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BOOKSELLER & STATIONER

FEBRUARY

Vol. XXII. No. 2.

1906

\$1.00 per Year.



Toronto The MacLean Publishing Co. Montreal

New Stationery

Naples Linen

The extra wide laid effect shown in our new Naples Linen Stationery is the latest novelty in fine Note Paper and Envelopes. The exquisite writing surface, together with the general high-class appearance of the stock itself, will make it one of the most popular numbers made for the Canadian trade.

Wexford Weave

The most successful hit in the way of fine Stationery, is the proper term to apply to our **Wexford Weave**. The two first makings are already exhausted, but the third is ready for delivery, and orders can be filled immediately. Ask for a show card if you have not received one. It will help.

SAMPLES FOR THE ASKING

Warwick Bros. & Rutter

Makers of
High-Grade Stationery

 Limited
TORONTO

Many Lines for Your Choice, and You will be Told the Truth about Them, Too

Linette Playing Cards

BEAUTIFULLY GRAINED ON BOTH SIDES. CHOICE VARIETY OF DESIGNS.
NO MISDEALS WITH THESE CARDS.

PLAYING CARDS FOR PRIZES OR PRESENTATION

Fancy Backs, Gilt-edged and Hoved.

SPECIALTIES IN CARD GAME CABINETS, BRIDGE,
WHIST, POKER, Etc.

In Gun Metal, Wood and Choice Leathers



SCORING CARDS FOR PROGRESSIVE GAMES

Large variety of styles. Every one a seller.

FINE STATIONERY, PAPETERIES, PROGRAMMES,
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Goodall's Playing Cards

GREATER DEMAND FOR THEM EVERY DAY

TRADE SUPPLIED THROUGH THE WHOLESALE.

SEE THAT YOU ASK FOR THESE LINES.



A. O. HURST, 24 Scott Street, TORONTO, Canada

"Sports" Playing Cards



LACROSSE DESIGN.

THE BEST VALUE
IN THE MARKET.

ONE OF MANY
VARIETIES.

Leaders is a second
grade — GOOD
LUCK and ST.
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SPECIAL CARD FOR
WHIST PLAYERS

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We are headquarters for PLAYING CARDS
MADE IN CANADA.

Style and finish equal to Imported Cards.

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

The UNION CARD & PAPER CO.,
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OUR OFFER TO THE
TRADE IS **LIBERAL**



BUT OUR POLICY
AS PRODUCERS IS

CONSERVATIVE

Why are we Conservative? Because, while we are constantly watching scientific developments, with a view to improving our goods, if possible, we don't make changes "hap-hazard" before we know they are for the better.

Why are we Liberal? First—because we like such a policy, and then we find the trade appreciates it.

We take our stand on the attractiveness of our packages—which draws the attention—and on the quality of our goods—which holds the patronage. If you haven't investigated these claims for yourself, why not—DO IT NOW?

THE CARTER'S INK CO.
BOSTON NEW YORK MONTREAL CHICAGO

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MANUFACTURING AND IMPORTING
STATIONERS

Stocks in all Departments fully "Up to date"

We have now an exceptionally Fine Line of

ACCOUNT BOOKS

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Our special **Half Russia Style** in all sizes has proved a great success, with increasing sales.

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The Complete Paper Warehouse

Every Description of **PAPER**, kind, size and weight.

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We aim to have the most complete stock.

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Our own make are commanding a large demand.

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A very specially fine line.

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51-53 Wellington Street West, Toronto, Canada

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WINDSOR HOTEL, HAMILTON, BERMUDA

This House is pleasantly and conveniently located on the East Side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and pool. Hot and cold water baths. A. McNicol, Prop.

TOWER HOTEL, GEORGETOWN, DEMERARA, BRITISH GUIANA.

The first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer wharves, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

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Mrs. J. F. SMITH, Proprietor. HAMILTON, BERMUDA
Opposite Victoria Park and Cedar Ave. Private board \$12 to \$14 per week.

BOARD AND ROOM

"THE ARGYLE,"

Mrs. FRASER Cedar Avenue, HAMILTON, BERMUDA
Terms moderate. Also furnished cottages.

THE AMERICAN HOUSE

A. PASCHAL (Prop.) HAMILTON, BERMUDA
Centrally located. Open all the year round.

WOODSIDE BOARDING HOUSE

(CORNER OF MAIN AND LAMANA STREETS, GEORGETOWN, DEMERARA.)
Cool and airy bedrooms. Excellent Cuisine. Attendance Qualified. Terms Moderate. Electric Car Loop at gate of premises. Patronage Solicited. Managersess E. COTTAM.

WINTER RESORT—QUEEN'S PARK HOTEL.

POINT OF SPAIN, TRINIDAD, B.W.I.
JOHN McEWEN, Manager. For Rates, etc., apply Trinidad Shipping & Trading Co. 29 Broadway, New York.

THE GRAND UNION

The most popular hotel in
OTTAWA, ONTARIO. JAMES K. PAISLEY, Prop.

DOMINION HOUSE

W. H. DURHAM, PROPRIETOR. RENFREW, ONTARIO
The most popular Hotel in the Ottawa Valley.

The Belleville Business College, Limited

Business firms get the best results by applying to us 10 days before vacancies occur in their employ.
See Catalogue pages 21, 27, 33, 41.

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

LONG DISTANCE TELEPHONE SERVICE

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

THE BELL TELEPHONE COMPANY OF CANADA

RETURNED
MAR 1 1906
to Ann
in Book
Page 6
J. S. G.



Envelopes

The Most Complete
Envelope Factory
in Canada

Envelopes

OUR Envelope Factory is now in complete running order where with the most modern machinery we can now manufacture over 50 sizes and styles of envelopes—ranging from the smallest Pence envelopes to the largest Official No. 14. This is the largest variety ever made in Canada.

WE can now place our Envelopes with the trade lower than ever before, and with the added facilities can ensure prompt delivery of all orders.

Our 1906 Price List is now ready, also a complete sample set of our different grades of Envelopes.

WRITE FOR QUOTATIONS AND SAMPLES

The Barber & Ellis Co., Limited

Factory at Brantford, Ont.—Offices and Warerooms, 72 York St., Toronto

WESTERN ASSURANCE COMPANY.

FIRE
AND
MARINE

Head Office	Capital	-	\$ 1,500,000.00
Toronto,	Assets, over	- -	5,500,000.00
Ont.	Annual Income	-	5,890,000.00

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

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BRITISH AMERICA ASSURANCE COMP'Y

Incorporated 1833

FIRE AND MARINE.

CASH CAPITAL, \$860,000.00.

TOTAL ASSETS, \$2,043,678.50.

LOSSES PAID SINCE ORGANIZATION, \$25,898,544.80.

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Money

CAN BE SAVED BY MEANS
OF AN ENDOWMENT POLICY.

**YOU CAN ONLY SECURE
SUCH A POLICY WHILE YOU
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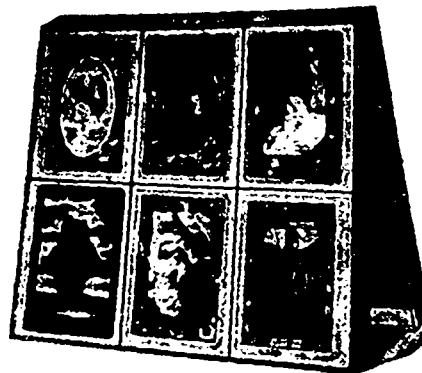
W. O. MACDONALD,
ACTUARY.

J. K. MACDONALD,
MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

Congress Playing Cards

will, where so ordered, be put up in our special boxes (patented Nov. 14, 1905) that can be used for display easels. No extra charge for these boxes.



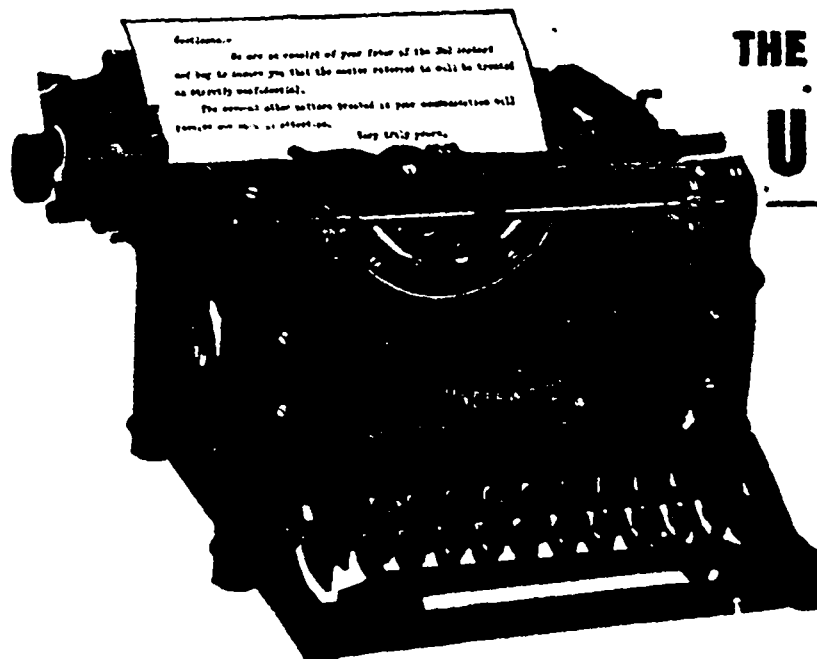
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The boxes take up but little counter space, and make an attractive display of Congress Cards, thus largely increasing sales.

Congress Cards, when properly displayed, sell at sight.

Order through jobber. Handsome display card, showing full line, free to Congress dealers, upon request.

THE U. S. PLAYING CARD CO., Cincinnati, U. S. A.



THE UNDERWOOD

*The Writing-in-Sight
Typewriter*

Will do your work 25%
to 50% faster than any
other writing machine.
Highest award "Grand
Prize," St. Louis Ex-
position, 1904.

UNITED TYPEWRITER CO., LIMITED

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**FOR
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Of interest to the
STATIONERY,
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1906

- Pyrographic Outfits, Wood Blanks and Supplies**
- Stamp Albums** **Post Card Albums**
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- Bridge Sets** **Christmas Bells**
- Inlaid Chess and Checker Boards**
- Two sizes, 14 x 14 inches, and 22 x 22 inches. Oak, Maple, Mahogany and Walnut Woods.
- Folding Chess Boxes** **Dominoes** **Checkers**
- Chessmen in Wood and Bone** **Game Counters**
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- Picture Blocks**
- C. G. Co.'s Celebrated Winter Evening Games**
- Papeteries, in Beautiful Cabinets**

EASTER CARDS EASTER NOVELTIES EASTER POST CARDS

DESCRIPTIVE CATALOGUE NOW READY—SEND FOR A COPY

The Copp, Clark Company

64 and 66 FRONT STREET WEST, TORONTO LIMITED

C. Brandauer & Co.'s - Limited



SEVEN PRIZE MEDALS.

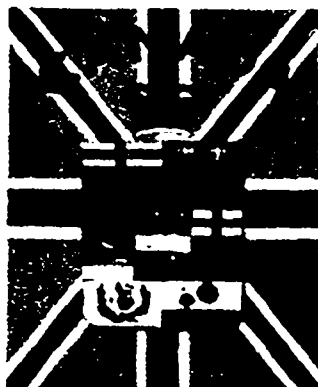
CIRCULAR POINTED PENS

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM. Attention is also drawn to our Patent Anti-Blotting Pens.

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

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Large Variety of Covers. Historical, attractive and instructive descriptions of subject on back cover.

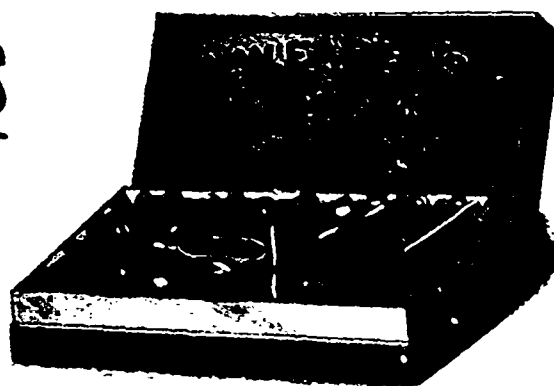
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MONTREAL



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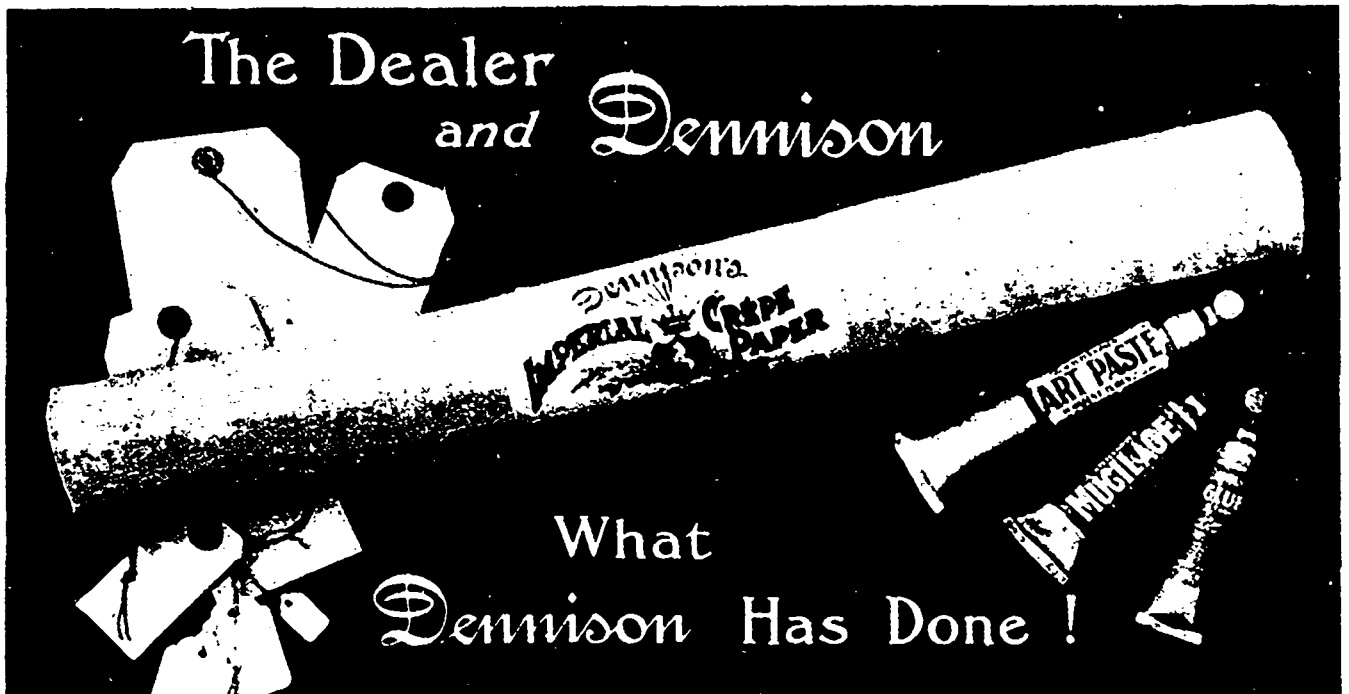


PURE RUBBER

BANDS

or by the
Pound

FOR SALE BY ALL STATIONERS



The Dennison Manufacturing Company is a pioneer in paperdom. One of their greatest achievements was the "Tag" which they made practical years ago by their patent paper eyelet. This Tag was first used as a shipping tag, but has been steadily promoted to fill a thousand other good offices, until to-day systematic business can not get along without it. The consumption of tags to-day is enormous all because Dennison demonstrated ways for the tag to help in every kind of business.

So also has Dennison originated Crepe Paper, and to-day makes the only fine grade suitable for artistic purposes. This Crepe Paper is another example of the Dennison progressiveness. The people have been shown in picture and told in print of the thousands of beautiful decorations and embellishments that can be made from this paper. Its extensive range of colors and tints—Decorated Crepe with designs in harmonious colors. It is the "art simple" in which people can create beautiful things to decorate the home, table and church bazaars at little cost.

Dennison's dainty Crepe Paper Napkins in color designs are considered indispensable at all informal society jollifications.

Dennison's Passe-Partout Bindings in all colors for Home Picture Framing, and the Patent Pin Tubes of Glue, Paste and Mucilage—air-tight.

What Dennison is Doing Now!

Spending thousands of dollars in the leading magazines and home journals telling the women of the entire country what they can do with this remarkable Crepe Paper, the Passe-Partout Bindings and the wonderful Patent Tubes of Glue, Paste and Mucilage.

What does all this mean to the dealer? If he co-operates with us, it means profit to us both! The advertisements now running bring in replies at the rate of a thousand per day, and our answer to all is "your local dealer keeps a supply of Dennison's Goods!" Do you?

We are fast establishing a good-will with dealers throughout this broad land. We welcome your correspondence and inquiries, and are prepared to furnish all with our handsome booklets which tell by word and picture how to make delightful things with "Dennison's Goods." Consider this outburst as applying to you, and write us.

DENNISON MANUFACTURING COMPANY

The Tag Makers

BOSTON, 26 Franklin St.

NEW YORK, 15 John St.

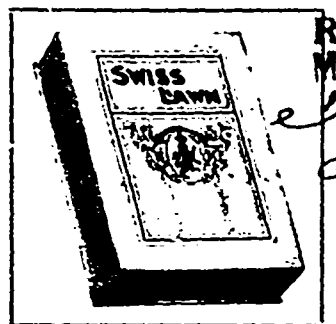
PHILADELPHIA, 1007 Chestnut St.

CHICAGO, 128 Franklin St

MONTREAL, Coristine Building.

ST. LOUIS, 413 North Fourth St.

SWISS LAWN



RETURNED
MAR 1 1906

*to Carr
our Book 47
page 4
W. J.*

THERE are no Correspondence Papers in the market that are as popular as those with the Fabric or Cloth Finish.

We have just added a new line of this class of Stationery, which we call "**SWISS LAWN.**" This is made in a light weight and comes in White and Azure. We put up this paper in the following styles:

PAPETERIES

In Oxford and Royal sizes, to retail at 25c.

INITIAL PAPETERIES

In Oxford size, white, to retail at 25c.

This latter is a line for which there is a large demand.

WRITING TABLETS

Oxford size, double sheet, to retail at 25c.

NOTE PAPER AND ENVELOPES

Paper boxed in $\frac{1}{2}$ reams; Envelopes boxed in $\frac{1}{8}$ M.

To the Trade we recommend "**SWISS LAWN**" as a ready and profitable seller.

HOLLAND LINEN INVITATION CABINET

We have added to this well-known series of Correspondence Stationery an "**INVITATION CABINET.**" engraved for "At Home" and other social functions, containing twenty-four Holland Linen finished Cards, and twenty-four Envelopes to match, Royal size.

Warehouse, Factory and Offices,
82 to 94 SPADINA AVE.

Sample Room,
54 FRONT ST. WEST

Paper Mills,
ST. CATHARINES.

W. J. GAGE & CO.
TORONTO LIMITED

THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XXII.

MONTREAL AND TORONTO, CANADA, FEBRUARY, 1906.

No. 2.

THE BRITISH PUBLISHER AND CANADA

IN commenting in a recent number of *Bookseller and Stationer* on the establishment of a branch office of MacMillan & Company in Canada, the statement was made that "For a long time it has been the habit of English publishers to disparage Canada, but the day when such disparagement is in keeping with conditions is long past."

This statement has evoked some comment, and we are glad that the attention of English publishers has been awakened. The following letter will prove of interest in this connection.

A Protest.

The Editor *Bookseller and Stationer*:—I was surprised to read your statement in the November number of the *Bookseller* "That it has been for a long time the habit of English publishers to disparage Canada." I cannot understand this, as the number of books on and about Canada published on this side tend to show that this is far from being the case. I enclose, for instance, a selected list of a dozen books published by us on Canada, and I know I could add many others. Apart from this may I be permitted to say that I, for one, have had the pleasure of calling personally on a large number of the leading Canadian booksellers, and my representatives have from time to time made special journeys since that date. In addition to this, I might add that for some considerable time previous to the announcement you make in your November issue, I had my regular agent in residence at 2 Carlton street, corner Yonge street, Toronto, (now at 21 Richmond street west).

I cannot help feeling, however, that the English publishers do not always get that support from the Canadian booksellers which they deserve; one hears constantly of Canadian booksellers supplying American editions of English books in cases where only the United States market was sold to the American publishers.

Let me add, I read your journal from month to month with a great deal of interest, and am always glad to give consideration to any suggestion that you make for the promotion of business between England and Canada.

T. FISHER UNWIN

London, Dec. 8, 1905.

Our Position.

So far as Mr. Unwin is himself concerned, and a few other English publishers whom we might name, our charge falls flat. But at the time we wrote the sentence referred to, we were generalizing on the experiences of our London representative. He had patiently and persistently visited the publishers of London and communicated with English publishers outside London, and it was his experience that the average English publisher disparaged Canada and saw no use in cultivating the Canadian field. With this first-hand evidence we felt no uncertainty in making the general statement which we did.

It is a pleasure to observe the change which is gradually taking place in the attitude of English publishers towards Canada. The opening of branch offices shows that the English publisher is beginning to grasp the situation and to realize that now is the time to get in on the ground floor. In a few years the advantage now offered may cease to exist.

A New Feature.

A new and noteworthy feature of the situation just at present is the announcement of the establishment of a branch office of the Musson Book Company, Limited, of Toronto, Canada, in London, England. Particulars as to the functions of this office are given elsewhere. In brief it will serve as an agency for securing Canadian editions of English books, handling English books for the Canadian market, and placing Canadian books on the English market.



PUBLISHERS' SPRING ANNOUNCEMENTS



SUMMARY LIST.

Since our last issue the following novels have been published in Canadian editions:

Author.	Book.	Publisher.
May Sinclair	Divine Fire	McLeod
Ellen Philpotts	The Portree	Macmillan
Beth Ellis	Madame, will you Walk?	Briggs
Elizabeth Ellis	Barbara Winslow, Rebel	Musson
Mr. Wm. Magway	The Prince of Lovers	Pool
Gilbert Wattle	Strange Partners	

During the balance of February and the early weeks of March will appear:

Author.	Book.	Publisher.
Ellen Glasgow	The Wheel of Life	Musson
Herbert Quick	Double Trouble	McLeod
Louis Tracy	Karl Grier	
Gordon Holmes	The Arnelife Puzzle	
Fred M. White	The Weight of a Crown	
G. F. Mertins	The Storm Signal	
Hertha Kunkle	The Truth about Tolna	Musson
W. C. Russell	Yarn of Old Harbor Town	
Baroness Orczy	The Scarlet Pimpernel	Briggs
	A Son of the People	
A. T. Quiller-Couch	The Mayor of Troy	
H. B. Watson	The High Toby	
Janet Lee	Uncle William	Musson
Samuel M. Gianlenure	The Long Arm	Pool
Lillian Bell	Caroline Lee	Ogry
Mrs. Saunders	Saints in Society	

MCLEOD & ALLEN.

A cheap edition of "The Pillar of Light," by Louis Tracy, has just been placed on the market by McLeod & Allen. The paper edition is issued at 25 cents and the cloth edition at 50 cents.

McLeod & Allen have just brought out a Canadian edition of "Divine Fire," by May Sinclair, in cloth at \$1.25. This is probably the most talked of novel of the moment.

"Karl Grier" is the title of Louis Tracy's new novel, which will be issued almost immediately in cloth and paper editions at \$1.25 and 75 cents respectively. Karl Grier was possessed of a sixth sense called "telegnomy," which enabled him to beat off the attack of rascals three thousand miles away.

Gordon Holmes, who wrote "A Mysterious Disappearance," has surpassed himself in a new story of love and mystery, which he has called "The Arnelife Puzzle." McLeod & Allen will publish the novel shortly. (\$1.25 and 75 cents.)

Among other early publications of McLeod & Allen are "Alton of Samasco," by Harold Hindloss, "Double Trouble," by Herbert Quick, and "The Storm Signal," by Gustave F. Mertins. (Cloth \$1.25, paper 75 cents.)

"The Weight of a Crown" is the title of a new novel by Fred M. White, author of "The Crimson Blind." The plot introduces the problem of dual identity, there being two girls, identical in appearance, who change places for a short time. (Cloth \$1.25, paper 75 cents.)

WILLIAM BRIGGS.

William Briggs has secured the Canadian market for several of the most important novels of the year. Probably the most interesting will be "Sir Nigel," the sequel to "The White Company," by Sir A. Conan Doyle, which is at present running serially in the English Strand. It will not be published in book form until the Autumn.

Miss Marie Corelli's new novel, the title of which has not as yet been announced, will be published this Autumn by William Briggs.

S. R. Crockett has been lavishing particular care on

his new romance, "The White Plume." This will also be among the early Autumn publications of this house.

Still another important Fall publication will be a new novel by Robert Hichens, author of "The Garden of Allah." William Briggs also has on his list new novels by Ellen Thorneycroft Fowler and William le Queux, the titles of which will be announced later.

A second 75-cent cloth edition of "When it was Dark," by Guy Thorne, will be ready shortly.

About March 1 William Briggs will publish Canadian editions of two remarkable novels by Baroness Orczy, "The Scarlet Pimpernel" and "A Son of the People." Both books have created great interest in England, where their sale has been enormous. (Cloth \$1.25, paper 75 cents.)

"Lady Betty," by C. N. and A. M. Williamson, authors of "The Lightning Conductor" and "The Princess Passes," will be issued in June. The story narrates the adventures of an English girl in America.

In March will be published "The Mayor of Troy," by A. T. Quiller-Couch, and "The High Toby," by H. B. Marriott Watson. Both authors are Englishmen.

A special paper edition of "The House with the Green Shutters," by the late George Douglas, will be ready on March 1. This book won a remarkable success when it was first published several years ago. (35 cents.)

The first of William Briggs' Spring publications to appear is "Madame, Will You Walk?" by Beth Ellis. This book has just appeared in a cloth edition at \$1.25.

MUSSON BOOK CO., LIMITED.

The Musson Book Company have just published the Canadian edition of Ellen Glasgow's new book, "The Wheel of Life." The success that this firm has had with Miss Glasgow's former books, "The Voice of the People," "The Deliverance," "The Battleground," etc., would in itself justify their expectations of big sales.

The Musson Book Company announce the publication of "Barbara Winslow, Rebel," by Elizabeth Ellis. 12 mo. cloth, illustrated, \$1.50. The fearless heroine of the story is most fascinating. The cover design and illustrations are works of art.

A Canadian edition of W. Clark Russell's latest romance, "The Yarn of old Harbor Town," is on the Musson Book Company's Spring list. It will be ready in cloth and paper editions about March 1. (\$1.25 and 75 cents.)

The Musson Book Co. will be the Canadian publishers of the new novel by Guy Thorne, author of "When it was Dark." The title is "When it was Ordained." The book will be issued in April.

THE MACMILLAN CO., OF CANADA.

"Tarry at Home Travels," by Dr. Edward Everett Hale, is announced by the Macmillan Company for Spring publication. The volume will be richly illustrated from portraits, old prints and photographs, and will be uniform with the recent one-volume edition of Dr. Hale's "Memories of a Hundred Years."

C. T. Winchester, professor of English Literature at Wesleyan University, has written a "Life of John Wes-

ley," which the Macmillan Company will presently issue. The book is intended to meet the demand for a life of Wesley, accurate and comprehensive, yet moderate in size and attractive in style, which shall be of interest to the general reader as well as to the student of religious history.

"Napoleon and His Times" is the title of the new volume in the Cambridge Modern History. It is likely to be completed in time for issue during March.

Mr. Stephen Phillips' new play, "Nero," is in course of preparation by the Macmillan Company, who hope to bring it out in February.

The Macmillan Co. have three novels on their Spring list, "If Youth but Knew," by Egerton Castle, "The Vine of Sibmah," by Andrew Macphail, and "The Portreeve," by Eden Phillpotts. The latter appeared on February 9, the two former are due in the Spring.

A notable demand for Mr. Winston Churchill's life of his father, "Lord Randolph Churchill," exists in Canada and the publishers are delighted with the sale to date.

"The Garden, You and I" is a new work to be brought out shortly, written by Mabel Osgood Wright, who has made public the fact that she is the author of "The Garden of a Commuter's Wife."

The new edition of Tennyson's "In Memoriam," which will be published this Spring, will contain several hitherto unpublished poems and the author's own notes.

MORANG & CO., LIMITED.

Morang's Literature Series for the use of public and high schools is growing rapidly. Six books of the series have already appeared: "High School Poetry Book," Parts I and II, edited by W. J. Sykes, B.A., of Ottawa; "Poems of the Love of Country," edited by J. E. Wetherell, B.A., of Strathroy; "Selections from Tennyson," edited by John C. Saul, M.A.; "High School Ballad Book," Part I, edited by F. F. Macpherson, B.A., of Hamilton; "High School Prose Book," Part I, edited by O. J. Stevenson, M.A., D. Paed., of St. Thomas. There are also a number of books on hand which they hope to issue in the next fortnight: "Selections from the Nature Poets," edited by Andrew Stevenson, B.A., of Stratford; "High School Poetry Book," Part III, edited by John C. Saul, M.A.; "Kingsley's Heroes," edited by John C. Saul, M.A.; "Narrative Poems," Hawthorne's "Wonder Book," Dickens' "Christmas Carol," etc. Each of these books is edited by a prominent school man, and is annotated with a view to school needs. The books are neatly bound in paper and sell at 15 cents per volume.

Mr. Herbert Myrick, an experienced editor connected with papers in Boston, Springfield, New York and Chicago, and a well known American financier, has just completed the romance of a tenderfoot in the days of Custer and called it "Cache la Poudre." The book is in two editions, one in cloth at \$1.50, the other in Indian smoke-tanned buckskin with cowboy fringe at \$5. Both are illustrated by such artists as Charles Schreyvogel, Edward W. Deming, and Henry Fangel. No recent fiction has been so elaborately illustrated. The book has already been enthusiastically commended by various United States critics.

Two new volumes in "The Makers of Canada Series" are in press and will shortly be ready for sale—"Laval," by Leblond de Brumath, and "Frontenac," by W. D. Le Sueur.

John M. Coulter, A.M., Ph.D., the well known authority on scientific subjects, and head of the Department of Botany in Chicago University, has recently completed "A Text Book of Botany," for secondary schools. Professor Coulter will be remembered as author of "Plant

Studies," "Plant Relations," "Plant Structures," and "Plants."

THE WESTMINSTER CO.

A volume of twelve sermons, with a central theme, preached at various times by the Rev. John MacKay, pastor of Crescent Street Presbyterian Church, Montreal, has just appeared with the imprint of the Westminster Co., Toronto, and bearing the title "Religion as Friendship with God." The writer elucidates a somewhat new conception of religion, introducing modern explanations of difficulties presented by old doctrines. His style is simple and didactic and the book will be found most helpful to the perplexed seeker after knowledge. Rev. Mr. MacKay is a young divine from whom great things are expected in the Presbyterian Church in Canada.

COPP, CLARK CO., LIMITED.

One of the first of The Copp, Clark Co.'s Spring publications will be the £100 prize novel by Mrs. Baillie-Saunders, entitled "Saints in Society." Over 11,000 copies of this remarkable novel were sold in England within three weeks of publication.

"My Sword for Lafayette" is the title of Max Pemberton's new novel. The scene is laid in America during the War of Independence and a graphic picture is given of the most exciting incidents of that campaign. The book will be ready in the early Spring.

John Oxenham, author of "Hearts in Exile," etc., has written a modern English novel, "Giant Circumstance," which attracted much attention during its serial run in Chambers's Journal. The scene opens in the Soudan but soon shifts to London and the Highlands.

Among other Spring publications may be mentioned "The Mystery of a Motor Car," by William le Queux, "Dearlove," by Frances Campbell, and a volume on the Irish question by Firman Roz, entitled "Under the English Crown."

The Copp, Clark Co. will also publish immediately paper editions of their successful novels, "Jess & Co.," by J. J. Bell, "Maid Margaret," by S. R. Crockett, and "A Maker of History," by E. P. Oppenheim.

About the end of the month The Copp, Clark Co. will bring out a new Lillian Bell book, "Carolina Lee." This is a bright story of a clever young American girl, educated in Paris, who loses all her fortune, with the exception of a plantation in Virginia, where she goes to reside.

POOLE PUBLISHING CO.

Owing to unfortunate delays the publication of "The Long Arm," by Samuel M. Gardenhire, has been considerably held back. It will be ready about February 15.

A paper edition of "Nancy Stair," by Eleanor M. Lane, is now in the press. This charming story has been in growing demand for many months, and small wonder, as it is certainly one of the most delightful of modern novels.

A cloth edition of "The Head of Gold," by Mark Ashton, is now on the market. In paper, this book sold well and the cloth edition should be warmly welcomed. (\$1.25.)

The Poole Publishing Co. announce for Spring publication volume one of Mark Twain's Library of Humor, entitled "Men and Things." (\$1.25.)

Two February publications of the Poole Publishing Co. that are going well are "The Prince of Lovers," by Sir William Magnay, and "Strange Partners," by Gilbert Wintle. (\$1.25.)

Mr. I. H. Shepley is covering the western field and Mr. R. Licence the northern field for the Kelk, Sutcliffe Co., Toronto.

IMPORTANT CONNECTIONS MADE.

The Copp, Clark Co. Arrange for Record Import Business

MR. WILLIAM COPP, vice-president and manager of the book department of The Copp, Clark Co., Limited, has just returned from a two months' trip to the Old Country. That he spent the time to excellent advantage is evidenced by the long list of agencies which he secured and the splendid arrangements he has made for import book business.

First and foremost, he has secured the exclusive Canadian agency for all the publications of the important London house of James Nisbet & Co. The number of books published by this firm is enormous, including many interesting series of juveniles by such well known authors as R. M. Ballantyne, Mrs. Marshall, Agnes Giberne, and others. James Nisbet & Co. are also the publishers of the works of Frances Ridley Havergal, Susan Warner, and J. R. Macduff. The trade should note in this connection that Nisbet & Co. will not in future send a traveler to Canada, but that all orders must be placed through The Copp, Clark Co.

Another house for which The Copp, Clark Co. are now the sole Canadian agents is that of H. Grevel & Co., London, publishers of works on art. Their list is very extensive, but it might be as well to note a series of monographs on artists, richly illustrated and tastefully bound, and also a series of illustrated monographs on the history of the great art centres of the world.

The sole Canadian agency for Arthur C. Field, London, has also been secured by Mr. Copp. In Mr. Field's list may be noted the "Simple Life Series," consisting of 23 booklets, tasteful in get-up, suggestive in matter and appealing to thoughtful people, and the "Brochure" series of tastefully produced booklets, printed in old style hand-set type and printed on heavy antique paper.

A Scotch publisher, Alexander Gardner, of Paisley, has given The Copp, Clark Co. exclusive control of his publications in Canada. He has a long list of works by Scotchmen, including R. Scott Fittis, David Macrae, Robert Ford and others.

Other Old Country publishers for whom The Copp, Clark Co. are agents in Canada are Methuen & Co., Duckworth & Co., and R. & T. Washbourne, publishers of Roman Catholic books. These are in addition to Blackie & Son, of Edinburgh, and Isaac Pitman and Castell Bros., of London, all of whom have been represented in Canada by The Copp, Clark Co. for several years.

When in the Old Country Mr. Copp arranged for the exclusive control in Canada of certain publications of the following publishers: Hodder & Stoughton, John Long, C. Arthur Pearson, George Allen, James Clarke & Co., Bradbury, Agnew & Co., Chapman & Hall, T. Fisher Unwin, Hutchinson & Co., and A. Constable & Co., of London; David Bryce & Son, of Glasgow.

Finally, special terms were made with the following publishers for supplying particular publications: Wm. Heinemann, Chatto & Windus, George Bell & Sons, John Lane, Cassell & Co., Grant Richards, David Nutt, Kegan Paul, Trench & Co., Wm. Collins, Sons & Co., Seeley & Co., Hurst & Blackett, and Pall Mall Gazette.

In addition to the annuals which The Copp, Clark Co. handled in previous years, such as Cassell's Magazine, Quiver, Little Folks, and Canadian Children's Treasury, they will this year control the Child's Companion, Cottage and Artisan, and Our Little Dots, three publications of the Religious Tract Society.

To complete the list of publishers for whom The Copp, Clark Co. are agents, mention must be made of the two

American houses of L. C. Page & Co., Boston, and W. B. Perkins, of New York.

The book travelers of The Copp, Clark Co. start out almost immediately with a complete line of import samples.

LIBRARY PARAGRAPHS.

THE TORONTO PUBLIC LIBRARY, the Toronto University Library, and McGill University Library, are the proud possessors of the only three copies of a remarkable book which have come to Canada. This is the "Catalogue and Investigations in Jade," printed by Theodore L. DeVine & Co., of New York, in a limited edition, and prepared by George F. Kuntz, the gem expert of Tiffany's. The book is an exquisite piece of workmanship, and the illustrations are all from copper-plate. Jade is a mineral, and the book tells all that is known about it up to the present time.

Mr. W. H. Lovering has been elected chairman of the Hamilton Public Library Board.

The total number of books in the Vancouver library is now 11,013. The number of books issued during the past year is as follows: Fiction, 62,515; in other classifications, 16,599, total, 79,114. The total number issued in 1904 was 56,851.

At the annual meeting of the Bowmanville Public Library Board the following members were elected as officers: President, W. B. Couch, vice-president, R. D. Davidson, secretary, Miss MacWain, treasurer, W. Tamblin, library committee, H. Munro, Miss A. E. Allin, R. D. Davidson, finance committee, W. Tamblin, D. G. M. Galbraith, F. Manning, room committee, Miss Galbraith, Dr. Hazlewood, W. Tamblin.

During 1905 a total of 2,141 new volumes were placed on the shelves of the Hamilton Public Library, making a grand total of 28,469 volumes. The number of new cards issued was 1,352, making a total of 15,600 borrowers' cards in use. There was a big increase in the number of books issued. The total receipts for the year were \$15,811.33, and the disbursements about the same amount. Librarian Hunter's salary has been increased \$100 a year.

The Niagara Falls Public Library contains 6,000 volumes, and its membership numbers 125. \$117 was spent on new books during 1905, and \$56 on magazines. The officers for 1905 are: President, Rev. J. C. Garrett, vice-president, J. F. Green, secretary, Miss Carnochan, treasurer, W. J. Wright, M.A., additional members of the board of management, Messrs. A. Ball, Harrison, Eekersley, Burns, Onslow, finance committee, Messrs. Rowland, Randall, Skelton, auditors, Messrs. Burns and Healey, book committee, Rev. J. C. Garrett, Rev. A. F. McGregor, Mrs. Rowland, Miss Carnochan, and Messrs. Wright and Onslow; librarian, Miss Winterbottom.

During 1905 six thousand volumes were taken out by patrons of the Tillsonburg Public Library. There was a decrease in the number of books of fiction issued and an increase in the number of magazines. Books of history, travel, science and general literature also showed increases. 114 new volumes were added during the year, bringing the total up to 3,000. The election of officers resulted as follows: Hon. president, John Smith, president, Geo. W. Hare, vice-president, Rev. J. J. Brown, secretary-treasurer and librarian, Wm. Imrie, managers, W. S. Law, W. McGuire, Chas. H. Denton, W. A. Dowler, John Carruthers, F. E. Aldrich, J. H. Wilson, W. S. Ferguson, John Weston, T. C. Waller, J. M. Clark, and Revs. Oliver, Wright and Tonge.

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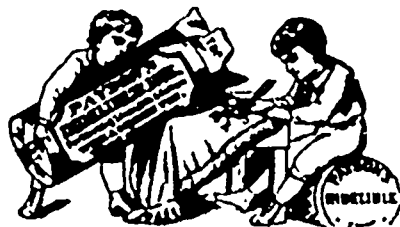
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Showing the relative value, according to the rate of discount in London, in Canadian and New York systems of quotations, of bills of exchange drawn at any rate, or having any number of days to run, etc., etc.; by EWING BUCHAN. Price, \$4.00

Buchan's Par of Exchange (Canadian).

Giving sterling into dollars and cents and vice versa, from \$1 upwards, also sterling equivalents, Canada into New York and vice versa; by EWING BUCHAN. Price (in sheets), each, 25c.; mounted (on boards), each, 35c.

The Importers' Guide.

A hand-book of advances of sterling notes in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 100 shillings per piece of 66 yards; by R. CAMPBELL and J. W. LITTLE. Cloth, 75c.; leather, \$1.00

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, Franco, German, Hixmark, at Canadian Customs values, also a table of the value of francs in English money, Harbor dues, etc., etc. Cap. & cloth. Price, 50c

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Canadian Edition Now Ready

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"The Scarlet Pimpernel" has run into about ten editions in ten months' time, and so great was the rush for the last edition in England that the publishers lost the sale of thousands of copies. The book has been dramatized.

"A Son of the People," by the same author, is to our mind even better than "The Scarlet Pimpernel." These books will be very popular during 1906.

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who are open for a situation are requested to register their names with The MacLean Publishing Co., at any of their offices. Inquiries are occasionally made by manufacturers and wholesale houses who contemplate establishing their own advertising department.

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MAGAZINE COUNTER



THE AMERICAN ILLUSTRATED MAGAZINE for February has an exceptionally good automobile article, entitled "The Heart of the Automobile," which describes the evolution of the motor car from the grotesque productions of a century ago. Several of these odd vehicles are illustrated.

The publishers of McClure's Magazine announce a new serial by Rudyard Kipling to begin in the May issue.

Mr. Clement K. Shorter has resigned the editorial chair of the *Tatler* and has been succeeded by Mr. Arthur Croxson.

Archibald Constable & Co., Limited, are now the English publishers of the *Atlantic Monthly*. The price in England is one shilling per number.

Frank A. Munsey announces a new magazine, to be called the *Scrap Book*. He is also making extensive improvements in *Munsey's Magazine*, beginning with the March number.

John Brisben Walker has resumed the publication of the *Twentieth Century Home*, which he suspended last May when he sold the *Cosmopolitan* to Hearst. It sells at five cents a copy.

In the March *Pall Mall* will be found a valuable article on "Manchester and its Industries," written and illustrated by William Hyde. "Music as a Theme for Art" is another notable article.

In the March *Atlantic Monthly* will be found "Love of Wealth and the Public Service," "Some Equivocal Rights of Labor," "Shakespeare and the Stage," "Anatole France," and several stories.

The most notable contribution to the February *Critic* is "The Great Commonplaces of Reading," by John Morley. "Journalism the Destroyer of Literature," by Julian Hawthorne, is a strong attack on journalism.

The February *Windsor* is largely a fiction number with stories by Anthony Hope, H. B. Marriott Watson, Justus Miles Forman, and others. "The Art of Mr. George W. Joy" is illustrated with numerous reproductions of his paintings.

In *Chambers's Journal* for February is to be found "Tips and Tipping," "A Sea Railway," "Toastiana," "Fish Hospitals," "The Hurry and Bustle of Modern Life," "The Habits of Wild Animals," "Bygone Perthshire," "Old Irish Silver," etc.

The publishers of the *Cosmopolitan* will create a sensation when their March number appears. It will contain the opening article of a series in which David Graham Phillips will attack the United States Senate. A serious condition of affairs will be disclosed.

The Royal can always be relied on to produce a striking cover. The February design is particularly taking, showing an open hand containing four pennies, the price of the magazine. Surely dealers should have little difficulty in disposing of this bright publication.

"Frenzied Finance" is concluded in the February number of *Everybody's*, though Thomas W. Lawson will continue to contribute articles on financial subjects to future numbers. Sir Gilbert Parker's novelette, "The

Stake and the Plumb Line," begins in the February number.

A discussion on the Canadian customs tariff will be a feature of the *Canadian Magazine* for March. Opposite sides will be taken by J. A. Hobson, special correspondent of the *London Chronicle*, and W. K. McNaught, past president of the *Canadian Manufacturers' Association*.

Sir Gilbert Parker will contribute a strong story of the Northwest, called "Watching the Rise of Orion," to the March number of *Appleton's Booklovers Magazine*. Another interesting feature promised for this number is an appreciation of J. M. Barrie by Jesse Lynch Williams.

"Commercializing Amateur Athletics" will be the title of a scathing article on the management of amateur athletics by the athletic clubs, which will appear in the March issue of the *World To-Day*. There will also be a hopeful contribution from Judge Grosseup on "The Public Conscience."

Henry Norman, M.P., will contribute a most interesting article, entitled "The Flowing Road," to the March number of *Scribner's*. It describes an automobile journey through five European countries. In the same number will be found more of Francis Wilson's recollections of Joseph Jefferson.

The publishers of the *Arena* promise for March, "The Smelter Trust and a General Glance at the Trusts," "Main Currents of Thought in the Nineteenth Century," "Federal Regulation of Railway Rates," "The Menace of Plutocracy," "Human Liberty or Human Greed," "The Economics of Moses," etc.

In the March *Century* will appear the first of two articles by the late William Sharp on Sicily, which will be elaborately illustrated. Mrs. Humphry Ward's serial, "Fenwick's Career," Dr. Weir Mitchell's "Diplomatic Adventure," and Frederick Trevor Hill's "Lincoln the Lawyer" will appear in generous installments.

Among the contents of the *Quarterly Review* for January may be noted "Originality and Convention in Literature," "Plato and His Predecessors," "Fanny Burney," "Hazlitt and Lamb," "The Light Treatment of Disease," "Art Under the Roman Empire," "The Riddle of Music," "The Cost of Government," and "Gold and the Banks."

In the March *McClure's* Clara Morris will write about her discovery of Henry Irving, when she was looking for a leading man. Anthony Fiala will conclude his graphic story of the second Baldwin-Ziegler Arctic expedition, and Ida M. Tarbell will discuss "Modern Machiavellianism." There will be another story by Ralph D. Paine, whose "Praying Skipper" in the January number aroused much interest.

THE MARCH SCRIBNER'S.

THE well-known standards of excellence in the artistic and literary features of *Scribner's Magazine* are fully maintained in the early numbers of 1906. A very sumptuous number is to be published February 21, containing, among other extraordinary features, a most fascinating account of an automobile

jaunt through Europe, by the automobile enthusiast, Henry Norman, M.P. The title of his article, "The Flowing Road," suggests the well-known style of this popular writer, who has infused such genuine enthusiasm and love for the outdoor life into this fascinating account, that all who read the March Scribner's will surely become enthusiasts of this wonderful modern traveling machine.

Thomas Nelson Page, one of the most popular American writers of the day, contributes a short story, and Francis Wilson, the American actor, and by the way, a charming scholarly gentleman as well, writes most entertainingly of the personality of the late Joseph Jefferson, famous all over this continent for his interpretation of Rip Van Winkle.

A STUPENDOUS UNDERTAKING.

PROBABLY the largest enterprise ever undertaken by any publisher in popularizing the best of the world's literature, is being undertaken by J. M. Dent & Co., of London, England, already famed as publishers of the Temple Editions of Shakespeare, Scott, Dickens, etc. The new enterprise is to include 1,000 volumes, embracing every work of importance in the literature of the world, and the series is to be known as Every Man's Library.

The volumes are printed in clear type, on a specially made paper, which is almost as thin as India paper and absolutely opaque. It possesses many advantages that India paper lacks. By this means lengthy works are compressed into handy volumes. The size of the book is somewhat larger than the average classical reprint, being more of a library edition. The bindings are limp roan or cloth.

It would be impossible to enumerate even a fraction of the titles, but it might be explained that the library is divided into sections, as follows: Biography, children's, classical, essays and belles lettres, fiction, history, philosophy and theology, poetry and drama, romance, science and travel.

As regards price, the leather edition, which will undoubtedly be the favorite edition in Canada, is sold at 2 shillings. Contrast this with the average 3s. 6d. classical reprint, and one wonders how it can be done. The sale of Every Man's Library in Canada is controlled by William Briggs, and advance orders to date have been exceptionally large.

THE E. H. HARCOURT CO., LIMITED.

IN one or two issues of Bookseller and Stationer there have been brief references to the E. H. Harcourt Company, Limited, Toronto, Canada. Bookseller and Stationer is now glad to be able to tell something more definite about the company and its president.

The E. H. Harcourt Company, Limited, was incorporated in October, 1905, as lithographers, printers, publishers and manufacturing stationers, and in November of the same year purchased the valuable and historic building and property at and adjoining 255 Wellington street west, Toronto. The interior of the larger portion of the building has been remodelled and work in this direction is still proceeding. The lot on which the building stands is 35x121 feet and the plans of the company are to erect a three-storey structure at the base of the lot, thus giving 12,000 square feet floor space in all. The lot adjoining, 56x121, will be utilized as occasion demands.

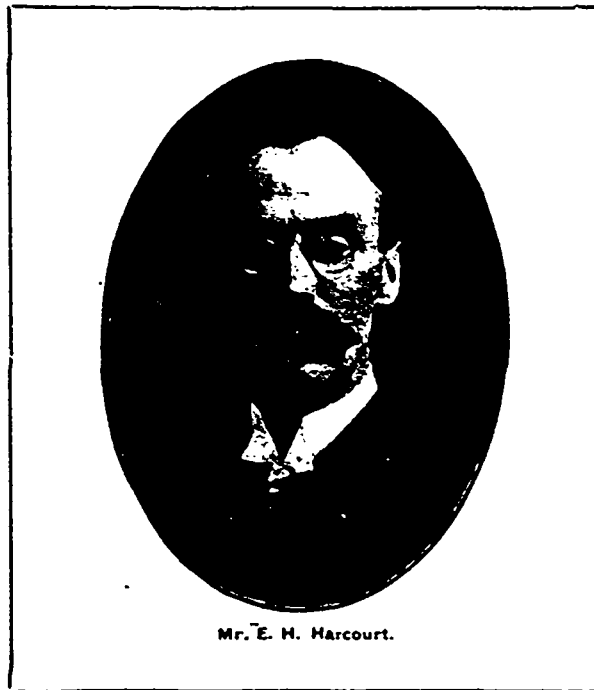
The advent of the E. H. Harcourt Company into the publishing and manufacturing stationery field is but another of the many instances which prove not only Canada's growth in general but Toronto's growth in particu-

lar. Yet while opportunity is usually the stepping-stone to successful industry, no company in this day of weighty competition could hope to pilot itself through on the strength of the country's growth alone. A new company must know its possibilities and limitations at the outset and be prepared to do things in the genesis of its career.

Just here the potency of the E. H. Harcourt Company lies. Instead of following in the beaten path the company will hew out a course of its own. A feature will be made of manufacturing specialties, such as tablets, exercise and scribbling books, note and drawing books, and all school blanks. The company now have presses going and a staff engaged turning out orders, and we are informed that samples will be ready shortly.

Mr. E. H. Harcourt, president of the company, is a man of large experience and ripe judgment. He has had an uninterrupted connection with the trade for a period extending over a quarter of a century. Yet he is just forty-two years of age—in the prime of life.

Mr. Harcourt commenced his "road" days before he



Mr. E. H. Harcourt.

reached his majority. He made his first trip for The Copp, Clark Co., Limited (then Copp & Clark) at the age of sixteen. The territory covered was the north and west—scattered enough in those days.

Mr. Harcourt continued to travel, at intervals, for about ten years, all the while imbibing and assimilating that knowledge of trade and country now so valuable to him. In 1890 he made his first buying trip and in the same year was appointed manager of the stationery department, which position he held with credit to himself and satisfaction to the company for eleven years. In 1901 the managership of the manufactory was tendered and accepted and Mr. Harcourt continued to act in that capacity until his withdrawal to form the E. H. Harcourt Company, Limited.

The best wishes of friends and former associates and the confidence of the trade will be heartily extended to Mr. Harcourt now that he has entered into broader activities. And surrounded by capable, practical and far seeing directors, the company of which he is the head should rapidly gain that measure of recognition due the enterprise and sagacity of its promoters.

THE BOOKSELLER AND STATIONER and Fancy Goods Review.

Published promptly on the second Wednesday of every month.

The MacLean Publishing Company, Limited

President, JOHN HAYNE MACLEAN, Montreal.

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

OFFICES:

CANADA—

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Vol. XXII FEBRUARY, 1906 No. 2

NEW ADVERTISERS.

The Pictorial Post Card Co., Limited.
 Ferd. Anthony Horle.
 J. Beagles & Co.
 Great Western Fixture Works, Inc.
 Musson Book Co.
 The St. Louis Ginseng Co., St. Louis.
 Jax. Smart Mfg. Co., Limited, Brockville.
 Georg Geier & Garke.

STILL BOOMING.

LAST year many people were heard to proclaim that the picture post card business in Canada had reached its high-water mark. They prophesied a decline this year. They said it would be impossible for the craze to last much longer.

Five years ago a similar class of people were proclaiming that the post card trade on the continent of Europe had reached a climax. They, too, said the business would begin to fall off the following year. Were they right in their prophecy?

Returned travelers from Europe tell us that there is no apparent let-up in the volume of the post card trade in Germany, France and other continental countries while in England it is as huge as ever. The ingenuity of thousands of artists, printers and publishers is being taxed to the utmost to keep the insatiable public supplied with novelties.

What is the natural inference? To us it seems that the croakings of the pessimists are unfounded and that the picture post card trade in Canada will flourish and increase for several years to come. The evidence up to

the present time this year is overwhelmingly in favor of this belief. A large supply house in Toronto is authority for the statement that to date their sales have been three times in excess of the sales over any similar period in previous years. This is a splendid start for 1906.

Is your magazine counter well stocked?

KEEP CONTRACTS.

A FLAGRANT instance of modern business morality, as applied to the literal keeping of a contract to sell goods at a certain figure, recently came to our notice. A certain line of stationery sold through the jobbing trade at a listed price was cut by a weak-kneed house upon the insistence of a slick retailer.

This is but an example of modern complicated business methods, which as they become more varied, offer temptations to dealers to be dishonest without bearing the penalty. It is apparent that if the present case became general in the line referred to the manufacturer would solve the problem of the distribution of his goods in a different way. Probably this would first lead to the elimination of the jobber, to the detriment of the better class houses, who, although anxious for business, abide by the letter of their contract. Jobbers willfully breaking prices of standard lines stand in their own light. Further, the retailer, once the jobber was eliminated, could only deal directly with the manufacturer, and the possibility of securing cuts would be out of the question. In fact, manufacturer, jobber and retailer alike suffer and nothing can kill a line so quickly as incidents of this kind.

Warnings respecting honesty are superfluous for the ordinary transgressions, like thieving, burglary, etc., where the legal penalty is swift and certain. It is modern business morality where the distinction comes in, and it seems, according to the many disclosures of frenzied finance in America, that the transgressor is only wrong when he is caught. In many insidious ways business morality is being sapped by modern slickness. An example like Marshall Field, who accumulated a vast fortune by business methods not only legally correct, but by legitimate methods approved by all honorable, high-minded, right-thinking men, shows that the golden rule ultimately brings its own reward.

Prepare for a stupendous trade in Picture Post Cards this year.

RETAIL CO-OPERATION.

MANUFACTURERS have solved the problem of the most economical distribution of their wares in almost every case by the assistance and co-operation of the retailer. In many cases they have gone still further by an expensive but judicious education of the consumer to ask for a certain line of goods, with the prime object in view of aiding the retailer to readily turn over his stock. To secure the best possible results from the efforts of the manufacturer the active assistance of the retailer is es-

sential. In a certain degree the retailer is the king of his business and his customers depend upon his say-so. Still it is recognized as folly to push other than well known lines, even if the profit on individual sale is higher. Usually advertised lines are of tested intrinsic merit and are disposed of so quickly that profits finally are much better.

It is in this particular that many firms complain, as retailers are not disposed to keep their stocks complete. Many times a demand is created that is not taken full advantage of. Some system is needed by every dealer to tabulate the inquiries for lines not stocked, or which he has run out of. If this is done for even a short period the necessity for constantly replenishing and keeping stocks complete will be apparent.

• • •

Read what Mr. Little says about vacations on page 42.

• • •

A NOBLE LIFE.

NOTHING in the life of the late Marshall Field is so striking as the respect which he was able to command even from his business rivals. It was said that in all his long career he never brought about the ruin of another man. When we consider that his wealth was estimated at \$150,000,000, it is the greatest of all tributes to say that in the making of it he wronged no man and made no enemy.

It would be well for all successful business men if the same thing could be said about them. Even material success does not necessarily imply the ruthless crushing of every weaker man who may be in the way. "There is no sentiment in business" is one of the common phrases to excuse grasping, selfish aggression. We have seen it here in Canada, we see it every day. Yet the men who indulge in it are not the men to whom life is pleasant. Such men do not command the respect of their fellows nor the admiration of the public. In the amassing of their wealth they have lost the human qualities which alone make life worth living.

• • •

Read Mr. Martin's estimate of the value of the small advertisement on page 40.

• • •

ENCOURAGE TOURIST TRAVEL.

CANADA has become a great resort for tourists. During last year over 50,000 people were carried to Muskoka and Georgian Bay alone and three-quarters of these were Americans. This fact, with its possibilities, is of first importance to the retail merchants of the country.

Consider what it means in dollars and cents. We may fairly assume that the expenditure of each of the fifty thousand would be fifty dollars. On this basis the amount spent in Muskoka alone, including transportation, would be \$2,500,000. Every trade profits directly from this, the visitors buy extensively of clothing, fur, cutlery, fancy goods, etc. When this same thing is going on all over the country it will be at once seen that the amount derived from this source is very great.

Merchants throughout the country should take energetic steps to support the railways in developing this tourist business. Few towns have not some Summer attractions which they could make known to the public. Wherever a share of this transient business has not been had in the past, the retail merchants of the towns should get together and devise means of attracting it. The benefit to be derived from it is both direct and indirect. In the first place tourists are liberal in their purchases and they pay ready cash. They come, too, at a time when ordinary business is rather dull so that trade from an outside source is all the more desirable. Indirectly merchants reap a great harvest from the fact that this large amount of money is left in the country. Somebody is getting it and every merchant will benefit eventually.

Much credit is due to the Grand Trunk, the Intercolonial and the Canadian Pacific railways for their success in interesting Americans in the beauty spots of Canada. They have brought much money into the country and have aided materially in its development. Organization among merchants in seconding these endeavors should be undertaken at once so that the coming Summer will exceed all previous ones in the number of visitors.

• • •

Keep a tab on the dates of publication of new books to be found on page 10

• • •

COMPROMISE ON TRAVELERS' TAX.

IN partial response to public opinion the Government of the Province of Quebec have reduced their obnoxious tax on commercial travelers from \$300 to \$100. Although this is a partial relief it does not cover the whole case. The objection which The Bookseller and Stationer has consistently made to the tax is that the principle is bad and detrimental to business. The burden is somewhat relieved by lessening the amount, but the unfairness is present just the same as before.

When the tax came up for unfavorable criticism some months ago, the Provincial Treasurer stated that the Government needed money and that this was a legitimate means of raising it. Whatever may have been the revenue to the province before, at its present figure it cannot yield a sum worthy of consideration. Why not make the surrender complete? We cannot believe that the Province of Quebec is willing to bear the reproach of raising up barriers to trade which have long been discredited by practically the whole world, nor that it is anxious to arouse the ill will of the enterprising countries who seek foreign business.

Mention need only be made of the resolutions of the British chambers of commerce and of Canadian bodies such as the Dominion Commercial Travelers' Association and the Canadian Manufacturers' Association to show that intense hostility is felt. In fairness to her own merchants and to the merchants of Canada at large, we urge the Government of the Province of Quebec to consider still further this tax and complete the good work which has already been begun.

The Rapid Photo Printing Co.'s

Price
2d.
Each

**Matt or
Brown Glossy Real Photograph Postcards**

Thousands
of
Designs in
Stock.

Christian
Names
Greetings
Messages
Mottoes
Songs
Brithday
Greetings
Novelties
Views



MISS ETHEL OLIVER.

Catalogue
sent
post free
on
application.

Celebrities
of the Stage
Politicians
Church
Dignitaries
Children
Studies
Comics
Cameos

(Bas Relief)
Price 3d. each.

Hand Coloured Cards—Price 3d. each

WHOLESALE and EXPORT

THE RAPID PHOTO PRINTING CO., Limited

4 and 5, Bridgewater Square, Barbican
LONDON, E.C., - ENGLAND



PICTURE POST CARDS



THE RAPID PHOTO PICTORIAL CARDS.

THE RAPID PHOTO PRINTING CO., LIMITED, 4-5 Bridgewater Square, London, England, have forwarded to The Bookseller and Stationer their latest catalogue. It is a most comprehensive little book of 48 pages, arranged in catalogue fashion.

This firm publish all the ordinary kinds of pictorial post cards, but in addition to this they have many cards, the superiority and excellence of which mark this firm as one of the most progressive publishers of this line of goods.

Amongst others, there is to be found a charming series of "Cameo" photo post cards. These are real bromide photographs of various celebrities, for the most part actors and actresses, bas relief and backed. Some of this series are hand colored most artistically. These sell at 8 cents each and cost 32 shillings per gross; the uncolored ones, the bas relief effect of which is most life-like, sell at 6 cents each and cost 24 shillings per gross. Another "Cameo" post card, published at 12 cents each, costing 48 shillings per gross, is one representing royalty, bas relieved and hand colored with tinsel decoration.

On page 2 of the supplement there is mention of a line of "Greeting," "Name" and "Exclamation" cards. These, in brown glossy effect, are published at 4 cents each, costing 16 shillings per gross. They are very pretty productions, the letters of each word being adorned with numerous actresses' heads. Another hand colored set is one of actresses in a "new process silverprint." These are highly glossed and sell at 6 cents each, costing 24 shillings a gross.

The Rapid Photo Printing Co.'s sets of matt bromide cards, selling at 4 cents each; "Alphabet" series, and "Sports and Pastime" series, with glossy surface, deserve mention on account of their excellent finish.

"The Nation's Pictures" series, although selling at only 1 cent each, or 16 shillings per gross, might be called small works of art. They are real photographs, plate sunk, and bearing artist's name, title, and place where the pictures are exhibited. They include the works of such masters as Millais, Landseer, Rosa Bonheur, Webster and Orchardson.

To those mentioning Bookseller and Stationer, the Rapid Photo Printing Co., Limited, will be pleased to send a copy of their catalogue

UP-TO-DATE.

J. BEAGLES & CO., 10 and 11 Little Britain, London, England, have gotten out, amongst their other new lines, 126 new designs of their "Celebrity" series of photo color post cards.

At the present time their extensive range of cards in bas relief, modelled from life, spangled and jewelled, are meeting with a very large sale. These represent royalty and prominent members of the aristocracy and theatrical profession. J. Beagles & Co. have also a very attractive set of cards in lime light effect, which is certainly novel and pleasing to the eye. These are real photos colored by hand.

Another line which is very popular is their series of

Christmas greeting and birthday cards. These are real photos, glossy brown toned, and are very extensive in range, bearing floral designs, clasped hands and photographs of various designs, each having a few words of suitable greeting. Another of the J. B. & Co. series is a set of flower and animal studies, real photo, glossy brown tones.

J. Beagles & Co. are one of the leading post card firms in London, and they are responsible for many novel ideas in the form of pictorial post cards. They are quick to take advantage of passing events, and scarcely a "happening," social, political or theatrical, occurs with-



Miss Gabrielle Ray.
J. Beagles & Co. Series of Actresses.

out affording them material for new productions. They have gotten out a very comprehensive 40 page catalogue, wherein are set forth their various series, and every post card dealer may have one for the asking.

THE EMPIRE SERIES.

THE PICTORIAL POST CARD CO., LIMITED, 15 Red Lion Square, London, England, are amongst those publishers of pictorial cards on the other side of the water who are making a strong bid for Canadian trade. In order to give Canadian dealers a good opportunity to become acquainted with their various lines, they have made a careful selection from amongst their

numerous cards. These, to the number of 116, they have made up into a sample package for Canadian inquirers. They include actresses in bromochrome, hand-colored and real photo processes, four sets of child studies to retail at 5s 6d a gross, a most amusing set of stock exchange quotations, British warships, and a set of cards representing various views of Egypt.

The Pictorial Post Card Co., Limited, will be glad to send their catalogue of latest productions to all mentioning Book-seller and Stationer. This is a pamphlet of some 10 pages, setting forth in detail all the cards published by this firm. Amongst others, mention is made of actresses in six different processes, country views in chromo and photorette of nearly all the leading British towns and places of interest, an extensive range of London views in chromo, collotype and photorette, and a vast assortment of fancy and comic cards. This firm are also established at Manchester, Plymouth, Birmingham and Leipzig.

SOME GOOD THINGS FROM EUROPE.

BY the courtesy of Frankel & Co., 215 Shaftesbury Avenue, London, England, Bookseller and Stationer is able to draw the attention of Canadian post card dealers to four exceedingly high-class productions, such as should appeal to those who are looking for cards of really artistic merit and finished workmanship.

The first set, which is said to be the latest novelty in this line of business, is a very fine "metallic lustric" card, for which Frankel & Co. have secured the monopoly for Great Britain and Canada. It is printed in colors after the fashion of ordinary chromes, but in addition, there are added two layers of bronze, which have a most charming effect. These cards can be printed from customers' own originals and should be ordered in lots of not less than 5,000.

Another of Frankel & Co.'s productions, which is altogether out of the common, is a bromo tone card, highly glazed, with gelatine surface. Already 56 photographs of the leading stage celebrities have been taken, and more are expected shortly. So perfect is the workmanship of these cards that it would require an expert to detect that they are not real photographs hand colored. Being, however, in reality done by a patent machinery process, they can naturally sell these at a comparatively lower price.

A third group which deserve notice are several studies of children's rural life and similar subjects. These are very pretty bromide cards carefully hand colored, the whole effect of which is very pleasant and artistic.

Frankel & Co. are general export agents for some beautiful hand-painted cards. These all emanate from an academy of capable German artists, and should appeal to all those who have a taste for hand-paintings. The range is very extensive, and the workmanship superior. A somewhat similar production is a line of hand-painted initial cards of unique designs.

Although this firm produce such high-class works as those just mentioned, it might be remarked that they handle also the cheaper and more common ones in large quantities. Their comics are amusing, without being vulgar, and their ordinary chrome cards are of very fine finish. Elsewhere will be found Frankel & Co.'s proposition for Canadian dealers all over the Dominion. When ordering cards or sending negatives for reproduction, please mention Bookseller and Stationer.

NEW LINES AT COPP, CLARK'S.

VALENTINE cards disposed of, it is time for dealers to specialize on Easter cards. Of these The Copp, Clark Co. have a plentiful assortment, numbering some 37 different cards. These show flowers, chickens, children, storks, and all the other conventional designs.

SOUVENIR CARDS

New Arrivals - Jewelled, Name, Glossy, Hand-Painted, etc., etc. - Beautiful Goods. Try a \$2.00 (or more) Assortment.

BUTTERFLIES \$1.10 doz., quick sellers.
COMICS - 60c., 75c., 90c. and \$1 a 100.
ASSORTMENTS at \$1, \$2, \$3, \$4, up to \$100.
Handsome Display Stand free with \$25 orders.
100,000 BARGAIN ASSORTMENT
to clear at \$7 a 1000. Big variety and big profits.
CALENDARS - Elegant line to clear at \$10
a 1000, \$1 25 a 100; were \$50 a 1000. Samples 10c.
Get in touch with us and make money.

W. R. ADAMS - - 461 YONCE ST., TORONTO
PHONE MAIN 953.

W. G. MacFarlane

Picture Post Cards, Souvenir View
Books and Burnt Leather Novelties

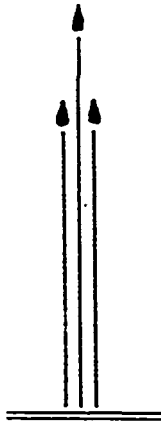
72 Bay Street
TORONTO

Special Post Card Rack Proposition. A Post Card Rack free of charge with a \$25.00 order for our stock lines of View, Fancy, Comic, Real Photo and Actress Post Cards. This Rack has a metal base and metal rod, is a revolving Display Rack with four wings and displays seventy subjects. Send for Circular of this proposition.

Our New Catalogue devotes forty pages to our Picture Post Cards, Souvenir View Books, Burnt Leather Novelties, Post Card Racks, Post Card Albums and various novelty lines. It is finely illustrated and no one who handles Post Cards should be without one. Our Post Card Assortment is the largest in Canada. Let us send you a Catalogue with our compliments.



WE specialize in producing **COLOURED PICTORIAL POST CARDS** from **Customers' Own Photographs** in our Gold Medal Patent Process. These **Special Post Card Orders** are executed in four weeks from receipt of prints, and the quality is the best in the market. We have a very large plant for this particular branch of printing, and everything we sell is **manufactured by ourselves.**



Write for quotation and trade Catalogue. Minimum quantity for special orders is one thousand of each print.

MILLAR & LANG, Limited

Darnley Street and Forth Street

49 Queen Victoria Street
LONDON, E.C.

GLASGOW

REAL "CELEBRITY" SERIES
PHOTO OF PICTURE POST-CARDS
 YOU SHOULD SAMPLE OUR CELEBRATED PENNY PHOTO-COLOUR CARDS.
 120 NEW DESIGNS. BEAUTIFUL ENGLISH ACTRESSES.

TWOPENNY SILVER-PRINT AND GLOSSY BROMIDE SERIES

We have a full range of Famous Actresses in latest Characters, comprising New Glossy Photo Cards, New Bromide Cards, New Novel String Cards, New Lustrous Pearl Cards, New Jewelled Cards, New Cloth of Gold Cards, New Blue Relief Cards, New Photo-Colour Cards, New Crayon and Gold Cards. The most up-to-date and largest collection in England. Royalty, General Theatrical, Musical, Literary, and other Celebrities. Fine New Selection of Actresses.

Special attention given to Export Orders. Write for New Catalogue.

J. BEAGLES & CO.
 Wholesale and Export Manufacturers and Publishers
 9, 10 and 11, LITTLE BRITAIN, LONDON, E.C.

THE CARDINAL SERIES

Pictorial Postcards

English Castles, British Warships (produced in England), Real Japanese, Norwegian, etc., Postcards.
 Japanese Albums and Stamps.

Postcard Albums

FERD. ANTHONY HORLE & CO.
 8 St. John's Lane, London

CASH OR THROUGH LONDON SHIPPERS

Imperial Series
Postcards

To the Trade:
 Write Quick for Samples and Prices


WE LEAD IN
Black and White
Our Colored Cards
STAND ALONE

MONTREAL. TORONTO. QUEBEC
 OTTAWA. HISTORIC. SPORTING
 FISHING. HUNTING
 NORTHWEST SCENES

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

The Picture Postcard Co.
 P.O. Box 334, OTTAWA, ONT.

GUN METAL POST CARD UNIT HOLDERS



Each metal unit holds 20 cards. Can be used separately or in groups. Made to attach to each other to display as a hanger or stand as an easel. Perfect of most effective displays in counters, window cases. Made of our famous gun metal.

\$5.00 PER HUNDRED
ORDER AT ONCE.

Ask for our catalogue which shows complete line of post card display racks.

S. H. Homan, Pres. **GREAT WESTERN FIXTURE WORKS**
 611 Madison St., Des Moines, Iowa. 125-2 5th Ave., Chicago, Ill.

More A. H. Comic POST CARDS sold
 THAN ALL OTHERS COMBINED

Because The Designs are clean, clever, funny. They are made to comply with the people's taste

RETURNED

MAR 19th 1906
 In possession of
 100 Assorted Cards
 and this
METAL DISPLAY STAND
 \$10.00
 STILL HELDS GOOD

If you are not yet convinced, send for a sample at once. 100 different cards in this assortment.

Leather Cards
 Will have a big sale this winter.
I MAKE THE VERY BEST
 \$2.50 per 100
 Name of town burnt on **FREE**
 in 100 or larger lots.

ALFRED HOLZMAN
 Largest Post Card Publisher
 in United States
 340 Dearborn St., CHICAGO, ILL.

In plain black and white they come at \$1.50 per 100, and in hand colored \$3 per 100. In addition they have a full range of English Easter cards, issued in connection with Hill's "For the Empire Series." Last year there was a dearth of Easter post cards, but this year The Copp, Clark Co. assure the trade that they will have a sufficiency.

To the Art Series, The Copp, Clark Co. have added several new numbers during the past few days. There are several more American city girls, a set of chicken cards, and novelties in the way of telegraph post cards. These are reduced fac similes of telegraph blanks, with appropriate messages written out on them. The Art Series now numbers 93 different cards.

To assist dealers in selling cards The Copp, Clark Co. have imported two cabinets, the Crown and the Marlborough. The former contains 375 well-assorted cards, and sells at \$5, the cards only being charged for. The latter contains 150 assorted cards, and is priced at \$2.50 each.

Post card albums will be in tremendous demand this season. The German manufacturers are straining every nerve to keep the market supplied. The Copp, Clark Co. have a reliable source of supply and will be able to fill all requirements.

NEW SERIES AT WARWICK BROS. & RUTTER'S.

THE Name Series consists of thirty-eight different boys' and girls' names in black and white. The letters are filled in with heads of pretty girls.

In the Canadian Comic Sport Series are to be found ten subjects, taken from original paintings by C. Jeffries. These picture snowshoeing, football, curling, lacrosse, tobogganing, canoeing, hockey, baseball, motoring, and bridge.

The Canadian Outdoor Life Series consists of 12 subjects by C. M. Manley, viz., golf, skating, tobogganing, riding, shooting, canoeing, coaching, hunting, snow shoeing, and motoring.

The Portrait Series is a high-grade series of real photographs of beautiful women, which sell at 10 cents each. Set one consists of a great variety of hand-colored cards with tinsel ornamentation. Set two consists of genuine bromide silver photos in colors. Set three shows iridescent effects, and set four comprises fancy figures and heads in hand-colored bromides.

HANDSOME FRAMES.

FIFTEEN different styles in frames for picture post cards are shown by Warwick Bros. & Rutter, Limited. The frames are of wood, and will hold one, two, three and four cards. The majority come in dark finishes, with board and photo-mount mats. A few are gilt frames, with and without gilt mats. Colored cards look particularly attractive in these frames, which sell at surprisingly low prices.

LUDICROUS CARDS.

EXTREMELY ludicrous are the post card creations of the inimitable portrayer of human nature, Tom Browne, R.I. The sets showing "Seaside Comforts," "Billiards Made Easy," "Our Servants," "What is Home Without a Plumber," "Spring Cleaning," etc are desperately amusing. The cards are produced in colors and bear the imprint of Davidson Bros., London. They are handled in Canada by The Copp, Clark Co., Limited.

DO YOU REQUIRE PICTORIAL POST CARDS?

1906 -- **NOVELTIES** -- 1906
Our Special Offer!!

In order to create a still greater demand for the famous "Star Series" of Pictorial Post Cards throughout Canada, we have prepared an

Assorted Sample Parcel

comprising Actresses, Comics, Celebrities, Children Studies, Views, Animals, etc., etc.

360 Splendidly Assorted Cards for	-	\$3.00
180 " " " "	-	1.50
Retail value of \$3.00 parcel	- - - -	9.50
" " " " 1.50 " "	- - - -	4.75

Our Sample Parcels are sent carriage paid and will be despatched March 15th, April 1st, 1906

ORDER AT ONCE! SEND MONEY ORDER!

Please Note that as we issue these parcels as samples and not for profit, we can send only one parcel to each customer.

PRINTING OF PICTURE POST CARDS!!

QUESTION:

WHO IS THE CHEAPEST AND BEST PRINTER FOR POSTCARD PUBLISHERS?

ANSWER:

Frankel & Co.

FINE ART PRINTERS AND PUBLISHERS
245 Shaftesbury Avenue, Corner of
New Oxford St.

LONDON, W. C., ENGLAND

WRITE AT ONCE!

For samples and prices, stating number of views and quantity of each subject required.

The "EMPIRE SERIES" PICTORIAL POST CARDS

We have prepared a special

SAMPLE PARCEL FOR CANADA

416 Cards for 13/6 (\$3.80). Retail value, \$10.20

**SEND AT ONCE
AND CONVINCED YOURSELF**

We send you with Sample Parcel, Catalog and Free Samples for Cards after Own Photos. We are Experts and Known as the Cheapest and Largest Post Card Publishers and Printers.

The Pictorial Post Card Co., Ltd

15 RED LION SQ.,

Telegr. Ad.—"Bromochrome," London.

A B C Code used.

Telephone—5142 Central.

LONDON, W.C., ENGLAND

Picture Post Cards

Have you Published Your Own Series?

If not— Take the matter up at once, there is money to be made everywhere if you have the *Right* views reproduced in the *Right* way.

If you have— Convince yourself you are getting the best value for your money. We have made a special study of reproducing local views in colors or black and white, and accept only such views as will maintain the popularity of the Picture Post Card.

OUR—

“OCEAN TO OCEAN”

Series of Canadian View Cards are welcomed and appreciated the world over, because they include only the *Best Views* reproduced with the *Best Workmanship*. Order a sample box of one hundred different cards.

ALSO

Indian Subjects Leather Cards Relief Effects
Write Aways Comics

SAMPLES AND PRICES FROM

Warwick Bros. & Rutter

Publishers of
Picture Post Cards

TORONTO Limited

HERE AND THERE AMONG THE JOBBERS

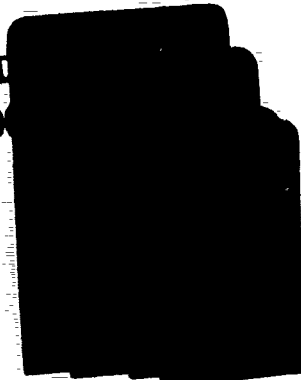
Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

W. J. GAGE & Co. are continually bringing out new lines of stationery to meet the ever-increasing demand, and one of their latest productions is a series of mourning paperies, put up in attractive boxes containing twenty-four sheets and twenty-four envelopes, which can be retailed very profitably at 25 cents. These boxes are filled with first-class stationery. They are octavo size, and are made in narrow, middle and broad borders. A good black-bordered paperie to retail at 25 cents is something the trade have been looking for. There have been some boxes of this description put on the market, but they have not contained the full complement of twenty-four sheets and twenty-four envelopes. Samples and prices will be cheerfully furnished by the firm upon application.

Still another new tablet has been just issued by Gage & Co. with the title, "Royal Oak Tablet." This is one

mand than leather memorandum books. The Brown Brothers, Limited, are making an excellent showing in this class of goods. Their range of leather memorandum

RETURNED
MAR 1 1906



Open End Memo. Books.



Refil Memo. Books.

The Brown Bros. Limited

RETURNED
MAR 1 1906

Curran
Book H 1
page 6
W.A.S.

books covers the field completely, starting at the very smallest vest pocket memo. up to the large size price book of 300 pages, and in size 9x6. Their full line comprises over 150 sizes and styles.

The "open side" or "price book" series as shown in cut is made in six sizes, six thicknesses, two qualities of paper, five rulings, four bindings. It can, therefore, be readily seen that almost any style of book may be supplied at short notice.

The "open end" or "oblong" series is made in five sizes as shown in cut, three rulings, two bindings. The

RETURNED
MAR 1 1906

J. Curran
Cur Book 47
page 7
W.A.S.



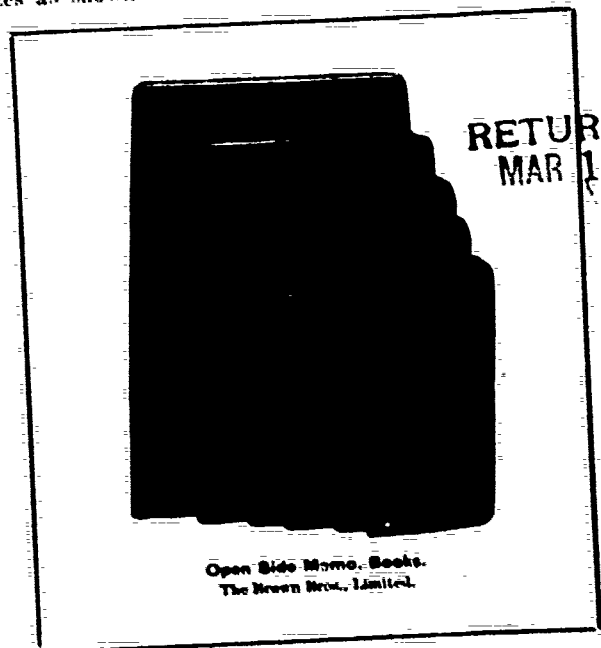
New Tablet.

W. J. Gage & Co., Limited.

of the most attractive tablets they have issued as yet. It is made with an enamelled cover in gold and colors, detached blotter, and the stock is superfine white wove velvet finished paper. This tablet comes in the full range of sizes, viz., ladies' note, ladies' letter, large octavo note, large quarto letter, and ruled and plain in each. The octavo sizes can be retailed at 10 cents and the quarto sizes at 20c. This tablet is one of the best in their series, and can be recommended to the stationery trade.

Warwick Bros & Rutter, Limited, have just ready in voice and staple tablets, padded with Johnson process or without. They come either with or without cover. They also show a new line of better-grade foolscap tablets to retail at 25 cents, with journal and ledger ruling. These are called Official Extra.

In the multitude of lines carried by well-stocked stationery stores there is none that is in more constant de-



Open Side Memo. Books.
The Brown Bros. Limited.

RETURNED
MAR 1 1906

thickness is usually 60-leaf, but variation from this thickness may be had if desired.

The "refil" or "loose cover" line is one of the Brown

"KOH-I-NOOR" Pencil Talk



RETURNED

MAR 14 1906

*To Mr. [unclear]
 Lib Book 49
 page 12
 W.S.H.*

INTERESTING DETAILS

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

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

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

To-day the public uses it.

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

Yellow is the "KOH-I-NOOR" color.

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

The reason why:—

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

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

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

"KOH-I-NOOR" Pencils

Mephisto Pencils

Pliable Rubber

Artists' Leads

Colored Crayons, etc., etc.

We have just issued a new price list and our Salesmen are going out with samples of the full line—and, as usual—in conjunction with

Waterman's  Fountain Pen

L. E. Waterman Company of Canada, Limited

136 St. James Street, MONTREAL

We Have Been Asked the Question

"Why do you claim 'Kohinoor' Pencils
to be the Standard Pencils of the world?"

We will tell you:

- BECAUSE of their **SPLENDID QUALITY**.
- BECAUSE every sale makes a pleased customer.
- BECAUSE they **NEVER** become "dead" stock.
- BECAUSE they are worth their cost **ALWAYS**.
- BECAUSE they suit every purpose of a pencil,
being made in 17 degrees.
- BECAUSE a dealer can **ALWAYS** suit a customer
with "Kohinoor" Pencils, and rarely
can with others.
- BECAUSE dealers don't have to carry a stock of
thousands of slow selling pencils.
KOHINOOR Pencils **SELL QUICKLY**, and
without special effort on the dealer's
part.
- BECAUSE it pays to handle and be identified
with such high class goods.

We can give more reasons, if necessary,
and we believe other dealers can too.

McFARLANE, SON & HODGSON

Wholesale Stationers

MONTREAL

CANADA

Brothers' big lines. The covers are all made by first-class pocket book makers in Brown Bros.' own factory, which fact is a guarantee of good quality. The "refill" comes in five sizes, as shown in cut. The fillers are always in stock and as every stationer carries these books it is always possible to get a new book, no matter what part of the country you may be in.

Buntin, Gillies & Co., Limited, have added some new lines to their assortment of tablets that are very attractive. The covers are right up to date and the paper is the same as that used in their most popular lines.

The latest in board clips is what is known as the railroad file, because it is used almost entirely in railroad offices. In place of springs for holding the papers to the board, the file is provided with a screw clamp, which makes any slipping of papers entirely impossible. Warwick Bros. & Rutter, Limited, are handling it.

The illustration of L. & C. Hardtmuth's propelling pencil is inadequate, as it of course fails to bring out a distinguishing feature, that besides a propelling pencil it is also a repelling one. A simple twist forces the lead outwards and the reverse repels it. This is an innovation which has obvious advantages and is appreciated by all. It is a Koh-i-noor and comes in two lengths, a lower vest pocket size to retail with a generous profit at 35 cents, and the ordinary length to retail at 40c. It is, to be sure, filled with Hardtmuth's lead. Copying lead users will find this pencil indispensable, as its adjustment abso-

lutely prevents soiling. Retailers interested in any of L. & C. Hardtmuth's specialties can obtain a list upon application to the L. E. Waterman Co. of Canada, Limited, 136 St. James street, Montreal.

Gage & Co. in this issue call special attention to the "Swiss Lawn" initial papeteries. These will be made with all the letters of the alphabet except Q, U, V, X and Z. This line of initial stationery, which the trade can retail at 25 cents with a good profit, is sure to meet with a large sale, as it has been difficult to supply a full sized papeterie with cloth finished paper, embossed with initials, at this figure heretofore.

Warwick Bros. & Rutter's new line of canvasboard notes and receipt forms is complete, comprising twelve different sizes from the small pocket to the largest office receipt form. They have also just completed another supply of full-bound canvas pocket memo books to retail at 15 cents. These come in four sizes and two rulings. Their canvasboard blotters, which have not been procurable since September, are also ready for delivery.

The Lemon copying book is the name of Warwick Bros. & Rutter's new letter book. The paper is made in a light yellow or lemon shade, which makes the copies from typewritten letters all the more legible by contrast. The books contain either 500 or 1,000 pages.

A new proposition is the individual vest pocket time book for workmen. It is ruled and printed specially for

keeping track of hours and wages. It sells at 5 cents retail. For the employer, the monthly or weekly time book, just out, is very useful. It is bound in foolscap size, limp board cover and is cheap at 35 cents, which is the retail price.

The yellow finish is quite the rage just now in pencils and penholders. Warwick Bros. & Rutter, Limited, show a series of four "all yellow" penholders. No. 1 is the Flexo, an anti-nervous, tireless holder, with flexible tip of vulcanite. No. 2 has a pure rubber corrugated tip. No. 3 has a solid vulcanite tip, which makes the pen when necessary, and No. 4 is a plain straight tapering holder.

Warwick Bros. & Rutter, Limited, have again in stock their old favorite milkman's account book in heavy leather binding.

Samples of all the newest and most up-to-date designs in Christmas cards, etc., for 1906, which the English manufacturers usually have ready about April 1, will be in the hands of Buntin, Gillies & Co.'s travelers about the latter part of the same month.

The latest contribution to standard notepapers is Naples Linen, a product of the manufacturing house of Warwick Bros. & Rutter, Limited. They state that it is undoubtedly one of the best hits they ever made, it having caught on far better than they anticipated. Naples Linen is a high-grade paper, with a slightly different finish from the orthodox linen face papers.

L & C HARDTMUTH AUSTRIA

RETURNED
FEB 27 1906
J. J. Matthews
Cut back 47
page 3

ceptionally wide dandy and is neatly packed and handled in quires. The envelope is the new wallet cut, a standard regent size.

Buntin, Gillies & Co., Limited, are finding a ready sale for their Diva copying pencil, a new line that they had made specially for themselves. Each pencil is finished with a nickel cap and also a point protector, making it a very complete article for 5 cents.

Among recent stationery importations of Warwick Bros. & Rutter, Limited, is Newton Deckle Edge Linen. This is a very choice English product. The paper is hand-made linen faced with deckled edges. Warwick Bros. & Rutter are also ordering it in papeterie form.

MORE DENNISON SPECIALTIES.

ANOTHER new idea lately marketed by this firm is an embossed initial seal which will permit every young lady to have such a luxury without any attendant paraphernalia of wax, seal, etc. The retail cost is infinitesimal and the work is in keeping with the general excellence of Dennison's lines.

An electric lamp shade in the form of a tulip, made from their crepe paper in a rich red shade, with green leaves, gives an artistic setting to the home and has been employed successfully by many storekeepers in their window displays. The effect needs to be seen to be appreciated. Particulars of any of these lines will be gladly given upon application to their Montreal office, 121 Cornis-tine building.

THE WAVERLEY PENS
 SERIES OF PENS
 NOW OF UNEXCELLED QUALITY
 Imported by all the Leading Stationers


Every Stationer finds satisfaction in stocking MacNiven & Cameron's Pens. They do not lie on the shelf. They are the renowned "BOONS and BLESSINGS" which are asked for everywhere. Their quality is irrefragable and they are asked for again and again.

THEY SUIT EVERY HAND. They include turned-up, turned-down, indented, oblique, square and round points. Sample Cards and Price Lists sent by return mail.

MacNiven & Cameron, Limited
 Waverley Works, EDINBURGH

"ROB ROY" PENS

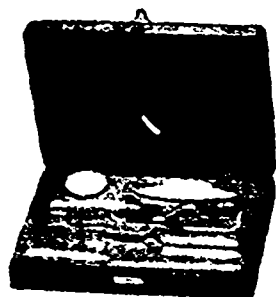
SOLD BY ALL STATIONERS
 in 6d., 1/- and GROSS Boxes



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

HINKS, WELLS & Co., Birmingham, Eng.

FINE LEATHER GOODS



MANICURE SETS

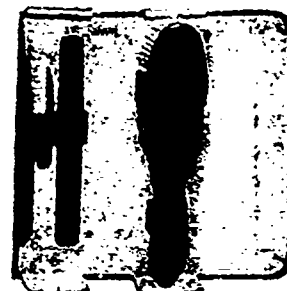
Hand Bags, Writing Cases,
 Cigar Cases, Desk Sets,
 Music Rolls, Etc., Etc.

MANUFACTURED BY

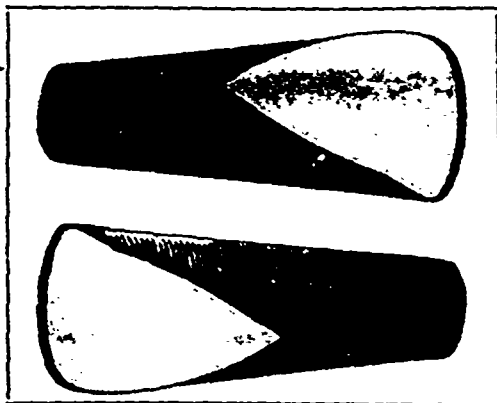
 **C. F. RUMPP & SONS** Established 1850
 PHILADELPHIA, U.S.A.

NEW YORK SALESROOM
 63 and 65 BROADWAY.

CHICAGO SALESROOM
 33 RANDOLPH ST.



DRESSING CASES



"Merit Quality" Sleeve Protectors

With practicality, sturdiness and convenience combined in their "make-up" (better protectors exist—but they exist for a short time only)

"Merit Quality" with ordinary care wear for years

- An Essential in the office.
- A Convenience in the home.
- A Comfort behind the counter.

One week's wear will pay for the protectors in the laundry bills they save. Tidy, Durable, Light in Weight, and Handy to adjust.

Boxed, 3 dozens. Special price in gross lots.

Retail at 25c.

The Kell-Snelliffe Co.
 Successors to F. & E. W. KELL
 76 York St. TORONTO

HIGGINS' INKS AND ADHESIVES



The Higgins' Inks and Adhesives are in a class by themselves. They are the best goods that original thought, conscientious workmanship and sustained high ideals can produce. They are largely imitated but never equalled. They give unvarying satisfaction to consumers and dealers, and every unit is backed by our absolute guarantee. PRICE LISTS AND DISCOUNTS ON REQUEST.

CHAS. M. HIGGINS & CO., New York—Chicago—London
 Originators and Manufacturers Inks and Adhesives
 MAIN OFFICE, 271 Ninth St. } BROOKLYN, N.Y., U.S.A.
 FACTORY, 240, 242 Eighth St.



MONTHLY REPORTS FROM TRADE CENTRES



MONTREAL.

Clearing Sales Make Active Trade—St. Valentine
Day Sales—Gossip in Trade Circles.

Office of BOOKSELLER AND STATIONER,
222 McGill Street, Montreal.
February 10, 1906.

PRE-INVENTORY sales were judiciously pushed throughout January, preparatory to stock-taking day the end of the month, and in most cases sale results proved satisfactory. Price-cutting served to clear many undesirable lines of books and essentially holiday stationery, as well as the many specialties indulged in by the book and stationery stores of the city. The continued mild weather really promoted trade in these lines, as shopping could be done without discomfort. After inventory day the usual procedure of bringing out lines brought to light in this way, was indulged in, and the bargain giving merrily continued.

Preparations for St. Valentine's Day sales were made early and window displays and interior table decorations were of an artistic nature. The class of goods available to-day is unusually dainty and chaste, and judging by the crowds around these tables, the interest in this period shows no sign of abating. In fact, the matter rests entirely with the retailer and his efforts always keep up the interest in such events. St. Catherine street stores reported an active trade, although the department stores seemed to cater for the bulk of the business.

Every store is making a big bid for magazine business, and new fixtures and ideas are being installed continually. The main idea is to show the goods as prominently as possible at the front of the store. The window display of The Busy Man's Magazine by F. E. Phelan created a great deal of comment and promoted the sale of this new venture in a remarkable degree. The Harmsworth Self-Educator has also secured the active co-operation of the trade and sales are satisfactory. The book and stationery trade is gradually forging ahead in the sales of magazines and gives the newsdealer much trouble to keep up his end.

The social season is being catered to by most of the stores, and playing cards, tally cards and all requisites are displayed in a wide variety. The picture post card craze is given new zest by the arrival of new subjects continually and the end of innovation never seems in sight. Every field has been explored to give life to a trade which shows no signs of diminishing. The political series is now having quite a run and new comics are well taken hold of.

Among the old favorites in fiction "The House of Mirth" and "The Conquest of Canaan" still remain at the head of the list. "Foolish Finance" is a new arrival in smart fiction and the style rivals the eloquence of Thos. W. Lawson. New books well spoken of include "On the Field of Glory," "Ben Blair," "Peter's Mother" and "Vivien." The use of steel pillars in window displays long with glass shelves gives a great deal of space available in a small window and they have been taken up by many stores.

"Materialism," by Craig Rule, is a successful publishing venture of E. M. Renouf, St. Catherine street, and he reports sales as satisfactory. In the realm of biography, travel and history, "Lord Randolph Churchill" and "Mrs. Fitzherbert and George IV" have had a phenomenal sale for this class of literature.

Mr. F. E. Phelan, proprietor of the well known St. Catherine street bookstore, has returned from an extended trip to the West Indies, by way of New York. Mr Eugene Phelan, his brother, of the Canada Railway News Co., accompanied him.

Stock has been taken in the store of William Drysdale & Co. and the business is now offered for sale.

G. E. F.

TORONTO.

The Trade in Valentines—Some Personal Paragraphs—
Trade Generally Good.

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

VALENTINES of all kinds have been on sale all the past week and the valentine counters of the various stores selling these lines have been well patronized. The sale has not been confined solely to the orthodox valentine, but pretty gift books, tied with ribbon, and appropriate pictures have been in extensive demand.

Toronto has been very gay socially of late and there have been numerous dances, card parties, dinners and other functions. Naturally there has been an active demand for invitations, cards, programmes and all the other accessories.

Trade in general during January has been satisfactory. There has been a steady demand for books, stationery and magazines. At the time of writing the valentine trade is quite active.

Mr. H. Bell, of the Consolidated Stationery Co., Winnipeg, passed through town on the 5th inst en route for New York.

Mr R. O. Smith, of Orillia, called on the trade in Toronto this week.

Miss Hattie Tweedie, of Moncton, N.B., has been in town during the week. She called on many of her old friends. Miss Tweedie is very fond of Toronto and comes west at least twice a year. No one gets a heartier welcome here.

William Terrell & Co. had a window full of The Busy Man's Magazine on January 29 and subsequent days, which attracted no little attention.

Mr E. C. Walker, of the Methodist Book & Publishing Company will not make his usual western trip this year.

In both San Francisco and Chicago the L. E. Waterman Company are removing into larger premises. The former branch is now located at No 18 Geary street, and the latter is in Room 502, the Republic Building.

OUR PORTRAIT GALLERY

OLDEST RAILWAY NEWS AGENT IN AMERICA.

TRAVELING backwards and forwards on the Port Dover branch of the Grand Trunk Railway is a "newsy" who, if he lives until the 27th day of March next, will have reached the allotted three score years and ten. If this does not give him the title to being the oldest railroad news agent in America many people will be much mistaken.

This veteran agent is Mr. E. W. Hyde, a native of Hamilton, and still a resident of the Ambitious City. His father was a lawyer in London, England, who, owing to continued ill-health, came to Canada and settled on a farm in the county of Wentworth, near Hamilton. He worked the farm and also taught the youth of the section in the "Slabtown" school.

Mr. Hyde, when a boy, lived for a number of years



Mr. E. W. Hyde

with his aunt in Hamilton, and what education he received was obtained in the public schools of that city. He entered upon the business of news agent in the Buffalo & Goderich branch of the Grand Trunk Railway, in 1861, and worked on the trains running between Goderich and Buffalo for over thirteen years.

When the Hamilton & North Western Railway was opened he took charge of the news business on that line, and was so engaged for a number of years. Later, when the management of that line changed hands, Mr. Hyde retired from the service, and for several years conducted a business of his own in Hamilton. Afterwards, when the Canadian News Company assumed the management of the news business on the Hamilton & North Western Railway he gave up his own business and entered the employment of the C.N.C., and has been in their service ever since. His route is between Hamilton and Port Dover.

Mr. Hyde has been twice married, and is the father

of 10 children, of whom 7 are living. He is of a very quiet, unobtrusive but genial character, much beloved by his intimate friends and respected by all who know him as an honest, upright man. This is evidenced by the fact that he has been made the recipient of favors from the traveling public at Christmas time for several years now. His many friends hope that he may for many years yet be spared to grace the decks of the Port Dover trains with his genial smile and manner.

(The editor is indebted to Conductor J. G. Gibson, of the Grand Trunk, for this interesting sketch. Mr. Gibson has known Mr. Hyde for 30 years, and during the past seven years Mr. Hyde has been news agent on his train.)

A FORETASTE.

JUST to be able to keep the trade posted on the momentous subject of Warwick Bros. & Rutter's Spring opening of import samples, a representative of Bookseller and Stationer found his way out to the big King street warehouse of the company the other day, and made some enquiries. Members of the firm very courteously accompanied him to the top floor, where he found that the first shipments of samples had been received. Workmen were already getting the fixtures and display stands into place and stowing away the samples. In about four weeks, he was assured, everything would be in readiness to receive the numerous patrons of the company.

From the glimpses the Bookseller man was vouchsafed of the early arrivals, he came to the conclusion that the 1906 samples were going to be hard to beat. There was some Pompeian ware that will tickle the fancy of the connoisseur, and a few pieces of Grecian pottery were as delicately molded and tinted as anything he ever saw. A great variety of smokers' supplies had just come in, which gave promise of being extremely popular. But so early in the game it would never do to tell all Warwick Bros. & Rutter's secrets. Let the trade restrain their impatience until March.

NOVELTY POST CARD RACK.

SOMETHING entirely new in a post card rack is being introduced by the Great Western Fixture Works, 195-199 Fifth avenue, Chicago. The rack consists of a series of units, a form of small case with open front, standard size, each with a capacity of 30 cards. Each unit or case has a small arm or hanger which can be extended and fastened to the case above or hung over a rod. This arm is attached to the case in a way that permits it being turned in to make an easel rest for the case for showcase displays.

Many arrangements may be had. They can be set up in rows on the showcase, hung in lines from a rod, or attached to other cases to make a hanging rack of any length. Some are furnished to hold the cards in horizontal, others to hold them in upright positions.

The material is gun-metal—strong and durable. The units are sold by the hundred, in which quantity they can be put in the retailer's hands for \$5.

The Great Western Fixture Works also make several other devices for showing goods that merit the attention of dealers.

Mr. A. E. Vandervoort, who has represented for some time past Brown Bros., Limited, wholesale stationers, has resigned his position with that company and joined the selling force of the National Typewriter Co., Limited, who represent the Smith Premier typewriter for Ontario.

====A Word in Time====

For the Past

Twenty-Eight Years

We have annually selected from
the most progressive markets of
the world the latest productions in

Fancy Holiday Goods

.. for ..

Import

For the season of 1906 we are about to display the most elaborate and attractive range of samples that has ever been brought into Canada. Our first shipment is just to hand and our staff is busily engaged in marking and arranging them for the convenience of the trade. Display rooms will be opened in the different cities in a few weeks, and the trade duly notified by our respective salesmen.

We respectfully request your continued consideration.
The line will speak for itself.

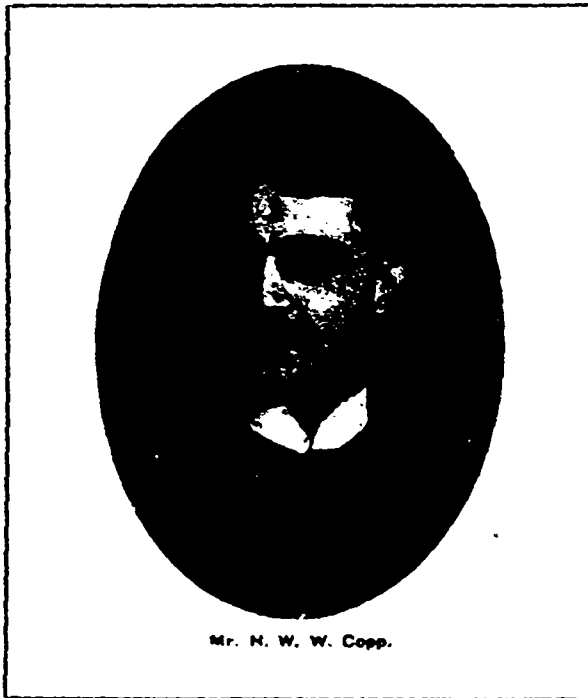
Warwick Bros. & Rutter

Import Dealers
in High-Class Fancy Goods

Limited
TORONTO

TWO NEW BOOK TRAVELERS.

Two new faces will be seen by the trade among the men of the road this Spring. They are the new book travelers to be sent out shortly by The Copp, Clark Co., Limited—Messrs. Harold Copp and John Henry. Both



Mr. N. W. W. Copp.

have had a considerable experience with the firm at headquarters and they are familiar with the inside of the book trade from the ground up.

Mr. Harold Copp has been with the company for nine years in various capacities. For the past year or more he has been city traveler in Toronto and has been highly successful in pushing the sale of The Copp, Clark Co.'s books. He will still cover the Toronto trade but will also add Eastern Canada to his route.

Mr. John Henry has been with the company for nearly six years, during the greater part of which time he has been in charge of the import book department. He will take the western trip for the firm.

The enthusiasm with which these young men are entering upon their enlarged duties speaks well for the success of their efforts.

NEW BRITISH M.P.'s

SIR GEORGE NEWNES, the publisher, has been returned for Swansea. His son has been elected for the Bassettlaw division of Nottinghamshire.

Mr. A. E. W. Mason, the author, will represent Coventry. Other authors elected are Sir Gilbert Parker, Mr. Henry Norman, Mr. C. F. Masterman and Mr. H. Paul.

Mr. W. F. D. Smith, head of the great news agency of W. H. Smith & Son, represents the Strand.

South Salford's representative is Hilalre Belloc, an author of note.

Last but not least, Winston Churchill, whose biography of his father, Lord Randolph Churchill, has just appeared, represents a Manchester seat.

Ginn & Company have sent out as a New Year greeting a calendar made up of views taken from the nature books of William J. Long. These are reproduced in tints, and, being the work of Copeland, are very fine.

ITEMS OF INTEREST

OUR thanks to J. & A. McMillan, of St. John, N.B., for an attractive 1906 calendar. The central feature is a picture of the beacon at St. John harbor and the design is worked out in green and gold. J. & A. McMillan are now completely settled in their reconstructed building.

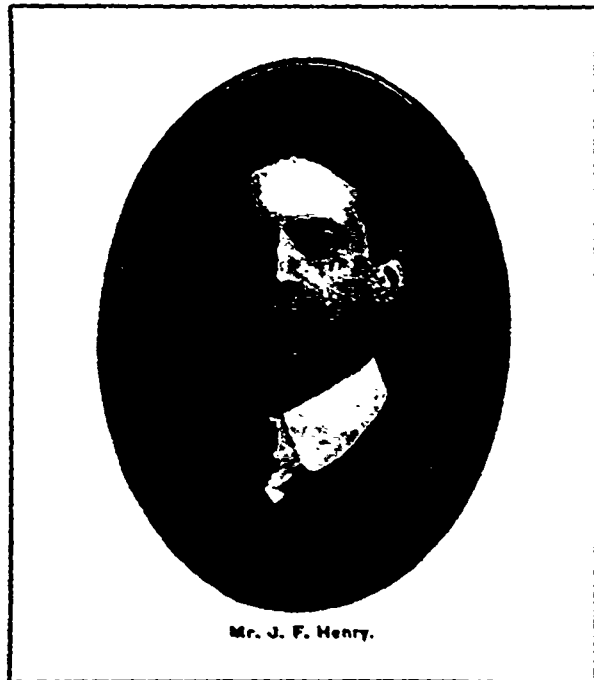
Jardine & Co., booksellers, newsdealers and stationers, Summerside, P.E.I., are closing up the business.

The Riverdale Bazaar, Queen street east, Toronto, conducted by J. B. Reeves & Co., has been wound up and the stock sold by auction. The fancy goods stock brought 15 cents on the dollar.

The Office Specialty Manufacturing Co. of Toronto have opened a branch office at 335 Hastings street, Vancouver, B.C., under the managership of James Osborne, who for the past nine years has been with the Thomson Stationery Co.

The name of the corporation chartered by the Commonwealth of Massachusetts in 1873 as the Cambridgeport Diary Company has been changed to the Standard Diary Company. Under this name the publication of the Standard diaries, etc., will be continued with the same management as heretofore.

Gilbert, Dunn & Woodland, Limited, is the corporate name of a new firm in Toronto, formed to carry on the business of manufacturing stationers and typewriter dealers. The share capital is \$40,000 and the provisional directors are Albert T. Gilbert, D. C. Simpson, H. A. Munro, S. B. Furham and Clara Casseday.



Mr. J. F. Henry.

The Cranston Novelty Co. have removed from Galt to the Medical Council chambers, 157 Bay street, Toronto. This company manufacture and supply trade checks and advertising novelties of all kinds, such as calendars, yardsticks, rulers, aluminum pin trays, postage stamp boxes, etc. Travelers are now on the road with 1907 samples.

A. O. Hunt recently returned to Toronto from a trip to New York, where he made arrangements by which Cupples & Leon, 101 Fifth avenue, will take over the United States agency for the Goodall lines, with the exception of a few of the larger cities.

An exhibit in the window of the Victoria Book & Stationery Company, Victoria, B.C., which attracted much attention recently, especially from the ladies, was a magnificent silk-embroidered court gown, just about large enough for a big doll, which was nevertheless worn by a very much alive little woman, Mrs. Tom Thumb, on the memorable occasion when she was presented to her late majesty, Queen Victoria.

The book and stationery business formerly carried on by O. B. Ormond at 94 Government street, Victoria, B. C., has been taken over by a new company, to be known as the Standard Stationery Co. This company will continue the business in the same premises, carrying a complete line of stationery, novelties and office supplies. The management will be in the hands of James and Alf. S. Huxtable, the latter of whom was for years in the employ of Waitt & Co., while the former has for the past ten years been an efficient member of the staff of the Victoria Book & Stationery Co.

The American branch of L. & C. Hardtmuth, Irving P. Favor, manager, which recently moved from Barclay street, New York, is now thoroughly established in its new quarters at 34 East Twenty-third street. The change is an advantageous one in every respect. The location is easily accessible from all parts of the city, being within a few steps of the subway entrance, and the offices, which occupy half of an entire lot on the fifth floor, are bright and pleasant, being directly opposite the fine new Metropolitan Life Building and looking into Madison Square. The offices are reached by a swiftly-moving passenger elevator, which in itself will strike most folk as a big improvement over the old quarters on Barclay street. The interior of the offices have been arranged after Mr. Favor's own plans and consist of a main or outer office, a private office and sample room. The furniture, partitions, etc., are of quartered oak and the general decorations are all in good taste and in keeping with the high-class character of the "Koh-i-noor" goods.

GINSENG is a money-making crop. Room in your garden to grow hundreds of dollars worth annually. Thrives throughout the U.S. and Canada. We sell roots and seed during spring and fall planting seasons and buy the dried product. You can get started in this profitable business for a small outlay. Send 2c. stamp to-day for illustrated literature telling all about it. **THE ST. LOUIS GINSENG CO., St. Louis, Mo.**

WE HAVE EVERY FACILITY TO TRANSACT
YOUR BANKING BUSINESS
AND INVITE YOUR ACCOUNT

THE METROPOLITAN BANK.

CAPITAL PAID UP. - - \$1,000,000.
RESERVE FUND, - - 1,000,000.

SAVINGS DEPARTMENT at all branches.

Interest allowed on deposits of
one dollar and upwards

CONDENSED OR "WANT" ADVERTISEMENTS.

SITUATIONS VACANT.

WANTED—A stationery clerk, thoroughly familiar with all branches of stationery, for retail stationery store. Apply, giving stationery qualifications, references and salary expected. Address, Box 50, **BOOKSELLER AND STATIONER, Montreal.**

WANTED—Young Englishman, with a knowledge of books, to assist in a book store. Apply, with references, stating salary, A. H. Jarvis, Ottawa.

BUSINESS CHANCES.

FOR SALE—In the best residential district of Montreal, an established book, stationery and library business; the name of William Drysdale is known from Halifax to Vancouver; stock at present will net about five thousand dollars; terms easy; write for particulars. Address W. Drysdale, 2478 St. Catherine street, Montreal.

AGENTS WANTED

\$10.00 per week during spare hours. To sell **MODERN IMPROVED STEREOSCOPIC VIEWS and STEREOSCOPES.** Best Money Making Proposition of the season. Good opportunity for Stationery Clerks to make spare hours profitable. Hundreds of Enterprising Young Men have financed their College Course selling our views in spare hours.

Positively the very latest and most attractive subjects. Embracing scenes from all over the world, comic sets, etc. Write immediately for our liberal terms, etc., to

C. R. PARISH & CO., 304 Yonge Street. **TORONTO**

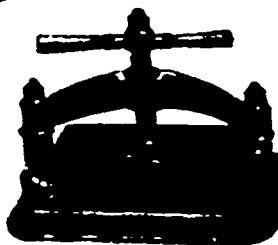
NEW SCRIBBLER COVERS

We are just publishing a new line of scribblers with attractive covers and good paper. It will pay you to see them.

Writing Tablets with Your Imprint

We are showing a big range of Tablets on which we will put your imprint. You ought to see them.

G. A. WEESE & SON, 44 Yonge St., Toronto



FOR

**COPYING
PRESSES**

ALL SIZES
from Quarto Post to
largest Waybill.

Write the

James Smart Mfg. Co., Limited

Brookville, Ont., or Winnipeg, Man. ESTABLISHED 1864

PERSONAL PARAGRAPHS.

Mr. R. J. Soden, the Peterborough bookseller, was noticed in Toronto recently.

Mr. S. A. Flatt, of Flatt & MacKenzie, Fort William, called on the trade in Toronto recently.

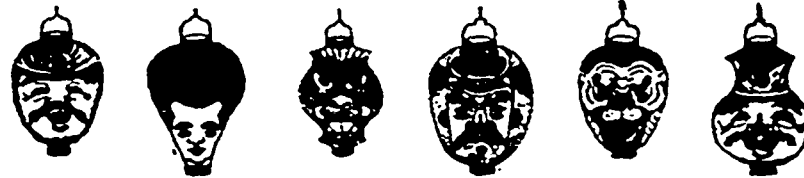
Mr. John H. Thompson has been promoted to be city traveler for the Brown Brothers, Limited, Toronto.

Mr. Charles M. Rogers, who has been on the road for Morang & Co., Limited, is out this Spring for the Macmillan Company of Canada, Limited.

Mr. John L. Swain, who has been with Warwick Bros. & Rutter, Limited, for the past eleven years, is now on the traveling staff of the Kelk, Sutcliffe Co. He will cover the eastern ground. Mr. Swain started as a boy with the old house of W. H. Bleasdel & Co., and knows the fancy goods trade thoroughly.

Mr. Leslie C. Stark, representing Jacobsen, Welch & Co., Hyde, England, called upon the wholesale stationery trade in Montreal and Toronto last month, with an extensive line of papeteries. Mr. Stark speaks enthusiastically about the prosperous conditions in Canada. Mr. H. L. Lyman, Montreal, the Canadian agent for this firm, accompanied Mr. Stark to Toronto.

Mr. John Morgan, late manager and buyer of the sta-



tionery and fancy goods department of Henry Morgan & Co., Montreal, will, as announced in a previous issue of *Bookseller and Stationer*, be the Canadian sales manager of the firm of Raphael Tuck & Son, Limited. Mr. Morgan leaves this month to spend some time in their New York house and expects to return to Montreal the beginning of April, when as soon as suitable premises can be prepared a warehouse and office will be opened.

Mr. J. M. Young, who has for a number of years represented The Copp, Clark Co. in the western provinces, working from Port Arthur to the coast, has resigned from the road to take charge of the manufacturing department of the concern. Mr. Young's knowledge of the needs of the largest buyers in the west particularly qualifies him for the branch of the work he is undertaking. Mr. Young's territory will be divided between Mr. R. J. Plaskett and Mr. T. F. Townley, both of whom have been with The Copp, Clark Co. for a number of years. Mr. Young hopes to take an occasional trip to the west, but at present his energies will be devoted entirely to his duties in Toronto.

Mr. W. O. Husten is the new Canadian manager of the Dennison Manufacturing Co., succeeding Mr. H. VanDuyne, who has returned with the good wishes of a large number of friends to the New York office of the firm. Mr. Husten, who has been with Dennison's for over thirteen years, comes direct from the New York office, equipped with a wide experience and the requisite energy, judgment and executive ability to adequately fill the manifold wants of his new duties. An addition is made to the staff in the person of Mr. William E. P. Howell, who also came direct from the New York office. Mr. A. M. Clark, for a long period well known to the Canadian trade, will call upon his usual territory. The Canadian headquarters of the firm remain at 121 Coristine building, Montreal, and they will cover the trade from Windsor to the Atlantic ocean.

NEW GERMAN DESIGNS.

FROM Gustav Ferd. Schacht & Co., Leipzig, comes a package of new and novel post cards that are entirely different from anything yet put upon the Canadian market. Each card shows that close attention to detail that characterizes the German card. The card is a complete work of art in itself, and is not thought of as being identical with thousands of other cards.

First comes a series of fifteen sun and moonshine pictures. These are beautifully colored natural scenes, woodland, seashore, riverside, Winter, villages, etc. In each an embossed representation of the sun, moon or stars gives a highly realistic effect.

The "Brilliant" series have a glittering appearance that is in keeping with the scenes pictured. Sunset scenes in the mountains, south polar scenes, woodland scenes in the evening give scope for a glorious mingling of colors. A set of butterflies and two or three pictures of angels are included in this series.

The "Angels of Religion" cards are handsomely embossed and richly colored pictures of angels, including one or two pictures of Christ. Some of the cards are white and some are of brilliant hue.

The series reproducing great paintings numbers ten

cards. These, too, are handsomely embossed around the edges and the coloring is very fine. Some of the dresses of the figures painted are heavily embossed in gold, giving a rich appearance.

Nature and art cards to the number of three are hand-painted pictures of chickens, grouse and partridges, very realistic in their setting.

COMIC FACE LANTERNS.

IN the accompanying illustration is shown a half-dozen of the new comic face designs in Japanese lanterns, furnished the trade by the American News Company, 39-41 Chambers street, New York. These lanterns are both attractive and striking and are something out of the ordinary. They also have American flag designs in great variety.

Georg Geier & Garke

ART PRINTERS AND PUBLISHERS

MUERNBERG (BAVARIA)

Esquisite Novelties of

SUN AND MOONSHINE CARDS

REPRODUCTIONS OF GREAT PAINTERS

NATURE AND ART CARDS

ANGEL AND RELIGIOUS CARDS

BRILLIANT CARDS

Cards with English wording can be had if desired.

Full sample assortment can be had by remitting \$5.00.

WALL PAPER

SELLING for Spring is complete and the mildness of the season has been such as to induce several merchants to ask for deliveries at once. It's an ill wind that blows nobody good. The Spring-like weather during a greater part of December and January, while it retarded the sales of heavy goods in clothing and woolen goods, has been propitious for the wall paper trade.

Manufacturers of wall paper in Canada are unanimous in their satisfaction over the business just completed. Retailers bought even better than was anticipated. The wave of prosperity, it is felt, will make itself evident to a great extent in the luxuries of life, housefurnishings. This department is the first to feel the benefit of prosperous times, just as it is the first to suffer in times of adversity.

The present open Winter, with every prospect of an early break-up in the Spring, will stimulate business in house decorations. House building is being carried on uninterruptedly and every one has to be papered. Not for many years has the future looked so bright

STAUNTONS' ENLARGED PLANT.


GROUND was broken in December for the foundations for a large addition to the already big wall paper manufacturing plant of Stauntons Limited, on Yonge street, Toronto. For the past two or three years a steadily growing business has made increased accommodation necessary. The new building will cover a space of 350 by 60 feet, with frontages on both Yonge and McMurrich streets. The new structure will be erected on the property to the south of the present factory, forming an entirely separate building, which will be used exclusively for manufacturing purposes.

The construction will be of the most improved fire-proof type, the walls being of brick, and the floors, roof and supporting columns of reinforced concrete. Fire-proof windows with metal frames and wired glass will be used throughout. Even the racks or runways, on which the paper when printed is hung to dry, will be of metal, so that there will be practically nothing combustible in the whole structure.

When the building is complete the most modern machinery and processes will be installed throughout, and the arrangements will be such as to insure the very greatest economy of time in turning out the product of this large establishment. Nothing that will tend to improve the quality of the goods and to reduce the cost of manufacture will be omitted. Before the plans were prepared the important wall paper mills in the United States and in Europe were personally visited, and points of superiority in them all have been made use of to supplement the advanced ideas of the management.

The present buildings will be used almost entirely as warehouse, offices and salesrooms, and will give the company most needed additional accommodation for the storage of their goods.

The business now being operated in the name of Stauntons Limited has been under the management of the Staunton family for fifty years, the third generation now being in personal charge of its affairs. Probably no other reason contributes so much to the excellence of the goods manufactured by the company as the close personal supervision to details given by the present managers. It is worthy of mention that this enlargement is the fourth extension that has been made within the last ten years. It is expected that all the improvements will be complete and the machinery in operation by July 1.



**STAUNTONS'
WALL PAPERS
ARE READY**

WE are fully prepared for the Wall Paper Season. Are YOU? If not, we will send you our samples prepaid if you write for them—samples of Wall Paper which Sells and then Satisfies.


THE TRADE ONLY SUPPLIED.


STAUNTONS Limited
OF TORONTO

Cole's National Mfg. Co.

WHOLESALE

STATIONERS and BOOKSELLERS

Special Values in 
**PAPETERIES and
Writing Tablets**



STOCK COMPLETE AND WELL ASSORTED

See our samples—Travellers are
now on the road

N.B.—Awnings, Flags and Tents made by us stand every reasonable test, and the prices are as low as is consistent with good materials and workmanship

COLE'S NATIONAL MFG. CO.,
CRAWFORD ROSS
Manager.

191 Queen St.
OTTAWA

GOOD ADVERTISING

The Editor of this Department will Answer Questions on Advertising and will Criticize Advertisements which may be Submitted to Him.

THE POWER OF THE SMALL AD.

Specially written by W. L. Martin

WITHIN the Canadian business man's reach there are more than five millions of people. He is on the straight road to fortune if he can do two things. First, have the goods; second, get the fact into the people's heads. Having the goods is easy, but getting the fact into the people's heads is a different proposition. It's far harder, first because most people are hard-headed, and secondly because it's hard to get at 'em anyhow.

The problem is, how to do it.

There are various ways of going about it.

First, you can tell your friends that you have the goods. That's doing it in a small way.

Or you can stick some of the goods in your window and with them a sign card. That's doing it on a little bigger scale.

Or you can pay a boy to distribute dodgers at your door to people who go by. That's going one better.

Or you can send out letters. Or, finally, you can buy some space in the newspapers and tell the readers. That's best of all.

Each of the plans mentioned, however, belongs under the same head. They are all Advertising. Merely a difference in degree.

Most business men prefer the medium of the news paper.

Why?

Because it takes his story to the greatest number of people. It does this with the smallest amount of effort on the part of the man behind the goods. He merely writes the ad, or hires somebody else to write it for him, and pays the newspaper's bill for space when it's due. The newspaper attends to circulating his ad. It tells its subscribers what that particular merchant has to sell every time it comes out.

Consider the Small Dealer.

In these days of department stores and "Luniteds" and full page ads, the small dealer is apt to feel a good deal smaller than he is. The impressiveness of the big black headlines overpowers him. He gazes at the sweeps and dashes of the big ad-artist with bulging eyes. "Just see me!" cries the Big Fellow, "how I bestride the commercial world like a Colossioctopus! The Terror of the Twentieth Century! I am IT!"

The little fellow states in blank astonishment. He's only a drop in the bucket. What's the good of HIS little ad—His little inch-and-a-half? Why, 'twould never be seen! Throwing his money away! Putting in wee ads in short pants for the Big Fellow to mock at!

Are you, Mr. Merchant, one of those little fellows? Do you ever find yourself thinking in little circles like that? Do you allow yourself to be overwhelmed by mere Size 7—by Big Type 7—by Sweeping Assertions and Broad Claims? If you do you are making a mistake. You are allowing yourself to be deceived.

You are thinking in the wrong channel, a channel that narrows as you go along. Get out of the rut.

Shake yourself—freshen up your ideas. If you are one of those unhappy "always scared to death" men when you look at the handiwork of the Big advertiser, don't think of the Big man at all. We know he is Big. We know he is Successful and "does things." We know he is a power to reckon with. But we needn't let him worry us. Let us think a bit of some of the little men we know of. Don't some of them "do things" too?

The question before us is the power of the small business with the small ad. What can advertising do for the small man who has much bigger houses to compete with? How is he to advertise effectively in a small way? These are questions not easy to answer, but in these days of almost universal advertising it's up to every man to answer them in the best way possible, and act up to the answer, for advertise he must.

Persistence the Key Note.

In advertising there can be no set rule—except Persistence, with a great big P. General advice and general plans are very nearly useless. First of all we must realize that we have to fight a hard fight on a business battlefield, where the contestants give no quarter. The idea is for everybody to take all the quarters he can get, by hook or by crook, and sometimes by crookedness. The lines on which the smaller advertiser can successfully fight the battle with more formidable rivals must vary according to the field of conflict and the conditions under which the strife is waged.

The Big advertiser is very much of a Reality. To the small man who is easily discouraged his armor doubtless looks like a wall of adamant. But the small man has no need to be discouraged. To paraphrase an old legend and bring it up to date, the faint heart "don't get there." As I said before, the small man is apt to feel smaller than he really is. And he's apt to think the Big man is bigger and more impregnable than HE is. "Tell me what you think and I will tell you how big you are"—whether you feel able to hold your own against all odds, or like two cents in the Bank of Montreal.

We are all to quite a large extent very much creatures of our own thoughts. Those words will stand careful thinking about. If you "think" in small circles you'll "act" in small circles, and there's not much chance of your working in bigger ones.

If you want to fight with the Big advertiser for your share of trade, look for the weak spots in the Big fellow's armor. Then keep jabbing there.

Maybe the Big advertiser in your line of business lives and thrives on a bargain-giving basis—he generally does. His flood of "bargains" never seems to cease. Each day brings its list of attractions, counted on to draw people in and lead them to buy other things in regular lines which show a large per cent. of profit. His bargains are his bait; they are his most powerful way of advertising. Take that power from him and he'd be as helpless as a great big whale flopping about out of the water. He'd be out of it for certain. His full-page ads would be like soup with the salt left out. His two-inch black type would "tell of" a great deal, but they wouldn't

"tell for" much. His one-hundred-dozen lots would lie upon his hands. He'd be IT no longer.

The small man cannot hope to meet on his own ground the advertiser who thrives on bargains and cut prices. The Big fellow can outdo him in bigness and splurge and space. To attempt to copy those tactics in small space would be out of the question.

Talk Quality and Merit.

How then can the small ad be made to shine? It can't be done by talking Price. It can't be done by talking Quantity. But it can be done by talking Quality. It can be done by talking Satisfaction. It can be done by talking Good Service. It can be done by talking Excellence of Merchandise—up-to-dateness of Style. The Big fellow preaches Price and Quantity. He can be check-mated by preaching Quality and Merit, and by everlastingly hammering at it in strong, clear notes. When the small advertiser has a point to make let him make it with no uncertain distinctness. Let him leave no room for doubt in the mind of the prospective purchaser.

Here is where the small advertiser can make his small ad shine and scintillate and twinkle. He can give his little ad a lustre that would turn the Big ad green with envy. His little ad can be set up in a neat, clean-cut, distinct style, with his firm name plain and bold, and it can be kept always in the same garb. The reader will recognize it at a glance. He will know that Jones' ad always has something fresh and interesting and pointed to say, and he'll read it as sure as a gun.

The Big ad must divide its fire. It has forty songs to sing at each appearance—all different.

Now the small ad can focus its fire on just a few vital points and keep pounding. It can sing at each appearance just one simple song, and if it's sung well it will "stick." Eternal harping on one or two strings may not be picturesque to the harpist, but where it is done with skill and power, with repetition of subject but with change of word and form, it will in time make an indelible impression on the public mind.

Bargains Gain Credence.

The advertiser who harps on Quality and Merit and Exclusiveness, if he happens to have an occasional bargain to offer will tell it to wide open ears. The public will flock to his store, because they know that they'll surely GET a bargain. They know that Jones is celebrated above all things for Quality and Merit and Reliability. The advertiser, therefore, who builds his business on the solid rock of Dependability and Trustworthiness builds better than he knows, and it will pay him a thousand fold to Advertise. In proportion to the Big full-page advertiser he will cast no mean shadow—a shadow that won't "grow less" as it grows older.

The small man's business has its own Points of Excellence in which it need play second fiddle to nobody, not even the Biggest houses. If it hasn't it's a pretty washy affair. These Points of Excellence should be taken up one by one and laid before the reader. They might be worked into the small advertising space under the general heading, "Jones' Points of Excellence." In each change of copy one point only should be dealt with, and the most should be made of it. Careful thought will be called for in framing each ad. Even a trained hand can't do a small ad of this sort justice by "dashing it off in a minute." It is harder to say a whole lot in a few words and make a clear impression on the reader's mind than it is to say it in unlimited space. But once a point is made and made clearly in a few expressive words it will "stick" in the reader's mind far better than a long-winded argument.

Whatever you may have to say, don't say it in an apologetic, half-hearted way. Say it earnestly, simply and plainly. It will sink into the reader's mind and carry with it conviction. If your little ad has in it the proper brand of yeast it will eventually raise the reader's curiosity, and presently he'll be irresistibly tempted to give you a trial.

Once you have him hooked it's up to you to land him. And once you have him landed—well, that's a story of so many aspects that we'll have to deal with it later on.

MAMMOTH ADVERTISERS.

The L. E. Waterman Company, who use the pages of Bookseller and Stationer extensively, are said to be regular advertisers in 160 trade, technical and other specialized publications, in addition to their advertising in street cars and by means of posters, etc.

SPOKEN LETTER BY MAIL.

— La Nature.

THE phonopostal is an apparatus which registers and afterward reproduces the human voice, by means of a sheet of pasteboard, shaped like a post card. Jules Verne conceived the idea of replacing the old wax cylinder used in other phonographs by a sheet of paper, which could be posted like a letter.

The advantages of the phonopostals are numerous. The records are made by an ordinary phonograph of the simplest possible type simply by means of a stylus provided with a sapphire point. This point presses on an impressionable substance, called "sonorine," spread on the surface of the card. The merit of the invention consists in the discovery of a substance which can be easily spread on a sheet of cardboard, and possesses all the advantages of the wax-coated cylinders.

Sonorine is able to stand the strain of transmission by mail. The sounds are inscribed in a spiral, which commences at the outside edge of the card and continues in an ever-narrowing curve until it forms a small circle hardly the diameter of a small coin. The record is so deeply engraved in the coated cardboard that not more than two or three syllables are lost by the two stampings of the post office on the concentric lines.

Seventy-five or eighty words can be inscribed on a phonocard, which is sufficient for news. One object of the phonocard is to replace the illustrated post card. Further, it is possible to be far more chatty on a phonopostal than on an ordinary post card, for on the latter there is only a little rectangular space left which can be written on.

AT CARDINAL HOUSE.

Now is the time for dealers to make their selection of goods for the Summer and early Fall trade. They should carefully consider what lines to handle and also where to buy them. A good place to secure amateur photo albums, pictorial post cards, etc., is Cardinal House, St. John's Lane, London, E.C., the premises of Ferd. Anthony Horle & Co. This firm have several excellent lines on display.

Should the dealer also decide to take up a few other fancy lines, the Cardinal Boxed Serviettes, supplied by the above firm, can be recommended. These are just the thing for picnics. Price lists of all these goods will be sent on application.



LEADING CANADIAN STORES.



R. A. J. LITTLE, OSHAWA, ONT.

It was in November, 1897, that Mr. R. A. J. Little landed in Oshawa. He had absolutely no experience in bookselling, and it was somewhat of a daring thing for him to take over the business previously conducted by Mr. E. E. Rogers. But Mr. Little had confidence in himself; he realized that Oshawa was bound to grow, and he was willing to learn from experience

clerks, continuous advertising, and frequently-changed window displays. Our three large show windows are each changed twice a week."

The Little store is in two parts, being practically two stores joined by a twenty-foot archway. The south section is devoted to fancy goods, wall paper, and roller blinds. The north section is given over to books, stationery, musical instruments, sporting goods, dolls, toys,



Some of Little's Staff, Christmas, 1905.

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With cautious steps and watchful eyes he set to work to develop his business. He succeeded. Soon his original quarters became too small to accommodate his ever-growing trade. Year by year he enlarged his premises. To-day he occupies four times the floor space he did at the outset eight years ago.

Mr. Little speaks candidly of the reasons for the growth of his business. "We attribute our success," he said, "to hard work on the part of hustling and obliging

etc. The frontage extends forty-two feet along the street, and the store runs back eighty-two feet.

The store furniture is modern, and Mr. Little makes use of all the latest devices for displaying his wares. One feature is a wire netting, stretched the entire length of the store, on which are hung sheet music, pictures and similar lines. Credit for this suggestion is due Mr. Geo. Stewart, the genial traveler for the Oxford Press,

a personal friend of Mr. Little's. A system of cash carriers connects all parts of the store with the desk.

An excellent staff surrounds Mr. Little—one that is much larger than is to be found in many city stores. Assisting Mr. Little in the management of the store is Mr. S. Babe, who takes charge of the general arrangement, and has also particular supervision of the department devoted to sleighs, wagons, sporting goods, wall paper, roller blinds, etc.

The fancy dry goods department, which contains silks, wools, braids, pom poms, girdies, etc., is in charge of Miss Richardson. Miss McCoig looks after the leather goods, including albums, leather-bound Bibles, hymn books and poets, fancy boxes, trinkets, etc. Miss Armstrong presides over the toys, games, dolls, pictures, music, violins and musical instruments. The stationery, school supplies, newspapers and magazines, come under Miss Babcock's care. Miss Kemp is the firm's book-keeper, and she also takes charge of magazine and news paper subscriptions, and attends to the correspondence, ordering, etc.

In addition to this regular staff there is a corps of extra clerks for busy days, consisting of Miss Mabel Babcock, Miss Mamie Ford, Miss Elva Trull, Miss

quiet seasons and sees things. He is a firm believer in the principle that the business man needs several vacations every year. This, the travelers say, often causes them some annoyance, for although he is often in To

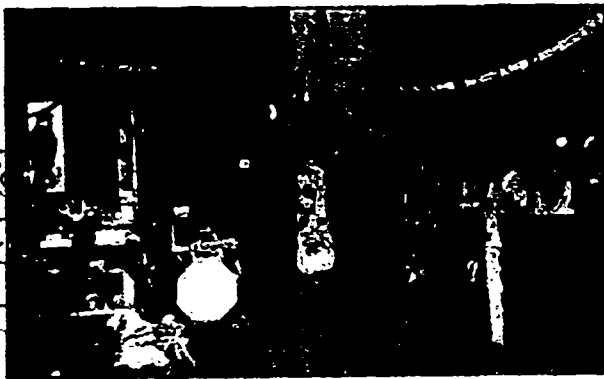


Magazine and Picture Section.

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to Owner
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ronto he buys the most of his goods from the travelers. He believes in standing in with the travelers, which is a good principle, as they can often do a merchant favors that the firm would not do.

Some of these travelers, among whom are George Stewart, Jimmie Anderson of the Fancy Goods Co., George Bryant of Warwick's, etc., say they seldom call at this store without getting an order, unless the proprietor is away, which, the travelers tell us, is often the case. They say he takes a week in mid-winter visiting his old home at Hespeler; two weeks in June at the Oshawa Fishing & Hunt Club's quarters near Algonquin Park, in Parry Sound district; a few weeks in mid-summer when business is dull, and two weeks in November, deer hunting, after which trips the travelers say they always watch for an express parcel containing a string of trout or a piece of venison. Mr Little's plan is a good one. A business man works to much better advantage by taking plenty of holidays. It seems to clear the cobwebs away from a fellow's brain, especially if there is a great amount of worrying detail in connection with the business.



Main Section of Store.

Showing desk at right, leather goods at left, stationery and toys in rear.

Frankie Robinson, Miss Annie Ford, Miss Mono Morrow, Miss Halfacre, Mr. Mervin Rowe, Mr. Frank Hall, and Master Harry Harrison.

Mr. Little runs a lending library in connection with his store. The charge is two cents a day for one book, and the latest fiction is supplied. The department is extensively patronized and pays well. This scheme also was a suggestion of Mr. Stewart's.

Dodgers and novelties are used to good purpose by Mr. Little for advertising his business. He issues a vest-pocket street car time table every Summer, with an advertisement on it. Another device is a handy phone directory to hang on the telephone with the names of local telephone holders printed alphabetically on it. Still another is a match scratcher with a local view on it. All these articles are made in Oshawa by the local printers, and are attractively tied with cord or ribbon. They are prized by those who receive them, and are carefully preserved. In addition Mr. Little issues dodgers each week, which are placed in every house in the town by a special distributor.

One reason which might be suggested as a cause of Mr. Little's success is that he does not keep his nose to the grindstone all the time, but travels around in the



Fancy Goods Section.

Taken from back department, showing the proprietor and Miss Richardson, the manager of the section, in the distance.

Clarke & Stuart, dealers in stationery, etc., Vancouver, B.C., are succeeded by the Clarke & Stuart Company, Limited.

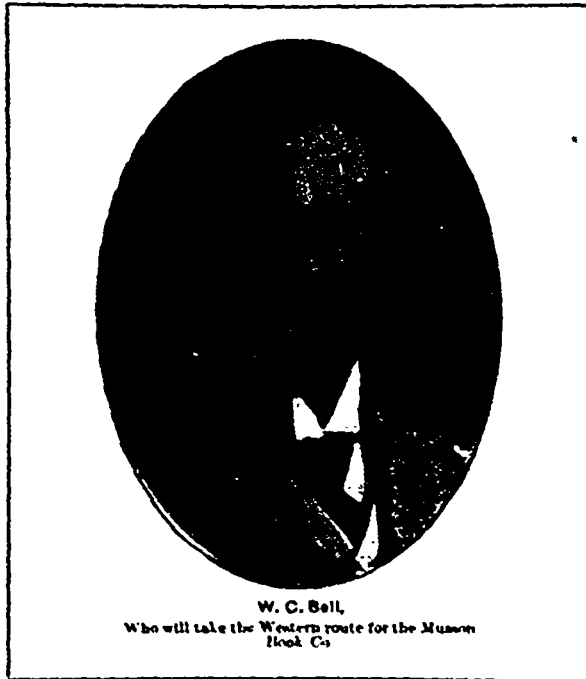
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THE MUSSON BOOK CO. STAFF.

THE book trade of Canada will be interested in the announcement by the Musson Book Company, Toronto, of the fact that Canada's oldest book traveler, the genial W. C. Bell, (Billy), joins forces with them this month. It would be impossible to find a book seller in the Dominion who has never seen or heard of W. C. Bell, so thoroughly has he covered every part of the country since his initiation, at the early age of fifteen, as a commercial traveler for the once famous publishing house of James Campbell & Son, of Toronto, representing them as far east as Halifax. Many years have passed, many changes have come, still this juvenile traveler retains all his youthful energies. Mr. Bell will cover the same ground for the Musson Book Company that he has been doing in the past, and the already rapid growth of the company will be given increased stimulus.

L. A. Gemmell, who has represented them on the coast trip in former years, has been placed in charge of



the inside work of the wholesale department, but will continue to represent the firm through Western Ontario.

J. L. Hobden, who has for the past five years represented the Musson Book Company in Eastern Ontario and the Maritime Provinces, will continue to do so.

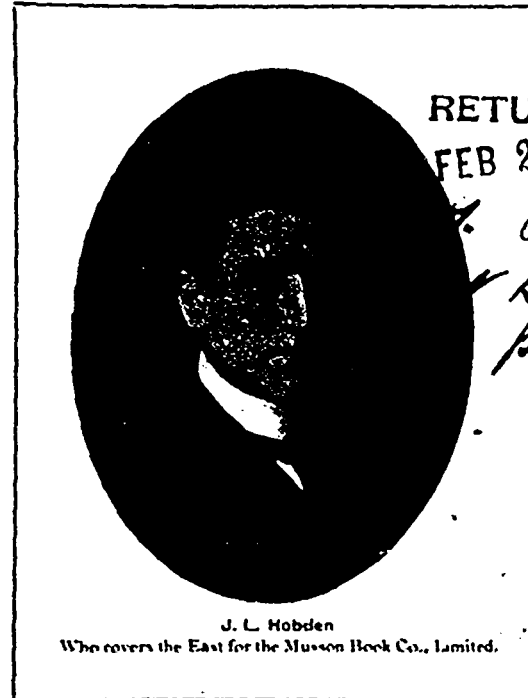
These changes will not prevent the many customers who look forward regularly to meeting with the happy president of the Musson Book Company from having the same pleasure just as often, for during 1906 he will be on his usual trips with a fuller line of samples than ever.

The rapid growth of this company since its organization about five years ago has been remarkable. Each year they have been compelled to increase their premises, and at the beginning of the present year we find this young Canadian firm with a branch office opened at the Mansion House Building, Queen Victoria street, London, (E.C.) England, where they have a permanent staff and have already commenced receiving orders and shipping their own publications from Canada to Eng-

land. This is altogether a new feature in the book trade, and opens a field for large development.

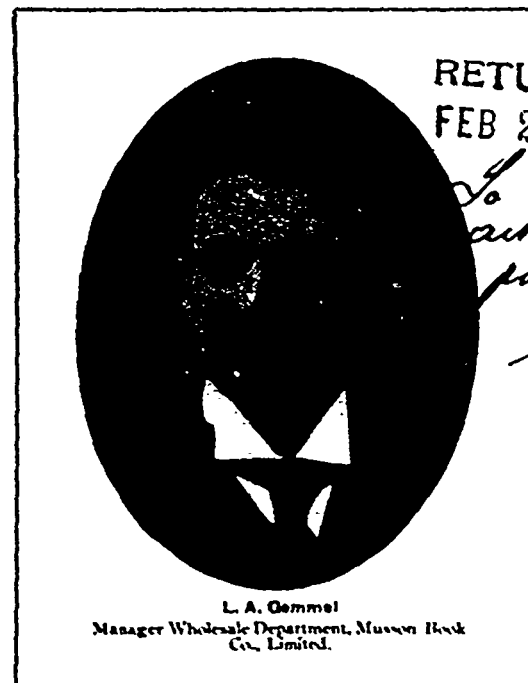
U. S. CUSTOMS DECISIONS.

BY a judgment recently handed out by the United States Circuit Court, so-called "flat envelopes," e.g. pieces of paper cut into particular shapes and sizes for the purpose of being specifically folded and gummed



so as to constitute envelopes, come within the meaning of the term, "paper envelopes, plain," as used in the Dingley tariff law. The duty is 25 per cent.

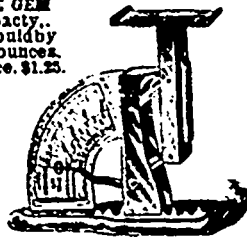
When classified as scrap books, post card albums have to pay 35 per cent. duty entering the United States. As



blank books they would only pay 25 per cent. A recent decision of the Circuit Court for Southern New York makes them dutiable as scrap books.

TRINER POSTAL SCALES ARE POSITIVELY ACCURATE AND SCIENTIFICALLY PERFECT AUTOMATIC POSTAL SCALES.

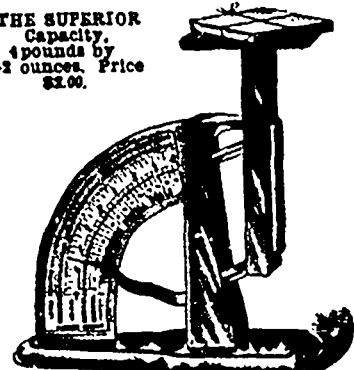
THE GEM Capacity, 1 pound by 1-2 ounces. Price, \$1.25.



THE IDEAL Capacity, 2 pounds by 1-2 ounces. Price \$1.50.



THE SUPERIOR Capacity, 4 pounds by 1-2 ounces. Price \$2.00.



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Broad Points, 312, 313, 314.
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This list is for the purpose of placing retailers, manufacturers' jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,	Leading Canadian Accountants and Auditors		adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.
	This space \$30.00 per year.	This space \$15.00 per year.	
		JENKINS & HARDY. Amalgamated, Chartered Accountants, Estate and Fire Insurance Agents. 18 1/2 Toronto Street Toronto. 52 Canada Life Building, Montreal.	

This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,	LEGAL CARDS.		organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature. For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.
	This space \$15.00 per year	This space \$30.00 per year.	
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NEW CANADIAN COPYRIGHTS

Registered at Ottawa during January, 1906.

Little Red Riding Hood Waltzes. By J. F. Hall
Shoulder Straps March Two-Step. By Egbert van Al-
styne Jerome H. Remick & Company, Detroit

Take Me Back to Dixie. Song. Words and music by
Chas Shackford Jerome H. Remick & Company, New
York.

I'm Ready. Photo R. H. Trueman, Vancouver, B.C.

Map of the City of Toronto. Night Directories, Lin-
ited, Toronto.

The Montreal Financial Calendar and Daily Memoran-
dum, 1906 Book. Norman Binmore, Montreal.

Bruce, Grey and Simcoe Counties Directory, 1906.
Union Publishing Company of Ingersoll, Ingersoll.

Toronto City Directory, 1906. Night Directories,
Limited, Toronto.

Somewhere in the World There's a Little Girl for Me.
Song. Words by Raymond W. Peck. Music by Robert
Hood Bowers. The Little Chauffeur. Song. Words by
Raymond W. Peck. Music by Robert Hood Bowers. Down
the Mississippi (Let Me be Your House-boat Beau.)
Words by Raymond W. Peck. Music by Robert Hood
Bowers. If You Were Lost to Me. Song. Words by Ray-
mond W. Peck. Music by Robert Hood Bowers. Mid the
Fields of Golden Rod. (My Home Sweet Home.) Words
by Edward L. Nelson. Music by Edward M. Persell.
Jerome H. Remick & Company, New York.

The Housekeeper's Perfect Account Book, 1906. George
Shepard, Toronto.

A Hymn of Empire. Poem. Frederick George Scott,
Notre Dame de Quebec, Que.

Greetings from the Golden West. Card. Ian Coltart,
Birtle, Manitoba.

Ogilvie's Book for a Cook. The Ogilvie Flour Mills
Company, Limited, Montreal

Thomlison's Equivalent Paper Slide Scale. Fred-
erick A. Ritchie, Toronto.

The Pilot Song (Being No. 1 of Alexander's Gospel
Songs.) Words by Ada R. Habershon. Music by Robert
Harkness. Charles M. Alexander, Birmingham, England.

Christ the First Pope, and Peter His First Suc-
cessor, et, Notes on the Divine Plan of the Church. By
F. Smyth-Vaudry, C. Pr. (Fifth series.) T. Smyth-Vau-
dry, Montreal

I Love, and the World is Mine. Song. Words by
Florence Earle Coates. Music by Charles Gilbert Spross.
Remember. Song. Words by Gertrude Rogers. Music by
C. B. Hawley. The John Church Company, Cincinnati,
Ohio

Sounds from the Orient. March and Two-Step. By
Harry J. Lincoln. Peerless Gng. March and Two-Step
By Abe Lusch. Heather Bells. Mazurka. By F. H.
Losey. Op. 201. Vandersloot Music Company, Williams-
port, Pennsylvania.

Three Steps to the Kingdom. Card. A. H. Bruitnell,
Toronto

The Glory Song. Transcription for piano. By May
Agnew Stephens. May Agnew Stephens, Toronto.

Fancies. Song. Words and music by Fleta Jan
Brown. Jerome H. Remick & Company, New York.

Selections from Tennyson, 1830-1860. By John C.
Saul, M.A. Morang & Company, Limited, Toronto

The High School Prose Book. Part I. Edited with
notes by O. J. Stevenson, M.A., D. Paed. Morang &
Company, Limited, Toronto.

Love is King. Waltzes. By Charlotte Blake. Jerome
H. Remick & Company, Limited, New York.

If You but Knew I Love You. Song. By W. R.
Williams. Will Rossiter, Chicago, Illinois.

Jessamine. Song. By Albert Gumble. Jerome H.
Remick & Company, New York.

Oh, What a Change! (No. 2 of Alexander's Gospel
Songs.) Words by Ada R. Habershon. Music by Robert
Harkness. Charles M. Alexander, Birmingham, England.

Wine, Woman and Song. Song. Words by Raymond
W. Peck. Music by Robert Hood Bowers. Jerome H.
Remick & Company, New York.

Thoughts in Verse. By Elizabeth Nuttall Hopkins.
With a Preface by Professor William Clark, D.C.L., LL.D.
J. Castell Hopkins, Toronto.

The High School Ballad Book. Part I. Edited with
notes by F. F. Macpherson, B.A. Morang & Company,
Limited, Toronto.

Year Book and Clergy List of the Church of England
in the Dominion of Canada, 1906. Joseph P. Clougher,
Toronto.

Apparition. Song. (Stephen Phillips.) Music by
Emilie Dodge. M. Leidt, Toronto.

I Held Love's Head. Song. (Robert Herrick.) Music
by Emilie Dodge. M. Leidt, Toronto.

She Wears a Rose. Song. Words by Richard Henry
Stoddard. Music by Emilie Dodge. M. Leidt, Toronto.

When the Maple Trees are Budding in the Spring.
Song. Words by Ruth Dingman. Music by Ben J. Je-
tome. Harry H. Sparks, Toronto.

Interim Copyrights.

Insurance Post Card. Private post card. Harry E.
Jameson, Toronto.

The Beaver Magazine. C. H. Murray, Toronto.

Quebecers as We See 'em. Cartoons: Caricatures. W.
E. Macarton, Montreal.

Haligonians as We See 'em. Cartoons: Caricatures.
W. E. Macarton, Montreal.

Blue Noses as We See 'em. Cartoons: Caricatures.
W. E. Macarton, Montreal.

Nova Scotians as We See 'em. Cartoons: Carica-
tures. W. E. Macarton, Montreal.

Outdoor Canada. Book. Lud. K. Cameron, Toronto.

BACK FROM EUROPE.

A REPRESENTATIVE of Bookseller and Stationer
had the pleasure of an interview with Mr. G. R.
Warwick, president of Warwick Bros. & Rutter,
Limited, who returned on the steamer King Albert from
Naples, after having visited all the manufacturing centres
of Germany, Austria, France and England, in search of
new goods for the holiday trade for 1906.

In speaking of his trip, Mr. Warwick states that one
of the most noticeable features in connection with the
trade, not only in England but in every European town
and city, was the marvelous growth of the picture post

card business. Five years ago it was presumed this trade was at its height on the continent, but it is certainly, up to the present, showing no signs of diminishing.

The demand is constantly increasing for the better class of scenic cards, rather than for the ordinary comic and lower grades. The smaller stores, while, of course, having a good supply of the low price lines, give every prominence to those which retail at what would be equivalent in Canadian currency to from four to twelve cents each, and these goods seem to find a ready market everywhere.

This great boom on the better grade of goods is due to the widespread popularity of making post card collections, and this has in its turn created a large and profitable sale for the post card albums, the demand for which

the manufacturers find it almost impossible to cope with.

As an illustration, Mr. Warwick was shown a communication from one of the large English houses offering a considerable premium above the prices at which their order was booked, if these albums could be shipped in a reasonable time.

The labor troubles with which Germany has had to contend during the last year seriously interfered with business in general, but these have now righted themselves to a great extent, and manufacturers are putting forth every effort to supply the market with new effects for the coming season.

Mr. Warwick reports that he was very successful in finding many novelties, which he is certain will interest the Canadian trade.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

HELLEVILLE.

1. "Nedra," by G. B. McCutcheon. Briggs.
2. "Ben Blair," by Will Lillibridge. Briggs.
3. "The House of Mirth," by Edith Wharton. McLeod.
4. "Starvecrow Farm," by S. J. Weyman. Morang.
5. "Fair Margaret," by F. M. Crawford. Morang.
6. "The Cherry Ribband," by S. R. Crockett. Copp, Clark.

BRANTFORD.

1. "The House of Mirth," by Edith Wharton. McLeod.
2. "The Conquest of Canaan," by Booth Tarkington. Poole.
3. "Fair Margaret," by Marion Crawford. Morang.
4. "The Deluge," by D. G. Phillips. McLeod.
5. "St. Cuthbert's," by R. E. Knowles. Revell.
6. "The Mother," by Norman Duncan. Revell.

CALGARY.

1. "The House of Mirth," by Edith Wharton. McLeod.
2. "The Gambler," by K. C. Thurston. Revell.
3. "The House of a Thousand Candles," by M. Nicholson. McLeod.
4. "Heart's Desire," by E. Hough. Morang.
5. "Spider's Eye."
6. "The Garden of Allah," by Robert Hichens. Briggs.

CHARLOTTETOWN.

1. "Nedra," by G. B. McCutcheon. Briggs.
2. "My Friend the Chauffeur," by Williamson. Musson.
3. "Maid Margaret," by S. R. Crockett. Copp, Clark.
4. "Fair Margaret," by Marion Crawford. Morang.
5. "The Gambler," by K. C. Thurston. Revell.
6. "A Servant of the Public," by Anthony Hope. Copp, Clark.

COLLINGWOOD.

1. "The Conquest of Canaan," by Booth Tarkington. Poole.
2. "St. Cuthbert's," by R. E. Knowles. Revell.
3. "The Deluge," by D. G. Phillips. McLeod.
4. "The Cherry Ribband," by S. R. Crockett. Copp, Clark.
5. "Yolanda," by Charles Major. Morang.
6. "Speculations of John Steele," by Robert Barr. McLeod.

KINGSTON.

1. "The House of a Thousand Candles," by M. Nicholson. McLeod.
2. "Conquest of Canaan," by Booth Tarkington. Poole.
3. "Yolanda," by Charles Major. Morang.
4. "Fair Margaret," by Marion Crawford. Morang.
5. "Speculations of John Steele," by Robert Barr. McLeod.
6. "Nedra," by G. B. McCutcheon. Briggs.

MONCTON.

1. "Fair Margaret," by Marion Crawford. Morang.
2. "The Deluge," by D. G. Phillips. McLeod.
3. "St. Cuthbert's," by R. E. Knowles. Revell.
4. "Hearts and Masks," by Harold MacGrath. McLeod.
5. "The Voyageur," by W. H. Drummond. Briggs.
6. "The Gambler," by K. C. Thurston. Revell.

MONTREAL.

1. "The Gambler," by K. C. Thurston. Revell.
2. "The St. Lawrence Basin," by S. E. Dawson.
3. "The Voyageur," by W. H. Drummond. Briggs.
4. "Conquest of Canaan," by Booth Tarkington. Poole.
5. "The House of Mirth," by Edith Wharton. McLeod.
6. "The Household of Peter," by R. N. Carcy. Copp, Clark.

OTTAWA.

1. "The Conquest of Canaan," by Booth Tarkington. Poole.
2. "The Gambler," by K. C. Thurston. Revell.
3. "My Friend the Chauffeur," by Williamson. Musson.
4. "The Voyageur," by W. H. Drummond. Briggs.
5. "St. Cuthbert's," by R. E. Knowles. Revell.
6. "Nedra," by G. B. McCutcheon. Briggs.

PETERBORO.

1. "The Deluge," by D. G. Phillips. McLeod.
2. "St. Cuthbert's," by R. E. Knowles. Revell.
3. "Nedra," by G. B. McCutcheon. Briggs.
4. "A Servant of the Public," by Anthony Hope. Copp, Clark.
5. "The Gambler," by K. C. Thurston. Revell.
6. "The Marriage of William Ashe," by Mrs. Ward. Briggs.

ST. CATHARINES.

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "The House of Mirth," by Edith Wharton. McLeod.
3. "The House of a Thousand Candles," by M. Nicholson. McLeod.
4. "Fair Margaret," by Marion Crawford. Morang.
5. "The Deluge," by D. G. Phillips. McLeod.
6. "Nedra," by G. B. McCutcheon. Briggs.

TORONTO.

1. "Conquest of Canaan," by Booth Tarkington. Poole.
2. "Man and Superman," by G. B. Shaw.
3. "Brothers," by H. A. Vaccell. Dodd, Mead.
4. "The House of a Thousand Candles," by M. Nicholson. McLeod.
5. "Counsels and Ideals," by W. Osler. Houghton.
6. "Peter's Mother," by Mrs. La Pasture. Dutton.

VANCOUVER.

1. "The Conquest of Canaan," by Booth Tarkington. Poole.
2. "The House of Mirth," by Edith Wharton. McLeod.
3. "When it was Dark," by Guy Thorne. Musson.
4. "Ayesha," by H. Rider Haggard. Briggs.
5. "Kippis," by H. G. Wells. Scribner's.
6. "Fair Margaret," by Marion Crawford. Morang.

VICTORIA.

1. "The House of Mirth," by Edith Wharton. McLeod.
2. "The Garden of Allah," by Robert Hichens. Briggs.
3. "A Servant of the Public," by Anthony Hope. Copp, Clark.
4. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
5. "The Debtor," by Mary E. Wilkins. Poole.
6. "The Deluge," by D. G. Phillips. McLeod.

WINNIPEG.

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "The Red Reaper," by J. A. Stewart. Copp, Clark.
3. "The Last Chance," by R. Boldrewood. Copp, Clark.
4. "A Welsh Singer," by Allen Raine. Briggs.
5. "The House of Mirth," by Edith Wharton. McLeod.
6. "Nedra," by G. B. McCutcheon. Briggs.

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6. "The Gambler," by Mrs. Thurston.....	40

CLASSIFIED LIST OF ADVERTISEMENTS.

Books and Magazines.

Briggs, William, Toronto.
Copp, Clark Co., Toronto.
Morton, Phillips & Co., Montreal.
Musson Book Co., Toronto.

Blank Books.

Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
Warwick Bros. & Rutter, Toronto.

Commercial Works.

Morton, Phillips & Co., Montreal

Copying Presses.

Smart Mfg. Co., Limited, Brockville

Educational.

Belleville Business College, Belleville, Ont.

Envelopes.

Barber & Ellis, Limited, Toronto.

Fancy Goods.

Brown Bros., Toronto.
Cole's National Mfg. Co., Ottawa.
Copp, Clark Co., Toronto.
Kelk-Sutcliffe Co., Toronto.
Warwick Bros. & Rutter, Toronto.

Financial Institutions and Insurance.

British American Assurance Co., Toronto.
Confederation Life Association, Toronto.
Metropolitan Bank, Toronto.
Western Assurance Co., Toronto.

Fountain Pens.

Brown Bros., Toronto.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Waterman, L. E., Co., Montreal.

Glassing.

The St. Louis Glseng Co., St. Louis, Mo.

Gloss, Paste and Mucilage.

Carter's Ink Co., Montreal.
Copp, Clark Co., Toronto.
Dennison Mfg. Co., Boston and New York.
Higgins, Chas. M., & Co., Brooklyn.

Inks—Indelible.

Brown Bros., Limited, Toronto.
Carter's Ink Co., Montreal.
Payson's.

Inks—Writing.

Carter's Ink Co., Montreal.
Higgins, Chas. M., & Co., Brooklyn.

Leather Goods

Brown Bros., Limited, Toronto.
Rumpp, C. F., & Sons, Philadelphia.

Newspapers.

New York Times, New York, U.S.A.

Papeteries.

Barber & Ellis Co., Limited, Toronto.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Limited, Hamilton.
Copp, Clark Co., Limited, Toronto.
Gage, W. J., & Co., Toronto.
Warwick Bros. & Rutter, Toronto.

Pens.

Brandauer, C. & Co., London, Eng.
Brown Bros., Toronto.
Copp, Clark Co., Toronto.
Esterbrook Pen Co., New York.
Hinks, Wells & Co., Birmingham, Eng.
MacNiven & Cameron, Edinburgh and Birmingham.
McFarlane, Son & Hodgson, Montreal.
Spencerian Pen Co., Birmingham, Eng.
Warwick Bros. & Rutter, Toronto.

Penells.

Brown Bros., Limited, Toronto.
Copp, Clark Co., Toronto.
Gage, W. J., & Co., Toronto.
Hardimuth, L. C., New York.
Warwick Bros. & Rutter, Toronto.
Waterman, L. E., Co., Montreal.

Playing Cards, Picture Cards, Games, etc.

Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
Gage, W. J., & Co., Toronto.
Goodall, Chas. & Son, London, Eng.
Union Card & Paper Co., Montreal.
United States Playing Card Co., Cincinnati.

Post Card Display Fixtures.

Great Western Fixture Works, Inc., Chicago.

Postal Scales.

Triner Scale & Mfg. Co., Chicago.

Press Clippings.

Canadian Press Clipping Bureau, Toronto.

Printers.

Weese, G. A., & Son, Toronto.

Rubber Bands.

Faber, A. W., New York.

School Supplies.

Buntin, Gillies & Co., Hamilton, Ont.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Librairie Beauchemin, Toronto and Montreal.
Warwick Bros. & Rutter, Toronto.

Scrap Books.

Brown Bros., Toronto.

Smallwares.

Kelk-Sutcliffe Co., Toronto.

Souvenir and Picture Post Cards.

Adams, W. R., Toronto.
Beagles, J. S., & Co., London, Eng.
Brown Bros., Toronto.
Copp, Clark Co., Toronto.
Frankel & Co., London, Eng.
Gage, W. J., & Co., Toronto.
Holzman, Alfred, Chicago, Ill.
Horle, Ferd. Anthony, London, Eng.
Illustrated Post Card Co., Montreal.
MacFarlane, W. G., Toronto.
Millar & Lung, Glasgow, Scot.
Parish, C. R., & Co., Toronto.
Pictorial Post Card Co., London, Eng.
Picture Post Card Co., Ottawa, Ont.
Rapid Photo Printing Co., Lond n, Eng.
Weese, G. A., & Son, Toronto.

Stationery.

Barber & Ellis Co., Toronto.
Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton and Montreal.
Coles National Mfg. Co., Ottawa.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.

Stereoscopic Views.

Parish, C. R., & Co., Toronto.

Talking Machines.

Berliner Gram-o-phone Co., Ltd., of Montreal, Canada.

Telephones.

Bell Telephone Co. of Canada, Montreal.

Tents and Flags.

Cole's National Mfg. Co., Ottawa.

Tissue Paper.

Dennison Mfg. Co., Boston and New York.

Typewriter Supplies.

Carter's Ink Co., Montreal.
Mittag & Volger, Park Ridge, N.J.
United Typewriter Co., Toronto.

Typewriters.

United Typewriter Co., Limited, Toronto.

Wall Paper.

Stauntons Limited, Toronto.

Writing Pads.

Buntin, Gillies & Co., Hamilton.
Gage, W. J., Toronto.
Librairie Beauchemin, Montreal.
Copp, Clark Co., Limited, Toronto.
Brown Bros., Limited, Toronto.
Barber & Ellis Co., Toronto.
Warwick Bros. & Rutter, Toronto.

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Bell Telephone Co.....	2	Hardimuth, L. C.....	37	Picture Post Card Co.....	24
Belleville Business College	2	Higgins, Chas. M., & Co.....	32	Rapid Photo Printing Co.....	20
Berliner Gram-o-phone Co.....	inside back cover	Hinks, Wells & Co.....	32	Rumpp, C. F., & Sons.....	32
Brandauer, C. & Co	6	Holzman, Alfred	24	Smart Mfg. Co.....	37
Briggs, William	14	Horle, Ferd. Anthony	24	Spencerian Steel Pens	14
British-America Assurance Co.....	3	Hotel Directory	2	Stauntons Limited	39
Brown Bros., Limited	2	Hunt, A. O.....	1	St. Louis Glseng Co.....	37
Buntin, Gillies & Co.....	outside back cover	Kelk-Sutcliffe Co.....	38	Triner Scale & Mfg. Co.....	45
Canadian Press Clipping Bureau.....	45	Legal Cards.....	45	Union Card and Paper Co.....	1
Carter's Ink Co.....	1	Librairie Beauchemin, Limited.....	6	U. S. Playing Card Co.....	4
Cole's National Mfg. Co.....	39	McFarlane, Son & Hodgson, inside back cover		United Typewriter Co.....	4
Confederation Life Association	3	MacFarlane, W. G.....	22	Warwick Bros. & Rutter.....	inside front cover, 27, 35
Copp, Clark Co.....	5, 15	MacNiven & Cameron.....	32	Waterman, L. E., Co.....	29
Dennison Mfg. Co.....	7	Metropolitan Bank	37	Weese, G. A., & Son	37
Esterbrook Pen Co.....	45	Millar & Lung	23	Western Assurance Co	3
Faber, A. W.....	6	Mittag & Volger.....	inside back cover		
Frankel & Co.....	25	Morton, Phillips & Co	14		
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