any extent, yet when other books were issued and when the public became aware of it, it would mean a very serious loss to the legitimate trade. If the Minister could see his way clear to cutting out this requisition from the agreements the booksellers would be pleased and the public would be none the wiser.

In the third place, great loss and inconvenience had been occasioned this year by the authorization of new texts only a few days before school opening. He presumed that this must have been unavoidable this year, but

he trusted that the Government could arrange to give the trade due notice in the future. The booksellers would be pleased if it were made a rule that no new texts should be authorized after June 15 for the following school opening.

### Mr. Sulman.

The member for West Kent in a few well chosen words enforced Mr. Cloke's remarks. He commended the Government on the new books which had been issued, saying that they were most creditable productions. The reduction in price, too, had suited the public. And if the Minister could only fix up the two or three matters requested, he would have a happy family of booksellers in the Province.

### Mr. Jarvis.

Down in Ottawa, said Mr. Jarvis, the people appreciated the cheaper books and were evidently satisfied with what the Government had done. He trusted the Minister would consider the booksellers' request favorably and place the business on a satisfactory footing.

### C. L. Nelles.

Mr. Nelles contended that the one-copy matter was a serious thing. At the time of the Toronto Exhibition, which occurred just as the schools were opening, the people of the Province would come to Toronto in thousands and buy their books from the publishers. The booksellers might as well close their stores and come down and sell books for the publishers. Profits were small as it was and when the booksellers carried supplies of the books, they should be protected.

The profit on the new copy books was extremely small. Some mercantile houses were actually talking about using the books as ads and giving them away. Others were talking of buying them up for writing paper.

The late authorization of the new books this year had occasioned losses in all quarters.

Mr. Nelles had no fault to find with the Government's policy. The booksellers were not talking grievances outside, nor was it intended that any intimation of their visit to the Minister should appear in the daily press. The public were not affected by what the booksellers asked. It was merely a little inside adjustment to remedy a few difficulties, that was wanted.

### Dr. Pyne.

The Minister of Education assured the visitors that he would be glad to give their requests every consideration. He would ask the secretary to prepare for him a statement, presenting in detail the various items. He did not want to do anything unfair. The one book matter seemed a hardship. He did not know of any other line of business in which the same thing was done.

"I don't see anything at present to prevent adequate notice of new texts being given," said the Minister. "I think it can be arranged, unless something very exceptional occurs."

He pointed out that five years was the shortest period of authorization now granted.

"Your requests are very reasonable," concluded the Doctor.

## MONTREAL

**Business Good—Schemes to Bring in Trade—Opens Store in Quebec.**

November 6.—Montreal booksellers and stationers report business in a good condition. To keep up activity in the trade between the school supplies rush and the holiday trade some of the stores have been conducting sales along various lines. E. M. Renouf held a book-worm's sale which lasted three weeks. The first week was devoted to Shakespeare and Dickens, the second week was the "Bookworm's Week," odd volumes of all varieties being on sale. The third week was given to a sale of standard works only. The sale was well advertised and proved a great success.

A. T. Chapman has been holding a clearing out sale of pictures, etc., prior to the holiday trade, and this is proving an attraction to customers.

E. E. Phelan has been holding a sale of Nelson's Library, at 15 cents a copy. They report that hundreds of copies have been sold, and that from every point of view the sale has been successful.

A great deal of interest is being taken in "The Jewelled Ball," by Flora Bigelow Guest, and published the last week in October by the Cambridge Corporation Limited, owing to the fact that Mrs. Guest is so well known in Montreal.

Displays of Christmas goods will be made in a week or two. Already some of the departmental stores are showing Christmas cards and calendars, but it seems too early in the season, as few people care to buy now, and goods soon lose their fresh appearance, detracting from their selling value. A heavy Christmas trade is anticipated and preparations are being made for handling it.

Encouraged by their success during the Quebec Tercentenary, the Cambridge Corporation, Limited, of Montreal, has opened a branch in Quebec, and expects to do well in that city.

## VANCOUVER.

**Conditions Not the Most Satisfactory—Magazine Sales Increasing—Some of the Books That Sell Well.**

Vancouver, B.C., Nov. 3.—Conditions in the wholesale trade in the West are perhaps not the most satisfactory. The travelers report that the good effects which were to follow the harvesting of the crop in the Northwest will not arrive in time to promote a large Christmas business. It is expected that the trade this holiday time will be only ordinary, though more business is being done than at this time last year. The shipping for Christmas is about half through now, and will be finished in two or three weeks.

The demand for magazines and light literature is an intellectual showing that coincides with the desire for vaudeville, as compared with the legitimate drama. There is a large demand for all kinds of magazines. Those who make a specialty of English publications, such as the B. C. Book Company, find that the call for these is steadily increasing, though not as rapidly as when the rates of postage on American publications was first raised. Although English magazines and papers have a larger circulation, there is little diminution in the number of American magazines entering British Columbia. The extra five cents does not count, and the buying public would not be deprived of their favorite monthly unless the price were prohibitive. Among the magazines from far-away shores that comes here is the Lone Hand,

published in Australia. This is well gotten up, with copious illustrations, and though the price is high, 35c, it has quite a number of buyers. There are many Australians in Vancouver.

There are many good sellers in the book line, in the forefront being "The Man from Brodneys," by George Barr McCutcheon; "Holy Orders," Marie Corelli; "The Wheel of Fortune," Louis Tracy; "The Last Voyage of the Donna Isabel," Randall Parrish; "The Riverman," Stewart Edward White; "The Trail of the Lonesome Pine," John Fox, Jr.; "The Little Brown Jug at Kildare," Meredith Nicholson. Books like "The Yoke" still find ready buyers, one dealer reporting that he had fifty copies in paper covers arrive one day and they had gone inside of two.

## TORONTO.

**Crusade Against Picture Post Card Dealers—Heavy Fines Imposed.**

Toronto, Nov. 7.—A crusade has been carried on by the Toronto Morality Department against sellers of obscene post cards. As a result "raids" have been made, fines imposed and in a few cases warnings given.

Several local dealers who habitually sold such objectionable cards were heavily fined. Mr. A. L. Merrill excused himself on the ground that his stock did not contain such cards, but were purchased by a clerk without his authority, and which the clerk disposed of without his knowledge or profit. Magistrate Denison dismissed the case on the evidence submitted.

Other local dealers not so fortunate were: Louis Benson, 215 Church Street; Samuel Beerbohn, 178 West King Street; A. R. Wicket, 99 Church Street; Henry C. Rymal, 370 Yonge Street; Alb. Prouse, 301½ Yonge Street; P. B. Brown, 54 Yonge Street; Henry Goldenthal, 627 West Queen Street; Fred Maddock, 151 Brunswick Avenue.

All save Brown, who pleaded guilty, were remanded Athol George Robertson, 15 Wilton Avenue, was also arraigned in court and remanded for a week. A decoy letter bearing a special delivery stamp caught Robertson. He had also a box at the post office under the name of the Ontario News Company.

He admitted having sold a number of the post cards, several thousand of which were found on the premises. These were seized by the police and ranged all the way from a mild raciness to filth.

Upon the premises was found a letter from A. J. Tuck, of Barrie, in answer to a circular sent out by the Rook Company with samples. In it Tuck said: "If, as you say, you have thirty subjects better than these, you had better send me 1,000 at once." An express receipt for the thousand cards was also found.

Tuck later appeared in the Barrie police court, charged, as the men are here, with selling indecent matter.

The second man, who has been supplying the retail trade with these bits of art and song, is William Renwick, room 15, 259 College Street, Toronto. There 6,000 cards of the same vintage as these previously collected were seized. Renwick, too, admitted having secured his supply from Buffalo.

It was through the Ottawa post office authorities that the extent of the traffic in these goods first became known. Some time ago a package of these goods coming from Buffalo by mail went astray. They were sent to Ottawa, and on being opened were sent to Inspector Duncan.

The penalty for such infraction of the law ranges up to two years' imprisonment, with heavy fines.

# Christmas Books

## Fiction

A Spirit in Prison. Robt. Hichens. Illustrated	\$1.50
The Elusive Pimpernel. Baroness Orczy	1.25
The Wild Geese. Stanley Weyman.	1.25
The Red City. Dr. S. Weir Mitchell.	1.50
The Soul of Dominic Wildthorn. Jos. Hoeking	1.25
Kineaid's Batteries. Geo. W. Cable.	1.25
The Watchers of the Plains. Ridg- well Cullum	1.25
Purple Love. Morice Gerard	1.25
The Fighting Line. David Lyall	1.25
Salthaven. W. W. Jacobs	1.25
The Governors. E. Phillips Oppen- heim	1.25

## Miscellaneous

The Henry Hutt Picture Book. Boxed, net	\$3.00
Out of Doors in the Holy Land. Henry Van Dyke	1.50
Counsels by the Way. Henry Van Dyke	1.00
The House of Rimmon. Henry Van Dyke	1.00
The Making of Personality. Bliss Carman	1.50
The House in the Waters. Chas. G. D. Roberts	1.50

## Books for Boys and Girls

Braves White and Red (Adventures in North West). C. S. Argyll Saxby. Illustrated	\$ .60
How Canada Was Won. Capt. F. S. Brereton. Illustrated	1.50
Rough Riders of the Pampas. Capt. F. S. Brereton. Illustrated	1.25
A Book of Heroes. Alfred H. Miles. Illustrated	1.25
True Stories of Girl Heroines. E. Everett Green. Illustrated	1.25

## Juvenile

Dorothy and the Wizard in Oz. L. Frank Baum. Illustrated	\$1.25
Toodles and the Snow Man. Fred- erick Chapin	1.50
A Little Maid in Toy Land. Ada L. Sutton	1.00
Brownie Boo. Florence Lapan	1.25
Border Land. Leigh Gross Day	2.00
Prince Babillon. Nella	1.50
Alice in Wonderland. Illustrated	1.50
Childhood. Illustrated	1.00
The Bumblebees. Illustrated	.50

**The Copp, Clark Co., Limited**  
Publishers - - Toronto

# Latest News of the Month in the Publishing World

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

Marie Corelli wins this month, "Holy Orders" jumps into first place, with a good lead over last month's favorite, "The Firing Line." "Diana Mallory" makes a strong third. It, too, is a newcomer in the list. "Peter" holds fourth place, the same as last time.

## Canada.

1. Holy Orders. By Marie Corelli.
2. Firing Line. By R. W. Chambers.
3. Diana Mallory. By Mrs. Ward.
4. Peter. By F. H. Smith.
5. Man from Brodneys. By G. B. McCutcheon.
6. Trail of Lonesome Pine. By John Fox, Jr.

## United States.

1. Firing Line. By R. W. Chambers.
2. Man from Brodneys. By G. B. McCutcheon.
3. Together. By Robert Herrick.
4. Peter. By F. H. Smith.
5. Crewe's Career. By Winston Churchill.
6. Little Brown Jug. By M. Nicholson.

## Notes From the Publishers.

The publication of "Kingsmead," by Baroness von Hutten, has been postponed by the Mussion Book Co. until next spring.

"The Spirit in Prison," by Robert Hichens, and "Wild Geese," by S. J. Weyman, are reported as their best sellers by Copp, Clark Co.

The Westminster Co. have published "Treasure Valley," by Marian Keith. They are also bringing out Dr. Robertson Nicholl's "Life of Ian MacLaren."

"The Altar Stairs," a new story of adventure by G. B. Lancaster, which has had an immense run in England, will be published shortly by the Mussion Book Co.

"Everything out." McLeod & Allen have their entire fall list on the market and are ready to fill repeat orders. They are specializing on about six fast sellers.

Henry Frowde has now ready "The Web of Time," by Robert E. Knowles. The publication of this novel by the clever Canadian writer is quite an event in the literary world.

The Copp, Clark Co.'s book department have issued a very handsome book catalogue, well illustrated and containing some attractive three-color work. The cover is in two colors, embossed.

The Copp, Clark Co. are specializing on the two Breerton books for boys, "How Canada was Won," and "Rough Riders of the Pampas." Both are originally Blackie publications and contain all the fine points of the Scottish publishers' publications.

Since our last issue, the Macmillan Co. of Canada have issued "The Gentleman," by Alfred Ollivant; "Wroth," by Agnes and Egerton Castle; "The War in the Air," by H. G. Wells, and "Over Bemerton's," by C. V. Lucas. All are of a high order of merit and should not be omitted from any bookseller's stock.

Recent publications of the Copp, Clark Co. are "The Red City," by S. Weir Mitchell; "The Illusive Pim-

pernel," by Baroness Grey, and "Governors," by E. P. Oppenheim. "Salthaven," by W. W. Jacobs, is announced for immediate publication. "Kincaid's Battery," by G. W. Cable, will be ready later in the month.

The Literary Digest in a recent issue names "Lewis Rand," by Mary Johnston, as the greatest novel which has yet been published in America. This is certainly very high praise. William Briggs, who has the Canadian market, reports a very large and increasing sale of this volume. It will make a very nice Christmas book, and is a good book for the trade to stock on.

Notwithstanding the remarkable attitude which some of the reviewers have taken towards Marie Corelli's latest book "Holy Orders," it continues to sell and is this month reported as the best selling book in Canada. It is a cult with a great number of the reviewers to slash any book by Marie Corelli. Her last book has not escaped and some of the reviews are pretty lively reading. The first edition of her book in Great Britain, Canada and the United States was over 200,000 copies, and the first Canadian edition was 10,000 copies.

The Canadian office of Longmans, Green & Co., Montreal, is showing some interesting new books this month. Among those which deserve special mention are "The Book of Princes and Princesses," by Mrs. Lang, which deals with the Wars of the Roses. Another charming little book is "Little Miss Quixote," by Robert Haynes and Dorothy Rose. Boys may have a healthy and invigorating peep into that life which appeals to them most in "Life and Sport in Hampshire," by George A. B. Dewar. A new book which is attracting some attention, by the distinguished writer of such tales, Florence K. Upton, is "The Adventures of Borbee and the Wisp."

## BERLIN.

Brisker Demand for Novels—"The Flag" Sells Well—  
An Incident of the Election Campaign.

Berlin, Nov. 7.—The demand for late novels is quite brisk this fall, showing considerable improvement over a year ago in that respect, although there is still a disposition on the part of many to buy the cheaper class of fiction, this being a great town for "ten-centers." In late fiction the best selling book during the past month has been "The Firing Line," Corelli's "Holy Orders" being a close second. There has been quite an advance call for De Morgan's new book, his other three having proved great favorites here.

Newsdealers have had a big sale for "The Flag," especially since the announcement that a discount would be allowed, there having been little inclination on their part to sell without any profit whatever.

William Lyon Mackenzie King's sensational election contest as Liberal candidate in North Waterloo occasioned a renewed demand for his book, "The Secret of Heroism."

Local dealers are already beginning to display their Christmas goods. A considerably better trade than in the last holiday season is anticipated.

## A Page About Books by Canadian Authors

## Some New Publications

A popular re-issue of "The Fight for Canada," by Major William Wood, has been issued in England by Archibald Constable & Co.

The Revell Company announce a de luxe library edition of Ralph Connor's novels. There are six volumes in the set.

Miss L. M. Montgomery, author of "Anne of Green Gables," is contributing a serial story entitled, "By Way of the Brick Oven," to East and West.

The Musson Book Co., Toronto, who are publishing "The Master of Life," by W. D. Lightall, claim that it will be one of the handsomest books ever produced in Canada.

"The Canada Year Book" for 1908, issued by the Census and Statistics Department at Ottawa, and containing a vast amount of valuable statistical matter about Canada, is now out.

"The Harvest of Moloch," by Mrs. J. K. Lawson, announced for early publication by the Musson Book Co., has been sold to J. M. Poole, Toronto, who will issue it shortly.

Both "Kingston of Old," by Agnes Maule Maclean, and "The Conquest of the Great Northwest," by Agnes C. Laut, will be published immediately by the Musson Book Co.

The Musson Book Co. will issue shortly a new book by W. H. P. Jarvis, entitled, "Letters of a Remittance Man to His Mother." The book is very funny and is a most remarkable piece of character work. It will sell at \$1.25.

The Westminster Company are issuing Ralph Connor's Christmas story entitled, "The Angel and the Star." In cloth, 50 cents, and in paper 25 cents. The little book is handsomely illustrated with three-color plates and should form an admirable Christmas gift.

Great praise is being given in New York to the novelization by Harvey J. O'Higgins of "A Grand Army Man," the play in which David Warfield achieved such success last season. The book is published by the Century Company.

The publishers of "Anne of Green Gables," by Miss L. M. Montgomery, the Prince Edward Island authoress, announce that they have arranged for a large Australian edition of the book. This is quite a novelty. It is doubtful if there was ever an Australian edition of a Canadian novel before.

A "Quebec Tercentenary Commemorative History" has been issued by the Quebec Daily Telegraph to commemorate the celebration held in Quebec last summer. The book contains two hundred pages, quarto size, and is profusely illustrated. It sells at \$2, \$3 and \$5, according to binding.

The Inaugural Lecture delivered by Professor George Herbert Locke at Macdonald College has been issued in pamphlet form from the Witness Press, Montreal, under the title of "The Education of a People." It is a masterly address, nobly expressed, on Canadian education, and should be widely circulated throughout Canada.

That the fame of Canadian authors is spreading abroad is evident from the fact that the publishers of Arthur Stringer's fascinating tale, "The Wire Tappers,"

Little, Brown & Co., Boston, have received a request to permit the book to be translated into Danish. It has already been translated into Swedish.

In our last month's issue the remarkable fact was mentioned that "Songs of a Sourdough" had run into a twenty-four thousand edition in Canada. Since that time another two thousand of a holiday edition has come from the presses of William Briggs, and is put up specially in a leather binding, stamped with the Canadian Coat-of-Arms. It makes a very attractive holiday book and the publishers report that almost all of the edition is sold now.

The Cambridge University Press have on their fall list a new book by Professor William Osler, containing the Linaere Lecture for 1908, delivered at St. John's College, Cambridge. The first chapter consists of an Introduction and Life, the second and third deal with Linaere as Medical Humanist and Grammarian respectively, and the fourth and last is devoted to the Linaere Foundations. The plates, of which there are eleven, include the portraits of Linaere at Windsor and the British Museum. (2s 6d net).

In "Amedee's Son," by Harry James Smith, which Houghton Mifflin Co., of Boston published (\$1.50), we are told the story of an orphan boy brought up among the French fisher folk of Cape Breton. With the skill of the true artist in writing, the author has produced a living picture of the primitive people of whom he treats. The book is a genuine idyl with a tender grace in its descriptions and a quiet humor in some of its situations that remind one of Barrie at his best.

All lovers of literature and the drama will be pleased to hear of the issue of a new volume from the pen of William Wilfrid Campbell. Mr. Campbell has made a collection of his dramatic work, which he will publish very shortly in a volume entitled, "The Collected Dramas of Wilfrid Campbell." This volume will be tastily gotten up and will be uniform with a companion volume to his "Collected Poems," issued several years ago. The book will be issued by William Briggs, who published his previous volume.

The Northwest and the most northern half of our continent are coming more and more into prominence as a field for literature. Lawrence J. Burpee and Agnes C. Laut have just put on the market two books which deal with the early days of our Great North Country, and we now have a new volume from the presses of William Briggs, by Miss Edith L. Marsh, under the title of, "Where the Buffalo Roamed." Miss Marsh's book is intended primarily for young people, and deals with the romance of exploration, discovery and development of the Canadian West.

L. C. Page & Co., Boston, are in receipt of a letter from Miss Katherine E. Conway, the well-known journalist, and president of the John Boyle O'Reilly Circle, of Boston, dated October 10th, as follows: "You may be interested to know that the John Boyle O'Reilly Circle, an association of over one hundred cultivated and influential Catholic women of Boston, included your 'Anne of Green Gables,' by L. M. Montgomery, in its recent discussion on 'A Wholesome Reaction in Current Fiction,' and that all were delighted with the book."

The sale of fiction this fall is reported to be much above the ordinary. One of the books which has helped to run up the sale of fiction is "Sowing Seeds in Danny."

IN THE UNITED STATES, IN ENGLAND, IN AUSTRALIA

L. M. MONTGOMERY'S

# ANNE OF GREEN GABLES

IS PROVING ONE OF THE GREATEST SUCCESSES OF THE YEAR.  
A BOOK OF WHICH EVERY CANADIAN SHOULD BE PROUD.

"It is a pleasure to follow ANNE through her bright and lively career."—*Marshall Saunders*, author of "Beautiful Joe."  
"One of the few Canadian stories that appeal to the whole English-speaking world."—*The Montreal Herald*.  
"ANNE is a triumph."—*The Philadelphia Press*.  
"You pass from tears to laughter as the story unfolds, and there is never a moment's hesitation in admitting that Anne has completely won your heart."—*Joe Mitchell Chapple*, Editor *National Magazine*.  
"I see that she has become one of the popular young ladies of the season; but I can assure you that if she had no one else to love her, I should still be her most devoted admirer."—*Bliss Carman*.

ILLUSTRATED \$1.50



Bliss Carman's New Volume of Essays  
**The Making of Personality**

is having a popularity attained by few books outside of fiction.  
Its appeal is a wide one, and it is sure to prove a delight as a gift book for adult readers.

"Bliss Carman is perhaps the most interesting essayist now writing English."—*The Chicago News*.

ILLUSTRATED, BOXED, \$1.50

Charles G. D. Roberts'  
**The House In The Water**  
A BOOK OF WILD LIFE.

Some of the best nature tales Charles G. D. Roberts has ever written are included in this volume. The book is beautifully made and profusely illustrated, making a most attractive gift book.

Illustrated by Charles L. Bull and Frank V. Smith. \$1.50

L. C. Page & Company, Publishers, 200 Summer St., Boston, Mass.

THE BEST OF THE SEASON

# THE JEWELLED BALL

By Flora Bigelow Guest

PUBLISHED AT \$1.25

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MONTREAL

## Books on Canada

A most appropriate gift for Christmas is a book about Canada.

### FICTION—

"Spirit Lake." By Arthur Heming. Illustrated by the author. \$1.50.  
"Cousin Cinderella." (A Canadian Girl in London). By Mrs. Everett Cotes (Mrs. Jeannette Duncan). Illustrated. \$1.25.

### HISTORY—

"A Canadian Manor and its Seigniors." By Professor George M. Wrong. Illustrated. \$3.00, net.  
"Tercentenary History of Canada." By F. B. Treacy. 3 volumes boxed. Illustrated. \$4.00, net.  
"Canada and the Canadian Question." By Professor Goldwin Smith. \$2.00, net.  
"Sixty Years' Protection of Canada." By E. Porritt. \$1.50, net.  
"Vikings of the Pacific." By Agnes Laut. Illustrated \$2.00, net.  
"Vancouver's Discovery of Puget Sound." By E. S. Meany. Illustrated. \$2.50, net.

### DESCRIPTION—

"Canada." By Wilfred Campbell. With 77 full-page illustrations in colour by Mower Martin. \$6.00, net.  
"In the Heart of the Canadian Rockies." By J. Outram. Maps and illustrations. \$2.75, net.  
"Sport and Travel in the Northland of Canada." By D. T. Hanbury. \$4.50, net.  
"Letters to the Family." By Rudyard Kipling. 25 cents, net.

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by Nellie L. McClung, which is taking its place as one of the best sellers to-day in Canada. A number of the trade are featuring this book specially for the holiday season. W. J. F. Mallagh, of London; R. Uglow & Co., of Kingston; A. H. Jarvis, of Ottawa; Russell, Lang & Co., of Winnipeg, and Hope & Sons, of Ottawa, having issued special circulars, imprinted, which they are distributing to their customers.

Flora Bigelow Guest, wife of the Hon. Lionel Guest, of St. Anne de Bellevue, Que., is the author of a novel, "The Jewelled Ball," just published, which has already attracted a great deal of attention in society circles in Ottawa, London, New York and Montreal, where Mrs. Guest is well known. Mrs. Guest is of a literary family. She is a daughter of the Hon. John Bigelow, who was United States ambassador to France under President Lincoln. He was the author of a number of well-known works, while a brother, Poultney Bigelow, has achieved considerable fame as a magazine writer, and through a personal friendship with Kaiser Wilhelm.

The life and work of Charles Heavyside, whose name is known to the reading world practically only through anthologies, is reviewed sympathetically in the current number of the University Magazine, by E. B. Green-shields, Montreal. Heavyside was a journalist living in Montreal during the latter years of his life as a member of the Witness staff, dying there in 1876. He was a retiring man, with few intimates and rejoicing in his domestic circle. His claim to fame rests on the publication of one or two dramas, principally "Saul," and a few sonnets. Mr. Green-shields believes the future will appreciate him as "the most imaginative poet that has ever lived in Canada."

Mr. Arnold Haultain, author of "Two Country Walks in Canada," whose scholarly work has given him high

standing as a Canadian essayist, is to publish this autumn through Houghton, Mifflin, of Boston, a volume entitled "The Mystery of Golf," further described as "A Brief Account of Games in general; their origin, Antiquity, and Rampant; and of the Game yeelped Golfe in particular, its Uniqueness, its Curiousness and its Difficulty; its anatomical, philosophical and moral Properties; together with diverse Conceips on other Matters to it appertaining." The publishers speak enthusiastically of Mr. Haultain's new work. They believe that "The Mystery of Golf," "through its insight and humor, its quaint charm and eloquence of phrase will afford a unique pleasure both to sportsmen and lovers of literature."

It is gratifying to note that one of the most charming of this season's juveniles is the work of a Toronto writer and artist, Miss Estelle Kerr. Miss Kerr is a daughter of George Kerr, harrister, and was born in Toronto. She received her earlier education in art under the direction of Mrs. Pignam and Miss Laura Muntz, continuing her studies at the Art Students' League in New York, afterwards going to Paris for two seasons. While there she spent her summers in Italy and Holland, and in the latter country she stayed for some time at the picturesque little fishing village of Volendam. Of this village she writes in her children's book, "Little Sam in Volendam," just published by Moffatt, Yard & Co., New York, illustrating it with quaint drawings of her own. Miss Kerr is now preparing a series of drawings and verses about Sicily, the scene of a recent visit.

A short time ago issued from the press of William Briggs a very important volume by Professor Blewett, of Victoria University, entitled, "The Nature of God." This book was highly received in Great Britain, and is considered to be one of the most important contributions to philosophical literature which has been issued for a

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number of years. One of the English reviewers in writing of this book said that if Canada had many such writers and thinkers as Dr. Blewett that there need be no fear for the future of the British Empire. This same publisher now has in the press another important volume by one of our university professors, namely, Prof. Wm. F. Osborne, M.A., who occupies the chair of English Literature in Wesley College, Winnipeg. Prof. Osborne is one of the rising men of the West, and his book is said to be a very important contribution to Shakespearean literature.

Lord Milner's visit to Canada has brought into prominence the imperial relations at present existing between the self-governing states and the Mother Country. Imperial matters are being discussed much more than formerly, and his visit will, no doubt, have a very beneficial influence with regard to our imperial relations. One of our coming writers has caught the larger imperial spirit and his volume, entitled, "The Empire Builders and Other Poems," which has just been issued from the press of William Briggs, will, no doubt, attract a good deal of attention. His patriotic and imperialistic poems are very striking and he has caught somewhat of the spirit of Kipling and Service.

A volume lately issued from the press of William Briggs, which has received a good deal of attention from the reviewers, is entitled, "Canada, My Land, and Other Compositions in Verse," by W. M. MacKeracher. Mr. MacKeracher is a resident of Montreal and his patriotic poems are particularly striking and interesting to patriotic Canadians.

Walter R. Nursey, who has written a new life of Sir Isaac Brock, to be entitled, "The Story of Isaac Brock," has had a somewhat varied career. He was educated in the Old Country for the East India civil service, but came to Canada to engage in agriculture. At the time of the Fenian raid in 1866 he served as a volunteer in the Queen's Own Rifles. He has been a *coureur des bois* in old Prince Rupert's land, and was one of the pioneers of Fort Francis, on the Rainy River. For a short time he was in the service of the Hudson's Bay Company and carried the winter overland mails, the "Northern Packet," by dog train through the wilderness, which extends from Lake Superior to York Factory. Subsequently he became a "free fur trader." He held the position of chief health officer and fur inspector during the outbreak of smallpox which ravaged the Indians on Lake Winnipeg in 1876. Finally he drifted into journalism, and in 1878 he published the Manitoba Telegraph, followed by the Herald. In 1878 he was appointed Deputy Minister of Agriculture for Manitoba, and the following year was gazetted Provincial Auditor, and remained in office until 1889. He was the first justice of the peace for Keewatin, and has traveled extensively in the British and United States Northwest, and with canoe and snowshoe, pack horse and dog train has exploited the country with rod and rifle from Hudson's Bay to Alaska. He was through the Northwest Reil rebellion with General Sir Frederick Middleton as Postmaster-General to the Northwest field force. In 1889 he accompanied Lord Stanley, then Governor-General of Canada, across the continent as special correspondent. Mr. Nursey has done considerable writing, having issued over thirty books, most of them dealing with commercial subjects or with the great Northwest.

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## Thumb-nail Reviews of the Season's Leading Books

Adopting a somewhat different style of treatment of the season's publications, we will endeavor to show in this department at a glance the characteristic features of the leading books. First, the best six will be described, and following them the other prominent sellers.

## "The Best Six."

1. **HOLY ORDERS.** By Marie Corelli, Toronto: William Briggs. Cloth, \$1.25. Taking as her hero an earnest clergyman in a small rural English parish the author gives a vivid picture of how the licensed drink traffic of England makes the work of her licensed clergy almost futile. In a story with excellent plot the author arraigns the drink problem, the temperance question, the reckless life of the rich and the poor, shows her views of the "Higher Church" clergy and of the worldliness of the church.
2. **TIE FIRING LINE.** By R. W. Chambers. Toronto: McLeod & Allen. Cloth, \$1.25. A young New Yorker, educated as a landscape gardener, is hired by a Florida millionaire to beautify his acres at Palm Beach. He meets the proprietor's adopted daughter, falls in love, and learns she has married clandestinely to have a right to a name, she being a foundling. The whole story turns around the lover and the husband. The husband plays a most unselfish role, the end is satisfactory.
3. **THE TESTING OF DIANA MALLORY.** By Mrs. Humphrey Ward. Toronto: Musson Book Co. Cloth, \$1.50. Young, gracious, highminded, warm hearted, Diana Mallory is brought with brutal suddenness into the knowledge that her dead young mother has murdered a man whom the world believed her lover. Just before the blow strikes Diana is betrothed to the man she loves. He, hard pressed by ambition, listens to a worldly mother and deserts Diana. The world takes the girl's part, and her lover is a political failure. When he is broken and ashamed and awake at last, the girl, unembittered, goes to him and makes him the man he was meant to be.
4. **PETER.** By F. Hopkins Smith. Toronto: McLeod & Allen. Cloth, \$1.25. Peter Grayson was receiving teller in a well-established old bank in Wall Street. He was a delightful, middle-aged man of good family, dearly loving young people. While not the hero, he is a strong influence in the life of the hero, an attractive young man, who comes up from Maryland to take a position in his uncle's stock broking office in Wall Street. His struggles to make his way in the world and his love affairs are related in a sympathetic way that is very real.
5. **THE MAN FROM BRODNEYS.** By G. B. McCutcheon, Toronto; William Briggs. Cloth, \$1.25. By the remarkable wills of their long-forgotten grandfathers, Robert Browne, an American, and Lady Deppingham, an Englishwoman, are to inherit an immense fortune and most of the island of Japat on condition that they marry within a year after the death of Taswell Skages, Browne's grandfather, who survives his partner, Lady Deppingham's grandfather. As it happens, however, both the heirs are married already, but they remove to Japat with their households and lawyers and endeavor to find some way out of the difficulty. The "Man from Brodneys" is the lawyer for the natives of the island, who are to inherit the fortune if the conditions of the will are not fulfilled. His love affair

with the Princess of Thorberg, who comes to the island, is the romance of the book.

6. **THE TRAIL OF THE LONESOME PINE.** By John Fox, Jr., Toronto: McLeod & Allen. Cloth, \$1.25. Just on the borderland of Kentucky and Virginia soar the mountains where this story is laid, of bitter family feuds, the raiding of illicit whiskey stills, the booming of real estate, the laying out and improving of towns, and the breaking in of the wild mountaineers to the law and order decreed by states, cities and towns. June, a wild, loyal child of the woods, pleases an enterprising engineer, who takes her under his guardianship, educates her, and almost loses her, so loyal is she to the old family traditions of hate and revenge.

## Runners Up.

- A SPIRIT IN PRISON.** By Robert Hichens. Toronto: Copp, Clark Co. Cloth, \$1.25. A sequel to "Call of the Blood," with scenes laid on a small island near Naples, sixteen years later. The widowed heroine of the first story and her young daughter are the principal characters.
- THE WILD GESE.** By Stanley J. Weyman. Toronto: Copp, Clark Co. Cloth, \$1.25. A romance of the Ireland of George I's time, when "the wild geese" or Irish adventurers went to and fro between Ireland and the continent, presents a striking picture of the Ireland of that day, introduces a fine character in its hero, and an interesting love affair between him and a beautiful Irish girl, who first despises and then adores.
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- COUNSELS BY THE WAY.** By Henry van Dyke. Special type designs. New York: Thomas Y. Crowell & Co. Cloth, \$1.00 net. A volume of choice essays by one of the most famous essay writers of America.
- ON THE OPEN ROAD.** A creed of Wholesome Living. By Ralph Waldo Trine. New York: Thomas Y. Crowell & Co. 50 ets. net. A pocket mentor, containing a series of layman's sermons, each focussing upon some every-day thought.
- HE CAN WHO THINKS HE CAN.** By Orison Sweet Marden. New York: Thomas Y. Crowell & Co. Cloth, \$1.00 net. A series of straight-from-the-shoulder talks, all bearing upon the general subject of success in life.
- EVENING THOUGHTS.** For Every Day in the Year. By J. R. Miller. New York: Thomas Y. Crowell & Co. Cloth, plain edges, 65 ets. net, gilt top, 85 ets. net. Little one-page talks based upon selected verses of Scripture for evening devotions.
- THE WIDER LIFE.** By J. R. Miller. New York: Thomas Y. Crowell & Co. Plain edges, 65 ets. net; gilt top, 85 ets. net. Collected addresses and sermons by Dr. Miller, containing a message to all.
- GLIMPSES OF THE HEAVENLY LIFE.** By J. R. Miller. New York: Thomas Y. Crowell & Co. Cloth, 50 ets. net. One of the new volumes in the Chiswick series.

### Miscellaneous.

- THE COIGN OF VANTAGE.** By Wm. T. Herridge, D.D. Fleming H. Revell Co., New York and Toronto. \$1.00. Reflections on the affairs of life under some aspects in which the author seeks to give its due place and proportion to cause, motive and effect in the working out of results. He teaches that the underlying, potent factors for the formation of perfect character are spiritual and moral. Much wisdom is focussed into short epigrammatic sentences.
- BUNYAN HIMSELF AS SEEN IN HIS GRACE ABOUNDING.** By Alexander Whyte, D.D. Oliphant, Anderson & Ferrier, Edinburgh. 2s 6d. An exposition of the spiritual life and character of Bunyan is a fitting sequel to the character studies drawn from the works of that great author. Dr. Whyte has brought to his task keen spiritual perception, fine literary skill and much learning. Thus highly qualified he has thrown new life and light into the portraiture of the immortal tinker. A renewed interest in the works of John Bunyan may be looked for.
- THE CHRISTIAN METHOD OF ETHICS.** By Rev. Henry W. Clark. Oliphant, Anderson & Ferrier, Edinburgh. 3s 6d. A book for cultured and thoughtful minds. The arguments for the Christian method of ethics are presented in a manner at once suggestive and satisfying, because founded upon the self-evident truths of spiritual life. Profound logic and subtle analysis are stamped on the pages of this new book by a new and original writer.
- THE FRESH AIR BOOK.** By J. P. Muller. Ex-Lieutenant in the Royal Danish Engineers. London: "Health & Strength," Ltd. Paper, 2s 6d net. Expounding the author's system of fresh-air living. Illustrated.
- LIVING ON A LITTLE.** By Caroline French Benton. Boston: Dana Estes & Co. Cloth, \$1.25. Practical

hints to young people, enabling those beginning house-keeping on small means, to so arrange their living expenses as to realize the best results.

**THE SPEAKER.** No. 12. By Paul M. Pearson. Philadelphia: Pearson Bros. Cloth, 60 ets. Paper, 40 ets. Selections chosen especially to provide material for commemorating the centenaries of Poe, Tennyson, Lincoln and Gladstone, which occur in 1909.

**TRAINING FOR ATHLETICS.** A comprehensive manual dealing with all branches of sport. London: "Health and Strength," Ltd., 12 Burleigh Street. Cloth, 2s. 6d. net. Contributions by all the leading athletes of the day.

**SOCIAL DUTY OF OUR DAUGHTERS.** By Mrs. Adolphe Hoffman. Toronto: Wm. Briggs. Cloth, 35 ets. net. The author is prominent in European reform work and in this book addresses a suggestive message to mothers and grown-up daughters.

**BEFORE MARRIAGE.** By Mrs. Adolphe Hoffman. Toronto: Wm. Briggs. Cloth, 35 ets. net. Advice from a mother to her son on the eve of his marriage.

**TABER'S POCKET ENCYCLOPEDIA MEDICAL DICTIONARY.** By C. W. Taber and Dr. Nicholas Senn. Chicago: Laird & Lee. Flexible black leather, \$1.50. A new departure in a medical dictionary. All important subjects defined encyclopedically. Cross indexed and illustrated.

**DIARY AND TIME-SAVER FOR 1909.** Tenth Annual Edition. Chicago: Laird & Lee. Full black or red leather, vest-pocket size, 25 ets. Contains memoranda for every day of the year. Shows holidays and special church days, historical events, cash account, etc. A compendium of valuable information in condensed form.

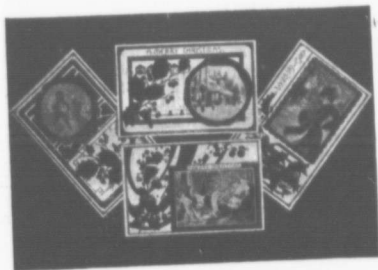
### NEW DENNISON STORE IN NEW YORK.

The most recent forward step in the continued progress of the Dennison Manufacturing Co. has been the opening of a new New York store. It is situated on Twenty-Seventh Street, between Broadway and Fifth Avenue in the very heart of the city's retail business district. The store occupies the first floor of a large modern building, with big display windows not unlike those which have made the downtown headquarters at 15 John Street so well known. Within, the arrangement of Dennison products is nothing short of a triumph in store display of the most modern and the best kind.

At the right of the entrance are show-cases in which the Dennison jewellery boxes in all their beauty and variety are displayed. In the forward part of the store are counters and shelves for the display of the standard Dennison products familiar to the stationer, adhesive tags, gummed labels and paper, etc. In the rear are some of the finest show-cases displays which it is possible to see in New York City, among them exhibits of Dennison crepe paper favors, decorations for parties and holidays, etc., unique and very attractive goods which must be seen to be fully appreciated.

The store will prove an inspiration to every dealer who visits it. There are great possibilities within the reach of any one who handles the Dennison products. He has more than a manufacturer as his aid. He has a co-operating force which is constantly bending its efforts in the direction of his benefit, and helping him to educate people to the use of articles which will bring him trade and profit. The excellence of this latest addition to the Dennison stores gives fitting expression to the standards of the company which it represents.

# Xmas Post Cards 1908



No. 60—Pictures in Black and White, background ornamented with gold, decorated with Holly leaves and berries in colors, 18 designs. 100 assorted in box, price 70c. per 100.

No. 61—Appropriate Xmas subjects, embossed in rich colors, 18 designs. 100 assorted in box, price \$1.05 per 100.

No. 6082—Juvenile Series, figures of children in delicate tints on silvered background, 12 designs. 100 assorted in box, price \$1.50 per 100.



No. 63—Bells, flowers, scenes, embossed in attractive colors on gold, silver and white background, 40 designs. 100 assorted in box, price \$1.50 per 100.

No. 6050—Design of Xmas Bell in Holly Wreath, embossed and hand colored. 25 assorted colors in box, price \$2.50 per 100.

No. 276—World's Galleries, Xmas subjects, Embossed Xmas Mottos, Gilt Edges, 30 designs. 50 assorted in box, price \$3.00 per 100.

No. 277—Floral—Design in bas relief, colored by hand, 15 designs, each in envelope, price 75c. per dozen.

**MAIL ORDERS FILLED SAME DAY AS RECEIVED.**

**Warwick Bros., and Rutter, Limited**  
 King and Spadina - - - - - Toronto



## Some Helpful Hints as to the Disposition of Old Magazines

One of the Newsdealers' Problems Solved by a Writer in the Publisher and Retailer  
—By the Use of Right Methods, Back Numbers May Become Far From a Dead Loss.

Recently, while the writer was rumaging around in the back room of a certain bookstore, his attention was directed to a quantity of back-number magazines stored away in shelves along the wall. They were the unsold remainders of periodicals not returnable, or returnable at only a portion of their cost. These issues, running back three or four years in some cases, had accumulated for various reasons until there were many shelves full reaching from the floor to eight feet or more in height.

These magazines represented a value of many dollars, yet no effort was made to realize on them. Some would possibly be returned by freight for whatever sum could be gotten out of them. A few others might be sold when the annual ad announcing "Old magazines, two for five cents," is issued in the local papers. The rest will probably find a useful passing as fire kindlers in the furnace room.

Thinking that perhaps some other dealers are similarly situated we write "our methods" of handling this surplus stock of what in many cases is really valuable reading matter.

### Sort the Stock.

In the first place, the stock must be thoroughly sorted. All torn and badly damaged periodicals should be thrown into a pile by themselves. Then the perfect copies should be sorted in piles each kind by itself. Each of these piles will then be gone over and as many as possible complete files taken out. If a few half volumes may be made up out of what are left, they may next be taken out.

The object is, first, to make as many complete files or yearly volumes as can be found, to be sold to schools, colleges, libraries or private individuals for binding or permanent preservation. The parties who have failed to purchase the periodicals at time of issue will wish to secure them and will gladly pay a price running from half to full price for some valuable magazines.

If the magazines are standard and their contributors men and women of national or international reputation they are worth nearly full value and will be purchased by many school and public libraries.

Since these magazines are new and unsold they may be sold to those who may have taken the periodicals regularly at time of publication, but who may have soiled or torn their copies while reading them. The new maga-

zines in complete file are now purchased for binding or permanent preservation.

### Odd Copies.

The odd copies left over may be advertised at half price to fill the files of those who may have taken the periodicals, but who may have lost or mislaid a few of their copies.

Since the all-fiction magazines are not so generally kept in the school and public libraries, files of these should be made up and advertised in an attractive way to all lovers of "good, up-to-date fiction." All serial stories may then be read continuously without the usual tedious waiting. Periodicals of this kind are as readable one time as another.

### Two-for-a-Nickel.

Finally, after all the complete files and good salable single copies are disposed of, the remainder may be closed out at the "two-for-a-nickel" rate, sent to a hospital, or relegated to the basement for use as fire kindlers, just as the management may decide.

The substance of our ideas on this subject is that back numbers may become far from a dead loss if the right methods are pursued. The success of the entire plan depends upon the kind of advertising which the dealer puts out when he attempts to sell the magazines. Much lies in the wording employed. A skillful ad writer can make a file of these magazines seem the most valuable investment the customer ever made. But if the dealer speaks of the magazines as "old back numbers" the customer is apt to add the word "worthless" to the description, and after that the dealer might just as well leave them in the basement or back room until a frosty morning invites them to a final consignment to the furnace room.

The complete files may be advertised in the local papers, or if there is a sufficient quantity to make it worth while they may be offered through the columns of a trade journal. The expense will be trifling. Many dealers in old books and periodicals are commissioned to pick up files for various schools and public libraries, and these people are sure to see the ad in a good trade journal.

The files of fiction and the odd numbers may be listed in the local papers with good results. So may the remainders be sold at the "two-for-five" rate to local patrons.

## What Do You Produce ?

If you are the producer of a widely used article it certainly will pay you to advertise it to the best class of consumers. The retail dealer is approached by many scores of people with the proposition of marketing new and unknown articles. As a rule, the dealer will more readily place an order with a manufacturer of an advertised article than he will for an article not known to the buying public. There is just one really national Advertising Medium in Canada—The Busy Man's Magazine. Articles advertised in The Busy Man's Magazine become known to the very pick of Canadian consumers from Halifax to Vancouver.

### The Best Proof Is Thorough Investigation

And that is what we are prepared to offer you. Send for rate card and sample copy.

THE BUSY MAN'S MAGAZINE

Winnipeg

Toronto

Montreal



**A Splendid Art Magazine.**

For the November number of the International Studio the publishers, John Lane Company, have provided a rich table of contents. Six insert plates are included, among them being a striking reproduction in colors of Sir Edward Burne-Jones' "Flora." A lengthy article with nine fine illustrations of the work of Paul Dougherty, painter of marines, opens the number. Following it comes an article on Johann Barthold Jongkind, with fourteen illustrations. Other articles are "Morocco as a Winter Sketching Ground," "Architectural Gardening," "Decorative Art at the Munich Exhibition," "Emperor William's Gifts to Harvard University," "Artistic Piano Decoration," "Teco Pottery," etc., all well illustrated.

**New Philatelic Publication.**

A new philatelic publication called The Canadian Collector, appeared on the newsstands this month. It is edited by R. P. Douglas and is devoted to the interests of postage stamp, coin and curio collectors. Typographically it is an attractive and clean looking paper, with a two-colored cover. It is full of interesting and instructive news items that will be appreciated by the enthusiastic collector. The subscription price of The Collector is 50c the year, or 5c the copy.

**The Century in 1909.**

The new volume of the Century begins with the November number and all new subscriptions should be started then. In 1909 the Lincoln Centenary will be celebrated and the event will be celebrated in the Cen-

# Periodicals That Sell

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

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

**The Century Magazine**—for forty years the leading American periodical, and having a large circulation in England as well. In 1909 a splendid serial novel by the author of "Mrs. Wiggs of the Cabbage Patch." Price, 25 cents to the trade; retail, 35 cents. Fully returnable.

**St. Nicholas Magazine**—the greatest of all magazines for boys and girls. A large circulation in England as well as in Canada and the United States. Brings cheer and educational help. Price, 20 cents; retail, 25 cents. Fully returnable.

**The Busy Man's Magazine** offers the dealer greater inducements than any other Canadian publication. It is the most popular magazine on the market, fully returnable, and allows the trade the widest margin. It has the bull dog grip; it holds its readers every month, thus enabling the bookseller to build up a substantial business. Price to trade 14 cents; retail 20 cents. Order from your news company. BUSY MAN'S MAGAZINE, Toronto.

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

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

## BOOKS.

Out-of-print books supplied. No matter what subject. Can supply any book ever published. We have 50,000 rare books.

BAKER'S BOOKSHOP, John Bright St., Birmingham, Eng.

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

### The Mining Journal

(ESTABLISHED 1835)

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

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

## The Imperial News Co.

The Pioneers of the Quick Direct Mail Service at Lowest Rates for all

### British Papers and Magazines

Write for Price List, Etc., to

91 Church St., - Toronto

tury by the publication of hitherto unpublished documents from Lincoln's own pen. The real Grover Cleveland will be described by the men who knew him best. The German Emperor is the subject of a remarkable article, and Paderewski has given a most interesting interview. The Century will also print the autobiography of the late sculptor, August Saint-Gaudens. Among its noted contributors will be Andrew Carnegie, Helen Keller, Alice Hegan Rice, Ernest Thompson Seton and Dr. S. Weir Mitchell.

**St. Nicholas' New Volume.**

The wealth of entertainment to be given the young folks next year by St. Nicholas cannot be suggested in this limited space. There will be a new serial by the popular Ralph Henry Barbour; a series of pictures in full color, "When I Grow Up," by W. W. Denslow; "For Very Little Folk," a department for the youngsters of three to eight; the "Nature and Science" department; "Hints and Helps for Mothers," providing simple, inexpensive home-made amusements for rainy days; entertaining short stories by Frances Hodgson Burnett, Rebecca Harding Davis and many others; instructive articles on airships, meteors, etc.; over 1,000 pictures; in short, a very treasure house of entertainment for children of all ages.

**The Christmas Numbers.**

Among the contents of the December Atlantic will be "The Bayonet Poker," a Christmas fireside meditation by S. M. Crothers; "The Poor," a Christmas story by Henry C. Rowland; "The Organization of Higher Education," by Henry S. Pritchett; "Enter Herr Kapellmeister," the status and foibles of the orchestral conductor; and "The New View of Charity," by Edward T. Devine.

Ten of the best Canadian writers will be represented in the Christmas number of the Canadian, including Theodore Roberts, A. R. Carman, Frederick George Scott, Isabel Ecclestone Mackay, Virna Sheard, S. T. Wood and S. A. White. A hitherto unpublished poem, written in 1901 by the late William Henry Drummond, will appear.

Putnam's for December will contain an article on how the canal builders at Panama are "making the dirt fly," by Hugh C. Weir; an article on the place of Milton in English literature, by Wilfred Whitten; an interesting paper on the Passion Play as given by the Indians of British Columbia; the story of "Lord Gordon-Gordon," the famous pretender, who suicided in Canada; "Bulgaria, a Nation Reborn."

The Christmas Pall Mall will contain mostly stories, such writers as Eden Phillpotts, Edward Noble, Charles Marriott, E. Nesbit, H. C. Bailey, H. G. Wells contributing. It will also contain timely articles on "Christmas Pantomimes," "Christmas Toys and the People who Make Them," "The Art of Bubble Blowing," "Antiques as Christmas Presents."

Scribner's Magazine for December will contain reproductions of the beautiful mural decorations by Edwin A. Abbey, R.A., for the Capitol at Harrisburg, Penn.; "Robert Burns's Country," by Professor G. M. Harper of Princeton; four paintings by Alonzo Kimball, reproduced in full color; and stories by James B. Connolly, Josephine D. Bacon, Arthur S. Hardy, etc.

**TWO GRAND PRIZES.**

In commenting on the Franco-British Exhibition the English press has had occasion many times to refer to the admirable work done by the picture post card in advertising the Exhibition. The picture post card did excellent service in bringing the Exhibition to the attention of people throughout the entire world.

The work of publishing the official cards for the Exhibition was entrusted to the firm of Valentine & Sons, Dundee, and they set to work with that determination and thoroughness which has long characterized this firm. They produced hundreds of pictures of the Exhibition in record time, and established all over the grounds kiosks from which the cards were sold.

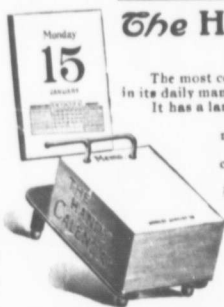
The firm spared no effort to secure the most striking pictures of the Exhibition, sending their photographers into all sorts of extraordinary positions.

It was quite appropriate that the committee of judges at the Exhibition should award to Valentine & Sons, two grand prize, the highest honor obtainable, one for the excellency of their colotype and color post card printing, and one for the excellency of their photographic work.

**OLD IN AGE BUT MODERN IN IDEAS.**

When a firm has been in business continuously for 147 years and during that lengthy period has been making a speciality of one particular class of goods, it is only reasonable to suppose that public opinion must be pretty nearly unanimous as to the quality of such goods in order for the business to exist so long.

The foregoing remarks apply to the firm of A. W. Faber Co., which is 147 years old, having been established



**The Handy Memorandum Desk Calendar**  
HELPS YOU TO REMEMBER THINGS

The most complete and practical memorandum pad ever offered to the trade. It is handy because in its daily manipulation all the user has to do is to turn over a new leaf.

It has a larger surface for memorandums than any other calendar.

There is no tearing off the leaf with memorandum on and throwing it away, but memorandums made in January can be preserved until December.

On the main calendar page is the day of the week and day of the month, flanked by calendars of the preceding and succeeding months.

It is mounted on a neat nickel-plated stand, with rubbers on feet to prevent scratching the desk.

Size of sheet, 3x4 inches

**A. A. WEEKS MFG. CO.**

Manufacturers of Stationers' Hardware and Glass Inkstands  
Calendars and Novelties

354 Broadway

Ret. Leonard and Franklin Streets

NEW YORK

**Copying Presses** In All Sizes  
ALSO SCHOOL FURNITURE



The James Smart  
Mfg. Co., Limited

Brockville, Ont.,  
and  
Winnipeg, Man.

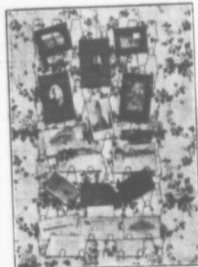
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**PEERLESS**  
CARBON PAPER and TYPEWRITER  
RIBBONS

We guarantee the quality to be absolutely  
uniform.

Always clean, sharp, brilliant, durable,  
satisfying.

Peerless Carbon and Ribbon Mfg. Co., Ltd.  
176-178 Richmond Street West - Toronto, Canada



**Folding  
Wire  
Card  
Racks**

For displaying Cards,  
Photographs, Post  
Cards, etc.

The very best and only perfect Card Rack is the "Progressive Rack," made entirely automatically (and therefore are uniform) by Progressive Wire Goods Co., of 825 Commerce Street, Philadelphia, Pa., A. J. McCrae, 23 Scott Street, Toronto, Canadian Representative.

Most Canadian jobbers handle the "Progressive Racks," if yours doesn't write Mr. McCrae and he will send you the names of the jobbers who do.

"Dealers can sell many, many Card Racks, if they but exercise a little effort. They are useful in home and office. It is a low-priced article, hence customers buy it without question. Energy brings its reward."

**INSIST ON GETTING THE "PROGRESSIVE RACKS"**



**DAVIDS'  
CELEBRATED  
INK**

Unsurpassed for  
Quality and Value

Electro-Chemical

**BLUE BLACK  
FOUNTAIN PEN  
CARMINE**

Manufactured by  
Thaddeus Davids Co.  
New York. Established 1825



**BROWN BROS.**

Limited  
Canadian Agents, Toronto



**RELIANCE INKS**  
PERMANENT  
AND  
NON-CORROSIVE



THE RELIANCE INK CO., WINNIPEG, MAN.

**"SUPERIOR"**  
Paper Fasteners



Superior  
Because

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

Samples and quotations furnished the  
trade upon request.

Patented July 14, 1908

For sale by all leading stationers.

Superior Manufacturing Co., Sidney, Ohio

## BOOKSELLER AND STATIONER

### Telegraph Codes

A B C Code, 5th Edition, English	Net	\$7.00
A B C Code, 5th Edition, Spanish		8.00
A B C Code, 4th Edition		5.00
A I Code		7.50
Morse & Neal Code		5.00
Bedford-McNeill Code		6.00

Larger and small codes of all kinds. Send for list. Shipped to the trade only.

AMERICAN CODE COMPANY, 83 Nassau St., N. Y. City

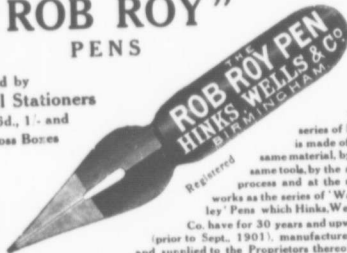
### INVALUABLE TO THE AD. WRITER

THE CANADIAN PRINTER AND PUBLISHER is the authority on typography in Canada. It will be found very helpful to the ad. writer in giving him information on how to arrange ads. to the best advantage and showing him examples of fine work. A subscription costs \$2 per annum. Write for a sample copy and subscription blank.

THE CANADIAN PRINTER AND PUBLISHER  
Montreal Toronto Winnipeg

## "ROB ROY" PENS

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



HINKS, WELLS & CO.

BIRMINGHAM, ENGLAND

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

## 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"

Sold by the Leading Wholesale Houses

Sample Cards & Trade Prices sent by return mail

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

## HAVE YOU TRIED THIS ONE?

### JOHN HEATH'S PENS

Supplied by leading Wholesale Houses in Toronto and Montreal.

London (Eng.) Export Agency:

8 St. Bride St., London, E. C.

0275 TELEPHONE PEN. Reg. in Canada



The  
**TELEPHONE**  
PEN  
REG. IN CANADA

in 1761. Their factory in Newark, N.J., is devoted exclusively to the manufacture of stationers' rubber goods and is the largest of its kind in the world.

The quality that made their rubber goods well and favorably known over a century ago is the kind that still keeps their product high in public favor to-day.

It is not generally known that A. W. Faber's manufactory is located in the United States. Some people believe that their rubber goods are manufactured in Germany, as are their pencils, and are therefore subject to the German surtax which the Government imposes. It is for the benefit of the Canadian stationery trade that it is explained that in complete exemption from the surtax there is a great saving in the laid-down cost in Canada of Faber's rubber goods.

In their factory is manufactured an immense line of erasive rubber supplies, while they manufacture rubber bands from the 3/8-inch band to the 12-inch heavy parcel band.

Faber's rubber bands are all guaranteed to stretch six times their length and are actually tested to stretch twelve times their regular length before passing factory inspection. Thus their 12-inch band will take a parcel six feet long, and is guaranteed to do so; while it could be stretched to band a parcel 12 feet long.

Quality goods are cheapest in the long run, and any of the trade about to stock with rubber supplies would do well to write A. W. Faber Co., Newark, N.J., for prices and terms before doing so.

## 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

The most popular pens are

## ESTERBROOK'S

MADE IN ALL STYLES



Fine Points, A1, 128, 333.

Business, 048, 14, 130.

Broad Points, 312, 313, 314.

Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS:  
**THE BROWN BROS., LIMITED**  
TORONTO.

OVER HALF A CENTURY OLD.

Something About Librairie Beauchemin, Limited, Montreal.  
—Prominent in French Publishing.

This firm, in spite of the financial depression, have found their business increasing to such an extent that they have been obliged to seek new quarters of more commodious proportions, which they have found at 81 St. James St. Few firms can boast of business longevity for over half a century, and still fewer have made a steady growth during that period. Conservatism usually holds sway and almost imperceptible decay sets in.

The story of the business of Librairie Beauchemin, Limited, is one of steady progress, and permanent growth with no business difficulties to look back upon. To-day this firm is recognized as one of the largest publishers in Canada, and their ramifications run into all kinds of stationery and printing. They have many sole Canadian agencies for stationery specialties, and conduct an important retail book store on Notre Dame St. Their printing business is a separate institution, and its size may be gauged by the fact that the pay roll runs considerably over \$1,000 per week. Throughout the Province of Quebec and the New England States this firm practically does the largest business in many lines, while in the English trade they show a gratifying increase from firms desiring French publications, their numerous religious articles of a useful nature, and their many specialties in stationery.

This firm was established in 1842 by C. O. Beauchemin, the father of the present president, the firm has made extraordinary strides, especially during the last twenty years. Five years ago the company was incorporated as a limited company with L. J. O. Beauchemin as president; Emilien Daoust, vice-president; Etienne Roby, secretary.

Three years ago the firm acquired a controlling interest in the book firm of Cadieux & Derome, and have increased the stock immeasurably under the management of Mr. Roby.

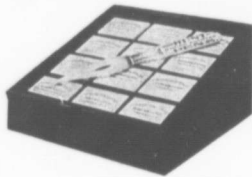
As publishers of French books of a scientific and popular nature, as well as plays, they are prominent. The People's Almanac, one of their yearly publications, has a circulation of 80,000, which gives some idea of the extent of the field of French publications. Other lines which they excel in are school books and prayer books. They are proprietors of the Sir Wilfrid Laurier pen and special agents for Antoine's inks.

The president, C. O. Beauchemin, confines his activities to the printing end of the business, as well as looking after matters of finance.

The vice-president, E. Daoust, has been with the firm since 1881, and has seen service in all departments. He is now manager of the wholesale department on St. Paul St. The secretary-treasurer, E. Roby, is manager of the retail store on St. Paul St. Whilst this firm's publications are pretty much limited to the French language, their stationery lines are sold generally throughout Canada. With the increased facilities which they will have at their command in their new quarters, they intend to extend their field of operations. With the splendid record of over half a century at their back it is unnecessary to pronounce any eulogy on this firm, as that fact speaks eloquently of their honorable methods and sane principles.

The Internationale Automaton-Gesellschaft have been incorporated in Hamburg, Germany, to manufacture what is known as the "Eka-Panorama-Postcard-Automaton," which they claim will revolutionize the whole postcard-automaton market.

# HUNT'S Round Pointed PENS WRITE RIGHT.



This case is furnished free with orders for twelve gross or more Pens.

PRICE LISTS ON APPLICATION.

**McFARLANE, SON & HODGSON, Limited**  
CANADIAN AGENTS, MONTREAL

# SCRIBNER PICTURE PUBLICATIONS, SEASON 1908-09



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THE LADY OF THE LAKE



COPYRIGHT 1908 BY CHARLES SCRIBNER'S SONS  
THE STUDY HOUR



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THE FUDGE PARTY



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BASKET BALL

## College Girls

By

Harrison Fisher

Four Pictures in Colors, 10½ x 15 inches, on mounts  
14 x 21 inches.

List price, per set of four, boxed, \$3.00.

SEND FOR ILLUSTRATED DESCRIPTIVE CATALOGUE OF ALL SCRIBNER  
**THE COPP, CLARK COMPANY,**

### LOCATED THIEF.

#### Robber of Russell, Lang & Co.'s Store Apprehended by One of Waterman's Travelers.

H. H. Hebb, representative of the L. E. Waterman Company, Limited, of Canada, Montreal, traced to Cranbrook, B.C., and had arrested the man who was thought to have burglarized the Main Street store of Russell, Lang & Co., Winnipeg, on October 2nd, taking the entire stock of Waterman's Ideal Fountain Pens, as noted in last month's Bookseller.

As soon as Russell, Lang & Co. notified the L. E. Waterman Company, Limited, Montreal, that firm immediately notified Mr. Hebb, who is in the West, and the latter soon found traces of the thief. In many of the

Western cities and towns Waterman's Ideal Fountain Pen was offered even to dealers at low prices, and many consumers secured pens at a ridiculous figure. In one instance a dealer bought a gold mounted Ideal for fifty cents.

Through the co-operation of a dealer in Cranbrook, B.C., the thief was finally located and arrested. He is a young man of 21 years, and showed elverness in making each sale, stating that he had just found a pen.

The outcome of the trial and the punishing of the thief is not so important to dealers as the warning that is clearly pointed out. When well-known identified goods at fixed prices are offered outside of regular sources of supply at low figures, it is certainly the duty of dealers to notify that firm. Further, when a dealer knows that



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HOMEWARD BOUND



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ON THE SKIRMISH LINE



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THE OFFICER OF THE DAY

## Cartoons

By

Alonzo Kimball

(THIRD SERIES)

Four Pictures in Colors, 12 x 16 inches, on mounts  
19 x 24 inches.

List price, \$1.00 each; per set of four, boxed, \$3.50.



COPYRIGHT 1907 BY CHARLES SCRIBNER'S SONS  
"HERE'S TO OUR WIVES AND SWEETHEARTS!"

PICTURE AND CALENDAR PUBLICATIONS TO SOLE AGENTS FOR CANADA  
**LIMITED, - TORONTO, ONT.**

lines of that nature are being sold in their town at ridiculous prices, the dealer in common justice to himself and the firm, should communicate with headquarters.

The Canadian explorer, J. W. Tyrrell, C.E., has just returned from a trip through the northern part of Manitoba, where he has been on a survey trip of an extensive character. Mr. Tyrrell arrives from the north just in time to see the new edition of his book, "Across the Sub-Arctic," come from the press. His publisher, William Briggs, has had this new edition in preparation for some time, and it will contain a large number of new illustrations. Mr. Tyrrell has added two new chapters, which will be of considerable interest, one on the subject of the new sea route to Europe via Hudson's Bay, and

the other on the subject of musk-ox hunting. Mr. Tyrrell is an enthusiastic believer in the possibilities of this new sea route, and has by practical observation come to the conclusion that the plan is perfectly feasible. In conversation, Mr. Tyrrell almost invariably speaks of Fort Churchill as the coming Liverpool of America. This new edition of Mr. Tyrrell's book is being put on the market at a very opportune time. The question of the James Bay Railway is now one of the issues of the day, and there is no doubt but that in the near future James Bay will not be much further away from Toronto than New York.

Rickson Brothers, dealers in fancy goods, Vancouver, have opened a branch store at Cumberland, B.C.



## Wide Awake Selling Methods for the Post Card Trade

Importance of Grouping Your Cards—Display the Price Every Time—A Way to Dispose of Old Stock—Post Cards no Longer a Fad but a Necessity.

Good cards, well displayed, are half sold. Post cards in most cases might be called a side line, very few dealers selling them exclusively. Did you ever consider, Mr. Dealer, whether you are using the same methods to dispose of your post cards as you are of your regular stock? Are you displaying them and putting price tags on them as you do your other stock? How many of your customers would know that you sold post cards if you did not display them, but kept them in the background somewhere in boxes? You would realize in a moment that if you did this with your regular stock your sales would be exceedingly small. There is a large amount of profit in selling post cards, the percentage in most cases far exceeding that which you make on your regular stock. Therefore, it naturally follows that you use the same methods in selling them. You should display in a group all the birthday cards you carry, all floral cards, all art cards, and all comic cards; but they should not be mixed up so that it takes the customer considerable time to find what he wants.

### Display Price Tags

In this way it is easy to display price tags, and the dealer will not be afraid to use quantities of these price tags when he considers that they are very inexpensive when procured in bulk. If a man decided to sell a standard article at half its standard price, how many, do you think, he would sell if he did not display that price? In ninety-nine cases out of one hundred he could not sell one. But still the majority of dealers use this method and expect to sell their post cards. Another thing absolutely necessary in selling post cards, if success is desired, is that the stock be kept clean and well dusted.

### Selling Old Stock

You may have in stock a large number of post cards that you believe you cannot sell—nobody seems to want them. Now, if you will take these cards and write on them such phrases as "Greetings from—," "Birthday Greetings," and numerous other phrases they can easily be disposed of. There are several ways of doing this: You can use the regular gold pasters, or you can buy for a few pennies a tinseling outfit and write the phrases

on the cards. When doing this you will be agreeably surprised to see how many dirty spots you can cover up.

Window displays have always been one of the best methods of disposing of post cards, but they must be displayed so that he who walks by may see. Displayers can be strung together, making long rows and filling up the window from the ceiling down, or they can be used from the ceiling halfway down, leaving the bottom of the window for artistic arrangement. For the interior of the store a card rack, which will hold one hundred cards, can be used with great satisfaction.

### Cards a Necessity.

If you have the impression that the post card trade is decreasing you have a much mistaken idea. The post card is no longer a fad, but a necessity, for the simple reason that most people are lazy, to a certain extent, and it is easier to send a post card than a letter; therefore they will always be used. Hereafter it will be necessary for all dealers to use a little more thought in buying their stock of post cards. The public is becoming educated to the fact that there are large quantities of beautiful post cards manufactured to-day, and for that reason will not buy a great deal of the dirty cheap trash that has been on the market in the past. You do not buy your regular stock because it is cheap. You want good stock, and at a price at which you can make a fair profit. To say the least, post cards are certainly cheap enough when one considers that one can buy excellent cards for one dollar a hundred and sell them for two dollars and fifty cents, making a profit of one hundred and fifty per cent. It must be remembered that post cards are expensive at any price, provided they are hard to sell, or that the public does not desire them. Study ways and means for disposing of post cards; also the grade of cards your customers desire, and you will be greatly surprised at the end of the year, when you figure up the large amount of profit you have made on post cards. Study the post card business and use business methods to dispose of your cards, and realize that the public does not have to buy cards, but is easily led by the good selling methods used in other lines of trade.—Playthings.

# Christmas Cards and Calendars

Our stock is now complete

## ASSORTMENTS

We can make up a nice assortment of ATTRACTIVE SALEABLE DESIGNS to any amount desired. Just state prices at which you wish to sell them. We will please you. This is our SPECIALTY. ORDER EARLY and secure from THE HOUSE OF CANADA FOR CARDS AND CALENDARS.

THE BEST AND LARGEST VARIETY

THE COPP, CLARK COMPANY, Limited

64 and 66 Front Street West

TORONTO



# Christmas and New Year POST CARDS

From \$5.00 per thousand up  
Folders, from \$3.00 per gross up

## Special Boxed Lines

of

100 Assorted Post Cards, \$1.00  
30 Assorted Folders, 50c.

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

77 Bay St., Toronto, Ont.

Coristine Building, Montreal

London

Paris

Berlin

Cape Town

New York

# Raphael Tuck & Sons Co., Limited

By Special Appointment



Publishers by Special Appointment to Their  
Majesties King Edward VII and His  
Queen Alexandra

9-17 St. Antoine Street,

**Montreal, P.Q.**



Publishers by Royal Warrant

How about your stock of Tuck's Christmas and New Year Cards, Toy Books and Juveniles, Christmas and New Year Post Cards, Holly Specialties, such as Seals, Tags, Embossed Greeting Cards, Christmas Tree Ornaments, Paper Dolls, Half Masks, Reliefs, Wall Texts ?

Our stock is still in shape to serve you. Your order should reach us at once.

**Largest Variety**

**Best Quality**

*Complete descriptive catalogue forwarded free upon application.*

MONTHLY TALKS ON WALL PAPER.

In Times of Peace—Prepare! A Plea for Improvement.

Elbert Hubbard, in a belligerent appeal for universal amity in his periodical of verbal gymnastics, the *Pull-stir*, says that the "one real excuse for war is peace." Most certainly the only real time for war preparations is in time of peace.

And this, then, is to remind you that the close of the fall season comes only a little while before the opening of the spring campaign. Part of the time during the coming months must be utilized in the advancement of your wall paper department—both in equipment and methods—if the spring is to hold for you personally what it certainly has in store for the booksellers and stationers who are wholly alive to their opportunities.

Take Stock Right.

Take stock—not merely counting mechanically the number of rolls and totaling up the cost—but find out exactly what you have. So much parlor paper in light tones, so much in gilt and dark tones, so much dark hall paper, so much in bedroom florals, stripes, et cetera, et cetera. Bring your sample books and stock records up to date (if you do not keep them so at all times) and then lay out a scheme of what you will need in the new papers that will not be filled with the paper you have already ordered.

Make provision for all tastes, remembering that your liking for one color may be considered a failing by the customer with an ingrowing opinion of his own artistic education. Don't let him catch you unprepared to meet his skepticism of the range of your stock with the immediate exhibition of "just the paper." Which reminds me, by the way, of one of the soundest bits of advice I ever had given me.

A Successful Dealer.

A dealer who has had what some would call a phenomenal success in wall paper (developing a market for "dollar-a-roll" goods in a town where fifteen cents used to be the maximum limit) told me, in a moment of expansiveness, much concerning his methods, but the thing that has stuck in my memory with the greatest persistence was the injunction to "know what she's after, me boy, before ye show her a roll of goods or turn over one sample." I once saw his methods in operation. For dispatch, they cannot be excelled—for success, his record of growth and the fact that every year's end finds him 100 per cent. to the good, speak for themselves.

The customer entered his department. He was all snavity and courtesy, but he asked quite directly what

room she had in mind. His disappointment (if he had any) at being informed that it was only the kitchen would not have been evident to even a mind reader. But, and here's the point—he showed her only kitchen papers.

The sale was completed in five or ten minutes—a fleeting glimpse of some beautiful goods given by rapidly thumbing over half a dozen different combinations, and the woman was gone.

I questioned his salesmanship. "Why didn't you try to sell her something else?"

"My dear fellow," said he, "I happen to know Mrs. — is going to paper her whole house—as well as the new home she has bought for her daughter."

"Well," I exploded, "that makes your indifference all the more inexplicable."

"Does it? I think not. Mrs. Blank will go over to —'s and he'll show her everything he has in the place, and she'll pick out a bathroom (which he will probably find he hasn't in stock)—and she'll come back, and buy her paper here."

"How do you know that?"

"Because nine out of ten wall paper salesmen fuddle their customers by showing everything they have, irrespective of the kind of paper the customer inquires for—while I actually help to make the customer's choice easy. She'll be back here sure as shootin'."

And "sure as shootin'" she was. I dropped in to say good-bye on my way to the station that afternoon—and there was Mrs. Blank ensconced in a big easy chair, my dealer friend helping her to make a selection for the last item on a list of requirements as long as a Chinese wedding proclamation. And what's more, she seemed to be enjoying it. She wasn't tired, and she wasn't fuddled and she was getting what she wanted because he had the goods and he was using his brain in selling them to her. Careful inquiry as to the position of a room in the house, the lighting and the general color scheme of the carpets and other furnishings preceded his selection of patterns to submit. He helped her to focus in her mind the requirements of the room, his tactful inquiries invariably leading up the exhibition of a pattern which she almost

**POST CARDS** Brown, Black, Colored, Birthday, Comic.

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

VERLAG ANT. GERSTENKORN, Hamburg

**Picture Post Cards** Made to order only according to instructions supplied.

Specialties: Modern Heliotype styles, plain and coloured. Very fine make. First class Goods only.

Well known for efficiency and high-class workmanship.

**Otto Leder**  
Dresden 7 Saxony  
Picture Post Card Manufacturer  
WHOLESALE EXPORT

QUALITY BETTER THAN ANY, DELIVERED QUICKER THAN MANY!

Collotype

POSTCARD

post cards of high-class finish MADE TO ORDER  
Hand colored collotype cards Double tone collotype cards  
Photocolor collotype cards  
Gloss collotype cards and all kinds of view albums and sample sheets  
Wholesale and export only

ADDRESS FOR CARDS: LUCHTBRUCK, BERLIN

Write to  
**MESSRS. W. NEUMANN & CO.**  
42 Wasserthorstrasse

Berlin S. 42  
Germany

immediately recognized as the one solution of that particular problem.

**Knowledge of Human Nature.**

Clever work, that. It shows a deep knowledge of buying nature and salesmanlike persuasiveness. All the discussion was about the room's requirements; when they were clear, the proper paper was forthcoming and its particular merits so simply and convincingly set forth that there was opened up opportunity for discussion about the paper.

The interesting part of it all is this. Mrs. Blank papered about twenty rooms all told. —'s stock doesn't represent very many combinations, but if she had come to him within a week and had still another house to decorate, he could have shown her samples that were absolutely new to her. He had passed them completely previously.

That's bulls-eye salesmanship. He knew what he wanted to hit—and the bell rang every time. No birdseed-charge show at random with the hope that some poor benighted fowl would stray into its path.

Just sense, when you come right down to it, hard, every-day common sense (or shall we call it uncommon?).

You can buy the goods—but you've got to develop the methods.

May next spring find you with some real improvements. Fresh, clean, snappy stock, and clerks that while neither "fresh" nor "snappy," have been keyed up to an appreciation of their opportunities and trained to take advantage of them.

**HISTORICAL TALES.**

The Society for Promoting Christian Knowledge would appear to be following a profitable course in including a number of historical tales amongst their autumn publications. Probably the vogue for pageantry in England has spread its influence in this direction and has inspired both writers and publishers to produce attractive fiction, based on historical fact. "Dame Joan of Pavensey," by the Rev. E. E. Crake (1s 6d), is a good example. "The House with Dragon Gates," by Edith E. Cowper (2s. 6d), being a story of old Chiswick in 1735, is also calculated to please the tastes of those who appreciate old romance. "The Diary of Perpetua Gylpin (1s), a tale of the Town of Croydon in 1654, is also most readable, as well as instructive. "Rolf the Rebel" (2s), in an exciting Cuban story for boys. Other publications specially suited for girls' gifts are "Dianna's Decision" (2s 6d); "A Love Passage" (2s 6d); "Heroine or ??? (2s); "Norah," an Irish story (1s 6d); "The Reavers," a tale of adventure (1s 6d.) Also "His Father's Son" (1s), and numerous smaller volumes in the 6d and 2d list. These books are all of very attractive appearance and at such low retail prices, represent excellent value.

The Canada Manufacturing, Importing and Distributing Company, with a share capital of \$50,000 divided into 5,000 shares of \$10 each, with head offices in Toronto, has been incorporated to carry on the business of publishers and wholesale and retail dealers in all kinds of books and works of art. The provisional directors are: Gordon Russell, Ethyl Mabel Lindsay, Violet Waldoek, John Alexander McEvoy and George McPhail Clark.

**P**ERHAPS  
you are

one of those booksellers who has realized the need in his business of a "balance"—a something to bring his daily sales during

dull times up to the high-water mark reached in the busy season. If so it will be well worth your while to investigate the unique possibilities of profit consequent to the handling of a small but well-selected stock of Staunton Wall Paper. Personal attention given interested inquiries.

General Sales Department  
**STAUNTONS LIMITED**  
Wall Paper Manufacturers  
933 Yonge St., Toronto

**ARTISTS' MATERIALS**

We keep a full stock

ARTISTS' COLORS ARTISTS' CANVAS  
ARTISTS' BRUSHES ARTISTS' BOXES

Brushes, Crayons, Pencils,  
Studies, all Art Goods.

Send for catalogue.

**A. Ramsay & Son Co.,**  
MONTREAL

Wholesale Agents for: WINSOR & NEWTON, London

**A Money Maker**

The  
**"Wellington"**  
Photo Specialties



"The World's Standard"

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

For Price Lists and Particulars write

**Ward & Co.,**

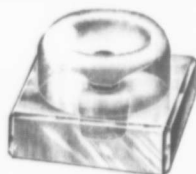
13 St. John St.

Montreal, P.Q.

## What the Wholesalers and Manufacturers are Offering

### Holly Wrapping Paper.

It is a pretty custom to use holly wrapping paper to tie up Xmas presents with. The Copp, Clark Co. offer a very nice make of crinkled wrapping paper ornamented



"Noair" No. 663 Ink Stand—Copp, Clark Co.

with holly. This paper comes in folds 10 ft. long by 21½ ft. wide, and sells to the trade at \$2 a dozen folds.

### New Paperies and Note Paper.

Several new lines of paperies and note paper have been added to their stock recently by the Copp, Clark Co. Asturias Cambrie is a handsome box containing 24 envelopes and 24 sheets, empire size, \$3.00 per dozen. Papyrus Rameses is a box of Egyptian design containing parchment paper 24 sheets and 24 envelopes, \$3.00 a dozen. Aetacou Cloth letter tablet is a novelty. It contains 50 sheets of note paper with blotter. In the cover is receptacle containing 30 envelopes. The tablet costs \$2 a dozen. Newton Linen is a new standard fashionable note paper. It is put up in 1-lb. boxes at \$1.80 a dozen; envelopes to match come 72 in a box, also at \$1.80 a dozen.

### Handy Little Pencil Sharpener.

One of the novelties that interested the trade visitors to the recent Business Show is the "Spiro" pencil sharpener, a device not much larger than a dollar, and doing



A Handy Pencil Sharpener—Spiro Mfg. Co.

excellent work. It is claimed by the makers, the Spiro Manufacturing Co., of New York, that it is the only sharpener that does not break the lead, as it sharpens the wood first and then cares for the lead, there being no

strain on the latter while the wood is being taken off. The circular blade has ten cutting edges and when one is dull another can be instantly substituted. No adjustments are needed, a screw regulating the movement of the blade. The retail price will be 50c, giving the dealer a good margin of profit.

### Circulars.

The L. E. Waterman Co., Limited, 136 St. James St., Montreal, have prepared this year, for dealers' use, an attractive four-page folder, as an envelope enclosure, for the Christmas season. These are now ready for imprinting. If the trade will let them know their requirements at an early date circulars will be prepared and shipped according to instructions.

### New Ink Remover.

Warwick Bros. & Rutter have control of the Canadian market for the new All-in-One Ink Remover. This is



Effective Ink Remover—Warwick Bros. & Rutter.

the latest production in an ink extractor doing away with the old style of two bottles. It contains a combination of liquids which instantly removes all ink stains and marks without damaging or discoloring the paper.

### New Waterman Catalogue.

The L. E. Waterman Company have just issued a new catalogue, which is in keeping with anything which this firm has offered to the trade in the past, and maintains the standard of excellence which is the policy of this company.

The new catalogue is extremely handsome, being really a most artistic piece of work. It contains over eighty pages, 7 x 10½ inches, is printed upon heavy-coated paper each page carrying the work of tint blocks, colored reproductions of the pens made by this house, or some other feature connected with the business.

The catalogue is bound in heavy brown fabric paper, the inside of the cover and the fly-leaf being decorated with a design in gold and brown, emblematic of the growth of the firm. The frontispiece shows a reproduction of the "Pen corner," Broadway and Cortlandt St., New York, and the great buildings in that vicinity. The

title page is an artistic piece of printing over tinting and backing, the title page is a page entitled, "A Dream and Its Realization." In the centre is a picture of the late L. E. Waterman in his first office on Fulton St., New York, and around it are grouped the concerns and factories scattered all over the world. They are printed in such a way as to enhance the idea of a vision, and the page is very effective.

Following this is a brief history of the firm, engravings of medals awarded at different expositions since 1883, and a splendid portrait of the inventor, the late L. E. Waterman. Next comes an illustrated description of the Waterman pen, emphasizing its simplicity of construction.

The main feature of the book is a number of pages showing reproductions of the pens in color, the gold, for instance, being colored to represent gold, etc. All the accessories which are made to accompany these pens, both

bottom of the Gold Pen and here guards and rests the writer's fingers.

For bookkeepers, stenographers, professional writers and all business people who do much writing this guard will be found exceedingly restful to the fingers, preventing cramping and acting as a safeguard against contact with the ink, on the gold pen, for fingers, which, through force of habit, creep so far down on the fountain pen-holder as to touch the gold pen.

When a pen, with this new guard attached, is to be carried in the pocket, the guard may be removed and placed on the butt end of the pen and the cap placed over the pen point in the regular manner. The retail price is 25 cents each.

**Perfect Fountain Pen.**

As a leader at one dollar, Warwick Bros. & Rutter are featuring their Perfect Fountain Pen, which they con-



Perfect Dollar Fountain Pen - Warwick Bros. & Rutter.

for the user and the retailer, are also shown, and a system of numbering and keying has been devised which makes it possible for the possessor of a catalogue to order quite as intelligently from the catalogue as from the stock. These catalogues will be sent upon application.

**Waterman's Ideal Finger Guard.**

The L. E. Waterman Company have just brought out a clever new device to fit Waterman's Ideal Fountain Pens,



Finger Guard - L. E. Waterman Pen Co.

which will be an interesting article to stationers throughout the country, and prove to be a valuable article to commercial people everywhere.

The Finger Guard is a highly finished, bell-shaped piece of vulcanized rubber of a size to fit over any cone-shaped Waterman's Ideal. It fits down on the holder just far enough to permit the flange end to come even with the

holder excellent value for the money. It has pocket clip, chased holder and guaranteed 14k nib.

**New Safety Razor.**

The day of the safety razor is here, and there is now an enormous sale for these goods. The price of most makes has been in the way of general sales, but the Copp, Clark Co. are now offering a first-class razor at a low



Natwire Safety Razor - Copp, Clark Co.

price. This is the Natwire Safety Razor. It is a very simple construction, but its blades are made of the very best steel, so that just as good results can be secured as with higher priced razors. Here is a good opportunity for stationers to take up a profitable side line.

# You Cannot Find at Any Price

the same quality of stock, the perfect manufacture, or as many desirable features as you find in Hurd's papers. Hurd's water-mark is your guarantee of excellence. Our novelties are attractive and yet sedate, original and yet in good form. "Hurd's Stationery" may justly be called elegant in the truest sense of the word. No man or woman who has once used Hurd's Stationery will ever be satisfied again to use the ordinary kind; for Hurd's lines are distinctive and dependable.

Send for samples of our late productions in the finest papers. They are big sellers

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

Fine Paper Makers

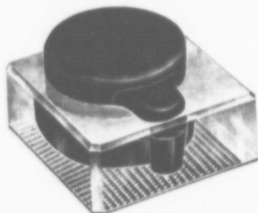
425 & 427 Broome Street, New York, U.S.A.



## BOOKSELLER AND STATIONER

### Scribner Pictures.

The Copp, Clark Co. are once more presenting to the trade a splendid assortment of Scribner picture publications. The merit of these publications is such as to make them speak for themselves. It is doubtful if any finer line of pictures has ever been offered to the trade, and



Victor No. 5 Ink Stand - Copp, Clark Co.

for Xmas decorations in book and stationery stores they are unexcelled.

The Harrison Fisher calendar for 1909 is one of the most important of the series. It has five pictures in full colors. Harrison Fisher's series of college girls is another attractive publication particularly appropriate for den decorations. Many of the other noted American artists are included in the list.

### Pencil and Pen Clips.

The Copp, Clark Co. are showing the "New Modern" pencil and pen clip. These clips are made to fit any pen or pencil. They are put up three dozen on a neat display card, and sell to the trade at \$4.20 a gross.

### Tissue Paper Display Rack.

For the benefit of those who find it difficult to display their tissue paper stock to advantage, the Copp, Clark Co.



Tissue Paper Display Rack - Copp, Clark Co.

have manufactured a new display rack. This rack is made of handsome hardwood. Its dimensions are 45 inches high, 24 inches wide and 4½ inches deep. It contains 25 metal rods over which the paper hangs. These

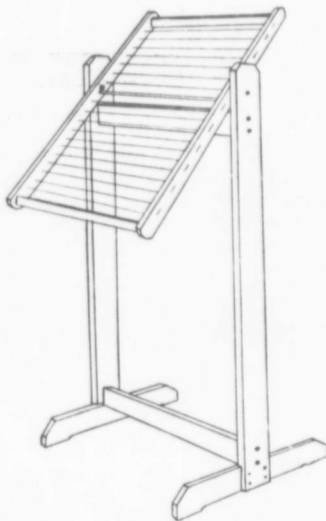
rods swing separately. There is a glass panel in the door through which the various colors can be seen. The price of the rack is \$6.

### Get a Sign.

The sale of fluid ink pencils has now reached extraordinary proportions, and the stationer who does not handle them is very much behind the times. In order to help the trade to sell these pencils the Copp, Clark Co. have had made a handsome display card which is supplied free with orders for the pencils.

### Tissue Paper Display Rack.

Buntin, Gillies & Co., Hamilton, are offering the display rack shown in the accompanying illustration. This rack makes a perfect silent salesman and will pay for



Tissue Paper Display Rack - Buntin, Gillies & Co.

itself in increased sales in a very short time. Holding twenty-two different colors, it displays the tissue well, and at the same time takes up very little floor space. It is constructed throughout of hardwood and heavy coppered wire. The wire rods cannot possibly tear the tissue or bend out of shape.

### Fountain Pens a Modern Necessity.

The watch is a necessity although not of the same economical class. In buying a watch a make is purchased that is well known, and that has been tested for years. Naturally one is selected of the certain standard make at a price agreeable to the purse of the purchaser, and, usually, as much money is put into it, reasonably, as possible, with the thought in view of lifelong use.

What of the man who purchases a watch from a manufacturer who has swept into the field on the crest of a wave, sold his product—which may keep time for a year—and after that satisfaction wanes and apparently no one in the world is responsible for the continued performance of the watch? It might take five years for this to develop, but when a watch is supposed to last fifty years

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A.W. FABER.

ESTABLISHED 1761.

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ELASTIC BANDS ERASIVE RUBBER



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STEIN, GERMANY  
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PARIS  
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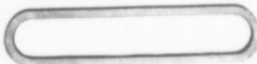
NEWARK, N. J., U. S. A.



51



7080



50 X



5



83



20



7085



as much is expected from the manufacturer at the end of the fifth, tenth or twenty-fifth year as at any other time.

The fountain pen has reached the same position. Purchasers want the standard make, providing for its use for a lifetime. They want a pen that has been used for many years and never found wanting. A pen that is backed by a substantial house through every dealer in the world who handles the line.

#### New Bill Books.

To satisfy the demand from the larger retailers Warwick Bros. & Rutter have added a series of half-Russia bill books to their stock. These embrace three new lines,



New Bill Book - Warwick Bros. & Rutter.

Bills Payable, Bills Receivable, and Bills Payable and Receivable. The new books are considerably larger and thicker than any made heretofore.

#### A Handsome Catalogue.

A new catalogue has just been published by the Cambridge Corporation, Limited, of Montreal, illustrating the books, etc., handled by them.

The catalogue, which measures 9 x 12 inches, is bound in heavy gray paper, with a very effective cover illustration. Heavy coated paper is used, with a number of good illustrations.

The first three pages give a brief description of the business of the corporation, with cuts of the front of the building, and different sections of the retail departments. Following this is the catalogue of books, the covers of which are shown in small cuts. Other lines are also shown.

The catalogue merely lists the new books and sets, and gives very little idea of the size of the stock carried, which is very large. It will have a circulation of 20,000, and is issued for the benefit of their mail order customers.

#### High Grade Fountain Pens.

W. W. Sanford, senior member of the firm of Sanford & Bennett Co., Jewellers' Court, 51-53 Maiden Lane, New York, will make a flying trip through Ontario and Quebec during the early part of November, taking in the principal towns in both provinces. The Sanford & Bennett Co. are known to the stationery and jewellery trades of Canada, as large manufacturers of fountain pens for special imprint orders. They have established a large business in Canada, by educating Canadian dealers to buy a first-class article when buying fountain pens.

The Sanford & Bennett Co. make only high-grade fountain pens, and in a recent interview with the New York representative of Bookseller and Stationer, Mr. Sanford attributed the remarkable business they have developed in Canada to the fact that Canadian dealers are willing to pay the price for a high-grade article.

#### New Goods Shown by Buntin-Gillies.

Among the new goods being introduced by Buntin, Gillies & Co., Hamilton, for the holiday trade, the following are worthy of special mention:

Gladstone Note, a special size for men's use, being considerably larger than the Colonial or Empress size. It comes in both linen and antique finish and should become a favorite, not only with the men, but with correspondents in general.

Overseas Bond, a new line in Colonial and Commercial sizes, for foreign correspondence. The note paper is a thin, strong, bond paper, with opaque envelopes to match.

"Rex" Bridge and Five Hundred Scores, in pads to retail at ten cents. These pads are convenient in size and neat in design and allow the dealer a good profit.

#### Carter's Glue Pencil.

The Carter's Ink Co. have added another product to their long and already complete line of inks and adhesives. Carter's Glue Pencil has jumped into immediate favor with dealers and consumers as being the only new and distinctive article of its nature put on the market for some time. It embodies a new principle in the use of the adhesives which does away with all the complaints of cockling, registered against every paste.

This cockling is something that cannot be gotten away from in the ordinary methods of mounting photos, etc., where the whole surface is covered with the adhesive. All adhesives contain moisture, consequently the whole photograph is moistened. The moisture swells the paper so that the photograph is larger when it goes on to the mount than before. When the moisture dries out of the photograph the latter shrinks to its original proportions, and, being fixed tightly to the mount, pulls the latter into a twist.

This new process does away with this by putting the adhesive on in small dots. The moisture is localized and the photograph remains the same size. There is a slight swelling over each bit of glue which shrinks to its original proportions when dry. As the dimensions of the print were not changed during the mounting there will be no pulling or drawing when drying, and, consequently, the photo and its mount remain perfectly flat.

Carter's Glue Pencil is not only a good device for use in mounting prints on paper, but it is also good for gen-



eral use, including the mending of broken articles with irregular or flat surfaces.

In the mending of broken articles the entire surface should be covered. Here the cone-shaped sides can be used to spread the glue wherever needed, while the pointed noggle makes it possible to fill small crevices without excessive daubing.

The Glue Pencil is self-sealing, and needs but a slight pressure to start the glue. A pin is furnished to puncture the pencil tip to start with and can be kept in the tube for the next time. It is put up in attractive form, packed in boxes of one dozen each. It comes in but one size, which retails for 10 cents and costs the trade \$15.00 per gross list.

## Best Selling Books of the Month

### Belleville.

1. Peter. By F. H. Smith. McLeod.
2. Man from Brodney's. By G. B. McCutcheon. Briggs.
3. Lonesome Pine. By John Fox, Jr. McLeod.
4. Money Changers. By Upton Sinclair. McLeod.
5. Together. By Robert Herrick. Macmillan.
6. Donna Isabel. By Randall Parrish. Briggs.

### Brantford.

1. Diana Mallory. By Mrs. Ward. Musson. †
2. Peter. By F. H. Smith. McLeod.
3. Man from Brodney's. By G. B. McCutcheon. McLeod.
4. Holy Orders. By Marie Corelli. Briggs.
5. Shepherd of the Hills. By H. B. Wright. McLeod.
6. Cy Whittaker's Place. By Joseph C. Lincoln. McLeod.

### Calgary.

1. Holy Orders. By Marie Corelli. Briggs.
2. Lure of the Mask. By Harold MacGrath. McLeod.
3. Trail of the Lonesome Pine. By John Fox, Jr. McLeod.
4. Man from Brodney's. By G. B. McCutcheon. Briggs.
5. Wheel of Fortune. By Louis Tracy. McLeod.
6. Circular Staircase. By M. R. Rinehart. McLeod.

### Charlottetown.

1. Anne of Green Gables. By L. M. Montgomery. Page.
2. Firing Line. By R. W. Chambers. McLeod.
3. Lure of the Mask. By Harold MacGrath. McLeod.
4. Holy Orders. By Marie Corelli. Briggs.
5. Lewis Rand. By Mary Johnson. Briggs.
6. Diana Mallory. By Mrs. Ward. Musson.

### Chatham.

1. Firing Line. By R. W. Chambers. McLeod.
2. Three Weeks. By Elinor Glyn. Duffield.
3. Blue Lagoon. By F. Staepole. Frowde.
4. Weavers. By Gilbert Parker. Copp.
5. Mafoota.
6. Songs of a Sourdough. By R. W. Service. Briggs.

### Edmonton.

1. Little Brother of the Rich. By J. M. Patterson. Reilly.
2. Lure of the Mask. By Harold MacGrath. McLeod.
3. Diana Mallory. By Mrs. Ward. Musson.
4. Firing Line. By R. W. Chambers. McLeod.
5. Holy Orders. By Marie Corelli. Briggs.
6. Sowing Seeds in Danny. By Mrs. McClung. Briggs.

### Guelph.

1. Holy Orders. By Marie Corelli. Briggs.
2. Diana Mallory. By Mrs. Ward. Musson.
3. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
4. Riverman. By S. E. White. Musson.
5. Peter. By F. H. Smith. McLeod.
6. Halfway House. By M. Hewlett. McLeod.

### Hamilton.

1. Peter. By F. Hopkinson Smith. McLeod.
2. Diana Mallory. By Mrs. Ward. Musson.
3. Cy Whittaker's Place. By Jos. C. Lincoln. McLeod.
4. Riverman. By S. E. White. Musson.
5. Holy Orders. By Marie Corelli. Briggs.
6. Wheel of Fortune. By F. Tracy. McLeod.

### London.

1. Holy Orders. By Marie Corelli. Briggs.
2. Sowing Seeds in Danny. By Mrs. McClung. Briggs.

3. Riverman. By S. E. White. Musson.
4. Peter. By F. H. Smith. McLeod.
5. Trail of Lonesome Pine. By John Fox, Jr. McLeod.
6. The Great Fight. By Dr. Drummond. Putnam.

### Moncton.

1. Firing Line. By R. W. Chambers. McLeod.
2. Diana Mallory. By Mrs. Ward. Musson.
3. Holy Orders. By Marie Corelli. Briggs.
4. Spirit in Prison. By R. Hichens. Copp.
5. Songs of a Sourdough. By R. W. Service. Briggs.
6. Peter. By F. H. Smith. McLeod.

### Montreal.

1. The Jewelled Ball. F. B. Guest. Cambridge.
2. A Spirit in Prison. Robert Hichens. Copp.
3. The Man from Brodney's. G. B. McCutcheon. Briggs.
4. Holy Orders. Marie Corelli. Briggs.
5. Peter. F. H. Smith. McLeod.
6. Trail of the Lonesome Pine. John Fox, Jr. McLeod.

### Peterboro'.

1. Wheel o' Fortune. By Louis Tracy. McLeod.
2. Spirit in Prison. By Robert Hichens. Copp.
3. Lure of the Mask. By Harold MacGrath. McLeod.
4. Firing Line. By R. W. Chambers. McLeod.
5. Lonesome Pine. By John Fox, Jr. McLeod.
6. Crewe's Career. By Winston Churchill. Macmillan.

### Port Arthur.

1. Holy Orders. By Marie Corelli. Briggs.
2. Fly on the Wheel. By K. C. Thurston. Briggs.
3. Man from Brodney's. By G. B. McCutcheon. Briggs.
4. Riverman. By S. E. White. Musson.
5. Wheel o' Fortune. By Louis Tracy. McLeod.
6. Firing Line. By R. W. Chambers. McLeod.

### Quebec.

1. Louis Rand. By Mary Johnson. Briggs.
2. Firing Line. By R. W. Chambers. McLeod.
3. The Great Fight. By Dr. Drummond. Putnam.
4. Sword of Dundee. By T. Peck. McLeod.
5. Cousin Cinderella. By Mrs. Cotes. Macmillan.
6. Peter. By F. H. Smith. McLeod.

### St. Catharines.

1. Man from Brodney's. By G. B. McCutcheon. Briggs.
2. Diana Mallory. By Mrs. Ward. Musson.
3. Holy Orders. By Marie Corelli. Briggs.
4. Firing Line. By R. W. Chambers. McLeod.
5. Riverman. By S. E. White. Musson.
6. Wheel o' Fortune. By Louis Tracy. McLeod.

### St. Thomas.

1. Firing Line. By R. W. Chambers. McLeod.
2. Lady of the Decoration. By F. Little. Musson.
3. Barrier. By Rex E. Beach. Musson.
4. Holy Orders. By Marie Corelli. Briggs.
5. Lonesome Pine. By John Fox, Jr. McLeod.
6. Donna Isabel. By Randall Parrish. Briggs.

### Stratford.

1. Holy Orders. By Marie Corelli. Briggs.
2. Spirit in Prison. By Robert Hichens. Copp.
3. Metropolis. By Upton Sinclair. McLeod.
4. Money Changers. By Upton Sinclair. McLeod.
5. Firing Line. By R. W. Chambers. McLeod.
6. Songs of a Sourdough. By R. W. Service. Briggs.

(Continued on page 53.)

**PAYSON'S INDELIBLE INK**



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

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

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**Buchan's Sterling Equivalents and Exchange Tables**

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

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Giving sterling into dollars and cents and vice versa, from 21 upwards, also sterling equivalents, Canada into New York and vice versa. By ERWIN BUCHAN. Price in sheet, each, 25c. Mounted on boards, each, 50c.

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A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a POUND TABLE from 20 to 100 shillings per piece of 10 parts. By R. CAMPBELL and J. W. LITTLE. Leather. 7s.

**The Canadian Customs Tariff**

Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, France, Canadian Customs at Canadian Customs values, also a table of the value of francs in English money. Harbor Dues, etc., etc. F. Aug. 8th, 1906. Price, 50c.

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**SQUIBS.**

"Blanche is simply hopeless!" exclaimed a lady who had been trying to teach a friend to play whist.

"Why?" asked her husband.

"I began by asking her if she knew the value of the cards, and she said, 'Why, certainly. About a shilling a pack!'"—Pearson's Weekly.

The recent publication of some of the changes which have been rung on the eccentric titles of Meredith Nicholson's novels has called forth reports of other parodies and adaptations from all parts of the country. Thus, from Montana comes the story of a bachelor cottage at Helena, named "The House of a Thousand Scandals," wherein dwell a journalist, a lawyer and an engineer. The journalist is Mark Mattoon, a prominent northwestern critic. "The House of a Thousand Scandals" is the rendezvous of newspaper men, artists, actors, lecturers, politicians, travelers and musicians. In the buffer is kept "The Little Brown Jug of Kill-care."

An ambitious young Chicagonian recently called upon a publisher of novels in that city, to whom he imparted confidentially the information that he had decided to "write a book," and that he would be pleased to afford the publisher a chance to bring it out.

"May I venture to inquire as to the nature of the book you propose to write?" asked the publisher, very politely.

"Oh," came in an offhand way from the aspirant for fame, "I think of doing something on the line of 'Les Miserables,' only livelier, you know!"—Lippincott's.

The other day a young lady entered a stationer's shop in a certain town and asked to see some thin notebook.

After selecting the kind she required she said, "Do you make any reduction to clergymen?"

"Certainly, madam," replied the shopman. "Are you a clergyman's wife?"

"No," she answered.

"A clergyman's daughter, perhaps?" he then asked, as he began to wrap up the paper.

"No," she again answered. "But," she turned round to see if anyone was listening to their conversation, and then, leaning across the counter, whispered, "but I am engaged to be married to a theological student as soon as he comes from college!"—Pearson's Weekly.

**BEST SELLING BOOKS.**  
(Continued from page 51.)

**Toronto.**

1. Diana Mallory. By Mrs. Ward. Musson.
2. Holy Orders. By Marie Corelli. Briggs.
3. Halfway House. By M. Hewlett. McLeod.
4. Riverman. By S. E. White. Musson.
5. Trail of the Lonesome Pine. By J. Fox, Jr. McLeod.
6. Peter. By F. H. Smith. McLeod.

**Victoria.**

1. Holy Orders. By Marie Corelli. Briggs.
2. Firing Line. By R. W. Chambers. McLeod.
3. Wild Geese. By S. J. Weyman. Copp.
4. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
5. Money Changers. By Upton Sinclair. McLeod.
6. Leaven of Love. By C. L. Burnham. Briggs.

**Winnipeg.**

1. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
2. Holy Orders. By Marie Corelli. Briggs.
3. Firing Line. By R. W. Chambers. McLeod.
4. Leaven of Love. By C. L. Burnham. Briggs.
5. Diana Mallory. By Mrs. Ward. Musson.
6. Lure of the Mast. By Harold MacGrath. McLeod.

**Canadian Summary.**

	Points
1. Holy Orders. By Marie Corelli .....	124
2. Firing Line. By R. W. Chambers .....	83
3. Diana Mallory. By Mrs. Ward .....	68
4. Peter. By F. H. Smith .....	56
5. Man from Brodrey's. By G. B. McCutcheon .....	45
6. Trail of Lonesome Pine. By John Fox .....	38

**WINNIPEG.**

**Good Prospects for Christmas Trade—Getting to Work Early—Eastern Wholesalers Fill Orders Promptly.**

Winnipeg, Nov. 7.—Extensive preparations for handling a big Christmas trade have been made by the Winnipeg stores, and the advertising for Christmas goods is commencing early in November. Retailers are learning to follow the methods of the department stores in this respect, and they are learning the wisdom of making an early start in bidding for Christmas business. Satisfaction is expressed by local merchants at the prompt shipment this year of goods from the Eastern manufacturers and wholesalers, and everything is in readiness the first week in November for an active campaign of Christmas selling.

Business has been exceptionally good this fall, and with a return to a normal condition of prosperity in the West, there is every reason to expect a successful Christmas trade.

**ST. JOHN.**

**General Trade Conditions Discussed—An Old Firm Closing Out—Xmas Goods Arrive.**

November 7.—Business here during the past few months has been fairly satisfactory. In comparing the trade up to the present time with last year to the same date, a slight falling off is noticeable. The depression that has been general all over has had its effect on the stationery trade as well as in other lines.

The tourist traffic this season was about the same as in other years, or perhaps a little better. The visitors, however, did not seem to be as well supplied with money as usual and consequently this business showed

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quite a falling off. The demand for souvenir post cards, magazines and new books is about as usual.

The Flood's Company, wholesale and retail booksellers and stationers and dealers in fancy goods are closing out their stock at reduced prices preparatory to retiring from business. The large four-storey building on King Street occupied by this firm for many years past has been purchased by Manchester, Robertson, Allison, Limited, to provide more room for their big department store. They will take possession about the first of May next.

Stocks of Christmas goods are arriving now, and preparations are being made for their display.

**THE PEMBROKE FIRE.**

One of the heaviest sufferers from the recent Pembroke fire, outside of the owners of buildings, is E. S. Mitchell, the popular county clerk of Renfrew and police magistrate of the town. His stationery shop was situated in the Dickson Block, which was destroyed and he lost all his valuable stock. Mr. Mitchell had occupied the premises for over forty years and there is general regret that his well-known stand was not spared. His total loss in stationery and books is estimated to be at least \$10,000.

The public library was also destroyed. The total loss, which ranges from \$2,000 to \$3,000, is fully covered by insurance.

Egerton R. Shorey, aged 73, a traveler for the Carter Crume Co., Ltd., living in Balloi Avenue, Davisville, fell on the sidewalk in Queen Street, Toronto, recently and fractured his right leg.

# 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. Crooks

Office Address:  
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## THE NEW ASSOCIATION GETS TO WORK.

(Concluded from page 13).

trade all together and on a friendly basis. Much trouble has been caused in the past by unnecessary suspicions, which such an organization as this will soon dispel.

The executive will hold quarterly meetings, at which all grievances of any member will be taken up and the interests of the trade safeguarded. The members of the Executive, living as they do at considerable distances from Toronto, are giving up a great deal for the benefit of the trade and it is only right that they should be firmly supported. One dollar is very little to pay for such a service as the association can and will render to every dealer in the Province.

### Collection Blanks Valuable.

The collection blanks issued to members last year for clearing up bad accounts have had considerable success with some members. R. A. J. Little, of Edmonton, used them to clear up some of his old accounts in Oshawa. He writes to the secretary:

"Dear Sir,—I bought a few of your collection letters and mailed some to people I had dunned several times without success. By return mail I got remittances enough to pay for the outlay ten times over, as well as enquiries for items of accounts, etc. I would have been well satisfied had I received nothing more for the outlay than what the first mail brought me. But I am still receiving remittances and enquiries."

H. Cherrington, of Rossland, B.C., has added stationery to his line of business.

W. G. Seyffert, dealer in sporting goods, Galt, has made an assignment.

## CANADIAN COPYRIGHTS FOR OCTOBER.

A Romance of the Lost. By Tom McLines. Tom McInnes, Ottawa.

New Ontario Poems. By Nelson Cockburn Gray. N. C. Gray, Montreal.

La Visite de Champoireau. Comedie en un Acte. Par-Regis Roy. Regis Roy, Ottawa.

Lewis Rand. By Mary Johnston. With illustrations by F. C. Yohn. William Briggs, Toronto.

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Last month Chief of Police King laid an information against A. J. Tuck, a dealer in smallwares, Barrie, Ont., for having for sale indecent postcards. Friday the chief confiscated one thousand of these in Tuck's store. Tuck had just received them by express but declared that none of them was sold or offered for sale.

Dealers the world over will permit a thirty-day trial of Waterman's Ideal Fountain Pen, or will exchange any pen until it is entirely satisfactory to the owner or refund the money. This is the sort of guarantee which really guarantees, and the Waterman pen has earned its reputation as a "trade standard."

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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.

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

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

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American Code Co., New York  
Baker's Book Shop, Birmingham, Eng.  
Boggs, Wm., Toronto  
Busy Man's Magazine, Toronto.  
Cambridge Corporation, Montreal.  
Cassell & Co., Toronto.  
Century Co., New York  
Clark Bros., Winnipeg, Man.  
Electrician and Mechanic, Boston, Mass.  
Imperial News Co., Toronto.  
Macmillan Co. of Canada, Montreal.  
Morton, Phillips & Co., Toronto.  
Masson Book Co., Toronto.  
Page, L. C. Co., Boston, Mass.  
"Publisher's Circular", London, Eng.

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Buntin, Gillies & Co., Hamilton.  
Copp, Clark Co., Toronto.  
Smith-Davidson & Wright, Vancouver, B.C.  
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Menzie & Co., Toronto.  
Valentine Pub. Co., Ltd., Montreal, Toronto  
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Higgins, Chas. M., & Co., Brooklyn.  
Payson's  
Reliance Ink Co., Winnipeg, Man.  
Smith-Davidson & Wright, Vancouver, B.C.  
Underwood, John & Co., Toronto.  
Warwick Bros. & Rutter Co., Toronto.

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Hurd, Geo. B. & Co., New York  
Northern Mills Pulp & Paper Co., Montreal

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Brown Bros., Toronto.  
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Copp, Clark Co., Toronto.  
Heath, John, London.  
Hinks, Wells & Co., Birmingham, Eng.  
Librairie Beauchemin, Limited, Montreal.  
Macniven & Cameron, Edinburgh and  
Birmingham

Sanford & Bennett Co., New York.  
McFarlane, Son & Hodgson, Montreal.  
Smith-Davidson & Wright, Vancouver, B.C.  
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Ramsay, A. & Son, Montreal.  
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Raphael Tuck & Sons Co., Montreal, New  
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Verlag Ant. Gerstenkorn, Hamburg.  
Valentine Pub. Co., Ltd., Montreal, Toronto

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### Wall Papers.

Staunton's, Ltd., Toronto.

### Wire Card Racks.

Progressive Wire Goods Co., Philadelphia.  
McCrae, W. J., 23 Scott St., Toronto.

## INDEX TO ADVERTISERS.

PAGE	PAGE	PAGE
Accountants and Auditors .....	52	Page, L. C. Co. ....
Ainslee's Magazine .....	33	Payson's Indelible Ink .....
American Code Co. ....	38	Peerless Paper & Ribbon Co. ....
Alliance Fountain Pen Co. ....	6	Progressive Wire Goods Co. ....
Baker's Book Shop .....	32	"Publisher's Circular" .....
Briggs, Wm. ....	31	Ramsay, A. & Son Co. ....
British-American Assurance Co. ....	2	Reliance Ink Co. ....
Brown Bros., Limited .....	2, 37	Reno, J. Publishing Co. ....
Buntin, Gillies & Co. .... outside back cover	32	Rumpp & Sons, C. F. ....
Busy Man's Magazine .....	2	Sanford & Bennett Co. ....
Cambridge Corporation .....	25	Smart, Jas. Mfg. Co. ....
Canadian Machinery & Mfg. Co. ....	32	Smith, Davidson & Wright .....
Carter's Ink Co. ....	7	Spencerian Steel Pens .....
Cassell & Co. ....	30	St. Nicholas' Magazine .....
Century Magazine .....	33	Staunton's Limited .....
Clark Bros. & Co. ....	6	Superior Mfg. Co. ....
Consolidated Lithography & Mfg. Co. ....	6	Sutcliffe-Edmison Co. ....
Copp, Clark Co. .... 4, 22, 40, 41, 42	37	Tocci Francesco .....
Davids, Thaddeus, Co. ....	37	Tuck, Raphael & Sons Co. .... outside front cover
Dennison Mfg. Co. ....	5	Underwood, John & Co. ....
Dry Goods Review .....	2	Upton, Davis & Saunders .....
Electrician & Mechanic .....	35	Valentine Publishing Co. ....
Estabrook Pen Co. ....	38	Ward & Co. ....
Faber, A. W. ....	40	Warwick Bros. & Rutter, inside front cover, 35
Frowde, Henry .....	29	Waterman, L. E. Co., Ltd. ....
Gerstenkorn, Verlag Ant. ....	45	Weeks, A. A., Mfg. Co. ....
Goodall, Chas. & Sons .....	1	Western Assurance Co. ....
Heath, John .....	38	
Higgins, Chas. M., & Co. ....	6	
Hinks, Wells & Co. ....	38	
Hotel Directory .....	55	
Huebsch, B. W. ....	47	
Hurd, Geo. B. & Co. ....	1	
Hurst, A. O. ....	33	
Imperial News Co. ....	55	
Jenkins, Wm. R. Co. ....	55	
Leder, Otto .....	55	
Lemcke & Buechner .....	55	
Librairie Beauchemin, Ltd. .... outside front cover	25	
Macmillan Co. of Canada .....	38	
Macniven & Cameron .....	37	
McCrae, A. J. ....	39	
McFarlane, Son & Hodgson .....	3	
Menzie & Co. ....	3	
Metropolitan Bank .....	33	
Mittag & Volger .....	52	
Mining Journal .....	97	
Morton, Phillips & Co. ....	45	
Masson Book Co. ....	4	
Neumann, W. & Co. ....	53	
Northern Mills Pulp & Paper Co. ....	53	
Otis-Fensom Co. ....	56	



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PHIA.  
PAGE  
.. 25  
.. 59  
.. 37  
.. 37  
.. 26  
.. 47  
.. 37  
.. 24  
.. 7  
.. 3  
.. 37  
.. 6  
.. 55  
.. 38  
.. 13  
.. 47  
.. 37  
.. 4  
.. 55  
.. 43  
nt cover  
.. 7  
.. 43  
.. 47  
cover, 35  
.. 8  
.. 30  
.. 2



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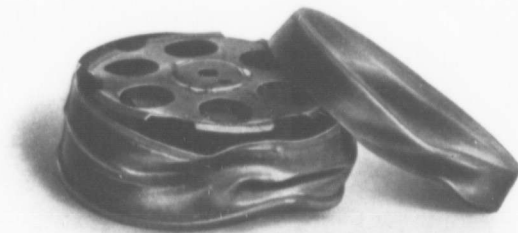
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