

Silver Jubilee Year

VOL. XXV., No. 2.

PRICE, \$1.00 PER YEAR

# BOOKSELLER & STATIONER

and  
Canadian Newsdealer

Official Organ of the Canadian Book, Stationery and Publishing Trades Association  
and for Twenty-Four Years the Recognized Organ of the Book, Stationery and Fancy Goods Trades of Canada.

MONTREAL, 237 McGill St.

TORONTO, 10 Front St. East.

WINNIPEG, 511 Union Bank Building.

LONDON, ENG., 88 Fleet St. E.C.

PUBLICATION OFFICE: TORONTO, FEBRUARY, 1909.

## You Keep Putting It Off

This is the third time that we have asked you to write us concerning our special proposition to agents, and you haven't answered yet. Why is it? Here is a really good opportunity to make increased profits on your business by handling

## UNDERWOOD'S CARBON PAPERS and RIBBONS

It certainly will stand looking into. It's just as good as any offer you ever had, and better by a lot than a great many. Briefly outlined the proposition is this:

We offer you special inducements to specialize on our brands of carbon papers and ribbons. Our idea is to push the sale of these goods throughout the whole Canadian territory, and in order to do this properly we have got to get live agents. You are not taking any chances in handling Underwood goods. They have the prestige of years and the advantages of widespread publicity to aid you in their sale. These are some of the positive selling factors in a proposition, which in justice to yourself, you cannot afford to ignore.

**JOHN UNDERWOOD & Co**

90 Richmond St. East

NEW YORK

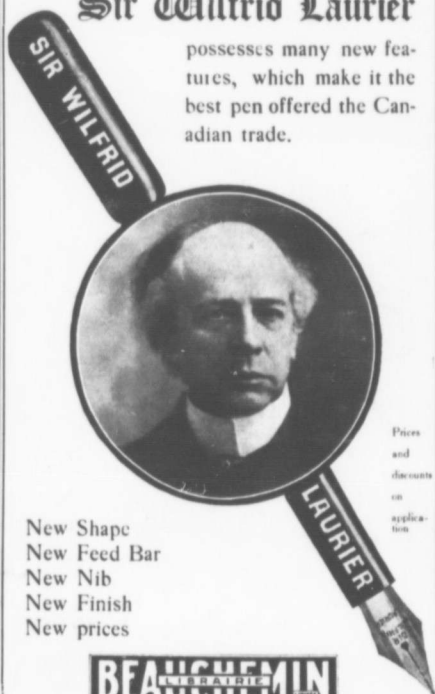
TORONTO

LONDON, ENG.

THE NEW MODEL

## Sir Wilfrid Laurier

possesses many new features, which make it the best pen offered the Canadian trade.



Prices and discounts on application

- New Shape
- New Feed Bar
- New Nib
- New Finish
- New prices

**BEAUCHEMIN**  
MONTREAL

256 St. Paul St. 18 Notre Dame St. 26 St. Gabriel St.  
MONTREAL

Wholesale Books and Stationery Established in 1842

## Gathering Momentum Down the Years

**1879**—Thirty-one years ago we started our import fancy goods business in a small and unpretentious way. We felt that the idea of bringing in samples of the best European goods and selling to the Canadian trade from the samples was a good one, which the trade would appreciate because it would give them a greater variety to choose from than if we carried a stock which must necessarily be limited. The idea caught on, the trade was pleased and by

**1889** our foresight had been justified. Year by year we increased the number of our samples and made the opening in March more and more of an event. Dealers came in from all parts of the country in increasing numbers, realizing that our scheme was the only satisfactory one. By and by we had to open sample rooms in other centres throughout the Dominion and by **1899** our accommodation became too small. The great fire came at an opportune time and in our new building what we considered ample space was provided. To-day this space is absolutely inadequate to house the thousands and thousands of samples and we have engaged still more commodious quarters for the business that will be transacted in **1909**, which will be the best year of all.

NO DEALER IN CANADA CAN AFFORD TO MISS THIS SHOW.

**WARWICK BROS. & RUTTER, Limited**

Importers of  
European Art Goods

**Toronto**

The first roll of wall paper made in Canada was marked "Staunton."  
The best is still marked so.

We have a little booklet we would like to send you. It will be forwarded to you free if you will write for it. This

little book deals quite frankly with the question of wall paper as a stock to be carried in connection with other goods. It tells of profits, costs, etc. You cannot very well afford to be without the information it contains. Send for it, mentioning the Bookseller, and we will include a free copy of the interesting wall paper magazine, Gilt and Glimmer.

## Staunton's - Limited

933 Yonge Street  
TORONTO

The Staunton Diamond Trade Mark on wall paper corresponds with the Sterling mark on silver.

## Sealed Tenders

*Important Sale of a Book and Stationery, etc., Business, as a Going Concern*

Estate of WESLEY ROLAND HENDERS  
THE BAZAAR, PORT ARTHUR, ONT.

**T**ENDERS will be received by the undersigned up to 12 o'clock noon on Tuesday, the 16th day of February, 1909, for the purchase at a rate on the dollar of the Stock in-trade and Store Fixtures, etc., of the above.

The particulars, thereof, as taken at 10th November, 1908, were as follows:

Fancy Goods, Pictures, Chinaware, Bags, Ornaments, etc., per inventory.....	\$ 2,110.42
Tools, per inventory.....	158.06
Books, Stationery, Blank Books, etc., per inventory.....	4,801.94
Picture Mouldings, Wall Paper, etc., per inventory.....	1,627.81
Store Fixtures, etc., per inventory.....	1,991.75

The total being valued at.....\$ 10,112.60

Such changes by sale and replenishing as in the ordinary course of business have been since made will be shown on revised stock-taking now being made.

This affords an exceptional opportunity for a live man to step into a desirable business.

TERMS:—10 per cent. on acceptance of offer. Sufficient to make up 25 per cent. on checking stock. Balance in three instalments, at 2, 4 and 6 months, with interest at 7 per cent., satisfactorily secured.

Inventory may be seen and further particulars obtained at the offices of the undersigned Assignee.

The highest, or any tender, not necessarily accepted.

RICHARD TEW, Assignee

23 Scott St., Toronto, Ont.

21st January, 1909.



## FOUNTAIN PENS

Under your own imprint.

We are the largest manufacturers of FOUNTAIN PENS for special imprint orders, in AMERICA.

We manufacture only a high-grade article in Fountain Pens. Every line we make is notably of the finest workmanship and highest quality, and we guarantee absolutely every pen that leaves our factory.



Any reliable firm cannot be too particular about the kind of a Fountain Pen they place their own name or trade mark upon.

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

## SANFORD & BENNETT CO.

Manufacturers of Fountain, Stylographic and Gold Pens  
For Foreign and Domestic Trade

Patentees of the "Autopen" (Self Filler), the "Gravity Stylo Pen" and the "Commercial Fountain Pen"

Jewelers' Court, 51-53 Maiden Lane, NEW YORK



# TRADE ANNOUNCEMENT

Full "Up-to-Date" Stocks in Every Department

Account Books  
 Loose Leaf Specialties  
 General Stationery  
 Writing and Book Papers  
 Leather Goods  
 Office Supplies  
 Bookbinders' Material  
 Printers' Supplies  
 Office and Pocket Diaries  
 Wood Base Inkstands  
 Ophir Lead Pencils  
 Bookbinding, Ruling, Etc.

We Are Special Canadian Agents For  
 Esterbrook Steel Pens  
 David's Celebrated Ink  
 P. E. Wirt Fountain Pens  
 O. K. Paper Fasteners  
 Moore's New Loose System  
 Woodbury Hunt's Art Goods  
 I. P. Loose Leaf Price Books,  
 Etc.

This Business was Established over A Century Ago

Thomas Brown, Newcastle, England	1774 - 1822
Thomas Brown, jr. " "	1822 - 1846
Thomas Brown, Toronto	1846 - 1858
Brown Bros. " "	1858 - 1893
Brown Bros., Limited, Toronto	1893

**BROWN BROS., LIMITED**

Wholesale and Manufacturing Stationers  
 51-53 Wellington Street West, - Toronto



## We Stand Ace High

when it comes to supplying your Fancy Goods and Stationery wants. We have just laid in some well assorted stocks of spring and summer goods which we are going to offer you at rare price and quality inducements.

Baseballs, Bats, Gloves,  
 Mitts, Masks, Lacrosse Sticks,  
 Marbles, Alleys, Tops, Ham-  
 mocks, Fireworks, Etc.

are included at prices that will leave you a good profit, and quality that will satisfy the most critical trade. If you're in town any time, drop in for a look around. We're centrally located—near the Union Station—and we'll be pleased to see you or show you goods.

*If not, write us—we'll be glad  
 to hear from you at any rate.*

The SUTCLIFFE-EDMISON CO., Limited  
 76 YORK STREET TORONTO, CANADA

## HIGGINS' ETERNAL INK

Writes Everlastingly Black



THE fact that Higgins' Eternal Ink is a CARBON writing fluid—black when written and black forever afterward—and not a CHEMICAL product made of iron and nutgalls, that becomes dim with age, has given it a high place in the estimation of banks, business houses and individuals generally. For legal and corporation work, for state, county and town records, and for general correspondence where absolute permanence is an essential element, this ink stands unrivalled. It writes black from the pen point, and is hence easy to the eye. It flows readily, does not corrode, and is absolutely unchangeable—neither age, air, sunshine nor chemicals will affect it. May be diluted for use in fountain pens. OF HIGGINS' ETERNAL INK it may truly be said: "Once a user always a user."

HIGGINS' AMERICAN DRAWING INKS  
 BLACKS AND COLORS

The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., Manufacturers  
 NEW YORK · CHICAGO · LONDON  
 Main Office and Factory, BROOKLYN, N.Y., U.S.A.



# St. Patrick's Day

MARCH 17

## Your Golden Opportunity

**MR. DOOLEY** says: "Opportunity knocks at every man's dure wanst." This is yours. Listen! A special package of post cards celebrating the day has been prepared containing fifteen assorted designs priced at \$1.00 per 100.

The cards include such catchy sellers as "St. Patrick Forever," "March 17th," "Good Luck," "Wearing of the Green," "Begorra," "One of the Finest," "St. Patrick's Day in the Morning," etc. Every book and stationery store should take advantage of the day to specialize in this particular line.

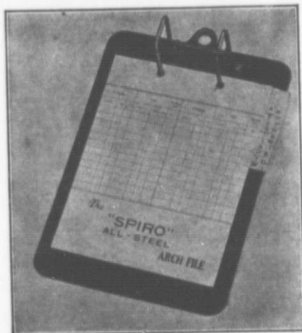
ORDERS FILLED PROMPTLY

**THE COPP, CLARK CO., LIMITED**

64-66 Front St. West

Toronto, Canada

## SPIRO ALL STEEL FILING DEVICES



"B" File. One of our several styles

These are appreciated by business people, because they exactly suit the requirements of up-to-date methods and are *unbreakable*.

Re-orders invariably follow upon first sales. It is to your interest to carry a complete stock.

We take pleasure in announcing to the trade that we have arranged with Mr. A. Roy MacDougall, of Toronto, to represent us in Canada. Write him at once for prices and particulars.

**Spiro Mfg. Co.** SALES DEPT. 101 E. 131st St., New York City

## NOTICE TO THE TRADE

# Stationers' Sundries



ESSRS. SETTEN & DURWARD, of Birmingham, England, manufacturers of Stationers' Sun-

dries, have arranged with

## Mr. Horace Woollett

to represent them in Canada upon a special trip, and ask the trade to await his calling before placing orders.

☞ During the course of the next two months he will be visiting *Toronto, Hamilton, London, Winnipeg, Ottawa, Montreal, St. John, Halifax, Yarmouth and Quebec.*

☞ It will repay stationers who want to get good values at reasonable prices to wait for Mr. Woollett's arrival. He will be pleased to arrange dates for dealers from the smaller cities and towns to visit him at his various stopping points.

☞ All communications can, for the present, be addressed to Mr. H. Woollett, care of King Edward Hotel, Toronto.

## Setten & Durward

*Manufacturers of Stationers' Sundries*

Birmingham

England

## LET US DRIVE THIS POINT RIGHT HOME



YES, Mr. Bookseller and Stationer, you know very well how much easier it is to sell goods with a local interest than goods without anything about them to appeal to your fellow-townsmen.

That's just what made the Picture Post Card such a tremendous success.

☛ Everybody wanted them because they gratified local pride; they had views on them of local scenes and buildings.

☛ Now we are following out the same idea in our 1909 line of **Calendars and Christmas Cards**. The distinctive feature of these goods is their genuine nationality. They are not pretty scenes from anywhere, labeled "Canadian," but they are real views of Canadian scenery. They are made up to order, if so desired, with local views inserted, so that each card and calendar will have a distinctive local value.

☛ This year we have extended and improved these national lines, confidently expecting that they will be the 1909 leaders next fall.

Our travelers are now showing the complete range of new designs, and orders for special printings should be placed early.

### Warwick Bros. & Rutter, Limited

Publishers of Canadian View Cards and Calendars

Toronto

BOOKSELLER AND STATIONER

Established  
1844



Incorporated  
1878

## Tags and TAGS

Thousands of shippers through lack of knowledge on the subject of *tag values*, hold that "a tag is a tag"—that the best tag buying policy is to procure all tags at the least cost.

Neither the Manufacturer, the Merchant, nor the Shipper can be expected to realize of what vital importance the use of a good tag is to their business *until the facts are demonstrated by the man who supplies the tags.*

Mr. Dealer—Do you realize that it is *your* province to *convince* the tag user that it is real business economy to use the best tag to be had?

# Dennison's Standard Tags

are recognized as the "Standard of Tag Quality" the world over. No other tags in the world are made so carefully and well—no other tags are made of such high-grade stock—in no other tags can be found the world-famed Dennison patch, waterproof, tearproof and with metal reinforcement. It's of even more importance that a Dennison Tag should be used on all shipments than it is for a business house to use a high-grade bond letter paper for its correspondence. A letter is seen and makes its impression *on a few*—a tag is seen and creates a favorable or unfavorable impression *on many*. The better the tag—the higher the prestige of the shipper—and the greater the assurance of the goods' safe delivery.

*It moreover pays the dealer to sell the best tags—Dennison's—there's more in it for him—it safeguards his reputation as a dealer in strictly quality goods. We can prove to you that Dennison Tags will help increase your business. Ask us how.*

## Dennison Manufacturing Company

The Tag Makers

BOSTON,  
26 Franklin Street

CHICAGO,  
2 and 25 Randolph Street

NEW YORK  
15 John Street  
Uptown Store, 27th St.,  
Between 5th Ave. & Broadway  
TORONTO,  
523 Traders' Bank Bldg.

PHILADELPHIA,  
1007 Chestnut Street

ST. LOUIS,  
413 North 4th Street

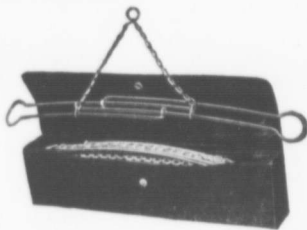
## Western Booksellers and Stationers

Our stock of Books, Stationery and Printers' Supplies is large and well assorted. We can ship promptly. Save time by ordering from us.

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

## Tourist Leather Goods

WE MAKE A LARGE COLLECTION OF ARTICLES FOR TRAVELLERS



COAT AND TROUSER HANGERS IN CASES  
SEND FOR NEW ILLUSTRATED CATALOG

*Manufactured by*

**C. F. RUMPP & SONS**

**Fine Leather Ware**  
**PHILADELPHIA**

NEW YORK SALESROOM—683 and 685 Broadway (Cor. 3rd St.)

## "Sports" Playing Cards

The Best  
Value  
in the  
Market  
  
One  
of  
Many  
Varieties



LACROSSE DESIGN

Leaders in  
a second  
grade —  
Good  
Luck  
and  
St.  
Lawrence

Special card for whist players Colonial Whist  
We are headquarters for Playing Cards—Made  
in Canada—Style and finish equal  
to Imported Cards.

Advertising Cards of all sorts, Novel designs  
Coated Litho. and Book Papers

FOR SAMPLES AND PRICES APPLY

**CONSOLIDATED LITHOGRAPHING AND MANU-  
FACTURING CO., LIMITED**

Successors to The Union Card and Paper Company, Montreal

## Your Fountain and Stylographic Pen Trade

We have a new, up-to-date plant, and thoroughly efficient staff of workmen, making nothing but fountain and stylo pens.

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

Send particulars of your requirements, enclosing \$2.50 to \$5.00 (or London references) for a sample assortment, and investigate our ability to furnish good articles at

Prices that will make your Fountain and Stylographic Pen Department Profitable

**The Alliance Fountain Pen Co.,** WIESBADEN WORKS,  
STORE NEWINGTON,  
LONDON, ENGLAND.

Every Man with a Fountain Pen  
NEEDS THE

**Kymoc Klip**



The Show Card sells it  
at sight

The only clip that gives  
entire satisfaction

One dozen  
on a card.

German Silver,  
10 cents

Rolled Gold,  
25 cents



Discount to the Trade on  
application.

**Consolidated Safety Pin Co.**

183 Farrand St.,

Bloomfield, N.J.

National **BLANK** BOOKS



IT no longer pays the large stationers to make up their own stock Blank Books, so they select from the extensive Eagle line, and thus offer their patrons a greater variety at less cost and more profit. Don't cling to the idea that you must conduct a bindery regardless of profit. We can give you anything you want in the way of Blank Books or furnish specialties on "rush" orders. Get our prices and compare them with the cost records of your own bindery. National Blank Books win out every time on quality and price.

Have You Our Complete Catalogue?

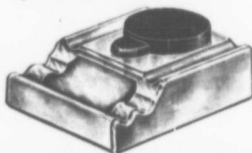
**National Blank Book Co.**  
HOLYOKE MASSACHUSETTS

**VICTOR INKSTANDS**

"Just enough ink to ink the pen"

Small  
Cut  
Shows  
Our  
No. 25

Retail  
Price  
75c.



Large  
Cut  
Shows  
Our  
No. 35

Retail  
Price  
\$1.25

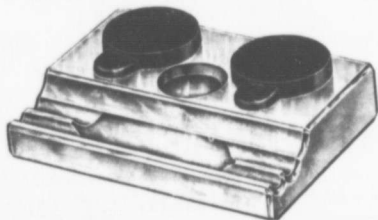
Victor Inkstands keep ink clean and liquid, having an extra large capacity with only a very small exposure to the air. Easy to clean and fill; cannot upset; covers move so easily that they can be opened and closed with the pen point.

LIBERAL TRADE DISCOUNT  
Sold by all Canadian Wholesalers

**C. H. Numan Dept.** —

354 BROADWAY

NEW YORK, U.S.A.



**DAVID'S  
CELEBRATED  
INK**

Unsurpassed for  
Quality and Value

Electro-Chemical

**BLUE BLACK  
FOUNTAIN PEN  
CARMINE**



Manufactured by  
Thaddeus Davids Co.  
New York. Established 1825

**BROWN BROS.**

Limited

Canadian Agents, Toronto

We meet ALL requirements for

## CRAYONS


This applies to Quality, Quantity, Variety and Price.

Aseptic, Hygienic and Economic.

**THE STANDARD CRAYON MFG. CO.**  
DANVERS, MASS.

## "SUPERIOR"

### Paper Fasteners



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

Superior Because

Patented July 14, 1908

Samples and quotations furnished the trade upon request.

For sale by all leading stationers.

**Superior Manufacturing Co., Sidney, Ohio**

## PEERLESS

OUR CARBON PAPERS and TYPE-WRITER RIBBONS Sell Themselves.

We advise Canadian Firms to handle them.

Write for catalogue describing goods of our manufacture.

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

## Copying Presses

In All Sizes  
ALSO SCHOOL FURNITURE



The James Smart Mfg Co., Limited  
Brockville, Ont.,  
and  
Winnipeg, Man.

SEND FOR CATALOGUE

## WESTERN ASSURANCE COMPANY.

Incorporated 1851

**FIRE AND MARINE**

HEAD OFFICE—TORONTO, ONT.

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

HON. GEO. A. COX, President,  
W. R. BROCK, Vice President  
W. B. MEIKLE, General Manager  
C. C. FOSTER, Secretary

## British America Assurance Company

A. D. 1833

**FIRE & MARINE**

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo. A. Cox, President W. R. Brock, Vice-President  
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,  
D. B. Hanna, Augustus Myers, John Hoskin, K.C., L.L.D.,  
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.,  
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL \$1,400,000.00  
ASSETS 2,162,753.85  
LOSSES PAID SINCE ORGANIZATION 29,833,820.08

## ART SUPPLIES

Winsor & Newton's Oil Colors  
" " Water Colors  
" " Canvas  
" " Papers  
" " Brushes  
" " Boxes

All kinds of goods for artists: Crayons, Oils, Mediums, Enamels, Studios, &c.

SEND FOR CATALOGUE

### A. Ramsay & Son Co.,

MONTREAL  
Agents for: WINSOR & NEWTON, London

## A BUSINESS CHANCE

is often missed when it might have been easily embraced by

### Systematic Saving

Begin now to prepare for the day of opportunity by depositing your savings in *The Metropolitan Bank*. In the *Savings Department* \$1.00 or upwards opens an account. Interest is allowed from date of deposit, and compounded four times a year. No delay in withdrawal.

## THE METROPOLITAN BANK

Capital Paid Up \$1,000,000.00 Reserve Fund and Undivided Profits, \$1,277,404.49

# POST CARDS

Brown, Black,  
Colored, Birth-  
day, Comic.

All the Latest German Finest Novelties at Wholesale Rates.  
Sample Collection \$5. Established 1895  
**VERLAGANT. GERSTENKORN, Hamburg**

The most popular pens are  
**ESTERBROOK'S**

MADE IN ALL STYLES



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

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

## IMPORTANT

Dear Mr. Stationer,

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

Faithfully yours,

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

## SPENCERIAN STEEL PENS.

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

**THE BEST**

Works: **BIRMINGHAM, ENGLAND**

Imported by all the leading stationers in  
Canada.

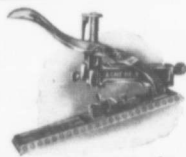
Proprietors: **Spencerian Pen Co., New York**

## MR. STATIONER

We can save you money.  
Our goods will please your  
customers—our prices will please you  
and your orders will please us.

SEND FOR ILLUSTRATED CATALOG

**THE RELIANCE INK COMPANY**  
WINNIPEG MANITOBA

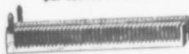


## A Modern Device

The Acme No. 2 Binder

This is a machine that drives a flat staple that holds. It penetrates the thickest and toughest paper and will not tear the thinnest. Easy and convenient to work and will not get out of order, because it is simply made. The price is moderate and is one of the least inducements that will sell it to the busy office worker.

Staples (No. 18) 5,000 in a box.  
per 1,000, 30 cents



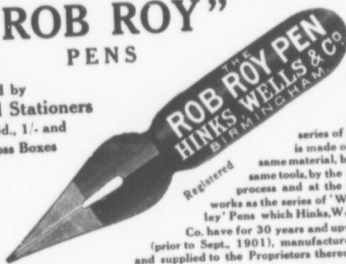
Ask your jobbing house about it.

**Acme Staple Company, Limited**

500 North 12th St. PHILADELPHIA, PA., U.S.A.

## “ROB ROY” PENS

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



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

HINKS, WELLS & CO.

BIRMINGHAM, ENGLAND

**HAVE YOU TRIED  
THIS  
JOHN HEATH'S PENS ONE  
?**

Supplied by leading Wholesale  
Houses in Toronto and Montreal.

London (Eng.) Export Agency:  
**8 St. Bride St., London, E.C.**

02 TELEPHONE PEN. Reg. in Canada

The  
**TELEPHONE  
PEN**

REG. IN CANADA

## Look Out For Our Easter Cards

We are showing an exceptionally attractive line of Easter Greeting Cards and Easter Post Cards. You should see samples now in hands of our travellers before ordering.

**TRY THE NEW KOHINOOR TRACING LINEN**

Our prices will interest you. This is the best value on the market.

**Smith, Davidson & Wright, Limited, Vancouver, B.C.**

Wholesale Stationers

## As Practical as it is Handsome



### The NEW "RIVAL" Fountain Pens

Send for our Catalogue to-day

No New "Rival" pen-point is less than 14k. gold—every one being warranted unconditionally. The New "Rival" feeding device is a special feature consisting of two ink ducts which draw ink from the reservoir to the pen with absolute certainty and without blotting or overflowing. The New "Rival" assortment of plain and ornamental holders contains something to suit every one of your customers.

**D. W. BEAUMEL & CO., 35 Ann Street, NEW YORK CITY, U.S.A.**

Canadian Representative:

**A. ROY MACDOUGALL, 42 Adelaide Street W., TORONTO, ONT.**

## Absolutely New!

# Carter's Glue Pencil



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

**Mounts Prints Flat**

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

**Best for Mending Things**

**THE CARTER'S INK COMPANY**

BOSTON

NEW YORK

CHICAGO

MONTREAL

## Representative Wanted for Canada

Good opening for a hustling young manufacturers' agent to take over the representation of a number of American houses in Canada. Write, giving all necessary qualifications, etc., to

**Box 777, Bookseller & Stationer, 10 Front St. E., Toronto**



BOOKSELLER AND STATIONER



# HEREAFTER, BUY YOUR FOUNTAIN PENS

DIRECT FROM THE MANUFACTURER

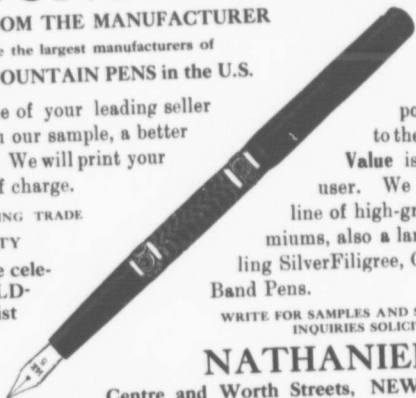
We are the largest manufacturers of  
POPULAR PRICE FOUNTAIN PENS in the U.S.

Mail us a sample of your leading seller  
and we will mail you our sample, a better  
pen at a lower price. We will print your  
name on pens free of charge.

WHOLESALE JOBBING TRADE

A SPECIALTY

Manufacturers of the cele-  
brated "AUTOFIELD-  
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By commendable persistence and many repetitions of his instructions he finally succeeded in reaching Mr. Morgan, who was in session with several other gentlemen in his private office.

"Ah! wants to see Mr. Mawgan ob J. Piehpon' Mawgan an' Comp'ny," he doggedly insisted.

Mr. Morgan arose. "Well, I'm Mr. Morgan," he said. "Who are you?" "Who—er—me!" stammered the porter. "Why, I'as de coum ob Kuhn, Loeb an' Comp'ny, an' hean's de papers ah done bring yo'."—Everybody's Magazine.

Jones—"Eh? How's this for a library?"

Smith—"You don't mean to say that all these books are yours?"

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conditions, our advertising men keep in touch with the most effective ideas. They know methods which will create trade. They know what to say, just how much to say and just how far to go. Our copy men are familiar with the practical resources of printing offices and in co-operating with them are able to accomplish the most effective results in typographical arrangement.

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No. 2.

## DEALING WITH SLOW PAY CUSTOMERS —An Official Collector Has Been Appointed by the Guelph Merchants and the Results of His Work Are Highly Satisfactory— By Stanley Nicholson.

There is no more perplexing question in all a merchant's long list of troubles than the "dead beat" question. As a matter of fact it is roughly estimated that the great army of "dead beats," and they're not only dead, but ice-cold accounts, have been the cause of failure in the cases of many enterprising and energetic merchants, and have brought about all too soon, that shiny, white, hairless spot on the heads of hundreds of others. How to meet this great and apparently increasing class of careless, thoughtless, and, in many cases, dishonest people, is a problem that it is up to the bookseller and stationer of today to solve. Let him once get a satisfactory solution for this problem and at least 60 per cent. of his troubles will take unto themselves wings, for every merchant knows that it is one thing to get a list of customers and sell a lot of goods, and quite a different proposition to keep the bad accounts off his books.

It seems that the Retail Merchants' Association in Guelph has at last found what merchants in other towns and cities want—a system of handling successfully the people who do not pay. They have had their system working now for nearly six months and they state that it works quite satisfactorily. Their system not only brings in to the members of the association accounts that have been stone cold and looked upon as uncollectable, but prevents the bad pay customers from getting further and further into debt and going the rounds of the merchants in the town as bad pay people often do.

### The System and How it is Carried Out.

It was last June that the official collector system was established in Guelph. The Retail Merchants' Association there, with characteristic enterprise, got busy in real earnest, and after a lot of work and discussion, brought out their new idea. Their object was originally to appoint a collector to act as an official of their association, and to be recognized as such. They foresaw the advantage there would be in it, even in the saving of collection fees alone, and believed, that rather than let their neighbors see a recognized collector calling periodically at their homes, many of their delinquent customers would pay up. They finally decided that it would be better to have their officer paid a salary than a commission and selected for the position in the person of an ex-storekeeper, D. A. Scroggie. The next question that confronted the association was their official's salary and how they were to raise it. They

finally made a bargain with him to take over the work of drumming up their bad accounts for \$700 a year. This amount, with the rent of the collector's office in the heart of the city, telephone fees, stationery, and other expenses, amounting in all to about \$900, they decided to raise by taxing the merchants who would reap the benefits of the scheme.

A Collection Committee was appointed, consisting of the President of the association, F. Waters; the Secretary, H. O. Oecomore; G. B. Ryan, a dry goods man, and J. A. McCrea, a grocer. They got together and drew up a list of the eighty odd merchants who belonged to the association, assessing each man what they believed was a fair amount, or a fair share of the collector's expenses. Their assessments, ranged from \$5 to \$15 per year, according to the size of the firms that belonged, and the amount of business done by them. When this list was drawn up it was presented at a meeting of the association, and all the merchants who were satisfied with their assessment on the list, signed their names opposite their respective amounts. Some of the merchants did not at first think a great deal of the idea, and believed there was little to be gained by it. Enough fell in line, however, to make the thing go, and in a very short time the rest saw the advantage of it and began to fall in line. The scheme is now working with such success that the life of the delinquent in the Royal City is anything but a bed of roses.

### The Strong Point of the Plan.

The official collector of the association was not very long getting acquainted with the slow pay people of the city. While by no means the most welcome visitor at their homes, he was undoubtedly one of the most persistent callers they had. Rather than have him making official calls at their homes every week or so, many people who could not be persuaded by lawyer's letters or threats of suits to settle, settled with the "pesky collector" so as to be rid for ever of him. All kinds and conditions of accounts began to come in as if the merchants all possessed magic magnets and could simply pull the money out. When asked if the money had come in to such an extent as to pay the cost of the collector, President Waters very emphatically stated that in many cases the merchants in the past few months, which, after all, was only a trial, had received over ten times the amount they paid annually in fees—money that they had thought it was absolutely impossible to collect. But this is by no means the strong point of the plan. The real value of the scheme was evidenced when the "black list" plan was adopted. The "black list" was what really opened the eyes of the stubborn delinquent and gave the merchant the greatest surprise of his busi-

## BOOKSELLER AND STATIONER

ness career. This is how it happened. The collector at the end of the first month, in addition to a report of the collections he had made, submitted a list to each merchant, of all the "dead beats" in the city. This list was a revelation. It showed not only how much money "Mr. Dead Beat" owed, but in how many different stores he had big cold accounts, so old in many cases that they were getting very grey. Then, the merchants saw really where they were at. They realized then why some customers had all at once started to deal very largely in their stores in spite of the fact that they lived in opposite parts of the city. They saw through some wonderfully touching hard-luck stories that they had heard, in a manner that set them thinking, and thinking hard. They awoke and were mighty glad of it. Nor were they alone surprised. Our Friend, the enemy, got a few rather rude shocks during the next few weeks also.

### An Example.

When one of those smiling, affable women would come into the store on which she happened to be sponging at that particular time, and with a superfluity of excuses, would ask to have a matter of five or six dollars worth of goods added to her "little bill," the merchant would quickly look her up on the list, and, finding that she had a dozen or so more "little bills" of \$20 or \$30 with other merchants around town, politely but sternly refuse her any more credit. The woman, of course, would assume an attitude of indignation.

"Why, the idea! One would think, sir, that I was a dishonest person who tried to get out of paying accounts. I assure you Mr. ———, you will not be troubled selling me anything again." Away she would go in her assumed "hoity-toity" mood and, perhaps, try some other store with much the same result.

Then she would wonder how they "got wise" until in a day or so she would answer a ring at her door to meet, not a boy from the bank with a draft, or a collector from one of the stores where she owed, but the official collector of the association, not with one, but with all her local accounts. Then in a few brief, well chosen words, it would all be explained to her why she could no longer work the "pay-you-next-week-bluff," or tell with such good effect her touching tale of the temporary financial stringency. The collector would explain to her the black list system and the beauty of it in dealing with forgetful people. After several calls of this sort on the part of the tactful and persistent official the simple lesson of honesty, so long neglected, is generally learned to very good advantage, backed up as it is with the stern object lesson of the "black list." She finds that the only way to get off that list is to pay her way off it, and she generally begins to pay. It is surprising how honest she gets all at once. Sometimes, when the amounts involved have been large, the families have decided to leave town, but the watchful collector keeps his eye on the moving van, and already in Guelph several parties who contemplated leaving the city have been met at the station and finally persuaded to stay a while and make a few sundry settlements. The collections alone make the scheme a paying one, but the black list feature of it is what does the merchant the most good. It warns him not to let the bad ones get any further in on the wrong side of his ledger. If there was not a single collection made the black list scheme alone would pay the merchants for the expense involved.

### Collector Has Some Queer Experiences.

It was originally intended that the collector should wear a uniform, but so far it has not been found necessary. He is a very well known man about town. Some of the experiences of this man who knows the pay days of a

lot of Guelphites, are interesting, and some very amusing. The merchants at their meetings and among themselves have many a hearty laugh over some of the reports that he makes.

On one occasion he called at a very fine brick house in the good residential section of the city. At first he thought he had made a mistake, but found that it was the place all right. As it was his first call there he went around to a side entrance and knocked at the door. The lady of the house happened to be bidding one of those long-drawn-out farewells to a lady friend who had made an afternoon call, and these conditions made it rather embarrassing for the collector, and rather more so for the lady of the house. He stated that he was the official representative of the Retail Merchants' Association, was kindly asked in and questioned as to what he wanted. He then stated plainly his mission. "O, yes, yes, of course, I intended to pay those accounts long ago, but kept forgetting. Wait a minute, I'll get you the money now." It was a good haul for the collector, for that woman had been forgetting for several years.

But the official does not always happen in at such an opportune time. Another woman, upon the occasion of his fifth or sixth call, threatened him that when he called again (that was if he had the nerve to call again) he would be met by her husband, who would not merely tell him to go.

"That's good," was the collector's reply, "I would really like nothing better than to meet your husband and talk the matter over with him, for I am sure you must be getting tired of seeing me, and I am just as tired of calling, but it's my business to call and keep on calling till I get the money. That's what they pay me for you know. Next time he did meet the husband, but instead of being kicked out he was given a check.

### Sits on the Steps.

Sometimes, he reports, they pretend they are out and do not answer his ring at their doors, but on such occasions, if he knows that they are not out, he calmly sits on the steps and fills in time going over his day's business until a delivery man or some other welcome visitor comes and gives him a chance to enter.

Taking it all through, the scheme is a wonderful success. Every merchant who is in on it is pleased with the results, particularly the black list part of it. To quote one of them: "It may not actually bring about the millennium, this official collector scheme, but it will help a whole lot, if generally adopted and properly carried out."

There is certainly no reason why it should not be a success in any town or city where there are merchants enough to make it self-sustaining.

H. W. Anderson has purchased the business of E. R. Stiles & Co. Moncton, N.B., and intends running an up-to-date book and stationery business.

J. S. M. Ridley, manager of the John Underwood Co., Toronto, has just returned from a business trip to the West, passing through Chicago, Minneapolis and St. Paul on his way to Winnipeg. The object of his visit was to make arrangements for the covering of the Western territory with the Underwood lines, which was successfully accomplished. Mr. Ridley reports the railways as doing big business. He says, however, that the extremely variable weather experienced made it rather unpleasant traveling. Upon arriving in Chicago, for example, he found it mild enough to go about without an overcoat, but before leaving he found it useful when the mercury took a sudden drop and the city was visited by a severe gale and snow-storm.

## BRITISH COLUMBIA'S EXPERIMENT WITH FREE TEXT-BOOKS—Extracts From the Report of the Minister of Education—How the Scheme is Worked in the West—An Ostensible Saving to the Public—Hardly a Fair Test, Because Not Long Enough Trial.

For the benefit of the trade in other parts of Canada, Bookseller and Stationer reproduces hereafter a portion of the report of British Columbia's Minister of Education on the free school book experiment which is being tried in the Western Province. Naturally the report pronounces the scheme successful, though it would scarcely seem that the experience of six months could be taken as a fair test:

"The adoption of a free text-book system is a natural outcome of free schools. Already several provinces of the Dominion of Canada have adopted such a system and are furnishing the pupils or their schools, free of charge, with all or nearly all the books required for the common school course. In the Province of Alberta, the school books supplied by the education department become the property of the children who receive them. The Province of New Brunswick has taken steps to place school books in the hands of pupils at cost price to the parents. But last year, when British Columbia decided to supply free text books, it chose a middle course or plan of lending the books to the pupils on certain conditions, a printed copy of which is pasted inside the front cover of each text book. The free text books supplied to each school in British Columbia thus form a lending library, a book being charged to a pupil who received and marked off when returned.

### Make the Teachers Work.

"With the first shipment of books to any school, a teacher's record is always supplied for the purpose of enabling the teacher to keep an account of the number and names of books received as well as of their disposition. To secure a strict compliance with this important requirement of the lending system, a post card was in November last addressed to each teacher in the province whose school had drawn free text books, inquiring, among other things, if the proper entries of all receipts and disbursements had been made as required. It may also be added that before the first requisition for school books made by any trustee board was honored at the free text-book branch, the members of that board were required to sign an agreement undertaking to provide suitable accommodation (book case or book cases) for all free text-books and supplies furnished by the education department; and further to see that the teachers employed by them fulfil all the duties with regard to free text-books and that he or they keep a proper record of all these books.

"The free text-book branch of the education department of this province was opened in the basement of the Parliament buildings on July 1st, 1908, but much work of a preparatory nature had necessarily to be done before that date. The ordering of books, the furnishing of suitable quarters, the preparation of circulars, requisitions, receipts, agreements, record books, etc., occupied a good deal of time. On May 27th, 1908, explanatory circulars with blank requisitions and forms of agreement were mailed to all the school boards of the province, informing them of the recent decision of the education department to supply the public schools of the province (except high schools), free of charge, with certain text-books and school requisites and pointing out that full directions with other

particulars were printed on back of accompanying requisition forms for preparing a requisition which would be honored, within certain limits, at the free text-book branch.

### 729 Requisitions Filled.

"As far as I can determine, all the common and graded schools of the province, with perhaps two or three exceptions, have taken advantage of the offer of free text-books made by the education department. The Provincial Normal School was also supplied from this branch. From July 1st, 1908, to December 31st, 1908, 729 requisitions were filled by the free text-book branch. Of these, 489 were for the first term, 237 for the second term, two for school inspectors and one for the education department of Nova Scotia, in order to give samples of British Columbia text-books. The 489 first-term requisitions represent the needs of 410 public schools. In order to distribute all the supplies called for by the 726 public school requisitions referred to, it was necessary to ship 569 cases and about 530 parcels. The total weight of the shipments was over 90,000 pounds. In the majority of instances these supplies were forwarded to their destination by freight as the cheapest mode of carriage, although both express and post were also employed. The sum of \$35.72 in stamps (drawn from the general fund) was expended for the last-named service. It is satisfactory to be able to state that, as far as known all the shipments for the first term reached their respective destinations in good condition, although seven receipts are still outstanding. It may be explained that with every shipment of books a receipt form, which includes a list of the text-books forwarded to a particular school, is sent to the secretary of the board, with the request that the contents of boxes or parcels be checked with list and with copy of requisition, and that the receipt form be then promptly returned, after having been signed and dated. All this appears very simple, but to secure the return of some 480 receipts cost the free text-book branch several hundred letters of request and many duplicate receipts.

### Distribution of Books.

"The 729 requisitions just referred to called for the distribution of the following: 30,979 primers and readers; 19,465 arithmetics; 36,668 copy-books; 108,486 scribblers; 410 Union Jacks; 803 teacher's records; 100 principal's records. The items are: 5,530 first primers; 4,610 supplementary primers; 4,339 second primers; 4,008 first readers; 4,031 second readers; 4,284 third readers; 4,177 fourth readers; 8,687 arithmetics (first book); 7,237 arithmetics (second book); 3,541 arithmetics (third book); 6,117 copy-books (No. 1); 5,995 copy-books (No. 2); 5,559 copy-books (No. 4); 4,557 copy-books (No. 5); 4,247 copy-books (No. 6); 5,817 copy-books (No. 8); 4,376 copy-books (No. 9); 19,327 scribblers (No. 1); 52,888 scribblers (No. 2); 21,305 scribblers (No. 3); 14,966 scribblers (No. 4). If the parents of the thirty-three thousand school children throughout the province had purchased the text-books called for by the 726 school requisitions at the prevailing retail prices, it would have meant an outlay for them of



\$27,347.25. The stock of books on hand, December 31st, 1908, would at similar prices retail for \$5,026.25.

"In dealing with the various requests for free text-books, the utmost care has been exercised by me in order to give each school what it appeared to need, as well as what it was entitled to according to the enrolment by grades entered on requisition form presented to the free text-book branch. It was necessary also freely to exercise the right to question requisitions and even to decline to fill them, except in part, when they appeared to be excessive. Some criticism may have been passed upon the officer in charge for exercising this right, but it seems to me better, if err one must, to commit a fault on the side of reasonable economy than on that of careless generosity. For instance, when a school of 38 pupils, not 30 of whom are fit to use a text-book in arithmetic, asks for 36 of these text-books, after having been supplied with 28, it seems proper to question such a requisition. And this is only one of many cases of a somewhat similar, though not nearly so unreasonable, a character. To have honored every requisition in full would have proved a somewhat expensive and fruitless course."

#### Cost of Supplies.

"In ordering the necessary books and other school supplies for free distribution, great care has been exercised so as to secure the lowest possible prices; no contracts were entered into at any time. The total expenditure of the free text-book branch of the education department to December 31st, 1908, was \$23,794.68, made up as follows: Books, labels, etc., \$17,327.01; Union Jacks, \$1,783; freight, labor, drayage, etc., \$1,919.82; distribution (freight, boxes, cartage, etc.), \$1,076.80; salaries of staff of three, \$1,688.05. Total, \$23,794.68.

"On the books received to December 31st, 1908, the branch, however, still owes \$1,231.67. The cost, therefore, to December 31st, 1908, is \$25,026.35. From this amount the sum of \$1,783, paid for Union Jacks, must be deducted in order to get the true cost of free text-books to December 31st, 1908, viz.: \$23,243.35. As nearly one-half the second term's requisitions were filled before the close of the past calendar year, it is probable that the outlay for the succeeding six months will not exceed \$7,000 in addition to what has already been spent and guaranteed. Nor does it seem likely that during the next school year the demand for bound books will be so great, since the supply at present in use should, with the exception of primers, last for several years. Of course, additional shipments will require as in the past to be sent out frequently, as books are filled (as in the case of copy-books and scribblers), are destroyed, lost, worn out, or burned by order of the medical health officer, and as the number of schools and school children increases. All this only proves again that it is the initial step which costs; the succeeding stages usually prove less expensive.

"As the people of the province collectively are the principals in the purchase and distribution of these free text-books for the use of their children, it is proper that they should learn whether or not this experiment has been of advantage to them financially. It has already been stated that the free text-book branch of the education department distributed during the past six months text-books and supplies which would have cost the parents, at prevailing retail prices, the sum of \$27,347.25. To place these books in the hands of the public school children through the medium of the free text-book branch required an outlay of \$20,084.19, made up as follows: Text-books (laid down cost), \$17,319.34; distribution, freight, etc., \$1,076.80; distribution, salaries of staff, \$1,688.05. Total, \$20,084.19."

#### THE BATTLE OF THE REDS.

The application of the Red Book Corporation, of Chicago, for an interlocutory injunction against C. W. Etches, bookseller, Bleury St., to restrain the sale in Montreal, of the Red Magazine, on the ground that it infringes the trade mark rights, of the petitioners, which was heard three months ago in the Superior Court, before Mr. Justice Fortin, has resulted in an injunction preventing the further sale of the magazines, until the case is settled.

At the time a number of affidavits were filed on behalf of both sides, the defendant in his answer to the petition, submitting among other things, that, being merely a dealer, and not the publisher of the Red Magazine, which is one of the numerous Harmsworth publications, owned by the Amalgamated Press, Limited, of London, England, he should not be restrained, especially as the Amalgamated Press as shown by their Canadian circulation manager's affidavit, have not only the legal right to publish the magazine and send it for sale to Canada, but are ready to intervene, and establish their legal right, and are willing to furnish ample security, for any damages that the petitioners may sustain, and are entitled to recover, through the continuance of the sale of the magazine, in this province, during the period of the proceedings.

It was moreover, contended that the magazines were entirely different in their get up, and general appearance, from each other, and that in particular, the petitioners have no legal right to the exclusive proprietorship, in the word "red" nor in any color "red," such word and such color being in common use on the covers of magazines, and publications, the Canadian Red Book and the Daily Red Book being among others referred to as examples.

A judgment has not been rendered in the case yet.

T. J. Lavery represented the petitioner and Mr. Crankshaw, K.C., acted for the defendant.

In the course of the argument Mr. Lavery referred to the fact, that about a week ago five interlocutory injunctions were granted, on the application of his clients restraining the sale of the Red Magazine, by the Toronto News Co., the Imperial News Co., and others; these interlocutory injunctions have been dissolved by the High Court.

Mr. Lavery also referred to an application pending here to restrain T. Chapman from selling the Red Magazine. Mr. Crankshaw on behalf of the Amalgamated Press, filed and served an intervention for the purpose of contesting same. E. Watkin Etches is representing the Harmsworth interests in the case.

Further particulars about the disastrous fire which wiped out the premises of W. J. Stephenson, Wetaskiwin, have been received by Bookseller and Stationer. Mr. Stephenson writes: "The fire started in the next store of the same building and cleaned up several big business blocks before being checked. The weather was so bitterly cold that it was hard to do anything to stop it. I had just moved into my new stand on October 1st, and was getting things in pretty good shape. I had a stock of over \$10,000, with insurance of \$6,000. I had just closed up my Camrose branch on December 31st, and shipped in the stock and had brought some of the best of it up from the station, and this was all burned, but, fortunately, I had most of my stationery, etc., still at the station. I have secured temporary premises till the block is re-built and have re-opened with my Camrose goods. I expect to get a fine corner store again, when the P. Burns block is re-built."



# ADVERTISING SPECIALTIES—SUGGESTIONS FOR THE Retailer—Manufacturers Willing to Help the Trade With Publicity Ideas—Such Aid is Mutually Beneficial—Advertising Value of Window Displays — How to Increase Their Effectiveness — By W. G. Colgate.

Nearly every retailer, no matter in what line of trade, realizes that the largest percentage of profit comes direct from his sales of specialties. There is very little money to be made from staples. They comprise for the most part what are commonly referred to as the actual neces-



Distinctive Treatment by Hand Lettering.

sities of life, and their continuous sale and extensive use eliminate altogether the chances of large returns.

The grocer, for instance, makes a very close margin of profit from the sale of sugar, bread and other staples. He seldom, if ever, advertises any bargains in these lines unless he is willing to sacrifice the small profit left him in order to get customers into his store. But, instead, you find him boasting the sales of those special lines of goods which he knows will net him a fair return. He has tried this plan and found it to be successful.

In advising the bookseller and stationer to follow a similar course of procedure, in regard to the disposal of his stock, we must not omit to mention a certain advantage which lies with the book dealer. This is in the effective aid which the sales and advertising departments of the specialty manufacturers are willing to render him in the promotion of his advertising plans.

In our previous issue, reference was made to this, and booksellers were advised to call upon the manufacturers of their special lines for help in the preparation of their advertising copy. Firms that manufacture and advertise extensively such specialties as fountain pens, inks, muelilage, carbon papers and ribbons, typewriter supplies, fancy papers, cameras, etc., usually have advertising departments in charge of experts. These departments by active co-operation with the dealer in supplying him with copy, cuts, advertising plans, layouts and general advice, do much toward assisting him to understand more fully the possibilities of his particular field and how he can develop it to the best advantage. Such assistance is mutually profitable. It results in more effective publicity for the dealer and largely increased sales for the specialty manufacturer. For the dealer who contemplates pushing the sales of his specialties, the foregoing suggestion is worthy of consideration: Dealers, not unlike the general public in this way, seem to be rather shy in taking advantage of gratis services, thinking, no doubt, that there may be a

"string" attached to them. But if there happens to be in this case, it is one that draws the retailer and specialty manufacturer closer together for greater benefits to be derived from the systematic application of a combined effort in the direction of better advertising.

It would be a good idea for the retailer when advertising in the local press to have his window display correspond with the character of his advertisement. If, for example, he is advertising fountain pens, his windows should be attractively dressed with these articles at the same time suggesting the various uses to which they may be put. Neatly printed or hand-lettered cards may be used for short, catchy sales talk. Everything possible should be done to attract attention to the display. The notice of the public should be called to it through the local paper. Such an up-to-date system of publicity will seldom fail to attract public attention, and if the newspaper copy is of the right kind, it should succeed in inducing an increased number of buyers to visit the store.

Most booksellers are acquainted with the advertising value of attractive window displays as an auxiliary to newspaper advertising. Efforts expended in either

**Big Book Store**

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**Holiday Goods**

We have passed into stock many new lines for the holiday trade and you can have these goods at reasonable prices. Call and inspect our stock before making your purchases.

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**New Books.**

A book makes a good holiday gift. We have a good stock of the latest books for old or young.

---

**Dolls and Novelties.**

We have a large stock of dolls, and other novelties, also a good stock of toys.

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**China Department.**

The stock in this department is well assorted. The stock of Limoges China is complete and prices are right for the holiday trade.

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Your holiday trade will be appreciated at the Big Book Store.

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**Elliott and Walley**

Proprietors of the Book Store. 347 South 4th Street, Minneapolis, Minn.

Lacking in Price Interest.

direction should amply repay the retailer, who will find a combination of both these forces no inconsiderable asset in his business.

Hambly's stationery store, London, advertise weekly specials. It is a good idea. The change of copy from week to week will be apt to sustain the reader's interest.



# AMUSING LITTLE STORIES ABOUT MEN IN THE Trade--Nelles of Guelph a Good Bluffer--Prominent Traveler's First Cigar--An Agent for Clergymen--Mixing Up Robert Burns and Rubber Bands--A Strange Coincidence in Character and Literary Taste.

## His First Cigar.

Scene.—Rotunda of the Windsor Hotel, Montreal. A traveler for one of the most important publishing houses in Toronto entered the Windsor Hotel the other day with one of the Montreal traders, whom he had been inducing to purchase spring fiction in heavy quantities. The success of his campaign had evidently been great, for to the surprise of two or three rival travelers lounging there, he was smoking with evident delight a huge cigar. Never before had he been known to indulge in the weed. The sight was too much for the others, and one of them decided to get even with him. Crossing to the desk, whilst the victim continued to converse with his customer, he scribbled a few words on a telegraph blank, folded it and handed it to one of the colored pages to deliver. The bellboy circulated through the rotunda, calling the traveler's name in stentorian tones. At first the latter was oblivious, but presently he woke to the fact that he was wanted and dashed eagerly after the boy, expecting, no doubt, to receive a heavy order by wire. Snatching the paper from his hand, he opened it and read, "Thou shalt not smoke while selling books for us. ————." The effect is not easy to describe. The onlookers can better picture it, but for a minute or two he felt as if he had got his dismissal.



Consternation!

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## When Nelles Bluffed.

It was just after the executive of the Booksellers' Association had interviewed Dr. Pyne at the Education Department, Toronto, and were starting down Victoria Street. The ordeal was over and every one was light-hearted.

"Boys," exclaimed Charlie Nelles, of Guelph, "let's go in and have some fun with Musson's—remonstrate with them for going after library business direct."

Everyone agreeing the executive turned off at Wilton Avenue and mounted to the Musson Book Co.'s new office. It was the noon hour and for a moment or two it looked as if the joke would be on the jokers for lack of a victim, but presently in came one of the prominent officers of the company.

After shaking hands all round in a most cordial manner this gentleman was somewhat taken aback at being addressed by "Charlie" Nelles in most solemn tones somewhat after this fashion:

"Sir, you see before you the executive committee of the Booksellers' Association. We have a painful duty to perform. You are aware that the bookseller's business is a most precarious one, and that it should receive the strong-

est support of the publishers. Instead of that we find certain of the publishers going over our heads and taking business away from us. We regret to have to say that this accusation must be laid against you. Your company is charged with seeking business direct from libraries and others to the detriment of the booksellers."

The victim protested in the strongest terms that this was absolutely untrue. "We have never solicited a single order direct since I became connected with the company."

At this, the assembled booksellers could control themselves no longer and the fact that it was all a practical joke was explained.

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## Another MacDougall Agency.

Apparently there is no limit to the number of A. Roy MacDougall's agencies. He gets them here, he gets them there, he gets them everywhere, and how he keeps track of them all is a seven-days' wonder. We were expecting that his latest would be a matrimonial agency, and in a way that's what it is. He has become a dealer in clergymen. No, he hasn't entered the church himself, and we can say authoritatively that he doesn't intend to. The story of how he took his latest agency is easily told. One day not long ago he was working away busily in his subterranean sample room, when the street outside became blocked. He hurried to discover the cause and was met at his door by a throng of people—men, women and children.

"We're looking for an agency man called MacDougall," said the leader.

"I'm MacDougall," he answered. "What can I do you for—pardon—do for you?"

"We're in search of a minister," said the spokesman.



Besieging the Agency

"Well, I think I can get you one," answered MacDougall, not a whit abashed. "I'm in the agency business, as you know, and I'm prepared to deliver anything you want."

"His name's McLeod."

"Not George McLeod, the publisher, surely?"

"Oh, no; McLeod from Truro, Nova Scotia."

"Quite so. I'll get him for you. Good day."  
 This is the story, as told by "Tom" Allen, of how the Deer Park church, in Toronto, got their new minister. We don't vouch for all the incidentals.



Some Chapman Stories.

A. T. Chapman, Montreal, is always ready to swap stories with the traveling men, and here are a couple of his experiences in the book business which he told to a Toronto book traveler.



Not What he Wanted

A new arrival from Scotland, with the Scotch burr strongly developed, stalked sturdily into the store early one morning before business was well under way, and accosted one of the junior clerks with a request which the youth thought was for a copy of Robert Burns' poems.

The clerk, not being conversant with the stock, repaired to Mr. Chapman and told him that the customer wanted a copy of Burns. Mr. Chapman immediately got down three or four editions and took them over to the Scotchman. To his surprise the latter shook his head hopelessly, "It's nae Robert Burns I askit for, but rubber bands," he explained dismally.

Mr. Chapman is accustomed to let his clerks take home copies of the books to read, but each one so doing has to enter up the title of the book and his or her name in a record kept for the purpose. Some time ago Mr. Chapman had an unpleasant experience with one of his employes, who defrauded him and the express company and was brought up in court and punished. On looking to see if the delinquent had any books in his possession, Mr. Chapman found that he had only one book out, but the remarkable thing about it was that the entry read, "The Thief."

volume becomes the purchaser's property. Should he not desire to keep it, he may exchange it for another in the library for ten cents, and repeat this practice indefinitely, the last book taken being his own. This firm also make a feature of publishing special "Ottawa" souvenir postals, which prove to be good sellers. The shop's motto on the door, "Reid sells everything to Read," is comprehensive and truly so, for one will find literature in every form somewhere in the shop. Additional floor space would facilitate business.

Immoral Fiction.

The local Anglican Committee of Moral Reform is to make application for prosecution of all vendors of immoral books. Your correspondent has been informed that a tour of the shops has been made and a careful investigation instituted in connection with this pure literary food campaign. Two books under the ban are, "The Yoke" and "Three Weeks." In connection with the foregoing, reference to the Dominion Customs Act of 1907 provides the following:

Section 11 of the customs tariff of 1907 reads: "The importation into Canada of any goods enumerated, described or referred to in schedule C to this act is prohibited, and any such goods imported shall thereby become forfeited to the crown and shall be destroyed or otherwise dealt with as the Minister of Customs directs; and any person importing any such prohibited goods, or causing or permitting them to be imported, shall for each offence incur a penalty not exceeding two hundred dollars."

Schedule C of prohibited goods enumerates these articles: 1201. "Books, printed paper, drawings, paintings, prints, photographs or representations of any kind of a treasonable or seditious or of an immoral or indecent character."

Books at the Library.

The report of the public library for 1908 shows that 20,000 citizens who did not use the library in 1907 availed themselves of its privileges during 1908. There were 30,000 active users of the library, reading 200,000 books during the year. The increase in book circulation in 1908 over 1907 was 37,650. There was an increase in the amount of non-fiction read. There are at present in the library 32,500 books. From this report it is very well evidenced that book-reading is rapidly increasing in the Capital, and this should tend to advance the sales of the bookstores.

A Copyright Matter.

Fotheringham & Popham are featuring a line of copyrights at fifty cents which are meeting with a great sale. In this connection the opinion has been expressed that in some instances the customs law with reference to copyright books is rather severe, so far as the reader is concerned. It is based on the fact that a book is held "tight" in Canada longer than across the border, with the result that our American cousins are enabled to buy copies of books for fifty cents, which we on this side of the boundary are obliged to purchase, if we want them, at double or treble that figure. The course which would seem equitable under such circumstances would be to so arrange the copyrights that when release was made in one country it would also be made in the other and the benefits accruing therefrom be participated in by all peoples. Canadians want the advantage of buying good fiction at low prices when such is possible and steps to provide the same should be taken by those in a position to act. The higher prices mean more for the publisher, but less for the consumer. Probably the former can arrange matters to the satisfaction and profit of all.

NOTES FROM THE CANADIAN CAPITAL  
 —Improvements in "The Bookstore"—Moral Reformers Out After Immoral Books—Reid Bros. Circulating Library—Little Discussion About Copyrights.

Ottawa, Feb. 2.—January book sales and special prices on holiday left-overs marked the past month in the bookstores. Some very attractive values were presented, which formed tempting prizes for book readers.

"The Bookstore" has received some very advantageous display improvements. Mr. Jarvis has his books so arranged that a seeker after any particular book has but to look in the section under which the desired book would come, such as, fiction, standard, travels, religious, historical, etc. The aim of "The Bookstore" is to sell good books, and to display these books in such a manner as to render selection easy. Modern ideas are always welcomed by this book depot when such ideas are conducive to commercial advancement.

Lending Library.

Reid Bros report a big patronage of their lending library, which includes all the latest books. Their scheme is to charge one dollar for a book at the start and the

## PERSONAL AND TRADE ITEMS OF SPECIAL INTEREST —Movements of the Travelers—Changes on the Traveling Staff of L. C. Page & Co.—Agencies Being Arranged For—Westerners Come East and Easterners Go South—Visit of An English Traveler.

Carl Partik, Montreal, dealer in souvenir goods, has assigned to Wilks & Michaud.

F. A. Clinch, of D. Appleton & Co., New York, paid his regular visit to Toronto last week.

The stock of R. M. Simpson, fancy goods dealer, Berlin, Ont., has been advertised for sale.

S. C. Britton, of Reilly & Britton, Chicago, was a visitor to Canadian book centres last week.

Margaret Powers, Toronto, dealer in stationery and fancy goods, has discontinued business.

Margaret J. MacCammond, fancy goods dealer, Seaford, Ont., has assigned to Francis Holmsted.

The stock of F. W. Law & Co., Limited, wholesale stationery, Winnipeg, was sold by auction last month.

Pickles' New News Stand, Brantford, was moved from 38 Market Street to 72 Market Street, during January.

P. C. Leadbeater, manager of the New York branch of Frederick Warne & Co., was in Toronto for a few days recently.

Arthur P. Reed, manager of the stationery department of the Copp, Clark Co., Toronto, paid a visit to the marts of New York quite recently.

John Morgan, of Raphael Tuck, Sons & Co., Montreal, is at present registered at the King Edward Hotel, Toronto. He reports good buying.

Wm. G. Wallace, dealer in tobacco, books, etc., has assigned to J. P. Langley, Toronto. The stock was advertised for sale by tender January 22.

Thomas Allen, of McLeod & Allen, Toronto, left on his regular spring trip to the West about the first of the month. J. Vevan Hay left with him.

Fire on January 31 gutted the building occupied by Reid Bros., wall paper and picture frame dealers, St. John, N.B., destroying stock valued at \$12,000.

A. O. Hurst, Toronto, is getting through his city business as quickly as possible and hopes to get out on his regular spring trips about the middle of the month.

Harry Bell, of the Consolidated Stationery Co., Winnipeg, has been down east on a buying trip. He will have some new lines to show to his customers this season.

Thomas E. Menzies, of Menzies & Co., Toronto, representatives of Savory & Co., Bristol, England, and other English houses, is absent from Toronto on a western trip.

George Clark, of Valentine & Sons, Limited, Montreal, has been confined to his house for a couple of weeks, but is about again. Mr. Clark leaves shortly for a trip to Scotland.

Dr. William Wilfred Campbell, whose "Poetical Tragedies" have recently been issued by William Briggs, speaks of publishing later a volume of historical dramas and comedies.

Arthur T. Ratz, for five years bookkeeper for the Morang Educational Company, Toronto, died on Feb. 2

from an overdose of laudanum. He was a nephew of Senator Valentine Ratz.

H. L. Carman has been appointed permanent Canadian representative of Mabie, Todd & Co., London, England, manufacturers of the "Swan" fountain pen. His headquarters are at 124 York St., Toronto.

Sigmund Birn, of Birn Bros., London, makers of cards and calendars, is at present in America, and will likely visit his Canadian representative, A. Roy MacDougall, Toronto, about the end of the month.

Brickenden, McCrimmon & Nelson, wholesale fancy goods, London, Ont., have dissolved partnership. G. F. Brickenden and F. D. McCrimmon will continue the business under the style of Brickenden & McCrimmon.



HARRY W. BULLY

Canadian Traveler for L. C. Page & Co., Boston, for Several Years, and now with H. B. Claffin Company, New York.

Among the Toronto traveling men who foregathered at the Windsor Hotel, Montreal, recently were E. W. Walker, of the Methodist Book Room; H. W. W. Copp, of the Copp, Clark Co.; Thomas Allen, of McLeod & Allen, and J. E. Hay, of the Eaton, Crane & Pike Co.

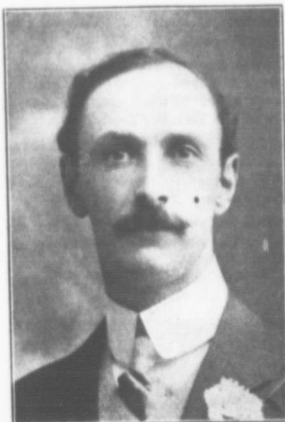
The Bennett News Co., White Horse, Y.T., gave possession of their business on February 1 to Herbert G. McPherson, who is now conducting it under the name of Herbert G. McPherson, successor to the Bennett News Co. All bills contracted up to February 1 will be paid by the Bennett News Co.

A. O. Hurst is delighted with the line of fancy metal goods which the Frost Arts and Crafts Workshop, Dayton, Ohio, have sent him for this season. Mr. Hurst is the sole Canadian representative for this firm and he will

## BOOKSELLER AND STATIONER

show their entire line this season. Particulars of the goods appear elsewhere.

W. J. Gage, president of the W. J. Gage Co., Toronto, who has been foremost in the work of fighting tuberculosis in Canada, has offered the faculty of Toronto University a scholarship of \$100 and a gold and silver medal to fourth and fifth year students and graduates of not more than one year's standing to be competed for



HORACE WOOLLETT

Who is Carrying the Lines of Frederick Warne & Co., Setten & Durward and Ayres, Limited, in Canada.

by medical students, who shall make a speciality of tubercular investigation.

A provincial charter has been granted to Canadian Art, Limited, with headquarters in Toronto, to carry on the business of a general art store dealing in artists' materials and kindred supplies, manufacture picture frames, and carry on an art gallery. Several Canadian artists are interested in the company, including C. M. Manly, Gustav Hahn, F. M. Bell-Smith, F. H. Bridgen, Frederick S. Challener, Conestogo; and F. S. Haines, Meadowdale. The company is to be capitalized at \$25,000, divided into five hundred shares of \$50 each. The provisional directors are: C. M. Manly, Gustav Hahn, F. M. Bell-Smith, John Rodard, Frank Law and F. H. Bridgen.

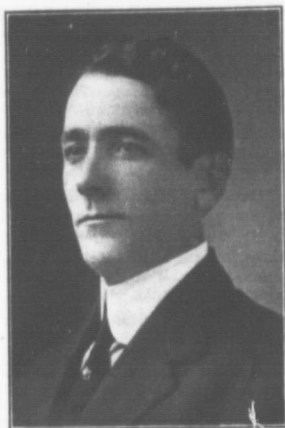
Horace Woollett is at present registered at the King Edward Hotel, Toronto. Mr. Woollett carries the samples of four English companies—Frederick Warne & Co., publishers, London; Robert Riviere & Son, fine bindings, London; Setten & Durward, manufacturers of stationers' sundries, Birmingham, and F. H. Ayres, Limited, manufacturers of outdoor and indoor sports goods. This is Mr. Woollett's first visit to Canada, though he is no stranger to travel, having made four trips to the four colonies of South Africa for Warne & Co. He has been connected with this firm now for 22 years. From Toronto, Mr. Woollett will go as far west as Winnipeg, and then travel as far east as Halifax, stopping at all the principal cities.

Harry W. Sully, who has for the past fourteen years been with L. C. Page & Co., Boston, became manager of the sales department of the H. B. Claffin Co.'s book department, New York, on February 1. Mr. Sully is a Canadian by birth, having been born in Montreal in 1874. His

first important trip as traveling salesman outside of Boston, was in 1897, when he came to Canada in the spring, the same year covering Pennsylvania, New York and the New England States. Since 1900 he has been making in addition annual trips to all the important cities in the Southern States, besides a second trip to Winnipeg and the West. He has many friends in the book trade in Canada and he says he will always be glad to have them look him up when in New York.

J. J. F. Smith, representative of L. C. Page & Company, has just joined their force, having taken the place of H. W. Sully. Although Mr. Smith is a young man, he has had eight years' experience on the road, and 21 years of service in the book business, that entire length of time with one house. He was born in Boston in 1873, and started with the firm of Lee & Shepard in 1887, and has continued with them and their successors, Luthrop, Lee & Shepard Company, until February 1st of this year. With his long experience, from the ground floor up, he has become familiar with every branch of the publishing business. His territory as a salesman has been the entire South, part of the Middle West and Central States, and all of New England. With the firm of L. C. Page & Company, he will cover almost the same ground, with the addition of Canada. He has just paid his first visit to Montreal and Toronto.

Under instructions from J. P. Langley, the assignee, the stock of the National Stationery Co., Toronto, was sold by auction on January 27, to satisfy the claims of its creditors. At the time of the failure, the assets were estimated at about \$2,500, half of which was in machinery. The liabilities were indeterminate, owing to the fact that the company had a suit pending against a fire insurance company for non-payment of loss incurred in



J. J. F. SMITH

New Canadian Traveler for L. C. Page & Co., Boston.

a recent fire. The former had secured judgment against the latter in court, but the insurance company appealed the case. Should the decision of the lower court be sustained a sum amounting to from \$3,000 to \$8,000 will be added to the assets. For the present a dividend of 30 cents on the dollar has been declared for the benefit of creditors.

**THE MEN WHO HOLD THE OUTPOSTS FOR THIS PAPER—Bookseller and Stationer's Lieutenants in London, New York, Chicago and Winnipeg—Something About Their Careers—All Well Qualified to Carry on the Work.**

This page introduces five outpost men of The Bookseller and Stationer—the men in charge of its chief offices in London, Eng., New York, Chicago and Winnipeg. There is that about the word "outpost" which makes its application very appropriate here. It not only suggests activity on territory occupied, but, also, a keen eye on perspective. That thought ought to merit some reflection on the part of readers of The Bookseller and Stationer, and those who advertise in it, since the most satisfactory service in their interests is the objective point. "Good enough" is not, from The Bookseller and Stationer's point of view, good enough for them. Greatest efficiency demands, among other things, able representation in the most important centres.

Booksellers and stationers and those interested in different branches of the business, need never go a-begging for a handshake in any city where The Bookseller and Stationer has a representative. The offices, it will be found, are most convenient to business districts, and a visit, no matter how brief, from manufacturers, merchants, buyers or salesmen will always be regarded with the greatest pleasure.

J. M. McKim, chief of the London office, and European manager, is a Toronto man. Fifteen years ago he joined the staff of the MacLean Publishing Co. He was assigned office eight years ago, and has been successful in that important field. His assistant is E. J. Dodd, a Bristol, Eng., man, who came to Canada at the close of the South African War, in which he saw active service. He had charge of the advertising end of Bookseller and Stationer in Toronto for some time, and a couple of years ago became Mr. McKim's lieutenant. The London office is located at 88 Fleet Street, E.C.

R. B. Huestis, who took charge of the New York office two years ago, was with the wholesale firm of A. B. Book & Co., Halifax, N.S., for eight years, having been office manager for the last three years of that period. Mr. Huestis, subsequently, covered Canada from ocean to ocean as the representative of a banking institution, and is a firm believer in the country's future. He recently moved into



J. M. McKIM  
Chief of the London, Eng. Office  
88 Fleet St., E.C.



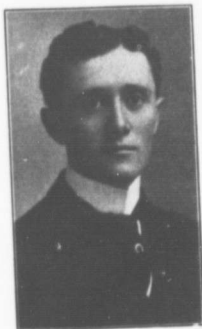
J. P. SHARPE  
Chicago Office, 933-5 Monadnock  
Building.

new offices, Nos. 622-4 Tribune Building, New York, which are a decided improvement upon former quarters and in keeping with progressive conditions.

J. P. Sharpe, of the Chicago office, was born in England, and, on coming to Canada, studied law for two years in Manitoba University. Taking up general brokerage, he identified himself for seven years with the business activities of the West, and a few months ago became the Chicago representative of the MacLean Publishing Co., his office being Nos. 933-5 Monadnock Building.

A thorough training in mercantile methods through his connection with a general store in Western Ontario was the initial stage of the business equipment of F. R. Munro, of the Winnipeg office. In 1903 he graduated from Toronto University, and, for fifteen months, was engaged first in editorial work on Hardware and Metal, and later on advertising. In 1904 he took charge of the Winnipeg office. This is centrally located on the fifth floor (No. 511) of the Union Bank Building.

The title of Lewis Joseph Vance's new novel will be "The Bronze Bell" instead of "The Gateway of Swords" as at first announced. The publisher for Canada is William Briggs, Toronto.



F. R. MUNRO  
Winnipeg Office, 511 Union Bank  
Building.



E. J. DODD  
Mr. McKim's Lieutenant in the  
London Office.



R. B. HUESTIS  
New York Office, 622-4 Tribune  
Building.



## Editorial Chronicle and Comment

### KNOW YOUR STOCK.

The importance of making an inventory of all specialties left over from any particular season should commend itself to those of our readers, who handle such lines, for in buying new goods it is always useful to know exactly the condition of stock on hand. Seasonable goods such as valentines, Easter cards, Christmas cards, etc., are usually packed away after the event is over, and the dealer has only a hazy idea of the value and extent of his left-overs. Travelers come along and want to sell him new goods, and the dealer doesn't know whether to buy or not. Now, if he only knew just what priced goods he was over-stocked or under-stocked in, he would be in a proper position to do business with the traveler. Few will want to be bothered, opening up their stock to see what is stowed away, and they either fail to buy enough or else buy too much of something that really isn't needed. The moral is always to take an inventory of stock on hand when putting unsold goods away.

### FREE ADVERTISING SERVICE.

On page 13 will be found an important announcement which should interest all our readers. In brief, we have arranged to prepare an advertising campaign, absolutely free, for any bookseller and stationer, who is a subscriber to this paper or to give advice on the preparation of advertising copy. Advertising to many a bookseller is an untried field. Either he may not believe in it or else he is afraid that he does not know enough about it to care to try it. It is for the latter class that we are ready to devote time to the elucidation of the ad-writing problem. Any bookseller among our subscribers who wants a series of business-pulling advertisements cannot do better than write in to the manager of our copy department.

### A REGISTER FOR CUSTOMERS.

Some fine day a bookseller is confronted with a proposition, which calls for the circularization of all his customers. If he only had a complete list of all the people, who bought from him, at his hand, it would mean dollars and cents to him.

Now this is precisely what most dealers haven't got and they only come to realize that they haven't got it, when there is a call for it. If they could only foresee that some day they might stand in need of it, they wouldn't let a minute pass before they set to work to prepare it.

How is such a list to be compiled? Simply this way. Enter up the name of every person who comes into the store and buys something. In a week's time you will have quite an imposing list. Within a month you will

have a fairly complete directory of buyers and in a year, we venture to say, you will have an invaluable possession.

Then having got your list, use it. A hundred and one opportunities will arise and you will be amply repaid for the time spent in entering up the register.

### THE BARGAIN TABLE.

If merchants could only learn the advantage of sacrifice, we would have fewer stores loaded up with antiquated rubbish. It is hard, of course, to see goods, which cost a pretty penny, cleared out at one-half or one-quarter the price paid for them, but isn't it better to have the money than the goods?

It reminds one of the boy standing shivering on the river bank afraid to take the plunge into the cold water. But once his courage is roused and in he jumps, he revels in the current. Once the merchant's courage is raised to the point, when he can dash his pencil through the old figures and mark down new ones, he will realize that the sacrifice was not so serious after all as he anticipated. It will be pleasant to see the dusty shelves cleared out and the money clinking in the till.

Use the bargain table more freely and place it right in the front of the store. Mark the goods plainly, showing the reductions. Get the public to look for these cuts and you will have one of the best possible drawing cards you could ever arrange.

### COMPARISON AS AN INCENTIVE.

Most dealers can estimate and compare their annual turnovers fairly accurately. Those who do, must realize the incentive that lies in such comparisons. To do better in 1909 than in 1908 will spur many a man on to greater efforts. But suppose these comparisons instead of being made annually should be made monthly or weekly, or even daily. Here is the second Saturday of February. What sort of business was done on the corresponding day last year? Suppose it was a big day. Will it not be a spur to drive you on to surpass it this year? A very simple system of bookkeeping will enable any dealer to figure out and compare his sales from day to day.

### LEARN EVERY DETAIL.

It pays a man to learn thoroughly every detail of his business. The young man of to-day who hopes to have charge of a business of his own, or for someone else, in a few years, should never lose sight of that fact.

Every day some little thing comes up which, though a mere incident and possibly easily passed over without



digging down to the bottom of it, should be treated differently by the young man who would make a success of life.

Such a man should never allow these little details to pass him without making himself thoroughly familiar with them, for they are business lessons, and the more of them he absorbs while working for another the fewer of them will be stumbling blocks when it comes time to manage the business himself; for at that time, if he has had the experience, he can give a word or two of instructions and be sure things will be carried out right, and those in his employ will have the more confidence in him, while the opposite effect will be created if he is compelled to admit that he knows nothing about it, and depends upon someone else to dig out the particulars, and the effect is even worse if he gives instructions which prove that he is not acquainted with the subject in hand. Get every detail. It belongs with the business.

#### ENCOURAGING CLERKS TO MAKE SUGGESTIONS.

"What reams of paper and barrels of ink are wasted by people who never think." Thus did a merchant break into rhyme when asked to describe his most serious salesman problem. How to make members of his staff use their heads in their work, was, he stated, a question which never seemed to be capable of solution.

"It is a good plan to encourage your clerks to think for themselves," said he. "There is not a man in my employ who does not feel that if he has a suggestion to make, I am his best listener and most willing to put that idea into practice if it is a good one.

"I do not think it advisable to pay clerks by commission. It gives them a good chance to bore customers and to force sales which are not only unsatisfactory to the purchasers but also to the store. It also opens the way towards irregularities and ill-feeling.

It has never been necessary, since I started in business for a clerk to ask me for a raise in salary. If I see that a man is worth it his pay envelope is immediately fattened. We never bring in men from the outside to take head positions in our departments. When the gap comes, the man who is best qualified for it in the department gets it. Such plans as these promote an esprit de corps desirable in every store.

"Of course there are clerks and clerks. Some are mere machines, who never attempt to promote the interests of any line of stock save that which is asked for. A skilful clerk will very nicely introduce lines which he knows as by instinct cannot fail to be of interest to the shopper. Nine times out of ten that man will sell more to the shopper than she had at first intended to buy, but it was all done so pleasantly that everybody was satisfied. Not very long ago a lady came into the store and asked 'Where is Mr. —?' mentioning one of the salesmen. He happened to be out at the time so another clerk was assigned. The lady told me afterwards that she wished to buy certain goods upon which she had formed no decided opinion, but that she knew from former experi-

ences that this clerk would so handle the matter for her that she would be satisfied with the selection which she finally made. That clerk has the faculty of showing and selling goods in a way that makes every sale a profitable precedent.

"Do you not find that clerks now-a-days have a very limited knowledge of processes of manufacture and of the uses of raw materials?"

"There may be something in that, but if the head of a department knows his business he will see to it that his clerks are posted well and truthfully. No merchant should encourage his salesmen to be untruthful. Make your staff honor the motto, 'A square deal right through,' which, I take it, should be the property of every merchant. Where stores are well departmentized it is not absolutely necessary for a clerk to be thoroughly conversant with methods of manufacture and all that. If he has the right stuff in him he will acquire that knowledge, feeling that his success depends upon it to a great extent. Much information will come to him as if by instinct."

#### MAINTAINING AN AIR OF BRIGHTNESS.

It is good policy to occasionally go to the expense required to re-paint the front of the premises, and have the old signs re-written. An air of brightness takes the place of the old dull hues, and the effect is not merely pleasing to the passer-by, but causes favorable comment on the enterprise of the shopkeeper. "Smith must be doing well; I see he is having the whole of the shop-front re-painted," somebody says. "Yes; looks well, doesn't it?" is the reply.

Now, it may be the fact that Smith is not doing very well. His business may be causing him a little anxiety, because his expenses continue high, and there are too many dull days for his liking. But Smith is wise enough to know that if he wishes his business to prosper, he must let it be seen that he has confidence in the public and himself. It is useless for anyone to stay in business unless he has confidence.

Success in business is greatly a matter of mentality, although most people regard it as if it were all luck. There is perhaps a relic of the superstitions of the ages. A clever business woman who recently expended over £20 in exterior paint work admitted that she regarded it as essential to keep up appearances. It is really a form of advertising.

When one is in business in a busy thoroughfare, it is the windows which are important in getting customers to enter; though, as always insisted on in these columns, there is a good deal more required than getting possible customers to enter. Make the place inviting; make it business-like in appearance; dress your windows with taste; and be ever on the alert to keep pace with the times. And when you do have to pay what may be a large sum to the painter, remember that it costs but little per week, for the present outlay will suffice for a considerable time.

## WHAT MANUFACTURERS AND JOBBERS OFFER---NEW Lines Shown This Month—Victor Inkstands—Arts and Crafts Goods— Read This Department Carefully for Saleable Novelties and Suggestions.

### Handsome Calendar.

Ward & Co., 13 St. John Street, Montreal, are sponsors for a handsome calendar, advertising "Wellington" plates, papers and films. The background is imitation wood on which has been modeled an elaborate design in white, green and gold, circling a charming portrait study of a child and dog. The whole effect is very "classy," and while it is really only an advertising calendar, it would adorn any room.



### New Pencil Assortment.

Buntin, Gillies & Co., Limited, are showing several new lines of pencils and combination pens and pencils. The illustration shows the "Warrior" assortment, an attrac-



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Warrior Pencil Assortment—Buntin, Gillies & Co., Hamilton.

tive display box with hinge lid containing  $\frac{1}{2}$  gross of rubber tipped pencils in assorted colors. The pencils retail for five cents and allow a good margin of profit for the dealer.



### Ayres' Goods in Canada.

Those who are familiar with sporting goods know that the manufactures of F. H. Ayres, Ltd., London, stand in the forefront. An opportunity of seeing an extended line of this firm's samples is afforded by the visit to Canada

of Horace Woollett, who will represent them on a trip from Winnipeg to Halifax.

Their line includes tennis supplies, golf clubs and balls, cricket and football requisites, etc., and they also include in it numerous games, gymnastic apparatus, etc. The high standard of excellence possessed by all these goods renders them a delight to sportsmen. The opportunity of viewing them should not be missed by any dealer handling sporting goods.



### A Line Worth Seeing.

For the first time in the history of the firm, the complete line of Setten & Durward, manufacturers of stationers' sundries, Birmingham, England, will this year be shown to the Canadian trade. Horace Woollett, their representative, has arrived in Toronto and opened up samples at the King Edward Hotel. He will also visit other centres from Winnipeg to Halifax.

Setten & Durward stand in the forefront of the English makers of stationery goods and a glance over their varied and extended line amply demonstrates this. To enumerate and describe even a small part of their samples would be out of the question. Their trade-mark is "Criterion," and that just about expresses the quality of their goods.

They manufacture everything that the stationer carries under the head of sundries, including inkstands, penholders, pens, pencils, erasers, clips, drawing-pins, key rings, paper fasteners, sealing wax, crayons, pen cases, mapping pens, artists' pens, sponges, rulers, rubber bands, pen clips, adhesive tape, Indian ink, and a multitude of other articles. Every article is handsomely boxed or carded.

So far as price is concerned, Setten & Durward will be found to meet the sharpest competition.



### Arts and Crafts Goods.

It would well repay any dealer to write to A. O. Hurst, Scott Street, Toronto, for a copy of a little illustrated booklet, got out by the Frost Arts and Crafts Workshop, Dayton, Ohio. The booklet shows the goods made by this firm in copper, bronze, brass and iron with full descriptions and prices. The various articles are unique of their kind and should prove readily salable on account of their novelty. There are metal trays and bowls, book ends or supports, match boxes, metal boxes, candlesticks, sconces and hat pin holders, fern dishes, smoker's sets, writing desk sets, library and desk lamps, belt pins, watch fobs, brooches, hat pins and scarf pins.



### A Girl's Talk About Envelopes.

"Many kinds of envelopes, like the letter sheets, are made of thin paper so that they won't weigh too much and increase the postage," said a girl who writes a great many letters.

"With an envelope of thin, plain, paper the writing on the letter might show through. So they came to make these envelopes of a paper that was printed on the inner side with close lines in a pretty plaid pattern that you

couldn't see through. This served very well, but now you can buy foreign letter envelopes that are made opaque with a lining of the thinnest tissue paper of any desired color.

"Such envelopes you will find and with lining of various colors in stock; envelopes lined with blue or with red or purple or tan or violet, but if you don't find among these just what you want they will show you a book of tissues with samples of fifty or more colors or shades from which you can select first just the color you do fancy or the color you call your own, and then you have the envelopes made to order."

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**Seen in Rubber Stamp Factory.**

The New York representative of Bookseller and Stationer recently called upon the Fulton Rubber Type Co. at Elizabeth, N.J., and through the courtesy of their president, Henry Schmidt, was shown through their entire works.

Adjoining the woodworking department which occupies the annex on the first floor of their spacious factory are the metal stamping, vulcanizing and printing departments. On the next floor their office and shipping room, also their ink and pad departments. The third floor is conveniently laid out and occupied by their sign marker, rubber type and varnishing departments. The finishing is done on the fourth floor where they also have a well-equipped paper box department. Not only do they manufacture all the goods they advertise, but all their accessories as well, such as decorated tin, varnished wood, leatherette and paper boxes, grooves, plain and patented holders, etc.

Among their specialties are sign and price markers, adjustable rubber type, business and office outfits, self-inking stamp pads, rubber stamp bulletin and indelible inks, band daters and numberers, juvenile and toy printing sets.

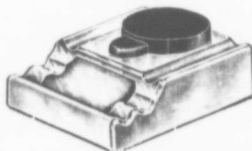
A specialty they also make is a patented wood pad which is meeting with general favor. This pad is made of wood chemically treated which they claim will not smut or give more ink than is necessary for a clear impression. It is designed only for light printing for office purposes and not for heavy letters where much ink is required.

Our representative was particularly interested in their sign and price markers, and was shown how the outline letters are filled in with gloss inks of various colors which the sets contain to produce beautiful and attractive color effects. The process is so simple that no experience is necessary to do the filling in. Every stationer should carry a line of these price markers, for they are proving ready sellers to every merchant who desires to increase the effectiveness of his show card and display advertising.

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**Two New "Victor" Inkstands.**

The trade will be interested to learn that two new "Victor" inkstands have been placed on the market. They are numbered 25 and 35 in that well-known line which is famous as giving "just enough ink to ink the pen." We show an illustration of No. 25. It is made of crystal glass, size 4x5¼ inches. It has a pen rack in front and on each side. No. 35 is also made of crystal



New Victor Inkstand, No. 25.

glass. It is 5x7 inches in size and is a double inkstand with pen rack in front and place for pins, clips, etc. Liberal discounts are allowed to the trade as on all the Victor line.

This Victor line is most popular and is among the best selling line of low-height inkstands on the market. Its selling points are well known to dealers in every part of the country who endorse it highly, and who find it a quick mover and a profit bringer.

These latest additions to the line should prove as popular as their predecessors have. They show every evidence of doing so, and can be obtained from any Canadian jobbing house.

Victor inkstands are made of the finest polished crystal glass, and patents have been granted on the two new designs.

# Ribbed Fabric

is the name given to our newest paper. It is an exceptionally attractive pattern which we know will please everyone. The quality is the best, the writing surface delightful, and made up in our popular sizes will be a rapid seller. We have it in four shades, White, Blue, Azure and Gray and recommend it most highly. The style of putting up will also please you. Your order for this paper will receive our usual prompt attention.

We have a beautiful new shade of purple in Lawn Finish and Suede Finish stocks. It is especially suitable for the Lenten season. We shall be glad to send samples.

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

**Fine Paper Makers**

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



**Pen Wiper and Extractor.**

A new line being offered to the trade by Buntin, Gillies & Co., Limited, is the pen wiper and extractor illustrated herewith. This article, which serves the double purpose



Buntin, Gillies & Co.

of wiping and extracting the pen, does away entirely with inky fingers. It quickly removes any nib, no matter how firmly embedded in the holder. It is made of nickled steel and felt, and is sure to prove a good seller. Samples will be furnished on request.



**Specialties.**

A. Roy McDougall, 42 Adelaide Street West, Toronto, has been appointed Canadian representative for the Spiro Mfg. Co., New York, manufacturers of "Spiro" all-steel filing devices, which are said to belong to the highest class of board filing devices. The latter announce that they will be ready shortly to show their new pencil sharpener, which is claimed to be the only practical pencil sharpener on the market. It stands between the cheap toys and the expensive machines in a field by itself. Every stationer of standing in New York is carrying this line with profitable results. That there is real merit in the Spiro Mfg. Co.'s office devices is indicated in their use by the following firms: N. Y. Life Insurance Co., N. Y. Edison Co., U. S. Leather Co., Geo. Fuller Construction Co., Stern Bros., Simpson-Crawford Co., R. H. Macy Co.

and other large department stores; N. Y., Ontario & Western R.R. Co., North German Lloyd S.S. Co., Elkins Coal & Coke Co., John Wanamaker, Board of Health, City of New York, Public Service Corporation of New Jersey, and many other of the largest concerns in the world.



**New Note Papers and Envelopes.**

Two of the most artistic series of fine stationery that have been shown to the Canadian trade have just been put on the market by Warwick Bros. & Rutter, Toronto. These are "Wistaria Linen" and "Oriental Linen." The "Wistaria" series is an exceptionally dainty design, and consists of note paper, envelopes, papeteries, and writing tablets. The boxes and tablet covers are entirely covered with a floral design of the Wistaria flower in its natural colors. The "Oriental" series is made up from an Oriental pattern, in stronger colors, and the design covers the complete boxes, as well. Apart altogether from the quality of the stock, either of these series would make a most attractive window display, handsome window rolls being supplied with each line.



The 1909 edition of the very popular "Daily Mail Year Book"—better known as "The Little Red Book"—is now ready. Every newsdealer should see that two or three copies are conspicuously displayed in his shop, as to anyone desirous of obtaining information in handy form concerning the British Empire, there is no work which can compare in usefulness with the "Daily Mail Year Book." It seeks to give, without bias, the essential facts of the chief questions of the day so that the man abroad who wishes to be well-informed may understand without trouble the facts and statistics bearing on any question which arises.

## Fulton Sign and Price Markers

should be carried by every well appointed Stationery Store. With these Outfits can be made beautiful and attractive show cards and hangers. The new open-face letters and figures of various sizes can be filled in with the different colors of gloss ink which the sets contain and charming effects can be produced. No experience is necessary to do the work. They sell at sight. The cost is trifling and they pay a handsome profit.



*Write for Booklet*

**FULTON RUBBER TYPE CO. - Elizabeth, N.J.**

Manufacturers of the well known Fulton Specialties, Sign and Price Markers, Adjustable Rubber Type, Business and Office Outfits, Self-Inking Stamp Pads, Non-Blurring Wood Pads (Pat'd), Rubber Stamp Bulletin and Indelible Inks, Band Daters and Numberers, Juvenile and Toy Printing Sets.

BOOKSELLER AND STATIONER

A. W. FABER'S THE FINEST IN EXISTENCE  
16 Degrees—6B to 8H

"CASTELL"

PENCILS



Unequaled for  
Purity, Smoothness  
Durability or Grading

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A. W. Faber's  
"Castell" Copying Pencil

Manufactory  
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STEIN, GERMANY  
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ESTABLISHED 1761.

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ELASTIC BANDS ERASIVE RUBBER



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NEWARK, N. J.  
LONDON  
PARIS  
BERLIN

41 - 47 DICKERSON STREET AND 68 - 88 HECKER STREET

NEWARK, N. J., U. S. A.



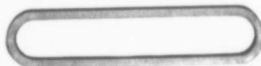
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20



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83



7085

## Periodicals That Sell

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

**Scribner's Magazine** has been for 22 years THE MOST POPULAR MAGAZINE OF ITS CLASS IN AMERICA. It has its established place in the homes and affections of cultivated people from the Atlantic to the Pacific, and many of such appreciative friends are Canadians. The retail price is twenty five cents per copy. To newsdealers it pays a liberal profit and unsold copies are fully returnable. An illustrated prospectus falls describing attractions for the coming year sent free upon request. Liberal supplies of advertising matter furnished to newsdealers for monthly display. CHARLES SCRIBNER'S SONS, Publishers, Fifth Avenue, New York City.

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

### A HARDSHIP TO WESTERN BOOKSELLERS—High Express Rates Take All the Profit Out of the Book Business—Letter From W. G. Thomson, Nelson—Wants the Trade to Take Action.

Editor Bookseller & Stationer: We note that the Railway Commission are taking up the matter of express rates.

A matter which we consider of great importance to all in the book trade, who are situated at long distances from publishing centres, as we in the West are, is that of the rate on books. A book published at \$1.25 costs the trade 88c. The average book costs 12c to lay down either by mail or prepaid book express, making total cost of book \$1.00, and it is frequently more. This leaves the dealer a very small margin, and when you consider the inevitable unsold copies there is not much money left for the dealer in the book business, particularly in the line of current fiction.

A very considerable proportion of the books handled by dealers in the West have to be brought in by express, and a reduction in the rate would mean a very great deal to us. We used to get a rate of 4s a pound (just half the present rate) and the express companies could well afford to carry books at that rate, for they are an article which entail very little risk to the carrier.

If you could bring this suggestion before the trade through your columns it might result in securing a reduction. We think it would be a very practical thing for the Association to take up, too, and the publishers should also make an effort.

W. G. THOMSON.

### INFORMATION ABOUT PERIODICAL PUBLICATIONS—Several New Issues in England—Nash's Magazine Conceived on Popular Lines—Amalgamated Press to Publish New Fashion Journal.

The Amalgamated Press Ltd., announce that at the end of February they will publish No. 1, of a new fashion journal entitled "Fashions for All Children." This new journal will be published monthly, price one penny. It will contain 16 pages of letterpress comprising smart and useful modes for boys and girls, infants clothing, hints on the care and bringing up of children, simple nursery cooking, children's millinery, and with each number there will be presented two free patterns. The cover will be printed in black and red which will considerably add to its attractiveness. This new journal should find a ready sale, and every news agent should stock a few copies. A specimen copy will be sent to any address.

The three Roycroft publications, "The Philistine," "Little Journeys," and "The Fra," are returnable beginning with the February numbers.

The "New Thought Magazine," Chicago, is now non-returnable.

Two English periodicals, "Every Boy's Monthly," and "Pictorial Comedy," have been discontinued.

The February issue of the International Studio contains illustrated articles on "Robert Reid and His Work"; "Henri Harpignies: a Review of His Career"; "Edwin L. Lutyens, Architect of Houses and Gardens"; "Designs for a Country Cottage," and descriptions of several art exhibitions. The plates are nine in number, representing the work of some noted artists. The portraits of Emperor William and Count Leo Tolstoy are particularly striking.

The first number of a new magazine of fiction called Nash's Magazine, will be issued under this title by Mr. Nash, of 36, King Street, Covent Garden, London, on March 30. The assistance of a noteworthy array of authors has been secured, including Rudyard Kipling, Conan Doyle, Anthony Hope, Rider Haggard, Robert Hichens, A. E. W. Mason, Eden Phillpotts, Max Pemberton, E. F. Benson, H. A. Vachell, William Le Queux, Agnes and Egerton Castle, "Rita," E. Phillips Oppenheim, Barry Pain, Frank Richardson, J. J. Bell, Marjorie Bowen, Morley Roberts, Keble Howard, George R. Sims, Frankford Moore, Mrs C. N. Williamson, and the Baroness Orczy. The special features of the first number will be an 8,000 words story entitled "Little Foxes," by Rudyard Kipling; the first instalment of a short serial by Anthony Hope, and three chapters of a long serial, "Queen Sheba's Ring," by H. Rider Haggard. There will be altogether 160 pages of literary matter.

The ever enjoyable Chambers' Journal continues to present a most entertaining bill of fare each month. The February number lists the following:—"Wilful Waste," "Santos, Past and Present," "Royal Holyrood," "A Gigantic Scottish Undertaking," "Dangerous Fish," "The American Tobacco War," "The Art of the Orator," "More about Notable Australians," "A Dorsetshire Industry," and stories by William Le Queux and Robert Barr.

Grant Richards, 7 Carlton Street, S.W., London, is publisher of "The Englishwoman," the first number of which has just appeared. It is devoted to the cause of the enfranchisement of women, is published monthly and sells at one shilling net.

The publishers of "The Magazine of Commerce," 1, Amen Corner, London, E.C., have purchased the copy-

# British Magazines and Periodicals

The proprietors of the under mentioned British publications solicit the assistance of Canadian Booksellers and Newsdealers in promoting circulation in the Dominion and request that the trade keep well supplied with their various publications. Bookseller and Stationer may be referred to for further information.

Sells wherever shown

## Farm Field & Fireside

Enjoys an enormous sale in the United Kingdom. The features of this journal's contents embrace everything associated with life in the country, and is the ideal weekly farming journal for the Canadian agriculturist.

The selling price is a cents per copy.

Annual prepaid subscription post free to Canada \$2.10. To the trade a discount of 33 1/3 per cent.

## The Mark Lane Express Agricultural Journal. and Live Stock Record.

Annual Prepaid Subscription post free to any part of the Dominion, \$2.25. Special discount to the trade of 33 1/3 per cent.

The Oldest Agricultural and Live Stock publication in the British Isles Est. 1832. Well illustrated and full of valuable information concerning Agriculture and Pedigree Stock Raising. The Farmers business journal, published every Monday. Gives fullest market prices. A valuable help to Canadian agriculturists.

Application for specimen copies of both these journals, which will be sent free, should be addressed to William A. May. Offices: 3 Wellington Street, Strand, W.C., London, England.

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

## The Mining Journal

(ESTABLISHED 1855)

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

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

## The Imperial News Co.

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

## British Papers and Magazines

Write for Price List, Etc., to

91 Church St., - Toronto

## DRY GOODS REVIEW

10 Front St. East  
TORONTO

## Would You Know

More about general dry goods conditions; how to increase your net profits, by modern selling methods, effective store advertising and a thorough knowledge of the markets? The Dry Goods Review will tell you how. Published monthly. 130 to 230 pages.

Subscription, \$2.00 a year.  
Sample copies, 25 cents.

## Picture

Made to order only according to instructions supplied.

Specialties:  
Modern Heliotype styles,  
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Post Cards  
Very fine make First class goods only

Well known for efficiency and high-class workmanship.

## Cards

## Otto Leder

Dresden 7 Saxony  
Picture Post Card Manufacturer.  
WHOLESALE EXPORT

QUALITY BETTER THAN ANY, DELIVERED QUICKER THAN MANY!

## Collotype POSTCARD

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

ADDRESS FOR CATALOGUES: LICHTDRUCK, BERLIN

Write to

## Messrs. W. Neumann & Co.

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A Money Maker

The  
**"Wellington"**  
 Photo Specialties

"The World's Standard"



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

For Price Lists and Trade Literature write

**Ward & Co.,**

113 St. John St.

Montreal, P. Q.

right and trade connection, etc., of "The Business Man's Magazine" and the two periodicals will in future be merged and published at 6d. net.

Scribner's for March will contain "England and the English from an American Point of View—Sport," "At Herriek's Home in Devon," "An American Concert of the Powers," "Village Tribes of the Desert," "The Evolution of an Equestrian Statue," "Government versus Bank Issues."

As soon as Joseph Medill Patterson gets through with the rehearsals of his play "A Little Brother of the Rich," now going on in New York City, he will go south for the winter and begin work on a new novel. It will be published early next year by The Reilly & Britton Co., Chicago.

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Five cents additional each insertion where box number is desired.

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

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

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**THE RELIABLE LIGHT** will light your store 1000 better than gas, electricity or acetylene. 600 candle power light costs 1 cent per hour to operate. Thousands in use. A safe, reliable, pure white light of intense brilliancy. Write for booklet M. The Rice-Knight Mfg. Co., Limited, 40 Lombard St., Toronto. (11)

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

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**Art Publishers.**

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Busy Man's Magazine, Toronto.  
Cassell & Co., Toronto.  
Clark Bros., Winnipeg, Man.  
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Macmillan Co. of Canada, Toronto.  
McLeod & Allen, Toronto.  
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Nash's Magazine, London, Eng.  
Religious Tract Society, London, Eng.  
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Scribner's Magazine, New York.

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Buntin, Gillies & Co., Hamilton.  
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Librairie Beauchemin, Ltd., Montreal.  
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Higgins, Chas. M., & Co., Brooklyn.

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Carter's Ink Co., Montreal.  
Davids, Thaddeus Co., New York.  
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Copp, Clark Co., Toronto.  
Esterbrook Pen Co., New York.  
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Standard Crayon Co., Danvers, Mass.  
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Buntin, Gillies & Co., Hamilton.  
Consolidated Lithographing & Mfg. Co., Montreal.  
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Goodall, Chas., & Sons, London.  
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Warwick Bros. & Rutter, Toronto.

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Fulton Rubber Type Co., Elizabeth, N.J.

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Clark Bros. Co., Winnipeg.  
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Neumann, W., & Co., Berlin, Germany.  
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Peerless Paper & Ribbon Co., Toronto.  
Mittag & Volger, Park Ridge, N.J.  
Underwood, John, & Co., Toronto.

**Wall Papers.**

Stantons Limited, Toronto.

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## Publishers' Announcement Section

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By Prof. Robert Herrick, Author of "The Web of Life," etc.

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. . . . What really is of importance is that in 'Together' we have a book of first magnitude, that handles a momentous theme boldly, wisely, sympathetically, and with an insight into racial traits that makes it in the best sense a representative American novel."—Dr. Frederic Taber Cooper, in The Forum.

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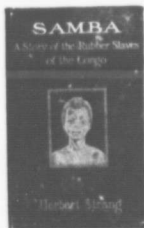
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## *The House of Good Fiction*

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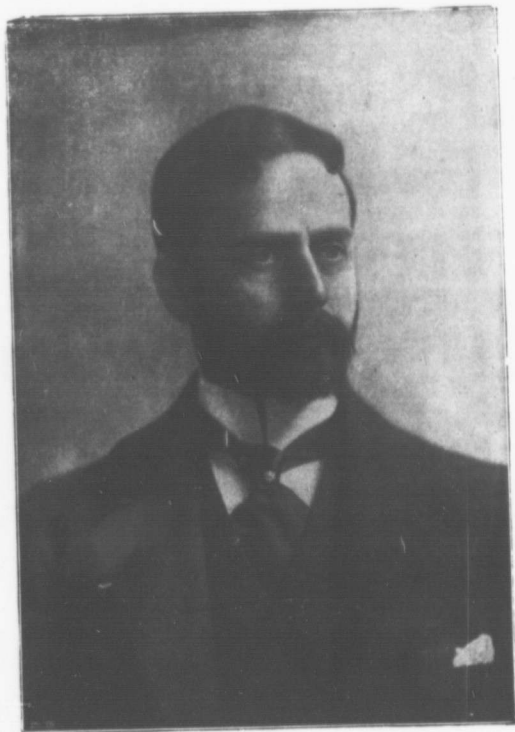
# The Canadian Bookman

A Monthly Review of Contemporary Literature Devoted to the  
Interests of Canadian Bookbuyers

Volume I, No. 2

February, 1909

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Sir Gilbert Parker

Who has been Elected President of the Sir Walter Scott Society of Edinburgh





ARTHUR STRINGER

The Writer who has Created Quite a Sensation by his Attack on the So-called "Canada Fakirs."

### GOSSIP OF THE MONTH.

It is gratifying to the literary craft of Canada to learn that Sir Gilbert Parker, who is always recognized as a Canadian, despite his residence in England, has been honored by being elected president of the Sir Walter Scott Society of Edinburgh, in succession to the Rt. Hon. George Wyndham. Many distinguished men have from time to time served this famous society as president, including the Rt. Hon. R. B. Haldane, Minister of War, and Mr. James Bryce, the British Ambassador to the United States. Sir Gilbert is still devoting his time to literary work and a volume of short stories, Canadian in theme, will be published in the early autumn.

Next month I hope to be able to announce the early publication of an important book of reminiscences and impressions by an eminent citizen of Toronto, which will doubtless create quite a stir. The book is being printed in England.

I had anticipated being in a position to give somewhat more detailed information than has yet appeared in the daily press about the new edition of the speeches and public letters of Joseph Howe, which the proprietors of the Halifax Morning Chronicle have in course of preparation, but I shall have to defer the announcement until next month. The editor of the new edition is Joseph A. Chisholm, K.C., who has for some years been diligently collecting all the writings of the famous Nova Scotian. He will add this correspondence, together with all the important speeches delivered between 1858 and the death of Howe in 1873, to the earlier compilation of Hon. Mr. Annand, published in 1858. The new edition will appear in two volumes and will be printed in England.

His Excellency the Governor-General, amid the throng of his official engagements, yet takes time to bestow some attention on Canadian letters. I was told the other day of a nice little incident, which shows the unostentatious manner in which he encourages Canadian authors. A copy of Margaret A. Brown's recent novel, "My Lady of the Snows," having been brought to his notice, he read it with deep interest and expressed a desire to meet the authoress. Through an unofficial source he learned her address from the publishers and invited her to come to Ottawa as his guest. She, of course, accepted, and made a pleasant visit at Rideau Hall, where she was able to discuss her work with his Excellency, finding him a sympathetic listener and a helpful adviser. The incident is most gratifying to the band of writers who are working to build up a national literature.

There is a tendency on the part of a good many people, particularly those who are anxious to see Canadian industry advanced, to exclaim: "Why cannot our publishers print more books in Canada, instead of importing them ready-made!" To those who are familiar with publishing conditions in this country, the reason is clear. The reading population is not large enough to make it possible to print here, except in a few instances, when the popularity of an author warrants the publication of a large edition. The average novel rarely runs to more than 500 copies, and who is there who will contend that a publisher can print, bind and market profitably, an edition of that size? If the advocates of home-made books would only remember that the bulk of the books that are printed in the Dominion are produced here by virtue of the ability of the publishers to make a reasonable profit on imported books, they would cease to endeavor to kill the goose that lays the golden egg.

It is a matter for which Canadians should be thankful that there are at least a few legislators at Ottawa who



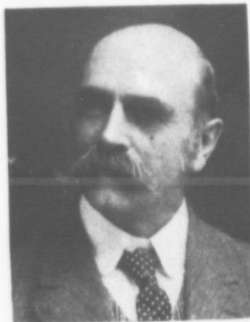
MRS. LIONEL GUEST.

The Montreal lady whose recent novel "The Jewelled Ball" has created much interest in society circles.

## BOOKSELLER AND STATIONER

appreciate the importance of preserving the early records of this country's history. The sensible-looking, solidly-built Archives Building will be a lasting monument to these nation-builders. It was a pleasure recently enjoyed by the writer to be conducted through the well-equipped departments of the building by the Dominion Archivist, Dr. Doughty, and to realize what is being done to conserve the vast collection of maps, documents and books. The entire system seems to have been so admirably devised, the work of collating is being carried on with such evident enthusiasm, that when Dr. Doughty overtakes the accumulation of material already collected, the nation will have a well-ordered store-house of historical material that will prove invaluable to future generations.

The Canadian Courier in a late issue has opened up a controversial question in regard to Miss Agnes Laut's new book "The Conquest of the Great North-West," which is likely to cause a great deal of discussion. Arthur Hawkes, a well-known journalist in conjunction with J. B. Tyrrell, who has had a great deal of experience in the north country, take Miss Laut severely to



WALTER R. NURSEY

Soldier, Trapper, Globe Trotter, Courier-de-Bois and Writer.  
Author of "The Story of Isaac Brock."



WILLIAM J. FISCHER, M.D.

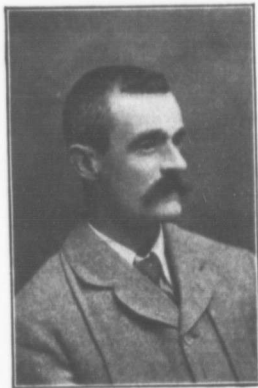
A Canadian Poet, who has Already Issued Three  
Volumes of Verse.

task for the inaccuracies which they claim to have discovered in her lately published work. Notwithstanding such criticisms Miss Laut is a very successful author judged by the sale of her books. Her earlier work "Lords of the North" and "Pathfinders of the West," have been and are still good sellers.

The Art, Historical and Scientific Association of Vancouver, B.C., have issued in pamphlet form the paper on "Early History of the Canadian Pacific Railway," which Walter Moberley, C.E., read before them. In this paper, which is made up entirely of the writer's experiences as a surveyor, in the sixties and seventies, Mr. Moberley lays claim to having taken the first active steps to accomplish the ultimate construction of the Canadian Pacific Railway. He shows how the present route through the Rockies was adopted against his best judgment and how the engineer-in-chief of the road refused to accept his arguments in favor of a less expensive route. The narrative contains many interest-

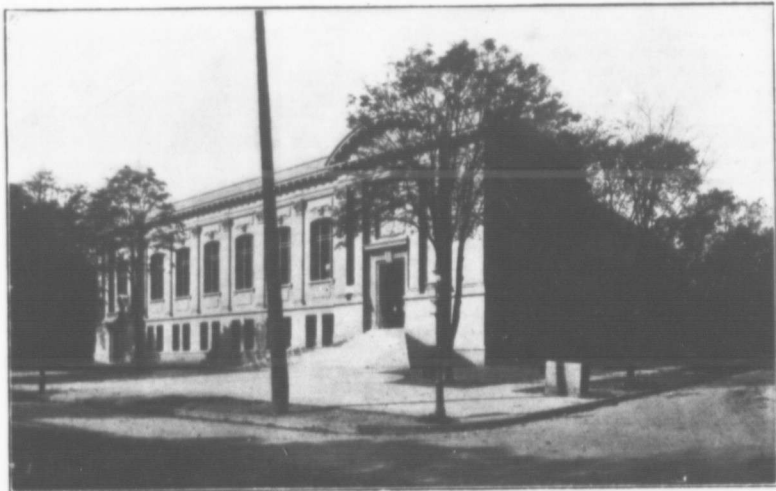
ing incidents and introduces numerous personages prominent in the development of the West.

It is with much regret that I learn of the suspension of publication of "Acadiensis," the Maritime Provinces quarterly. Mr. Jack, its editor and publisher, has made a long fight to keep it going and it is certainly a reflection on the moneyed men of the Provinces that they have allowed this eminently valuable publication to fail for lack of support. "Acadiensis" was something more than a mere magazine. It was preserving for the people of the East, many records, which would not otherwise be put in print. Careful editing was characteristic of it, and those individuals or institutions who are so fortunate as to possess a complete file of the quarterly, will find its value enhancing from year to year. Mr. Jack, I am pleased to say, is not going to give up his literary work, but will devote all his leisure time to historical investigations, especially in the department of genealogy.—W. A. C.



HAROLD BINDLOSS

who makes the Canadian Northwest the scene of most of his novels.



THE NEW REFERENCE LIBRARY, TORONTO

In This Splendidly Equipped Building Will be Housed a Most Valuable Collection of Canadiana

## What the People of Toronto Read

An Interesting Interview With Toronto's  
New Public Librarian, George H. Locke  
—Dickens is the Favorite Novelist.

What do the people of Toronto read? If the capital city of a Province or a country reflects the progress, intelligence and enlightenment of the people as a whole, then the books, that the citizens of Toronto peruse, may be regarded as indicative of what the average residents in the various towns of Ontario select in their search for instruction, knowledge and entertainment.

There would, perhaps, be one exception and that is, in books of reference as the institutions in the smaller centres have not the fine facilities afforded by the Toronto Reference Library, which will soon be transferred to the handsome and admirably appointed new building on College Street. Exclusive of this convenience, conditions are, comparatively speaking, identical.

There are interesting things regarding the books and the patrons of the library, their tastes and inclinations, which the public would like to learn.

Who does the most reading—the men or the women? Can Toronto citizens be classed as book readers? Who are the favorite authors and what are the popular works of fiction, history and biography? What do the boys read? What do the women read? When do they read and how?

George H. Locke, the new Librarian of the Toronto Public Library and its branches, who is a well-known educationist, journalist and publisher, having extended experience in all departments that enter into the book business, has not had time to gauge conditions accurately during the few weeks that he has been at the helm, but his observations are, nevertheless, interesting. Through his

kindness The Canadian Bookman has been able to secure information that may be of some value to its subscribers.

More reading is done in November, February and March than in the other months, while June, July and August show the fewest volumes issued by the institution. The greatest number of books taken from the Public Library in any single month last year was about 39,490, and the lowest 24,276.

In the library are some 125,000 volumes all told. There are very few duplications, except in the line of current fiction. Although the new Reference Library on College Street has been opened only seven weeks, over 1,400 new tickets have been made out.

Of all the books issued from the Toronto Public Library and its five branches during the year just closed, fiction leads. The total number of books taken out for home reading of all kinds in 1907 was 358,736, and in 1908, 377,475. Of these books the percentage of fiction in 1907 was 38, and in 1908, 37.8.

The favorite author among the English classics is Charles Dickens. Next in popularity are the novels of Sir Walter Scott, and after him come the works of William Makepeace Thackeray.

Like styles in dress, architecture, house furnishing and other lines, the reading fashion changes from time to time, even in a large centre like Toronto. This naturally brings up the query Why? Well, certain clubs will be formed in different sections of the city and for a few months Dickens will be all the rage, then Shakespeare will be studied and afterwards a movement will start in another direction.

The same state of things applies to the works of the poets—Tennyson, Byron, Wordsworth, Shelley, Cowper, Burns, Pope, Milton, Dryden, Longfellow, Whittier, Lowell, Bryant, Carleton, and others. This is caused by the celebration of an historical incident, the anniversary of a poet's birth, or death, or some other event in the literary world.

When the question of the favorite writer among English classics is answered, normal conditions are supposed to prevail and significant events or special occasions not to be taken into consideration. Unquestionably Dickens stands first in the line of standard authors, with Scott second and Thackeray third. There are more sets of Dickens in the Toronto library than of any other author, not excepting Shakespeare. "Pickwick Papers," "Old Curiosity Shop" and "David Copperfield" have, perhaps, the largest call, but "Dombey and Son," "Martin Chuzzlewit" and "Edwin Drood," rank close to them in popularity. It is impossible to say what particular work of the famous English novelist is the most widely read, as they all enjoy about the same measure of esteem.

The popular poet with the citizens of Toronto is Alfred Tennyson, poet laureate of the Victorian era. "The Princess," "In Memoriam," "Idylls of the King," "Locksley Hall," "The Brook," and "Mort d' Arthur" are the most pronounced favorites. It is impossible to tell definitely which poem ranks first in present-day appreciation.

Who do the most reading—men or women? In the central library the number of men members is in the lead. Perhaps this is due to the location of the structure, it being convenient to the business offices, shops and warehouses where the male portion of the city's workers and thinkers are mostly employed. At the branch libraries the larger number of readers are women, the men being much less in evidence than in the central building.

With the boys, the favorite books are the Henty series. Ellis and Alger are close rivals. These writers deal largely with adventure and heroic incidents in which the spirit of courage, fair play and manliness is portrayed. In the line of school-day stories the productions of Archdeacon Farrar and Andrew Home are leaders.

Torontonians can be classed as book readers. Not only is there the central library with its five branches but there are also the Booklovers' Library, the libraries of the various universities, Osgoode Hall and the Ontario Legislature, besides innumerable lodge, society and club libraries, and thousands of fine and admirably selected private collections of books, lending libraries and other organizations for the purpose of reading, study or debate.

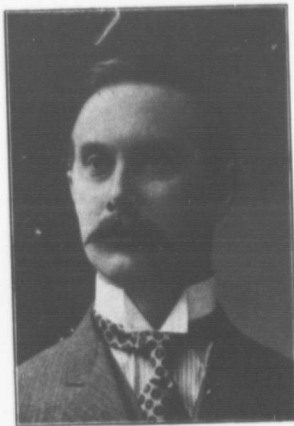
As to the respective popularity of English and American authors, there is no doubt that the English writers are pre-eminently the most popular and their works have a much wider perusal and sale.

In the line of copyright fiction the editions asked for and read by the greatest number of people last year were: "Allee for Short," by William de Morgan; "The Shuttle," by Mrs. Frances Hodgson Burnett, and "The Lady of the Decoration," by Frances Little. The circulation of these three novels was about the same. When a new copyright work appears, five or six books are bought and placed in the central library, and for each of the branches one or two extra copies are procured. The regulations provide that any new book may be kept by the reader for seven days, and, if not returned within that time, three cents per diem is levied as a fine, and collected in every case. With other books a member may retain them for two weeks, and, if not brought back then, the same penalty is exacted, but permission may be obtained to have the time extended by applying at the library.

With the patrons of the library all of Sir Gilbert Parker's works are widely read. The latest novel by Mrs. Humphrey Ward, "The Testing of Diana Mallory," has a large call, but the most welcomed book just at the present time is "Sewing Seeds in Danny," by Mrs. McClung, the clever Manitoba writer.

There is a constant call for the productions of Merriman, such as "The Sowers" and "With Edge Tools." The poems of the late Dr. Drummond prove a strong attraction for many people, while Ralph Connor is also a decided favorite.

Some new books, which have been and are being extensively read are: "Mr. Crewe's Career," by Winston Churchill; "The Firing Line," by Robert W. Chambers; "Modern Egypt," by Lord Cromer; "Holy Orders," by Marie Corelli; "The Barrier," by Rex Beach; "Somehow Good," by William de Morgan; "The Weavers," by Sir Gilbert Parker, and many others in current literature. The novels of Rev. R. E. Knowles are also the subject of much inquiry. The writings of George Bernard Shaw, the



GEORGE H. LOCKE  
Toronto's New Chief Librarian.

historical plays of Ibsen and Robert Browning's poems, are among those generally "out." George Eliot's books are frequently asked for and claim the attention of admiring readers. "Mill on the Floss," "Adam Bebe" and "Silas Marner," are the most appreciated.

One might go on enumerating ad infinitum, but the foregoing partial list will give those interested an intimation of what books are frequently handed out in the public library and constitute the most popular works among the many thousand selections afforded the citizens of Toronto.

Although fiction has the largest call of all the books issued for home reading, the term is misinterpreted and applied by the general public. It does not by any means indicate that light and trashy stuff is read as many would be led to suppose by glancing at the figures in the tabular information presented in another column. What constitutes fiction? All the copyright novels of the day, and all the works of Dickens, Thackeray, Sir Walter Scott, George Eliot, and other writers whose productions might be styled as English classics. The writings of all standard authors of prose practically come under this head and are classed as such in the public libraries.

"Now and then there come along a few who deplore the amount of fiction on our shelves," said Mr. Locke, "and they think that it should be reduced. The majority who talk against fiction do not properly understand the term as interpreted in our public libraries, and, when I ask them what they are going to substitute, if they throw it out, they are unable to give a satisfactory answer. Suppose we decide to cast all so-called fiction aside, it would mean that this institution would have to banish all the works of Dickens, Scott, Thackeray, George Eliot and other novelists, whose productions have been and are being read and enjoyed by thousands. In fact, it would mean more. All the current novels and copyright works of Parker, Ralph Connor, de Morgan, Chambers, Beach, Fraser, London, Stringer, Knowles, Mrs. Ward and others would have to be shut out or else bought in very limited numbers. I am certain that good, sound fiction is as readable and instructive as a great deal of the biography that we hear so much about and respecting which the average reader cannot help but come to the conclusion that it is fiction in its character. Take a book like 'Mr. Crewe's Career,' and, although it is classed as fiction, I maintain it is practically biography, as it is the depiction of a type of character from which much may be learned. All good fiction deals with conditions, situations and phases of modern life and environment, the same as biography, and has, perhaps, as important a place in its edifying and wholesome influence."

Why do people read certain books? What attracts and influences them in their selection? Generally the reputation of an author, who, once his name is recognized by the masses, may write anything, good, bad or indifferent, and nearly everybody will ask for his latest production. In the case of young and unknown writers the title of a book, if catchy, crisp or striking, has much to do with its demand while, in other instances an impressive, beautiful or artistic cover influences bibliophiles to a greater or less extent.

For comparative purposes the following classified table affords profitable study as showing what the book lovers of Toronto select:

	1907.		1908.	
	Total.	P.C.	Total.	P.C.
Natural Sciences and Mathematics	5,434	1.1	5,714	1.1
Political, Social and Medical Sciences	6,494	1.3	8,090	1.6
Theology	4,482	.9	5,038	1.
Arts	15,549	3.2	17,201	3.4
General Literature and Collected Works	11,808	2.4	13,003	2.6
Geography, Travel and Topography	8,552	1.8	9,394	1.8
History	10,890	2.3	11,196	2.2
Biography	9,263	1.9	9,929	2.
Poetry and the Drama	3,672	.8	3,936	.8
Periodicals	26,716	5.5	25,609	5.
Fiction	184,378	38.	192,045	37.8
Juvenile	58,105	11.9	62,351	12.3
German	900	.2	1,331	.3
French	1,385	.3	1,947	.4
Italian	71	...	79	...
Spanish	6	...	99	...
Books for the Blind	5	...	0	...
Current Magazines	11,032	2.3	10,608	2.1
Total No. of Books Issued for				
Home Reading	358,736		377,475	

The librarian has full power to banish any book from the Toronto library, which, in his judgment, is unworthy of a place on the shelves and the circulation of which would have a pernicious effect. Any complaints are carefully investigated, and, while in the purchase of thousands of volumes annually, it is impossible to exercise rigid oversight in every instance, still, on the whole, few books, which may not be read with safety and pleasure find their way within. If by chance anything undesirable should elude the watchful eye and thorough system of the librarian the offensive book is immediately recalled. Mr. Locke has several editions in the "scrap heap" which he did not deem worthy of a place on the stacks, but, considering the resources and equipment of the great public institution which Torontonians so liberally patronize, the number is relatively small.—G. B. V. B.

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B.C. Politics. (Poem.) Archibald Burnett, Greenwood, British Columbia.

Geographie Illustrée, Cours Moyen. Par les Freres des Ecoles Chretiennes. Deuxieme Edition de la Geographie Intermediaire Illustrée. Ferdinand Louis Jeandron, Montreal.

Guide du Jeune Homme. Par Un Pretre du Diocese de Montreal. 8e Edition. Grainger Freres, Montreal.

The Story of Isaac Brock. By Walter R. Nursey. (Book.) William Briggs, Toronto.

No Refuge But in Truth. By Goldwin Smith. (Book.) Goldwin Smith, Toronto.

The Canadian Almanac, 1909. (Book.) The Copp, Clark Company, Limited, Toronto.

Dickson's Explanatory Chart of Spiritualism, Mental Telegraphy, Hypnotism, Present, Past and Future Readings. (Chart.) Frederick Dickson, Toronto.

Freehand Practice Copy Book No. 2. By W. A. McIntyre, B.A., LL.D. The Copp, Clarke Company, Limited, Toronto.

Map of "The New Cobalt" in and around James Township, on the Montreal River. Anson A. Gard, Toronto.

A History of Quebec, Its Resources and People. (Illustrated.) By Benjamin Sulte, F.R.S.C.; Dr. C. R. Fryer, M.A., Ph.D.; Senator L. O. David. Vol. I. The Canada History Company, Montreal.

The Pipe of the Past and Present. (Booklet.) William Joseph Grant, Montreal.

Maritime Double Entry Bookkeeping. By Kaulbach & Schurman. (Book.) Kaulbach & Schurman, Halifax, Nova Scotia.

A Short History of Great Britain. Adapted for Canadian Schools. By C. E. Fryer, M.A., Ph.D. (Book.) W. J. Gage & Company, Limited, Toronto.

Freehand Practice Copy Book, Number 3. By W. A. McIntyre. The Copp, Clark Company, Limited, Toronto.

Canada the Free. By Grant Balfour. (Poem.) James Miller Grant, Toronto.

Commercial Handbook of Canada, 1909. (Fifth Year.) Ernest Heaton, Toronto.

Stovel's Sectional Map of Manitoba. The Stovel Company, Winnipeg, Manitoba.

## Important Trade Information From the Publishers

New Spring Fiction Announced—  
Arrangements for Canadian Editions  
—Some Interesting Importations.

Spring publishing is now in full swing and already several new novels have been issued, with others following on in rapid succession. The importing houses are almost ready to send out their travelers from Atlantic to Pacific with samples of the numerous offerings of British and American publishers. In fact some have already got their men started.

### Brief Publishers' Notes.

Edith Van Dyne will soon deliver the manuscript of her fourth book of the "Aunt Jane's Niece Series" to her publishers, The Reilly & Britton Co., Chicago. Miss Van Dyne has struck a new note in girl's literature. She has a knack of narrating the real doings of real girls of twelve to sixteen years and success has followed as a natural consequence.

By arrangement with Rudyard Kipling, the Copp, Clark Co., Toronto, are issuing a special volume of his

ernors," by E. P. Oppenheim, and "A Spirit in Prison," by Robert Hichens.

### Some Spring Lists.

The spring fiction list provided by the Copp, Clark Co., Toronto, includes the following titles:—"The Sins of Society," and "The Marriages of Mayfair," by Cecil Raleigh; "Fraternity," by John Galsworthy; "A Flight from Siberia," by Warlaw Suoiszewski; "Comrades," by Thomas Dixon, jr. (now ready); "A Maid of Honor," by Robert Aitken; "The Lonesome Trail," by B. M. Bower and a 75 ct. reprint of "Told in the Hills," by Marah Ellis Ryan.

The Macmillan Company announces eight novels for publication this spring, and the anticipations aroused by the authors' names seem to prove that this may turn out to be a noteworthy year for fiction. By a curious coincidence, this list is evenly divided between male and



"THE STAR STRAGGLED ON ONE KNEE AND RAISED HER HEAD"

One of the clever illustrations from "Evil Trustell," a theatrical story by George H. Frennan, which A. C. McClurg & Co., Chicago, publish this month

collected verse in cloth binding. The edition is handsomely printed and bound, with gilt top, and each copy is boxed. The price is \$2.00.

The Canadian edition of "The Making of Canada," by A. G. Bradley, was issued during January, by the Copp, Clark Co.

A 25 ct. edition of "John Henry," the first of the John Henry books, is in preparation by the Copp, Clark Co. This is the first of a cheap series of reprints of these popular books.

The Copp, Clark Co have now ready 75 cents paper bound editions of "The Four Fingers," by F. M. White, "Deepmoat Grange," by S. R. Crockett, "The Gov-

ernors," and also between American and English writers. To give precedence to the ladies, there is a novel with an operatic singer for heroine, by Mrs. Gertrude Atherton; "The Romance of a Plain Man," a story of Virginia, by Miss Ellen Glasgow; "Poppea of the Post Office," by that delightful observer of men and nature, the author of "The Garden of a Commuter's Wife," whom everyone now knows to be Mrs. Mabel Osgood Wright; and "The Straw," a story by a new English writer, Miss Rina Ramsay. The men include Mr. Marion Crawford, whose book is entitled "The White Sister;" Mr. Eden Phillpotts, with "The Three Brothers," Mr. Fielding Hall, who calls his first novel "One Immortality," and Mr. Algernon Blackwood, an

## BOOKSELLER AND STATIONER

Englishman who wrote a remarkable story called "John Silence," and now follows it with one which promises to be equally worth reading, "Jimbo."



LOUISE BURNHAM  
Author of "The Leaven of Love"

McLeod & Allen present a lengthy list of fiction headed by "54-40 or Fight," by Emerson Hough, author of "The Mississippi Bubble." Other titles include "The Message," by Louis Tracy, author of "Wings of the Morning," "Lorimer of the North West," and "Thrice Armed," by Harold Bindloss, "The Special Messenger," by Robert W. Chambers, "I and My True Love," by Mrs. H. A. Mitchell Keays, "A Million a Minute," by Hudson Douglas, "Princess Zora," by Ross Beekman, "Letters of Jennie Allen to her Friend Miss Musgrove," by Grace Donworth, "Fate's a Fiddler," by Edward George Pinkham, and "By Force of Circumstances," by Gordon Holmes.



MARY JOHNSTON  
Author of "Lewis Rand," "To Have and To Hold," etc., etc.

The two English publishing houses of Henry Frowde and Hodder & Stoughton, have entered into an arrangement for the joint publication of a series of books for

children, which are probably the most elaborately illustrated books ever provided for boys and girls. Such popular authors as Herbert Strang, Desmond Coke, A. C. Curtis, Evelyn Everett Green, etc., are co-operating in the undertaking and the best artists have been engaged to do the illustrating. The illustrations throughout are executed in color and are of a high standard of merit. The series includes books for children of all ages, ranging in price from 4d. to 7s. 6d. A full stock will be carried by Henry Frowde's Canadian Branch, 25-27 Richmond St. W., Toronto.

A. C. McClurg & Co., Chicago, announces two novels for early publication. "Bill Truetell," a story of theatrical life, by George H. Brennan, and "The Delafield Affair," by Florence Finch Kelly. Their other spring books include "Mission Tales in the Days of the Dons," by Mrs. A. S. C. Forbes; "The Panama Canal: Its History, its Making and its Future," by John George Leigh; "Letters from China," by Sarah Pike Conger, "A Summer in Touraine," by Frederic Lees; "The Empire of the East," by H. B. Montgomery; "The Andean Land," by Chase S. Osborn; "The Summer Garden of



ARAMINTA  
The heroine of J. C. Snaith's new novel.

Pleasure," by Mrs. S. Batson; "Art of Speech and Deportment," by Anna Morgan; "The Railway Mail Service," by Clark E. Carr.

### Agents for British Publishers.

For the import season of 1909, the Copp, Clark Co., Toronto, have made arrangements with a long list of British and American publishing houses, whereby they will show many choice books to the trade in Canada. Their vice-president, William Copp, spent several weeks in the publishing centres of Britain recently and succeeded in establishing some notable connections.

They are constituted agents for the following publishing houses—T. C. and E. C. Jack, Edinburgh and London; R. and T. Washbourne, London; T. Sealy Clark & Co., London; George G. Harrap & Co., London; Hills & Co., London; James Nisbet & Co., London; Sisleys Limited, London; Everett & Co., London, and David Douglas, Edinburgh; Blackie & Son, Glas-



## BOOKSELLER AND STATIONER

gow; Archibald Constable & Co., Edinburgh; David Bryce & Sons, Glasgow.

A select representation of the lines of the following publishers are carried, for many of which the Copp, Clark Co., control the Canadian market: James Clarke & Co., London; Chapman & Hall, London; Wm. Collins, Sons & Co., Glasgow; Duckworth & Co., Lon-

don; yet been introduced to them. The Copp, Clark Co., Toronto, have arranged for the importation of a uniform set of five of Benson's books, including "From a College Window," and "Beside Still Waters," which will probably retail at \$1.50 per volume.

The poetical works of Alfred Noyes, in three volumes entitled "Poems," "Singing Seamen," and "Drake."



FORDING THE ASUA RIVER.

From "My African Journey," by Winston Churchill.

don; Greening & Co., London; Hutcheson & Co., John Lane, Methuen & Co., London; W. P. Nimmo, Hay & Mitchell, Oliphant, Anderson & Ferrier, Edinburgh; George Routledge & Sons, Seeley & Co., T. Fisher Unwin, Gay & Hancock, Stanley Paul & Co., London, and others.

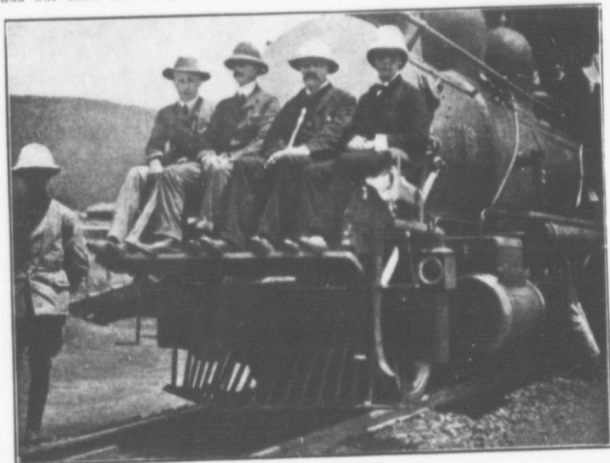
In the United States they carry lines of the publications of John C. Winston Co., Philadelphia; Reilly & Britton, Rand, McNally & Co., Brewer Barse & Co., Chicago; Charles Scribner's Sons, New York, and others.

The prose works of A. C. Benson are known to a few admirers in Canada but there are many who have not

have been secured by the Copp, Clark Co., for the Canadian market.

Mr. John Murray's series of standard works including books by George Borrow, Charles Darwin, Dean Stanley and many other famous writers, are handled in Canada by the Copp, Clark Co. (75 cts.)

A handsome edition of "Lorna Doone," by R. D. Blackmore, known as the Doone-land edition, profusely illustrated with photographs, has been imported by the Copp, Clark Co. (\$2.00 to \$2.50.)



AN AUTHOR IN NOVEL POSE.

Winston Churchill (on the right) getting material for his book "My African Journey."

## A Survey of the Canadian Literary Field

A Quiet Time Recorded With  
Few New Books Appearing  
—Several Promised Volumes.

There is little activity at present in Canadian publishing circles. It is a time of preparation. There will undoubtedly be a goodly number of new Canadian books published during the year, but it is too early yet to make any announcements. One publishing house has arranged for at least six books, but no information about them can be made public for a few weeks.

### History.

The Premier of Ontario, Hon. J. P. Whitney, has come forward as a patron of literature, having given an order for one hundred and twenty copies of the Quebec Tercentenary Commemorative History, which was published last fall by the Quebec Telegraph. Needless to say, the books are for presentation to the members of the Ontario Legislature.

Dr. Doughty, the Dominion Archivist, has, at the request of Earl Grey, undertaken to prepare an official souvenir of the Quebec Tercentenary celebrations. The



MISS F. W. MUSGRAVE

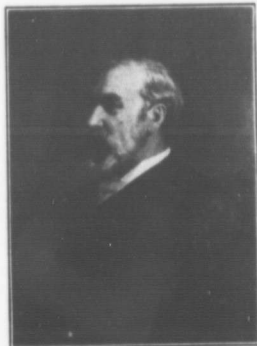
Author of "Gabrielle Amethyst," a Nova Scotian Story.

book will be most elaborate in every particular and will probably cost each prospective purchaser at least twenty-five dollars. Most of the illustrative work is being done in England. Dr. Doughty has an undoubted gift for designing books, some of his earlier productions being among the finest examples of Canadian book making, and the Quebec souvenir will be worthy of a great occasion.

A. P. Cockburn's "Political Annals of Canada," is being published in an English edition by Stanley Paul & Co. It constitutes a condensed history of Canada from the time of Champlain in 1608.

A. W. Savary, Annapolis Royal, N.S., has issued a limited edition of "The Narrative of Col. David Fanning," a loyalist of North Carolina in the American Revolution, reprinted from the original manuscript,

complete, with his autograph. The publisher contributes an introduction and notes, seeking to vindicate Fanning's memory from the aspersions of some American writers. (57 pages. \$1.75 net.)



THEODORE H. RAND, D.C.L.

One of Canada's Most Noted Poets.

Sir C. P. Lucas has completed a History of Canada, 1763-1812, which the Oxford University Press is publishing immediately. The volume ranges with the author's study of the Canadian War of 1812, issued three years ago.

### Fiction.

Few spectacular events in this old world's life pass into history before they are seized upon by some zeal-



ALEXANDER McLACHLAN

The Scottish-Canadian Poet.

ous novelist and woven into the texture of a story. The collapse of the cantilever bridge at Quebec last year is

## BOOKSELLER AND STATIONER

utilized as the plot of a new novel by Anna Chapin Ray, called "The Bridge Builders," which is among the early spring publications of Little, Brown & Co., Boston.

Archie P. McKishnie, author of "Gaff Linkum," is at work on a new novel, the setting of which is Ontario in colonization days. The title will probably be "The Interlopers," and the time of publication next autumn.

A rising young Canadian author, Dr. Wm. J. Fischer, is just putting on the market a new novel which he entitles "Child of Destiny." This is to be issued by William Briggs. Dr. Fischer's former book, "The Toiler and Other Poems," has been very successful.

weeks, entitled, "The Fugitives, a Sheaf of Verses." It will be issued in a limited edition, each copy containing the poet's portrait and autograph. The printing is being done by John A. Bowes, of St. John, and the book will be bound in buckram, with gilt top. Mr. Spencer is an interesting figure in the Maritime Provinces and more will appear about him next month.

### Miscellaneous.

A committee of friends of the late Henri Julien, the Montreal artist, are contemplating arrangements for the publication of a memorial album containing repro-



SERVICE BERRY, CALLED BY THE INDIANS "SASKATOON"

One of the engravings which appear in "Mountain Wild Flowers of Canada" by Julia W. Henshaw

Nova Scotia, forty years ago, is the scene of a novel entitled "The Combat," being published in England by John Long. Its author is Arthur Campbell.

### Poetry.

The Houghton, Mifflin Co., Boston, are publishing a volume of verse by E. W. Thomson, of Ottawa, entitled "When Lincoln Died and Other Poems."

H. L. Spencer, who resides at Whitehead, King's County, N.B., is publishing a volume of poetry in a few

ductions of his best known paintings, caricatures and sketches. The secretaries of the committee are Raoul LaCroix, 5 Beaver Hall Square, and J. S. Lewis, Star Building, Montreal.

The memoirs of Hon. Chas. Langelier, covering a period from 1878 to 1890, have been published by Dus-sault & Proulx, of Quebec. The memoirs throw much interesting light on the history of French Canada. The book is priced at \$1.50.

## Brief Reviews of Some Recent Books

Several Good Novels Already Published — "Septimus," One of the Cleverest of Modern Stories — Important Work on Canada.

Some half-dozen novels and at least one important Canadian historical work have already been published this season. A great many other books are promised for early publication and attention will be devoted to them as they appear.

### Devoted Septimus.

SEPTIMUS. By W. J. Locke. Toronto: Henry Frowde. Cloth, \$1.25. Judged by his ability to paint a character in lasting colors, W. J. Locke is a literary



*W. J. Locke*

artist of surpassing power. Septimus, the simple, the unconsciously amusing, the unconventional and withal the lovable hero, is a character who will be remembered for the rest of one's life. He comes upon the scene without any ostentation, at Monte Carlo, calmly thrusting a coin into the hand of a young woman who had been cleaned out at the roulette wheel. So inoffensive, so purposeless was his bearing, so utterly unaware that he was doing anything unusual was he, that the young woman took the money, threw it and won. Meanwhile Septimus had walked away. This illustrates his character exactly, and it is in this way that he moves through the pages of the book, absent-minded at times, doing strange things and yet ever devoted to and thoughtful of the interests of the beautiful woman who befriended him. There is a tragedy in the story, into which his very devotion leads this remarkable hero. That is the pathetic feature of the case, but we must not spoil the reader's interest in discovering this tragedy himself. It is a clever book, not only in its character painting, but in its dialogue and its quaint conceptions.

### The Oregon Boundary Dispute.

54-40 OR FIGHT. By Emerson Hough. Toronto: McLeod & Allen. Cloth, \$1.25. Mr. Hough has selected a catchy title, which is bound to raise the curiosity of many people, who are not aware of its historical significance. It refers, of course, to the controversy between England and the United States over the Oregon boundary, when the Americans insisted that

their territory should run to 54 degrees, 40 minutes north latitude. The backwoodsmen invented the phrase "54-40 or Fight," meaning that if the British did not concede that latitude to them, they were prepared to fight for it. Mr. Hough has written a readable tale, as the author of so good a story as "The Mississippi Bubble," would be expected to do. Actual personages are introduced and in the negotiations between the diplomatists of the day, the heroine of the story, a fascinating woman, plays no small part.

### A Mystery Romance.

THE RED MOUSE. By William Hamilton Osborne, Toronto: William Briggs. Cloth, \$1.25. In the generality of present day novels, the author starts out well, carries the story along for a few chapters on a really high level of literary merit and then falls down for the remainder of the book. In "The Red Mouse," strange to say, the reverse is the case. The opening chapters are weak, the closing ones strong. The story of the regeneration of Challoner, the degenerate man of pleasure and self-confessed murderer is genuinely good. The sordid drama of vice and legalized graft is carried out in New York, the opposing figures being Murgatroyd, the prosecutor, and Thorne, an unscrupulous lawyer, participated in the fruits of many questionable deals. A murder, committed in a gambling den, provides the mystery, which holds the plot together.

### A Socialistic Story.

COMRADES. By Thomas Dixon, jr., Toronto: Copp, Clark Co. Cloth, \$1.50. Socialism and the problems



THOMAS DIXON, Jr.

which confront socialists are the themes of this entertaining novel. A California millionaire of ideal American principles has a son who until his twenty-third year has devoted himself wholly to football.



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'IAN MACLAREN,' JOSEPH HOCKING, S. R. CROCKETT,  
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He becomes interested in socialism and his father encourages him to study it carefully. He joins a band of "Comrades" and they form a settlement on an island off San Francisco, given to the cause by the millionaire father without the son's knowledge. That human nature is to be reasoned with in all plans for reform is the keynote of the story.

**An English Story.**

CATHERINE'S CHILD. By Mrs. Henry De la Pasture. Toronto: William Briggs. Cloth, \$1.25. The story opens in a beautiful rural neighborhood near London, where Catherine, a widow, leads a quiet life, rearing her only daughter, Philippa. The daughter, however, is not content with her surroundings and longs for the gayer life of the city. She at length persuades her mother to let her go to London, chaperoned by a married cousin. Suddenly she disappears and the story concerns itself with the detective work of finding her. The story is prettily told and is carried along on a high plane of literary merit.

**Editorial Note.**

Owing to our arrangements for reviewing books being somewhat incomplete we are unable to give the attention we should have done to several volumes submitted for review this month. However, we hope to be in a position to cover this department of our work more promptly in future. The two most important books left over for next issue are:

- THE MAKING OF CANADA. By A. G. Bradley. Toronto: Copp, Clark Co.  
 L'AMERIQUE PRECOLOMBIENNE. By Alphonse Gagnon, Minister of Public Works and Labor. Prov-

ince of Quebec. Quebec: Laflamme & Proulx. Paper covers, \$1.25.

**SPRING FICTION ANNOUNCED.**

Supplementary to the list in the January number.

Title	Author	Publisher
Marriages of Mayfair.....	Cecil Raleigh .....	Copp, Clark
Comrades.....	Thomas Dixon, jr. ....	"
A Maid of Honour.....	Robert Aitken .....	"
The Lonesome Trail.....	B. M. Bower .....	"
Romance of a Plain Man.....	Ellen Glasgow .....	Macmillan
Poppea of the Post Office.....	Mabel Osgood Wright .....	"
The Straw.....	Rina Ramsay .....	"
The White Sister.....	F. M. Crawford .....	"
The Three Brothers.....	Eden Phillpotts .....	"
One Immortality.....	Fielding Hall .....	"
Jimbo.....	Algernon Blackwood .....	"
Lorimer of the North-west.....	Harold Bindloss .....	McLeod & Allen
Thrice Armed.....	" .....	"
I and My True Love.....	Mrs. Keys .....	"
A Million a Minute.....	Hudson Douglas .....	"
Princess Zora.....	Ross Beekman .....	"
Fate's a Fiddler.....	E. G. Pinkham .....	"
By Force of Circumstances.....	Gordon Holmes .....	"
Bill Truetell.....	George H. Brennan.....	McClurg & Co.
The Delafield Affair.....	Florence Finch Kelly .....	"
David Bran.....	Morley Roberts.....	L. C. Page & Co.

# The Canadian Bookman

Being the Literary Supplement of The Bookseller and Stationer of Canada. Published monthly in the interests of Canadian authors, publishers, booksellers and bookbuyers. Edited by W. A. Craick, B.A., Toronto.

\$1.00 per annum

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Toronto	Montreal	Winnipeg
New York	Chicago	London

### BEST SELLING BOOKS DURING JANUARY.

As reported by Leading Booksellers.

#### Brantford.

1. My Lady of the Snows. By M. A. Brown. Briggs.
2. Peter. By F. H. Smith. McLeod.
3. Lonesome Pine. John Fox, jr. McLeod.
4. Cy Whittaker's Place. Joseph C. Lincoln. McLeod.
5. Web of Time. By R. E. Knowles. Revell.
6. Sowing Seeds in Danny. Mrs. McClung. Briggs.

#### Calgary.

1. Lonesome Pine. By John Fox, jr. McLeod.
2. Lewis Rand. By Mary Johnston. Briggs.
3. Holy Orders. By Marie Corelli. Briggs.
4. Riverman. By S. E. White. Musson.
5. Man from Brodney's. By G. B. McCutcheon. Briggs.
6. Illusive Pimpernel. By Baroness Orczy. Copp.

#### Charlottetown.

1. Anne of Green Gables. By L. M. Montgomery. Page.
2. Man from Brodney's. By G. B. McCutcheon. Briggs.
3. Holy Orders. By Marie Corelli. Briggs.
4. Lewis Rand. By Mary Johnston. Briggs.
5. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
6. Peter. By F. H. Smith. McLeod.

#### Chatham.

1. Life of James Robertson. By Ralph Connor. Westminster.
2. Web of Time. By R. E. Knowles. Revell.
3. Man from Brodney's. By G. B. McCutcheon. Briggs.
4. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
5. Lewis Rand. By Mary Johnston. Briggs.
6. Great Fight. By W. H. Drummond. Briggs.

#### Guelph.

1. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
2. Wild Geese. By S. J. Weyman. Copp.
3. Peter. By F. H. Smith. McLeod.
4. Holy Orders. By Marie Corelli. Briggs.
5. Diana Mallory. By Mrs. Ward. Musson.
6. Lonesome Pine. By John Fox, jr. McLeod.

#### Hamilton.

1. Lonesome Pine. By John Fox, jr. McLeod.
2. Peter. By F. H. Smith. McLeod.
3. Septimus. By W. J. Locke. Frowde.
4. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
5. Firing Line. By R. W. Chambers. McLeod.
6. Web of Time. By R. E. Knowles. Revell.

#### Kingston.

1. Story of Old Kingston. By A. M. Machar. Musson.
2. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
3. Life of James Robertson. By Ralph Connor. Westminster.

4. Cy Whittaker's Place. By Joseph C. Lincoln. McLeod.
5. Holy Orders. By Marie Corelli. Briggs.
6. Riverman. By S. E. White. Musson.

#### London.

1. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
2. Holy Land. By Henry Van Dyke. Copp.
3. Lonesome Pine. By John Fox, jr. McLeod.
4. Riverman. By S. E. White. Musson.
5. Diana Mallory. By Mrs. Ward. Musson.
6. Holy Orders. By Marie Corelli. Briggs.

#### Moncton.

1. Songs of a Sourdough. By R. W. Service. Briggs.
2. Diana Mallory. By Mrs. Ward. Musson.
3. Strollers.
4. Leaven of Love. By C. L. Burnham. Briggs.
5. Holy Orders. By Marie Corelli. Briggs.
6. Firing Line. By R. W. Chambers. McLeod.

#### Montreal.

1. Septimus. By W. J. Locke. Frowde.
2. Lonesome Pine. By John Fox, jr. McLeod.
3. Peter. By F. H. Smith. McLeod.
4. Joshua Craig. By D. G. Phillips. Briggs.
5. My Lady of the Snows. By M. A. Brown. Briggs.
6. Jewelled Ball. By F. B. Guest. Cambridge.

#### Peterboro'.

1. Peter. By F. H. Smith. McLeod.
2. Lonesome Pine. By John Fox, jr. McLeod.
3. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
4. Web of Time. By R. E. Knowles. Revell.
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6. Salthaven. By W. W. Jacobs. Copp.

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4. Peter. By F. H. Smith. McLeod.
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6. Man from Brodney's. By G. B. McCutcheon. Briggs.

#### Stratford.

1. Lonesome Pine. By John Fox, jr. McLeod.
2. Treasure Valley. Marian Keith. Westminster.
3. Lewis Rand. By Mary Johnston. Briggs.
4. Riverman. By S. E. White. Musson.
5. Sowing Seeds in Danny. By Mrs. McClung. Briggs.

#### Toronto.

1. Peter. By F. H. Smith. McLeod.
2. Wild Geese. By Stanley J. Weyman. Copp.
3. Septimus. By W. J. Locke. Frowde.

4. Comrades. By Thomas Dixon, jr. Copp.
5. Adventures of Joshua Craig. By D. Phillips Briggs.
6. Anne of Green Gables. By M. Montgomery. Page.

**Victoria.**

1. Holy Orders. By Marie Corelli. Briggs.
2. Lonesome Pine. By John Fox, jr. McLeod.
3. Songs of a Sourdough. By R. W. Service. Briggs.
4. Governors. By E. P. Oppenheim. Copp.
5. Mystic Spring. By D. W. Higgins. Dodge.
6. Queen Alexandra's Book. Frowde.

**Winnipeg.**

1. Soul of Dominic Wildthorne. By J. Hoeking. Copp.
2. Diana Mallory. By Mrs. Ward. Musson.
3. Life of James Robertson. By Ralph Connor. Westminster.
4. Illusive Pimpernel. By Baroness Orczy. Copp.
5. Riverman. By S. E. White. Musson.
6. Sowing Seeds in Danny. By Mrs. McClung. Briggs.

**Woodstock.**

1. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
2. Song of a Sourdough. By R. W. Service. Briggs.
3. Web of Time. By R. E. Knowles. Hevell.
4. Man from Brodney's. By G. B. McCutcheon. Briggs.
5. Holy Orders. By Marie Corelli. Briggs.
6. Spirit in Prison. By Robert Hichens. Copp.

**Summarizing.**

- A 1st place counts 10 points.
- A 2nd place counts 8 points.
- A 3rd place counts 7 points.
- A 4th place counts 6 points.
- A 5th place counts 5 points.
- A 6th place counts 4 points.

**Canadian Summary.**

	Points.
1. Trail of Lonesome Pine. By John Fox, jr.....	30
2. Sowing Seeds in Danny. By Mrs. McClung.....	79
3. Peter. By F. H. Smith.....	67
4. Holy Orders. By Marie Corelli.....	62
5. Songs of a Sourdough. By R. W. Service.....	49
6. Lewis Rand. By Mary Johnston.....	42

**United States.**

1. Lonesome Pine. By John Fox, jr.
2. Peter. By F. H. Smith.
3. Lewis Rand. By Mary Johnston.
4. Man from Brodney's. By G. B. McCutcheon.
5. Red City. By S. Weir Mitchell.
6. Out-of-Doors in the Holy Land. By Dr. Van Dyke.

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We now wish to emphasize particularly the importance to the trade of stocking up immediately on the following titles which are sure to be largely called for.

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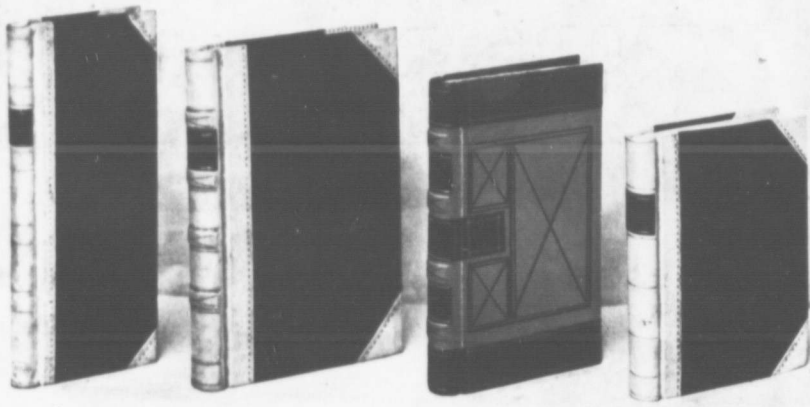
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