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BOOKSELLER & STATIONER

OF CANADA

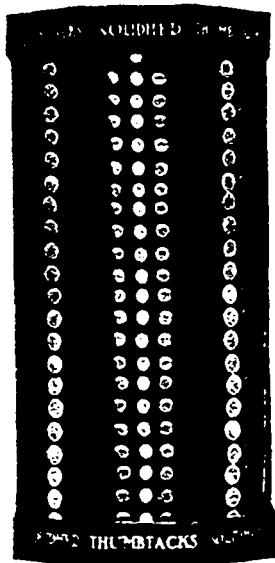
MAY 1907

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

MONTREAL

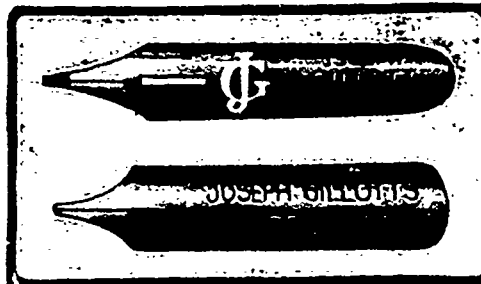
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WINNIPEG



It's the Solidhed Display
that sells tacks

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



TWO
ONLY
of the
Many
Varieties
of

Joseph Gillott's Pens

Every stationer should stock these, the premier pens, by the premier pen makers. Joseph Gillott's pens have long held an exclusive reputation for variety in make and shape and point, and for their perfection of finish. The founder of the firm of Joseph Gillott & Sons took out one of the original patents for the making of steel pens.

For all particulars, samples for distribution, show cards, etc., apply JOSEPH GILLOTT & SONS, G. 15, Abchurch Lane, LONDON, E.C.

YOU ARE INTERESTED IN SOMETHING.

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

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

Terms—100 Clippings,	\$ 5.00
250 "	12.00
500 "	22.00
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Send for our Booklet, which fully explains the scope of the clipping industry.

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

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street,
MONTREAL

10 Front St. East,
TORONTO.

New School Blanks

The trade who have seen our series of new school

Scribbling and Exercise Books

for the coming season pronounce them to be the finest assortment of designs ever shown in Canada.

We have an entirely new and novel feature which we have *patented* in Canada and which, judging from advance orders to date, promises to far outsell any line of school blanks ever made. Our travellers will show you our line in ample time for you to order elsewhere if you are not satisfied.

Warwick Bros. & Rutter,
Wholesale Manufacturing Stationers Limited Toronto

IT IS THE CORRECT THING
FOR EVERY
BOOKSELLER AND STATIONER
TO STOCK

GOODALLS

UNSURPASSED

Playing Cards

JUST THE THING FOR TOURIST TRADE

TRY **IMPERIAL CLUBS** IN
Maple Leaf, Bicycle (15 designs), **Empire and Golf Backs**

LINETTE CARDS

The newest creation in card manufacture,—no mis-
deals possible with these cards,—crisp, smooth and
waterproof.

ORDER FROM ANY JOBBER

A. O. HURST, 24 Scott Street, TORONTO

LEATHER GOODS DEPARTMENT

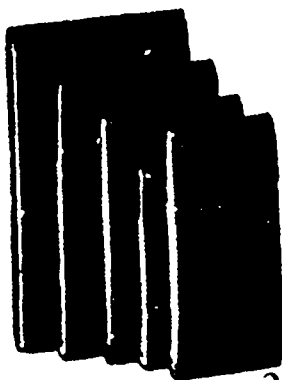


Have now on hand most complete stock of Leather Goods.

New Styles
New Leathers
Great Variety



Ladies' Hand Bags
Strap Purses
Combination Wallets



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Portfolios
Music Cases
Letter Cases
Bill Wallets
Bankers' Cases
Coin Purses
Memorandum and Address Books
Loose Leaf, Memo. and Price Books
Collar Cases
Messengers' Wallets
Diaries—

New Goods
Right Prices



Writing Folio



Men's Card Case

BROWN BROS. LIMITED

51-53 Wellington Street West

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"Sports" Playing Cards



LACROSSE DESIGN.

THE BEST VALUE IN THE MARKET.

ONE OF MANY VARIETIES

Leaders in a second grade — GOOD LUCK and ST. LAWRENCE.

SPECIAL CARD FOR WHIST PLAYERS

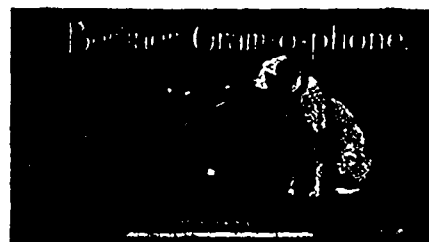
Colonial Whist

We are headquarters for PLAYING CARDS
MADE IN CANADA.

Style and finish equal to Imported Cards.
Advertising Cards of all sorts—Novel Designs.
FOR SAMPLES AND PRICES APPLY—

The UNION CARD & PAPER CO., Limited

MONTREAL.



That First Person "I"

A Bookseller whose name you know well had his doubts about the benefits attached to Gram-O-Phone business. He saw Berliner and Victor machines widely advertised and widely called for, but he harbored the belief that someone else than himself was the person who should sell the machines.

He had a Book Business and a Stationery Business to attend to and wanted no more opportunities to increase his revenue.

*What do you think of him?
Take a look at him in the glass!*

DISTRIBUTORS FOR CANADA.

Maritime Gram. Co.,	Truro, N.S.
J. & A. McMillan,	St. John, N.B.
Clark Bros. Co.,	Winnipeg, Man.
Dyke, Evans & Callaghan,	Vancouver, B.C.
R. S. Williams & Sons, Limited,	Toronto, Ont.
Nordhelmer Piano and Music Co.,	Toronto, Ont.
Royal Stores, Limited,	St. John's, Nfld.

Write your nearest distributor.

THE BERLINER GRAM-O-PHONE CO. OF CANADA, LIMITED. MONTREAL

The Savory

Line of Calendars, Xmas Cards, Post Cards, Pictures, Private Xmas Cards and Novelties

Samples now ready. Our Travellers will cover all Canada between this and July 31st.

Clucine

A LIQUID ADHESIVE

THERE IS nothing like it or "just as good." Carried in stock by all the leading wholesale stationers. Sold on import by us.

Blotting

Manufactured by R. Craig & Sons, Caldercruix, Scotland, the largest manufacturers of Blotting in the British Empire. Write for samples and quotations.

MENZIES & COMPANY

19 WELLINGTON STREET EAST, TORONTO

Canadian Representatives E. W. Savory, Ltd., Bristol; Lyons Ink, Ltd., Manchester (mfrs. of the famous CLUCINE); Dorendorff & Co., London, Eng.

"One of the largest wholesale importers of BRITISH Sealing Wax and Blotting in Canada."

HIGGINS' PHOTO MOUNTER

(TRADE MARK)



NO adhesive on the market at the present time has proved of equal value or had a wider sale than HIGGINS' PHOTOMOUNTER. Its great popularity, not only among amateur and professional photographers, for whom it was originally made, but among business men and users of paste generally, has shown beyond all doubt that it has great intrinsic merit. It is not a flour or starch paste, but a vegetable glue—a product entirely new in the

chemistry of adhesives. For mounting photographs, aristotypes, scrap pictures, and engravings, and for general use as a substitute for mucilage, it will be found most satisfactory. Be sure and stock Higgins' paste.

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.

SHOW CARDS AND PRICE TICKETS

are of just as much importance in a well dressed window as the goods themselves. They

SELL THE GOODS if made with

CARTER'S

NEW SHOW CARD INK

SEVEN LUSTROUS COLORS:

Blue, Green, Purple, Black,
Yellow, White and Red

WILL NOT CRACK WHEN DRY

Ask your Stationer for Sample

The Carter's Ink Co.

Boston New York Chicago Montreal

Words of Interest to the Canadian Stationer or His Pen Clerk

The Story of
Waterman's Ideal Fountain Pen
told in Five Words

First Word—THE PEN



EVERYBODY writes. Almost everybody writes differently. Each has some preference in the selection of a pen. This we recognize.

Therefore, for the man who wishes a stub pen we have a stub pen; a Falcon for the man who likes a Falcon pen; for manifolders we make a stiff pen that writes like a pencil and makes a better copy; for stenographers we have special points, and much of our success has been due to our ability to satisfy stenographers; for bookkeepers we have pens that make fine lines and deposit little ink, so that blotting paper is unnecessary.

In short, pens are made for the finest work and the most delicate shading.

These pens are made in all sizes, and the size of the gold pen determines the price; because, as the pen increases in size the barrel increases in ink-holding capacity and the whole increases in price.

Make your mark with Waterman's Ideal Fountain Pen, whether you want the finest of fine lines or the coarsest of coarse ones. We have a pen to suit your hand. *Insist* on being satisfied.

Pens are of 14-Kt. gold unaffected by the acid in any ink. Points are tipped with iridium.

Second Word—THE SPOON FEED



WHEN the Spoon Feed was first introduced it was the only one of its kind on the market. It was flat and broad. At the present time almost every fountain pen has a flat broad feed. There is no virtue, however, in mere width of rubber. The merit of the Spoon Feed lies in the semi-circular pockets cut into the side, which are not visible ordinarily, and which hold any overflow of ink caused by air pressure or otherwise. This is the feature that is patented. This is the Spoon Feed.

It eliminates the flooding so common to all ordinary fountain pens. It makes it a safe pen for bookkeepers and other careful writers.

The feed question is the rock upon which all other makes have foundered, whereas with the Ideal this proper feed principle has had the effect of making it the Standard of the World. No other feed will give such a perfectly uniform flow of ink, no other pen gives always enough and never too much. This is perfection. Beyond it there is nothing to attain.

It has been said that every man can make of himself what he will, and the experience of many stationers who have applied the principles of good salesmanship to the Ideal Pen has proved that any stationer can make of these goods one of the most profitable lines which he carries; in fact, he can make it a head line instead of a side line.

SPECIAL INVITATION

We are always glad to correspond with any stationer who may be on the verge of making a decision in favor of stocking a line of Waterman's Ideal Fountain Pens.

Those now entering the stationery business, or at points where our travellers do not call regularly, are especially requested to send us their names and inquiry for further information.

HEAD OFFICE

L. E. Waterman Co. of Canada, Limited, 136 St. James St., Montreal
NEW YORK and LONDON

Third Word—THE CLIP-CAP



This Clip is fastened to the cap in such a way as to make it almost a part of the Cap itself. It enables one to carry a fountain pen in either coat or vest pocket with a positive sense of security. When vests are discarded it is a boon. It will hold your pen securely either inside or outside of your loose summer coat. It will keep the pen from rolling off the desk and dropping to the floor.

Clips add to the cost of the Cap or the pen as follows: German Silver, 25c.; Sterling Silver, 50c.; Rolled Gold, \$1.00; Solid Gold, \$2.00.

The careful writer needs it. The careless one cannot keep a pen without it.

Fourth Word—STYLES



THE plate of pens shown, illustrates gold pen sizes from No. 2 (the smallest) to No. 8 (the largest), and indicates the relative sizes of our cone cap holders, No. 12 to No. 18. These are shown in the most popular styles. Almost every one of the different styles shown is made in all of the sizes illustrated—but the ones shown in the illustrations are only a few of those we carry. Waterman's Ideal Fountain Pen has come to be regarded by people of good taste as an Ideal gift and, therefore, many presentation styles are manufactured, because a gift should be beautiful as well as useful.

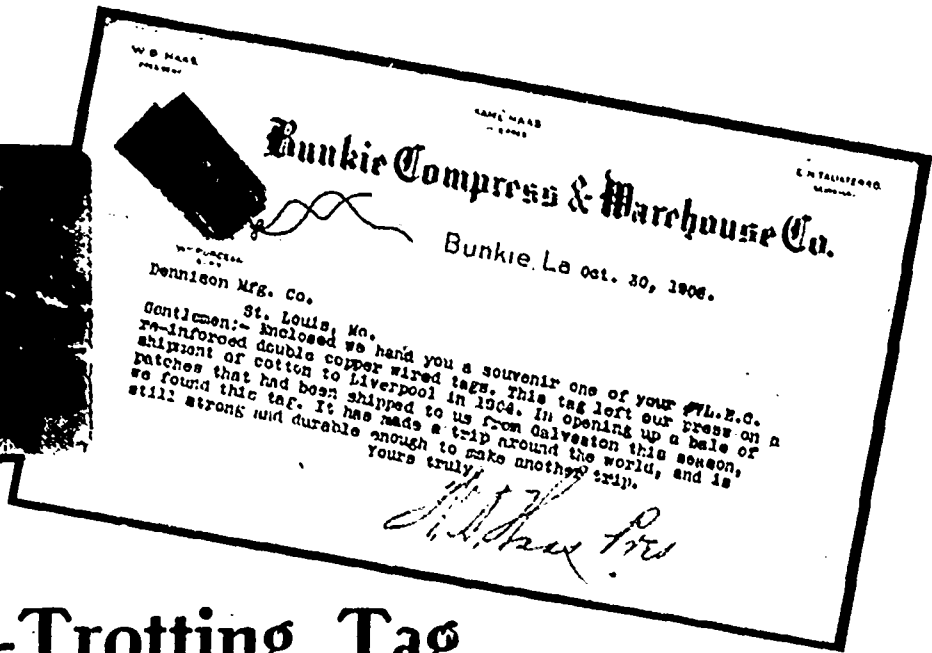
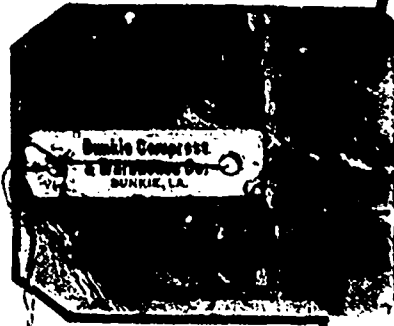
It is an exceptionally appropriate gift from employer to employee, because it will be a convenience to the recipient and a satisfaction to the donor, in that it will save time for both.

Fifth Word—THE BEST WORD IN THE "IDEAL" WORLD



This word makes all the difference in the world, because it means the genuine. It enables you to select the best. You will find this word "Ideal" stamped on every Waterman's Ideal Fountain Pen. It means extra care taken in the process of manufacture; it means the best materials, the widest range of pen points (which is an important matter); it means the most valuable patents in the fountain pen world; it means reliability and satisfaction and the guarantee of exchange until satisfied.

The word "Ideal" is your protection. Look for the word in the world. Almost a quarter century old.



A Globe-Trotting Tag

This Tag has made a trip around the world—was two years doing it and is good enough to go again to-morrow.

It isn't the first Dennison Tag to break a record, but it serves to illustrate a lesson in Tag Selling worthy of thought.

The best Tag costs a fractional part of a cent, but may be trusted with the safe delivery of thousands of dollars. Demonstrate this to any discerning business man and you will have no trouble in converting him at once to the use of

DENNISON'S TAGS

Dennison Tags are impervious to water, strong enough to take their own part in the roughest company—in wagon, freight or ship. Dennison Tags "deliver the goods," whether it's a trip across the city or a journey around the world.

It pays in more ways than one to sell Dennison Tags—to sell anything that Dennison makes—but, as Kipling says, "That's another story"—you'll find it in Dennison's Dictionary. Let us send you a copy of the Dictionary with our compliments.

Dennison Manufacturing Company

BOSTON
26 Franklin St.

NEW YORK
15 John St.

PHILADELPHIA
1007 Chestnut St.

CHICAGO
128 Franklin St.

ST. LOUIS
413 North 4th St.

S. HILDESHEIMER & CO., Ltd.

Large Variety
Wonderful Value

Striking Novelties
Exquisite Designs

JUST READY

The "RECHERCHE" Series

NEW SEASON'S

Christmas, New Year and Private Greeting
Cards, Autograph Boxes, Vellum Cards,
with Real Oil Reproduction Pictures,
Calendars, Novelties, etc.



PUBLISHED BY

S. Hildesheimer & Co., Ltd.

Chromo House, 96 Clerkenwell Rd.

LONDON, E.C.

and Miller St., MANCHESTER

Unrivalled for Quality, Style and Finish. "Do not
fail to see this collection: it will pay you."

Pictorial Postcards

Fac-simile Series, Glossy Series, Local Views,
—————Panoramiacards—————



WANTED INKS!

That's the case with our INKS, and our SEALING WAX, and our MUCILAGE. They're wanted. You can make

MONEY

by supplying that want. Don't wait a minute; but send right NOW for our Trade Price List.

The KEARNS INK AND WAX COMPANY, Limited
Toronto, Canada

CLARK BROS. & CO., LIMITED

WINNIPEG

**NEWEST FICTION, BERLINER GRAMOPHONES,
HOLIDAY PAPETERIES and TABLETS, PRINTERS' SUPPLIES**

Most Complete Stock in Canada for Booksellers and Printers

CLARK BROS. & CO., LIMITED

WHOLESALE STATIONERS,

WINNIPEG, M.A.N.

CRESCENT POST CARDS

BY FAR THE HIGHEST GRADE

**ILLUMINATED and EMBOSSED
CARDS, on the market.**

(Made in America—not in Germany)

UP-TO-DATE IN EVERY PARTICULAR, WITH THE DISTINGUISHING MARK OF
AMERICAN DESIGNS AND AMERICAN WORKMANSHIP.

TO BE HAD OF THE JOBBING TRADE IN GENERAL, OR FROM THE MANUFACTURERS

CRESCENT EMBOSSING CO.

FRED C. LOUNSBURY, President and Treasurer.

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Wm. Edward Neal, Manager.

Plainfield, New Jersey, U.S.A.

PHILADELPHIA BRANCH
38 South 6th St.
George L. Thompson, Manager.

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ON

**Exercise and Scribbling
BOOKS**

Get Bright and Attractive Covers

Don't buy cheap one and two-color covers even if you can save a shilling. It only means you will get stuck.

**THEN BUY OUR
NEW COVERS**

**MOSAIC,
LAUREL,
SHAMROCK,**

**PINE CONES,
ECLAT,
GRETCHEN,**

**FRONTENAC,
DREADNAUGHT,
ROMAN,**

**NORTH STAR,
RAPID TRANSIT,
DOROTHY,**

**THUNDERCLOUD,
MELODY, and,
last but not least,
the companion to
last year's great suc-
cess classic**

**THE
ORIGINAL
CANADIAN
GIRL.**

OUR COMMERCIAL TOURISTS

are now on the road Showing Samples

**THE PREMIER HOUSE of CANADA
For Fast Selling, Bright, Attractive Covers is**

**The Copp, Clark Co.,
TORONTO**

LIMITED

TELEPHONE 643 FORT HILL

FIDELITY CARBON PAPER COMPANY

101 Tremont Street, Boston, Mass. Factory at New York

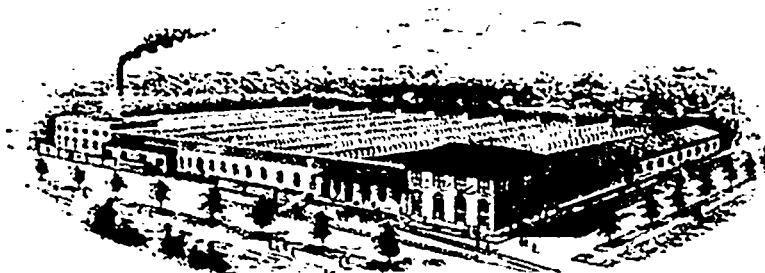


Fidelity

TRADE MARK

REGISTERED IN U. S. PATENT OFFICE.

Quality and Price the Inducement. The Kind That Won't Rub Off.



NON-SMUT CARBON SAVES TIME AND LABOR

There are many advantages to be gained in using our Non-Smut Carbon. It absolutely will not soil the hands, which grease Carbon does. It thereby acts as a time-saver, eliminating the continual washing of hands. Wears longer—does better work and is considerably cheaper, as the price clearly demonstrates.

BEING A TIME-SAVER ALONE, NOTWITHSTANDING THE EXTREME REDUCTION IN COST, SHOULD COMMEND YOUR IMMEDIATE INVESTIGATION OF THIS.

All sizes to cut. **BILLING CARBON, PENCIL CARBON, PEN CARBON.** Send for samples and prices

Non-Smut Carbon

Every sheet absolutely guaranteed to do the work as advertised, or money refunded.

COLORS—Blue, Black, Purple, Red and Green. SIZES—8½ x 13, 8 x 13 and 8½ x 11. CARBON PRICE—\$1.00 (box) per 100 Sheets. Prices F.O.B. Boston. We make special quotations in larger quantities and odd sizes. 24 varieties. Write for additional samples. RIBBONS—All colors for all machines, at \$5.00 dozen; 65c. each. Multigraph Ribbons, \$15 per dozen. Ribbons to match Multigraph, \$5.00 per dozen, for all machines.

WAIT FOR THE

BIG LINE

Before you buy your fall stock of

TALLY CARDS

GUEST CARDS

CALENDAR PADS

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

Salesmen en route.

Samples sent you free.

Illustrated Catalogue and price list.

ELLIOTT

17th and Lehigh Ave.

PHILADELPHIA

PEERLESS BRAND

Carbon Paper for Typewriters

Carbon Paper for Order Books

Carbon Paper for all other purposes

Ribbons for Typewriters

Ribbons for Time Clocks

Ribbons for all other purposes

Absolutely high-class in all respects

Manufactured by

The Carbon Paper and Ribbon Mfg. Co.

Limited

Office and Factory—34 Adelaide Street West.

TORONTO, CANADA

SCHOOL OPENING SUPPLIES

Our travellers are now showing our new series of

SCHOOL BLANKS

for the coming term. Our record in the past for these goods would be a sufficient guarantee for the present line, but it surpasses anything before shown to the trade. We have a special proposition on School Blanks which means a considerable saving to the dealer buying our line; so it will pay well to see them before placing orders.

**Warehouse and Factory—
82-94 Spadina Avenue**

**Sample Room—
54 Front Street West**

**Paper Mills—
St. Catharines, Ont.**

W. J. GAGE & CO.

LIMITED

Manufacturing Stationers

Toronto, - - Ont.

THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XXIII.

MONTREAL AND TORONTO, CANADA, MAY, 1907.

No. 5.

SOME EDITORIAL GOSSIP

We are calling this issue of *Bookseller and Stationer* our Summer Number. It is intended to help along Summer trade, which, in many cases, is pretty hard to keep moving. If the suggestions we have to offer prove useful to you, reader, we will feel that our efforts have not been in vain. There are also several matters of importance to the trade taken up in the next few pages. Don't pass over them without giving them some thought.

The annual meeting of the American Booksellers' Association takes place in New York on May 14 and 15. We are sure Canadian booksellers will be made most welcome at this meeting. There will be papers read on topics of vital interest to all booksellers. The banquet will come off at the Aldine Association on the evening of May 15. Among the speakers will be Gellett Burgess, author of "Are You a Bromide?," R. F. Outeault, the creator of *Buster Brown*, and W. F. Hornaday, author of "Camp Fires in the Canadian Rockies."

This meeting of the American association naturally calls up the question, When is the new Ontario association going to meet? As arranged at the organization meeting last February, this event is to come off in the latter part of August, during the Toronto exhibition. Further particulars will be supplied later, but meanwhile every bookseller in the province should bear the meeting in mind and form the resolution now to attend. We must have a good crowd present to justify the existence of the association.

Readers of *Bookseller and Stationer* who have occasion to visit the Old Country at any time are reminded that our offices at 88 Fleet St., E.C., London, are entirely at their disposal. It is always convenient to have an address to which letters and papers can be forwarded and our English staff will be only too pleased to co-operate in the manner suggested with readers who visit Europe. Those who have availed themselves of this service in the past can bear us out in our assertion that we will be very good friends to Canadian travelers.

We are reminded by the approach of Summer that the publication day of our Special Fall Number, scheduled

for August 14, is drawing rapidly near. This number is our greatest effort during the year and it naturally requires a great deal of preparation. It is none too early for us to turn our attention to it even now. We hope that both our readers and advertisers will help us to turn out a number this year better than ever and entirely worthy of the trade.

A new department devoted to photo supplies has been inaugurated in this number and we trust that the information supplied in it will be found useful. It seems to us that there should be a nice profit in handling these goods, especially as the supply men seem to be so willing to do everything to relieve dealers of unsalable stock. It is this feature which so often deters a retailer from investing in this class of goods. We hope to be able to continue this department regularly and make it one of the best and most instructive in the paper.

The editor of this paper is most desirous to have pictures of interiors of stores and window-displays for reproduction purposes. Any reader who has opened a new store, enlarged and improved his old store or made a specially attractive display is urged to have a photograph taken for reproduction in *Bookseller and Stationer*. It won't do the dealer any harm and the chances are it will do him good, for it will mark him as a progressive and reliable merchant. A reputation for push and enterprise is always a useful possession and that seems an easy way to acquire it.

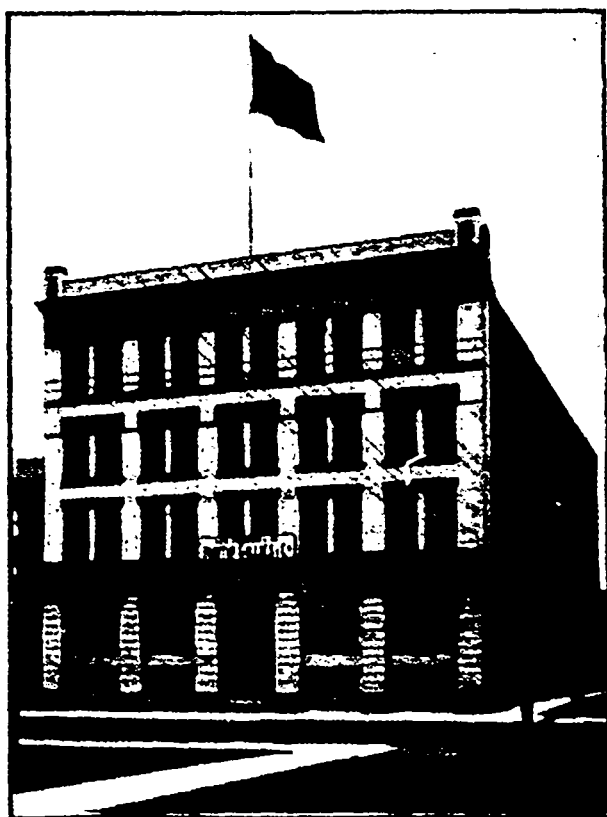
Joining a trade organization is a step you will never regret. It will help you through your difficulties and will keep you in touch with those whose motto is "Defence, not Defiance." The cost is very small and you may never know when you may need its aid. By coming into direct touch with each other, unity of action is assured, and inter-communication on questions affecting the trade is facilitated. By joining your association you can render efficient service in defence of your business interests. In unity and resolution there is success. Don't stay outside of the Booksellers' Association if you can possibly help it.

NEW HOME OF BUNTIN, GILLIES & CO., LIMITED

A FINE HAMILTON PLANT

Next year will be the Diamond Jubilee year of Buntin Gillies & Co. Ltd. of Hamilton, the firm having been established in 1848. It is quite fitting, therefore, that the firm should by that time be settled in one of the finest buildings of its kind on the continent. The new structure into which Buntin Gillies & Co. have just moved, was designed by a Hamilton architect from ideas collected by the members of the firm while visiting some of the greatest of American cities.

The building which is handsomely fronted with yellow pressed brick, can claim architectural beauty as well as practical utility. It has a frontage of 67 feet on the Court House Square by a depth of 137 feet on another street. The back of the building is also facing on a street, so that it is lighted by windows on three sides, and partly on the fourth, thus securing excellent light



NEW PREMISES, BUNTIN, GILLIES & CO., HAMILTON

throughout the entire interior, from basement upwards. It is located in a position affording the best possible convenience for quick shipping, lying midway between the new terminal of electric roads and the union depot of the C.P.R. and T.H. & B. Railway.

As will be seen by the accompanying illustration, the building consists of four stories and a basement, the latter being very high, and well lighted. It is of mill or slow burning construction. The floors, each of which has an area of 2,000 square feet, are made of white pine, laid on close cross beams, with an overlay of maple, and sheeted between with asbestos. They are supported by massive posts of Georgia pine, and are "scuppered." That is, they slant slightly from centre to the sides, where there are scuppers leading into a down pipe, which carries off all water in case of a fire, and prevents the

water from leaking through to the floor below. The elevator and the stairway are separate from each other and from the rest of the building, and are provided with automatic fire doors. Each floor contains lavatories for employes of both sexes, which are splendidly sanitary and well fitted. The elevator is so centrally placed as to connect directly with the packing room, and to avoid any re-traversing of ground when getting stock ready for shipment, or in distributing goods received.

So much for a general description. It will be interesting to travel through now and take a brief glance at the arrangement of the various floors.

On entering the building one ascends a flight of stairs in a vestibule from the street—this is made necessary on account of the height of the basement—and passes through handsome frosted glass doors into the spacious first floor. This floor is divided into three divisions, only the front of which is seen upon entry. This front division is beautifully finished in hardwood. Here, on the left of the doorway, is the accounting department. On the right of the doorway are the private offices of Mr. J. B. Gillies and Mr. C. W. Graham. Running along the right side is the executive, or buying and selling department. At the far end of this is the verbal order department for filling local orders. This department is connected by electric bells and a dumb waiter in a fireproof shaft with the various floors above. To go back to the front door again; right in front of the entering visitor is the telephone switch and inquiry board, from whence he is directed to his destination in the building. There is a broad, central aisle leading from the door to the verbal order department, running between open shelving (not yet quite complete), on which shelving will rest complete lines of printers' and stationers' stock. On the east side of this division are the vault, the lavatories and the stairway.

Passing through the frosted glass partition, which stretches across the entire width of the building, one enters the packing room, which has an entry and billing department in the northwest corner, right next to the verbal order department. In this room the elevator discharges its frequent loads of goods which are here packed and entered. They are then passed through another full width partition into the third division, which is the shipping department. There are two shipping doors in this room, which is very spacious, and one receiving door opening into a chute, down which received goods are shot into the receiving room in the basement. Going down the stone stairway in the southwest corner, one enters the basement, which is as well lighted as a basement could possibly be. The back end of this is the receiving room, which reaches to the elevator, and the balance is used for stocking heavy goods like book, cover and mounting papers and cardboards. On the right side of the basement is the elevator machinery and the boiler room, the boiler, by the way, being for heating purposes only, as all machinery—even to heating the glue pots—is electric. Into the boiler room opens a "waste-chute," connected with all floors, and down which all sweepings are shot, and shovelled into the consuming flame.

Passing up the stairway to the second floor one enters the stockroom for manufactured goods and stationers' sundries. The whole floor being used for this purpose, there are no partitions. It is fitted with open spindle shelving, with roomy aisles between the sections. The floor manager's office is right opposite the

stairway, and he can command a view of almost the entire floor. Indeed, this is the case on all the floors. On this second floor there is a sample section showing all lines handled by the firm.

The third floor is the manufacturing department. The operatives and machines are so arranged that work is passed from one to the other section, without covering the ground twice. Work is conveyed from section to section on a truck just the height of the tables, and can be transferred from the truck to the operative's table with a minimum of labor. All machinery is of the latest pattern.

The fourth and top floor is a stockroom for heavy manufacturing stock, and the front end is also used by the travelers when refitting their sample cases.

From the great flat roof one gets a splendid view of the city, and can realize how centrally the building is located, and what 9,000 square feet of space looks like, unobstructed.

One is not surprised, after going through this great, modern plant, to find that the moving spirits of the firm are comparatively young men—young looking, anyway. The officers are: Mr. James B. Gillies, president; Mr. C. W. Graham (the B. & S. man's kindly cicerone), vice president, and Mr. David S. Gillies, secretary treasurer.

The departmental managers are: Printers' stock, Mr. B. B. Moore; stationery, Mr. A. G. Hewish; factory, Mr. Wm. Trueman; Montreal branch, Mr. T. B. Little. The traveling staff, with whom our readers are doubtless well acquainted, are: Messrs. W. C. Cunningham, C. P. Rason, George Peene, L. D. Graham, J. J. Kenny and Frank Smith. All told, there are about 70 employees.

The secret of the firm's success is, to a certain extent, mirrored in their new building and plant, which is a model of smooth-working system and economic excellence.

UNFORTUNATE SITUATION IN MONTREAL

During the last few weeks many complaints regarding the price cutting of current literature in Montreal have been made. New publications issued at \$1.25 sold as low as 85c, and the \$1.50 ones as low as \$1.07. This was done, notwithstanding an agreement in writing to maintain publishers' prices, namely, \$1.50 publications not lower than \$1.25, and \$1.25 not lower than \$1.10.

The complaints have been so numerous that in order to clear up the situation, the individual opinions of the trade have been secured.

The general opinion arrived at among the booksellers of the city is that merchants who refuse to stop cutting prices on current literature, should be dealt with severely, and the best and only way to overcome the difficulty is for publishers to refuse to supply goods. There is also the necessity for a written agreement to maintain prices.

This view of the case is a little extreme. To lay the onus of preventing price cutting on the publishers, who are not directly interested, seems unnecessary and at any rate experience has shown that it is next to impossible to prevent a dealer securing books. The English publishers have tried to keep supplies from the London Times Book Club, but without success. The latter have always contrived to get the books they wanted.

So far as Bookseller and Stationer can learn, the cutting in Montreal originated in an unfortunate error on the part of a clerk in one of the bookstores, for which his principal was not to blame. It is to be regretted that this mistake was made, for it has served to alienate the department stores, who are naturally not particularly interested in the welfare of the bookstores. This is the worst feature of the case. The department stores can be independent, for they have only a small part of their capital invested in books. The bookstores must maintain prices and it is much to their interest to keep the department stores from cutting prices.

If a frank explanation of the cause of the cutting can be offered and the trade get together again, there should not be any great difficulty in keeping prices at a proper level.

A Department Store's Experience.

In an interview with Mr. F. A. Seroggie, manager of the book department, the W. H. Seroggie Co., Ltd., Montreal, he stated that a verbal agreement to the effect

that books should not be sold below a certain figure had been made at the beginning of December. This agreement was arranged through the good offices of Mr. Allen, of the McLeod & Allen Co., Toronto, and J. A. R. Tanquay, of the Montreal News Company. This agreement was lived up to only for a very short time, and the beginning of Christmas week saw the new publications at \$1.25, selling as low as 85c, and the \$1.50 as low as \$1.07. As the verbal agreement did not seem to have any effect on the booksellers and departmental houses, Mr. Allen then drew up another agreement early in January, (a written one, this time), which they, (Seroggie's), with the other booksellers, signed. In this agreement merchants agreed to sell all current literature brought out at \$1.25 not lower than \$1.10, and books published at \$1.50 not less than \$1.25. This agreement was left by Mr. Allen in the possession of Mr. Phelan. Mr. Seroggie stated that he was sure Mr. Phelan would be only too glad to exhibit it to Bookseller and Stationer.

About two weeks ago they were greatly surprised to find the \$1.50 publications selling for \$1.20, and the \$1.25 selling for 90c. As a proof of this statement, Mr. Seroggie could show books and sales bills which he purchased from some of the firms who signed this agreement, and who were not keeping faith. In Mr. Seroggie's opinion this shows conclusively that the agreement has not been lived up to. As a consequence, on April 26th, he notified the trade by phone, and Mr. Allen by letter, to the effect that he withdrew from the agreement, now broken.

When asked the question, "Would you be willing to enter into another agreement for the good of the book trade in Montreal?" Mr. Seroggie answered "No, decidedly no. We have tried this twice and it has failed." He also stated that books formed but a small part of his business, and when he agreed to sign the uniform price list he was only actuated by friendly feelings to the exclusive bookstores, to whom the sale of books is of more importance, and by a friendly feeling towards Mr. Allen.

"This price cutting is absurd," said Mr. Phelan, a large up-town bookseller, when asked a question in regard to the present cutting of prices. Further, when asked "Are you anxious to enter a new agreement, if one could be formed?" he said "I am most decidedly in favor of a new agreement." Continuing, he stated that he believes

that if this agreement was put through, the main part of the article should be towards the maintenance of published prices on all current literature, also that there should be no discounts whatever to the public. His suggestion for bringing about a successful settlement of the present general mix-up, was that instead of giving a discount, as in most cases, the difference should be spent in good reliable newspaper advertising. Mr. Phelan stated that some of the American publishers spend large amounts of good money every year in advertising, previous to the publication of a new book. In this way, to a large extent, a good demand is created, and the cutting of prices can be done away with in most cases.

When asked regarding the written agreement, signed by Montreal merchants, and now in his possession, he stated that Mr. Allen, of Melrod & Allen, Toronto, spent a day in Montreal, some four months ago, in getting booksellers and department houses to sign. In the interval since that time, to Mr. Phelan's knowledge, the agreement had been lived up to till within the last two weeks. The cutting at the present time is general. Mr. Phelan thought that the feeling now seemed to be a want of confidence among the booksellers and department houses, and that a new agreement, if made, would be broken in the same way as in the past. His opinion in the matter was that if another agreement could not be

reached, the only way to overcome the difficulty was for the publishers to refuse to supply the cutters.

A Firm Stand.

When asked about the present book situation, Mr. Renouf, another large up-town bookseller, said, "Yes, I am willing to enter into any written agreement which will protect booksellers' interests." Continuing, he suggested that publishers should notify the trade that if a continuation of price cutting was followed, they (the publishers) would cut off the supplies of the cutters.

He also stated that he was selling current literature at the figures agreed upon, namely \$1.50 publications at \$1.25 and \$1.25 literature at \$1.10. He further stated that he had no desire to cut prices and did not intend to cut them, unless compelled to do so to protect his interests.

Mr. A. R. Grafton, a down-town bookseller and stationer, stated that as far as any new agreement was concerned, he was perfectly willing to consider the matter, although he had not been consulted in regard to the previous agreement made. He claimed that if such another article were put through, it would be to the advantage of booksellers and stationers to have prices at the publishing figure, and have no discount whatever. Further, he stated that for the protection of all interests one price should be agreed upon.

CATCHING TRADE IN PHOTO SUPPLIES

The photographic season is now in full swing all over the country; enthusiastic amateurs are snap-shooting everything they can lay their eyes upon. This snap-shooting fever is a good omen for the supply business.

At this time of the year there are two prolific sources of demand. They are the tourist and the beginner, and both sources are capable of great development if dealers put their thinking caps on and reach out after the trade.

In considering the question of how to get at the tourist and stimulate his demand for supplies it must be remembered that he is careful of his supplies because he is not sure that they can be refreshed. It is important, therefore, to give the photo supply department great publicity. The tourist must be informed that new supplies are available. To this end a dealer is wise if he goes right to the spot where visitors congregate. The railway station and the steamboat wharf (if you are located in a lake port) are the places to get at the tourist when he first arrives. Have a sign placed at some prominent point in the depot or on the wharf, emphasizing the words "photo supplies." This sign will at once attract the attention of a visiting amateur, because his hobby is liable to be uppermost in his mind. Then it would be well to have a cotton sign on a frame, protruding from the store front, so that it may be seen from all directions, so that the feet of the amateur will not go astray. Then, inside the store be well prepared for tourist customers. His chief want will of course, be plates and films, especially films. These will vary in size from the smallest to the medium, few of the larger size of plates or films being required by the traveler. There will also be some demand for general supplies, like developers, papers, mounts and trays, but they will be much more active in the fall. Pocket cameras, too, should be fairly active during the tourist season. It would be unwise, however, to lay in

a large stock of these, as you will be able to send in orders to the jobbers and have them filled immediately. Keep some, though, in case a customer wants one in a great hurry.

Then it is within the power of the local dealer to encourage local amateur photography, and in this local talent a great deal of profit lies dormant. "It's up to you," as the saying is, to wake up and stimulate the amateur talent in your locality. The beginner generally wants a complete outfit, and many jobbers sell these outfits for beginners complete, with full directions. It would be well to stock some of these complete outfits and get after the beginners.

Last month a competition was suggested as a means of arousing photographic enthusiasm among the younger generation. The idea of a competition applies equally well to adults.

Advertise well, and all summer long keep some photographic materials in the window. A good idea is to set up a camera upon its tripod, and surround it with supplies of all kinds, and with some advertising material illustrated with real photos, which all jobbers readily supply. This, with a good show card or two containing invitations to come in and investigate, will arouse some dormant talent in your community which only needs waking up.

Mr. John Morgan, Canadian manager Raphael Tuck & Sons Co., Ltd., with headquarters at Montreal, is traveling in Western Ontario with fall samples. Mr. F. A. Hutchison, eastern representative, and John K. Gay, western representative, both with the above mentioned firm, are traveling in the interests of the firm.

SHOW CARD WRITING

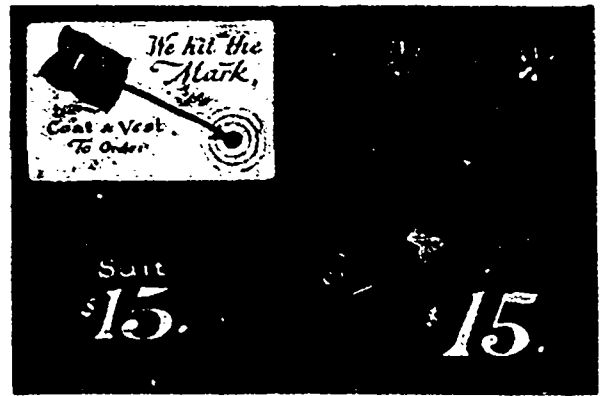
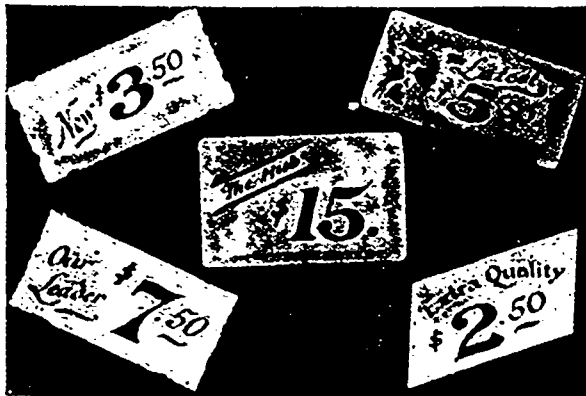
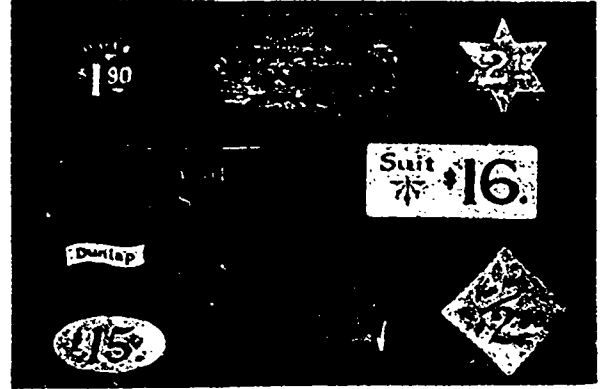
BY CRAFTSMAN.

(Continued from April Number.)

Subject Cards.

Window cards that always attract attention are those known as subject cards. They can be made with or without mats, to please your own fancy. Take any small object and by means of wire or glue attach to it your card. In as few words as possible write your "catch

to all", a small doll by, "For the little ones we are showing new styles. See them"; a penny tin whistle by, "There's harmony in our qualities and prices"; a stick by, "Stick to us and you will never get stuck"; a toy rooster by, "Be the cock of the walk—wear our stylish ——— hat"; a row of pins by, "We can give you pointers in fashions and low prices."



phrase" underneath it in bold letters, and put the rest of your matter in smaller letters.

I will give a few examples, which are simple, and, I believe, original. Take a piece of chalk and under it write: "Chalk it down—our prices are the lowest", a screw might be accompanied by "A good many turns in this business have taught us how to please you", a large nail by, "We nail the prices low in this store—one price

Lettering Mirrors With Soap.

Cut a strip of fresh, common, brown soap about 2½ inches by 1 inch. Cut it from two opposite sides into a wedged-shaped point, leaving the edge one-eighth inch thick. Your mirror should be perfectly clean. You can use the soap exactly as you would a flat brush, but of course must use more pressure.

**MONTHLY REPORTS
FROM TRADE CENTRES**

MONTREAL

Business on the Quiet Side at Present—Preparations for the Tourist Trade—Music Business.

Office of BOOKSELLER AND STATIONER,
222 McGill Street, Montreal.

May 2, 1917

Retail trade among the booksellers and stationers is very quiet at present. All merchants report having done an excellent Easter business, and this will in a measure offset the present dull period. The demand for books and post cards is fair, and stationery is selling well in the better grades. The tourist trade is now receiving very much attention in the way of preparations. Everything which is likely to appeal to a traveler is being stocked and when the season arrives some good business in all lines is expected.

A noticeable feature among the large St. Catherine Street merchants has been the number of special window displays throughout the last month. Stationery lines have been a feature in both table and window specialties. Another item of importance is the special sales of books. One large St. Catherine Street merchant offered his goods from 10 per cent to 50 per cent discount in an alteration sale. Other window displays of extracts from authors have been displayed to advantage, such as:

- Collections of Church Subscriptions..... 9-10.
- Book Agents and Advertising Men..... 10-11.
- People with funny stories 11-12.
- Ladies with tickets for sale 12-4.
- People with insulations. 4-5.

The rest of the day for miscellaneous calls

WE ATTEND TO OUR OWN BUSINESS AT NIGHT.

Among the new books issued since last report, is "At the Sign of the Beaver," by Samuel Mathewson Baylis, published by William Briggs, Toronto. This author's first book "Camp and Lamp," was so kindly received by the reading public, and won such high commendation from the critics, that retailers are looking forward to another large sale for this author's latest work. "Running Water," by A. E. W. Mason, published by the same house, is still to the fore. "The Chronicles of Rebecca," by Miss Wiggin, and "The Saint," by Antonio Fogazzaro, published by the Copp Clark Co., both of which are, comparatively speaking, new books, are among the best sellers at the present time.

Pictures and picture frames are still active. Water colors are having preference over blacks and whites. There will be a demand for tourist maps next month and everything relating to the tourist trade in general.

In the stationery department Whiting's French-Chambrey and Eaton-Hurlbut's hot pressed vellum continue to sell well. These goods retail at 30c. per quire.

The music business continues to be brisk. There is a great demand for songs rendered in "The Little Cherub" recently performed in Montreal. "Experience" and "My Irish Rosie" are among the most popular in this play. "San Antonio," a cowboy song, by Williams and Van Alstyne, has achieved great popularity. Another good song by the same authors is "The Tale the Church Bells Told." Herbert Ingraham's song, "I Would, if I Could,

but I Can't, Because I'm Married," is very popular in New York just now. It will be introduced into Montreal shortly. Vesta Victoria, the popular English comedienne, has created quite a demand for "Billy Green." "Waiting at the Church" is also used to great advantage by this talented actress. J. Fred Hell's song, "When You Know You're Not Forgotten by the Girl You Can't Forget," is a very pleasing composition and is now taking very well in Montreal.

Harry H. Crawshaw's song, "Don't You be Offended," published by the Delmar Music Co., Montreal, is now being used by many of the leading vocalists throughout the country. Miss Mabel McKinley, a niece of the late president of the United States, has written a very catchy piece of music, entitled "Golden Rod." It is brought out in both song and two-step. In instrumental music, "G. E. M.," a march and five-step; "Egyptian Waltzes"; "Ye Lady Faire Waltzes," and "Sonoma," an intermezzo, have met with marked favor this season. "Cinderella," a two-step, is also doing well. A new music publishing firm in New York has issued two very catchy pieces, entitled "Let 'er Go" and "Loving Hearts." Many of the music stores here are displaying these pieces to advantage.

The post card and album business continues remarkably good. It was thought by many retailers, when this fad first took hold of the public fancy it would, like many others, have only a brief life. This trade has now been running successfully for over five years, and gives no sign of diminution up to the present. The general tendency all points the other way in fact. When cards first appeared they covered a wide range of subjects. Among the most prominent just then were views, scenes, comic and sentimental cards. At the present time views and scenes are holding first position. Comic and sentimental lines are away behind schedule, with a few exceptions. The scenes and views have sense to back them up, and they also are very instructive as well as interesting. The postal card trade on these lines is growing every day.

An interesting little booklet entitled "Recollections of a Traveler," published generally for the tourist trade and retailing at 10c., has been brought out by one of the leading and up to date postal card merchants of Montreal. In this interesting booklet are views of the Park Toboggan Slide, Dominion Square, Notre Dame church, the Windsor hotel, with the new addition, the Park Incline Railway, Shooting the Lachine Rapids, a general view of Montreal and a modern departmental store. While this booklet is interesting, it also proves itself an advertisement, as it contains a view of the house, as above mentioned.

TORONTO.

Retail Trade Dull—Some Good Displays—Survey of the Month—Some Visitors.

Office of BOOKSELLER AND STATIONER,
16 Front Street East, Toronto.

May 4, 1917

Business during the greater part of April has been dull, on account of the poor weather, but is picking up again. One dealer says he has experienced very dull business; most of his sales being very small ones. He has it from good authority that the department stores have been having as dull a time as the rest of the trade. Another dealer says that he was ahead last month over the same month of last year.

Toronto's bill for stationery and blank books for the

year 1907 amounts to \$9,161.95, the tenders for the same having been accepted. Hart & Riddell have the blank book contract, amounting to \$5,218.25, and Brown Brothers the stationery contract, amounting to \$3,943.70.

Mr. Alfred T. Chapman, the Montreal bookseller, recently visited this office. He has been appointed Canadian agent for Baedeker's Guide Books.

A movement is on foot to secure a branch of the public library for the rapidly growing and already thickly settled northwestern district of the city, the location talked of being about the corner of Bloor Street and Dovercourt Road.

Special windows are quite the thing in Toronto just now. J. P. McKenna has his window entirely decorated with post cards this month. Harold A. Wilson & Co. recently had one of their windows entirely dressed with one particular novel.

Mrs. J. Dobson, 856 Yonge Street, has a special line of writing tablets and scribblers called "The Victor," and these goods made a very fine window dressing last month.

Import displays of fancy goods are still open and customers from outlying districts are still visiting the city. Orders hooked have been considerably in excess of last year. The school supply trade is beginning and travelers are already taking out samples. Wholesale dealers in cards and calendars report nice opening orders. The book trade is quiet.

Bookseller & Stationer's Toronto office had a call from Mr. E. S. Vickery, the Yarmouth, N.S., bookseller, last month. Mr. Vickery reported business to be good in his locality. He was also much struck with the development of Toronto.

Mr. S. B. Gundy, manager of the Oxford University Press, Toronto, is at present visiting headquarters in London.

Mr. H. F. Mann, of Alliston, was in Toronto on a buying trip last week.

Mr. Harry Heymann, of the Eagle Pencil Co., New York, was noticed in Toronto recently.

Mr. H. L. Thompson, president of the Copp, Clark Co., Toronto, accompanied by his wife and family, sailed from Boston on the steamer *Cymric* a few days ago for a pleasure trip through Europe.

Mr. R. J. Plaskett, western representative of the Copp, Clark Co., who has been at headquarters in Toronto, for some time, left for Winnipeg on April 27.

Mr. Henry Lyman, the Montreal manufacturers' agent, spent a week in Toronto during the latter part of April and left on the 27th for Winnipeg.

Mr. A. O. Hurst, of Toronto, started last week on a western trip. Mr. Hurst is charmed with the way Goodall's cards have been selling this season.

Mr. Irving P. Favor, of L. & C. Hardtmuth, New York, called on the trade in Toronto recently.

Mr. Walter Meale, representing Alex. Pirie & Sons, Aberdeen, Scotland, and Mr. Pauline, representing R. Fletcher & Sons, Manchester, are in Canada at present.

Mr. Norman Caple, the Vancouver stationer, was in Toronto last month and paid a friendly visit to the staff of Bookseller and Stationer.

Mr. W. C. Cunningham, representing Buntin, Gillies & Co., Limited, Hamilton, has just returned from a trip to the Pacific coast, and reports excellent business all along the line. Mr. Cunningham was called home suddenly, owing to the serious illness of his wife.

ST. JOHN.

Preparations for Tourist Trade—Suggestions for Exchange of Slow-selling Lines

St. John, N.B., April 29, 1907.

There has been somewhat of a lull in business during the past month, but merchants are preparing for the usual summer trade. The outlook for a successful tourist season is very bright. Stocks of souvenir goods and picture post cards are being gone over and some new lines added.

The business in picture post cards is becoming a big factor in the stationer's trade and the coming summer is likely to see a larger sale than ever before. In T. H. Hall's, the entire rear section of the store has been given up to the post card trade and some thousands of styles are shown in large racks that have been built especially for the purpose of displaying the different kinds to best advantage. Kendall Hall, in speaking of the post card business, characterized it as one of the most promising lines in the trade. He suggests that as there are some lines which are found to be good sellers by one merchant and not by others, it might be a good plan if an exchange scheme was worked out, so that what might be a poor selling line with one dealer could be traded with another whose demand was for that class of card. It has been his plan when he found any lines were moving slowly to put them out in a bargain lot, but he thinks an exchange system could be formed that would be of benefit to all the dealers. His idea would be to have a column in Bookseller and Stationer, where the dealer could advertise what lines were not selling well in his district and arrange an exchange with another dealer that would be satisfactory to both.

Mr. Hall also favors the formation of a retail booksellers' and stationers' association, to arrange prices and discuss various matters of interest to the trade.

E. G. Nelson & Co. have recently made extensive improvements in their store, and it is now one of the brightest and showiest in the city. They are making photo goods and picture post cards a prominent feature in their display.

Dealers in wall paper report a good demand for the past month and the business is now at its height.

AN AMERICAN OPINION.

Under the heading "Lucky Canada," the editor of the Publisher and Retailer of New York says: "Under the new postal treaty between this country and Canada American periodicals which pass through United States mails at one cent a pound will have to be prepaid at a rate just four times that on and after May first. Canadian periodicals coming to this country must pay their home Government the same rate. This is a hard blow to the Canadian subscription departments of American papers and magazines but should be a blessing to the newsdealers of Canada who will profit through lower freight and express rates. The subscription agency and shark will no longer sap the strength of the Canada dealer.

"The result will be a splendid building up of the business of the trade over the border and we congratulate the dealers there on the change which has been brought about by their postmaster general. (What a pity the trade on this side of the line cannot have so good a friend at court)."

POINTERS FOR JUNE BUSINESS

June is pre-eminently the month for weddings. This being a statement not likely to be denied, no evidence will be produced to prove it. Being the wedding month, however, June should appeal to stationers from a business standpoint.

Wedding stationery is one thing to feature in your window during May, if you carry anything in that line. But a still more important factor in June business should be wedding gifts, of a kind to be found in stationery stores.

It is well known that many young couples have, in times past, been embarrassed by the duplication of gifts of a housekeeping nature—particularly in the line of silverware. Often has the brow of a newly-married bride been prematurely wrinkled by the problem of what to do with multitudinous salt and pepper casters, and other kinds of ornamental silverware.

It should be impressed on the gift-giving public that table silverware is not the only kind of household-furnishing which a young couple can make use of. Neither is it necessary to descend to articles of merely practical utility, like kitchen ware. In this age of education, no home with any pretence to refinement is complete without books and pictures, and it so happens that these articles are at the present time being manufactured in a form particularly adapted for wedding presents. Beautiful little leather-bound editions of the classics, printed on the finest india paper, the greatest pictures of the greatest masters, reduced to a convenient size, tastefully framed. These are the articles which the stationer should bring before the public in the hymeneal month of June, as particularly suited for couples of refinement and taste, and away ahead of the conventional table silver ware.

Outdoor Goods.

June should also be made an active month in the line of things for out-doors. Hammocks, croquet sets, picnic plates, fancy paper napkins, books about flowers, and out-door pastimes, baseball and cricket supplies for the boys; all these should be pushed well in June.

Photo Supplies.

In another place the subject of photo supplies is dealt with. Read that article and think it over well. If you do not at present handle that line, and wish to give it a trial, now is the time of all times to make a start. There may also be amateur artists in your locality. These people should not be forced to go to outside points for their supplies. You are the man who should reach out after any trade in that line in your locality.

School Supplies.

June is the month to purchase school supplies, and it is as well, when making purchases, to have an eye on the school opening, and try to foresee the requirements of that important period. If you are going in for the pictorial scribblers, which are being introduced this year, it will be advisable to make a careful selection of the views to be used. One view may make or mar your entire sale, especially where competition is keen. Also look out for novelties that will interest the children. Some dealers go in for giving premiums, and now is the time to secure these.

Dominion Day.

In many a Canadian town, the attention of young and old will be directed during the month to the approaching Dominion Day. It is possibly the best all-round holiday in the year for the fancy goods man, bar-

ring only Christmas. We see more decorations on that day than on any other and the demand for lanterns, flags and fireworks is immense. Dealers should make special displays of these lines in ample time. It might also be advisable to make arrangements for selling souvenirs and post-cards on the holiday through the medium of newsboys. Nothing takes so well as a timely souvenir, and among country folk particularly the demand is active. The souvenir and post-card trade is, of course, very active in June. It is hardly necessary to point out the necessity for pushfulness in these goods. They sell themselves naturally to a large extent, but sales can, like those of any other line, be materially increased by a proper policy of pushfulness.

Don't forget our offer of a dollar for business pointers. The offer is still good. All you have to do is to send us in a pointer of the coming month's business, and if we use it in this column, we will send you a dollar.

THE "TEDDY BEAR" "B" and "G."

The rise of a fad is one of the most mysterious things in the world. Something or other is brought out by someone or other, and seems to have a certain quality about it which takes the fancy of the fickle public. An instance of the rise of a fad in very recent times is that of the "Teddy Bears." One can hardly walk down a street or enter a home without being confronted by a child hugging a "Teddy Bear" to its breast. Stationers, however, are not likely to moralize much upon the cause of a fad; their best course being to push a fad of this kind for all it is worth. "Teddy Bears" of a high order are made by the firm of Kahn & Mossbacher, of New York, their particular lines being the "Teddy B" and the "Teddy G." They are made of imported plush, and possess a "voice" and cannot be distinguished from the imported article. One other line in which this firm excels, is that of costumed dolls, in the manufacture of which they have had fourteen years' experience.

KING EDWARD AND WATERMAN'S IDEAL FOUNTAIN PEN.

King Edward has fallen into line and is using the Waterman Ideal Fountain Pen, as the following story will show. Le Gaulois, a leading Paris morning newspaper, printed some time ago a paragraph that, unlike the German Emperor, the King of England did not use a fountain pen. L. & C. Hardtmuth, European agents for the L. E. Waterman Co., observed the paragraph and sent to this French newspaper the following letter, which was published:

English Embassy, February 5th, 1907.

Dear Sir,—I have had the honor to deliver to His Majesty the pen that you have been good enough to offer on behalf of the Waterman Company. The King charged me to explain to you, that he was obliged, according to a rule, to refuse any presents from persons unknown to him. However, His Majesty will be pleased to buy the pen, if you will be kind enough to send him the bill."

(Signed) Major Ponsonby.

P.S.—This order was given last February, during the visit of King Edward VII to Paris.

NOTES FROM WARWICK BROS. & RUTTER.

Among the many new lines of post cards which Warwick Bros. & Rutter are showing, several series stand out especially prominent. One of these comprises some twenty different styles of embossed cards, in colors, showing the famous "Teddy Bears," with original and amusing mottoes on every card. Another especially new series, which will undoubtedly appeal to the public, is called the "Stork" series. These are beautifully embossed, and are all hand-colored. There are four styles in the series, and they are put up in assorted boxes. As will be seen on another page of this number, Warwick Bros. & Rutter have made arrangements to handle in Canada the new "Puzzle" post cards. These are patented in all countries, and are made by a special process in which it is possible to show two views of the same subject, by holding the card at different angles. There is a large assortment of subjects now ready, and the list will be added to as fast as the manufacturers can get them out. These cards, while retailing at ten cents each, will undoubtedly have a very large sale in Canada. Another new series is a linen-faced comic line, of new and original subjects. There are some forty different styles in this assortment, and they are put up 100 in a box. These people have also issued three styles of patriotic cards, printed in colors, which are especially suitable for Victoria Day, May 24th. They have a complete line of the Taber bas-relief cards, including new lines, such as Pope Pius X., General Booth, the late Queen Victoria, Crowned Heads of Europe, King Edward and Queen Alexandra, the Prince and Princess of Wales, both black and white and jeweled, and also a new design in King Edward, with a frame around it. The sale for these last summer was so great that they could hardly be kept in stock, and undoubtedly the sale during the coming season will be even greater. Their travelers are also showing a magnificent line of embossed Christmas post cards, comprising about one hundred different subjects.

Warwick Bros. & Rutter report the advance sale for their series of school practice books, including scribbling books, exercise books, note books, etc., to be the most satisfactory in the history of this house. The trade, who have had the privilege of seeing their new lines, have pronounced it to consist of the finest series of cover designs that has yet been shown. This house make a specialty of their artistic covers, and have put forth every effort this year to surpass any range of covers that they have put out in the past. All the old favorites will be retained, but the most interesting numbers are such as "The Fisherman," "Maple Leaf," "Stop Dat," "Mamma," "Python," "Checkers," "Sunflower," etc., which are reproduced in tri-color effect, in the 4to. size books. The line is now complete, and being shown by the travelers of this house, for the September trade.

Warwick Bros. & Rutter wish to inform the stationers that their well-known line of Lorraine papeteries, both in white and azure, are again in stock. Owing to the very large demand for this box during the winter months, the supply temporarily ran out, but they are now prepared to deliver any quantity required.

"Buster Brown" playing cards; "Snowflake Linen" pads in three sizes—large 8vo., double regent, and large 1to.; "Roman Flax" pads, in four sizes—single and double regent, large 4to., and large 8vo., are also among the many new lines being shown by Warwick Bros. & Rutter.

To help the sale of their celebrated "Fab" cards, with the retailers, this firm has now arranged to give away with one-half thousand of these cards, a handsome cushion, made up, as they think this will increase the sale of

these cards very materially with the retailer. The cushion is twenty inches square, and shows to advantage how attractively these cards can be made into dainty articles

ARE EXPRESS CHARGES TOO HIGH?

In view of the fact that the Dominion Railway Commission will shortly take up the question of rates charged by the express companies and make a thorough investigation of them, it is none too early for the trade to state their views of the case. Complaints have been heard in many quarters. If these complaints are justifiable, then steps should be taken immediately to have the booksellers' position placed before the commission.

The express rate on books is eight cents per pound. Consider the position of a bookseller, who receives an order for a small quantity of books, not stocked by him. It is conceivable that if these books are low-priced and the margin of profit in consequence small, that the freight charges will consume all the profit. This is a matter of every-day occurrence. Thousands and thousands of books are published which it is out of the question for booksellers to stock. They must be ordered from the publishers in small quantities as the demand arises.

The express companies carry magazines and periodicals at one cent a pound. Surely, if this is a profitable proposition, and doubtless it is, a rate of eight cents a pound on small parcels of books seems out of all proportion.

A western Ontario dealer writes, "Frequently we receive small packages of books from Toronto, New York and other publishing points, on which the charges are almost, if not fully, equal to the profit; in fact, I am almost afraid to come to work in the morning for fear I will meet an express messenger, who shoves his book under my nose to receipt for a package on which the charge will be 40, 50, 60, 75 cents or more, as the case may be, and on which the profit is not commensurate. Recently I had a case of goods from Cincinnati, containing 200 hymn books, on which the express charges were \$11.20, and although the books were heavy, my customer and myself both thought that the charges were excessive."

An eastern Ontario bookseller draws attention to another phase of the question. He writes, "The present book express is eight cents per pound, but, if not prepaid, we have to submit to the ordinary excessive rate. The other day I had a 2-pound book-parcel, marked "Per book express," but owing to it not being prepaid, I had to pay 30 cents, instead of 16 cents. We also hear a great deal from Eaton and Simpson customers about receiving parcels with express charges only 25 cents. We in the trade hardly ever receive a rate of 25 cents, no matter how small the size or weight."

Another prominent Ontario bookseller says, "I feel as every other bookseller must, that it is almost an impossibility for us to get goods by express and make any profit on them. It would be much handier for us on many occasions to have some quite large shipments come by express, if it were not that the charges are so high as to preclude any profit if this were done."

The Booksellers' and Stationers' Association intend to take up the question of express charges and the secretary would be glad to receive communications from any bookseller in Canada who has a grievance or who can cite concrete instances of excessive charges. A prompt answer to this appeal is urged.

**THE
BOOKSELLER AND STATIONER
and Fancy Goods Review.**

Published promptly on the second Wednesday of every month.

The MacLean Publishing Company, Limited

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

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FRANCE—

PARIS, Agence HAYAS, 8 Place de la Bourse.

Subscription Canada and the United States, \$1.00
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Cable Address: "ADSCRIPT," London; "ADSCRIPT," Canada.

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Rintoul & Co., Dauphin, Man.—"Herewith find subscription to BOOKSELLER AND STATIONER. We find it a very useful and profitable paper."

BRITISH PERIODICALS IN CANADA.

For years there has been a strong agitation in this country for a reduction in the postal rates on British periodicals coming from Great Britain to Canada. Resolutions have been passed by various clubs and associations, pointing out the necessity for prompt action in this particular. It was felt that it would be good for the Canadian people and good for the British connection, if more English magazines were read. United States magazines could come in at the rate of one cent a pound whereas British magazines were handicapped by an excessive rate of eight cents a pound.

Primarily as a result of the agitations of imperialistic organizations in this country, a reduced rate has been secured and the British publisher can now mail his magazine to a Canadian subscriber at the rate of two cents a pound. And not only this, but a handicap has been placed on the United States publisher by the raising of the rate between the United States and Canada from one cent a pound to four cents a pound.

The door having thus been opened for the British magazine at the earnest desire of many loyal Canadians,

the question naturally arises, is the British publisher going to take advantage of it? We, Canadians, have done our share. Those of us, and the number is regrettably small, who are familiar with British periodicals, will send in our subscriptions to the magazines of our choice, but what about the general mass of the people whose knowledge of British periodical literature is so slight?

If the British publisher wants to profit by the opportunity afforded by the reduction in postal rates, he must start in and educate the Canadian people to the value of his magazine. He must see to it that the newsdealer knows about and handles his magazine. As has been pointed out, the newsdealer is going to become the great distributor of magazines in Canada, because of the postal change that increases the rate on United States periodicals. That being so, our advice to the British publisher would be to cultivate the Canadian newsdealer at the earliest possible moment.

Have you joined the Booksellers' and Stationers' Association yet?

ABOUT ENCLOSURES

When writing letters or sending out circular letters, stationers should not forget that a two-cent stamp will carry one ounce through the mails. A neatly arranged little booklet or folder, snappily written and, whenever possible, snappily illustrated, should invariably be enclosed in all business correspondence. The better looking the booklet, the more readers it has.

It must not be forgotten that money spent in this way is an investment sure of results, if it is properly conducted. You don't buy your general stock in a haphazard way you consider well before placing an order for goods and the same amount of business discretion should be used in buying advertising.

Booklet advertising is only useful among a certain tasteful class of people, who like to be approached in an artistic manner. The bargain sale dodger rarely appeals to this class. What they like to read in the shape of advertising literature is something which pleases their artistic sensibility. It so happens that the goods dealt in by the stationer lend themselves more readily than those of any other kind of a merchant, to artistic treatment. This should be continually taken advantage of by the stationer and should form a part of his business plans for every month.

You will help us, if you mention our name in writing to advertisers.

MAPS AND SCHOOL SUPPLIES.

Bookseller and Stationer has unceasingly reminded its readers of their neglected opportunities in the line of maps, globes and other schoolroom apparatus. In conversation a short time ago with a prominent school supply dealer, he said that he considered it a thankless

task to try and rouse country stationers from their apathy in that regard. "It seems useless," he said, "to advertise such things, as the stationers do not appreciate what a lot of business they are allowing to slide away from them." He said that he found that by advertising and selling direct to school trustees he did a greater amount of business than he would if he left it to the trade.

Such a state of affairs should not be allowed to exist. The bookseller and stationer of any locality is as important a factor in the economic affairs of that locality as any other business man in it. As a business man he should get after school trustees and divert any business in the line of school apparatus to his own store, as he can supply the goods as quickly and as cheaply as any dealers foreign to the locality.

When figuring on supplying school children with their text-books, scribblers, etc., figure also on supplying the school boards with anything they need in the line of maps, globes, blackboards, easels, chalk and other school apparatus.

AN OPPORTUNITY.

It looks as if the recent postal changes were going to work out to the advantage of Canadian newsdealers. If the trade only becomes alive in time to its opportunities, there should be a heavy increase in counter sales of American magazines in Canada.

American publishers, who mail their periodicals direct to Canadian subscribers, will have to raise their price to cover the increased cost of postage. Some will allow existing contracts to run their course, but will raise the subscription price for renewals and all new subscribers. Others, we believe, are disregarding present contracts and are asking subscribers to remit at once a sufficient sum to cover the extra postage until the expiration of the subscription. That in many cases this will not be done is obvious. Subscribers will let their subscriptions run out before the time contracted for, rather than go to this trouble and expense. There will be a large decrease in renewals, and direct subscriptions through the mails will be much reduced.

At this point the newsdealer steps in. His supply coming by express, let us suppose, is unaffected by the postal changes. He can still sell a ten cent magazine at ten cents and can take annual subscriptions at the old rate. If he has get-up and push about him, he will secure business from every magazine-buyer in the neighborhood. Let the trade investigate this proposition carefully and act promptly.

THE POSTAL CHANGE.

Since our last number went to press there has been somewhat of an upheaval in the postal world. Not only has the rate on United States periodicals been increased from one to four cents per pound, but the rate on British periodicals has been decreased from eight to two cents per pound. So that the positions of the United

States and the British periodicals have practically been reversed.

This cannot but have effect on the magazine business of Canadian stationers. It is, as yet, a little too early to prophesy any particular ultimate results. But it is reasonably safe to conclude that the counter sales of magazines will receive a certain amount of impetus. The general feeling is that subscription rates on United States periodicals will be increased, but that magazines will be shipped into Canada by express, and distributed by domestic news agencies to stationers and newsdealers, for sale at the United States price. If this happens it may probably be cheaper for a reader to get his United States periodicals from his local bookseller rather than by yearly subscription.

Then there should be a more active demand for the British periodicals. Particularly so in localities where large numbers of British immigrants are to be found.

A BOOK TRADE CASE.

A case of interest to the book trade which might well challenge the attention of Canadian booksellers, recently came up in the New York courts. In July, 1905, Edward J. Clode, publisher, sold to the Syndicate Trading Company, fifty copies of "The Great Mogul." The books were delivered and along with them went a bill, in which the purchase price was set forth as being forty two dollars and seventy five cents. The Syndicate Trading Company, upon receipt of the bill, said they could not use the books at that price and offered to pay forty dollars and fifty cents for them. Sundry conversations ensued during the months of August and September, and Mr. Clode demanded the return of the fifty copies of the book on several occasions. Finally the Syndicate Trading Company went into the open market and bought fifty copies of the book and returned them to the publisher, but the publisher refused to accept them.

Mr. Clode thereupon brought action to recover the price of the books as billed or to have the original goods returned. Upon the trial in the Municipal Court, the judge found the defendant had no right to offer to return books other than those actually sold and delivered by the plaintiff, and judgment was accordingly entered in favor of the plaintiff. From this judgment the defendant appealed to the Appellate Division of the Supreme Court of New York State but the higher court sustained the decision of the Municipal Court.

REPEAL OF THE QUEBEC TAX.

The Quebec Legislature, at its recent session, took a very sensible action in repealing the tax on commercial travelers doing business in that province as the representatives of outside concerns. We have already announced the repeal of a similar tax in British Columbia. We are glad to see both of them go; they were hindrances to trade, and had no reasonable excuse for existence in the first place. In Quebec, even the fact that a yearly revenue of \$18,000 is lost should cause no regret.

Order Now for Summer Reading

NEW BOOKS

THE WAGES OF PLEASURE	J. A. Steuart	Cloth	\$1.25	Paper	.75
THE SECRET	E. P. Oppenheim	"	1.25	"	.75
THE NETHER MILLSTONE	F. M. White	"	1.25	"	.75
CHECK TO THE KING	Morice Gerrard	"	1.25	"	.75
THE PATRIOT	Antonio Fogazzaro	" only	1.25		
THE MAN OF THE WORLD (The Sinner).....	Antonio Fogazzaro	" "	1.25		
THE GREAT PLOT	Wm. Le Queux	"	1.25		.75
THE MAN WHO WAS DEAD	A. W. Marchmont	"	1.25		.75
A STRONG MAN'S VOW	Joseph Hocking	"	1.25		.75
THE DIAMOND SHIP	Max Pemberton	" "	1.25		
NORROY, DIPLOMATIC AGENT	Geo. Bronson-Howard	" "	1.50		
RISING FORTUNES	John Oxenham	"	1.25		.75
PERKINS OF PORTLAND	By the author of "Pigs is Pigs"	" "	1.00		
"EMPIRE." (A novel dealing with Imperial Federation)	Basil Ewes	" "	1.00		
THE NATIVES OF BRITISH NORTH AMERICA	C. Hill-Tout	" "	1.50		

NEW PAPER EDITIONS

Each, 75 cents

MADE IN HIS IMAGE	Guy Thorne.
KID McGHIE	S. R. Crockett.
PRISONERS	Mary Cholmondeley.
THE DREAM AND THE BUSINESS	John Oliver Hobbes.
THE LITTLE BROWN MOUSE	Madam Albanesi.
HOPE, MY WIFE	Miss L. G. Moberly.
HELENA'S LOVE STORY	Guy Thorne.
BENITA	Rider Haggard.
THE SECOND BOOK OF TOBIAH	Una L. Silberrad.
FRANK BROWN	Frank T. Bullen.
THE MYSTERIOUS MR. MILLER	Wm. Le Queux.
THE SLAVE OF SILENCE	F. M. White.
JULES OF THE GREAT HEART	Lawrence Mott.
ON COMMON GROUND	Sydney H. Preston.
SAINTS IN SOCIETY	Margaret Baillie-Saunders
THE HEART THAT KNOWS	Chas. G. D. Roberts.

The Copp, Clark Company, Limited
 Publishers
 Toronto

NEWS OF THE BOOK WORLD

APRIL BEST SELLERS.

Below is a list of the six best selling books in the United States and Canada for March. The leader, both in Canada and the United States, is the "Port of Missing Men," by Nicholson. One feature is that "The Doctor" occupies the same position—No. 4—in each of the lists. It is gratifying to see the work of a Canadian author selling so well in the States, especially when that author is not only Canadian by birth, but permanently resides here, and draws his inspiration and material from Canadian sources.

Canadian Summary.

1. The Port of Missing Men, by Meredith Nicholson	73
2. Cruise of the Shining Light, by Norman Duncan	16
3. Lone Furrow, by W. A. Fraser	40
4. The Doctor, by Ralph Connor	38
5. Running Water, by A. E. W. Mason	25
6. Dust of Conflict, by Harold Bindloss	20

United States Summary.

1. Port of Missing Men, by Meredith Nicholson	328
2. Running Water, by A. E. W. Mason	165
3. Friday the 13th, by Thomas W. Lawson	144
4. The Doctor, by Ralph Connor	108
5. Hilma, by W. T. Eldridge	73
6. Half a Rogue, by Harold McGrath	68

PUBLISHING ACTIVITIES.

The publication of F. Marion Crawford's "Prima Donna," the sequel to his "Fair Margaret," has again been postponed until the autumn. The Macmillan Co., of Canada, are to be the publishers.

A new novel by William Stearns Davis, entitled "A Victor of Salamis," is announced for early publication by the Macmillan's. It deals with one of the most fascinating periods of ancient history.

The Macmillan Co., of Canada, are the publishers of "The New Theology," the book by the Rev. R. J. Campbell, of London, which has created such a stir. It is undoubtedly the most important theological book of the year. (\$1.50 net.)

Volume I of a "Cyclopedia of American Agriculture," edited by Professor L. H. Bailey, has just appeared through the Macmillan Co. It is a unique publication, issued for the benefit of farmers and is sold in sets only at \$5.00 net per volume.

The Macmillan Co. have just issued a new collection of stories by Israel Zangwill, entitled "Ghetto Tragedies" and have simultaneously issued a new edition of his "Ghetto Comedies."

The Musson Book Company have been delayed in the publication of their edition of "The Princess Virginia," by C. N. and A. M. Williamson. The book will be out about the middle of the month.

On or about May 25, the Musson Book Company will publish a new story by Marjorie Bowen, the juvenile authoress of "The Viper of Milan." It will be entitled "The Vale of Weeping."

McLeod & Allan have just issued their new novel by

R. W. Chambers, entitled "The Tree of Heaven." This book treats in Mr. Chambers' peculiar, imaginative style of the mysterious, the unexplained and the occult in everyday contemporary affairs. It is issued in cloth only at \$1.25. Mr. Chambers' novel, "The Younger Set," now being published serially in Appleton's Magazine, will be issued by the same firm about the end of August.

About the end of May, the Copp, Clark Co. will have ready their new Oppenheim novel to be published with the title, "The Secret," in cloth and paper editions, at \$1.25 and 75 cents.

For publication within the next month or two, the Copp, Clark Co. will have four first-class summer novels by popular authors. These will be, "The Nether Millstone," by F. M. White, "The Great Plot," by William le Queux, "The Man Who Was Dead," by A. W. Marchmont, and "Rising Fortunes," by John Oxenham. All four will appear in cloth and paper at \$1.25 and 75 cents.

The Copp, Clark Co. will shortly issue paper editions of "Prisoners," by Mary Cholmondeley; "Benita," by Max Pemberton; "The Second Book of Tobiah," by Una L. Silberrad and "On Common Ground," by Sydney H. Preston. (75 cents).

The Copp, Clark Co. are Canadian publishers of that highly amusing story by the author of "Pigs is Pigs," entitled, "Perkins of Portland." The character of Perkins is extremely diverting and his adventures in the field of advertising are highly amusing. (Cloth only, \$1.00).

The Macmillan Co., of Canada, expect shortly to publish Mr. Vachell's new novel, "Her Son." Their readers report that it is a story of remarkable strength and power and outclasses any of this author's former work.

William Briggs has just issued "Short Cruises," by W. W. Jacobs, a collection of those humorous sea stories, which only Jacobs can write. He has also "The New Chronicles of Rebecca," by Kate Douglas Wiggin.

The Copp, Clark Co. have just issued "The Man of the World," by Antonio Fogazzaro. This is the second book in the trilogy of which the third, "The Saint," was the first to be published in Canada. For copyright reasons the publishers are unable to use the original title, "The Sinner," for this book. (Cloth only, \$1.25).

New paper editions just ready at the Copp, Clark Company's office are "The Little Brown Mouse," by Madame Albanesi; "The Heart That Knows," by C. G. D. Roberts, and "Frank Brown," by F. T. Bullen. (75 cents).

The Macmillans' have issued a paper edition of Le Queux's "Invasion of 1910," which foretells an invasion of London by the Germans.

NEW CANADIAN BRANCH.

Announcement is made in this issue that a Canadian Branch of Cassell & Co., Limited, London, will shortly be opened in Toronto, under the name Cassell's Canadian Publishing Co. The location of the branch has not yet been settled, but until such time as an announcement is made relative to this point, enquiries may be addressed to Cassell & Co., La Belle Sauvage, London, E.C. It is intended to push the sale of Cassell's books and periodicals in this country.

CASSELL'S CANADIAN PUBLISHING CO.

have pleasure in announcing that they will open offices in Toronto at an early date for the purpose of more systematically distributing throughout the Dominion the publications issued by Cassell & Co., Limited, London.

The London Company have lost no time in availing themselves of the recent legislation, both in the Dominion and in England, to facilitate business between Canada and the Old Country; and the Toronto offices will be used as a distributing centre for Cassell's

BOOK PUBLICATIONS

which embrace popular works in all fields of literature, and for their

PERIODICALS

which include over a dozen Monthly and Weekly Magazines and Periodicals, of which "Cassell's Magazine" and "The Quiver" are already well known to Canadian readers.

A further announcement with regard to address, etc., of the Toronto office of Cassell's Canadian Publishing Co., will shortly be made. In the meantime enquiries may be addressed to "Canadian Branch," Messrs. Cassell & Co., Limited, La Belle Sauvage, London, E.C., England.

BOOKS OF THE MONTH.

BAEDEKER'S CANADA.—Handbook for travelers. By Karl Baedeker. Montreal: Chapman's Book Store. Flexible cloth, \$1.80. This valuable guide book, containing over 300 pages and several maps, is uniform with the famous series issued by Karl Baedeker of Leipzig for the guidance of travelers in all parts of the world. It is prefaced by illuminating articles on such subjects as sports, bibliography, railways, money, hotels, history, etc., prepared by competent writers. Following this come the customary descriptions of routes and places. All the important points in the Dominion are touched on and full information is given as to hotel accommodation, fares, etc.. While of most value to foreigners, the handbook will also be found useful by Canadians themselves.

BRASS BOWL, THE.—By Louis Joseph Vance. Indianapolis: Bobbs-Merrill Co. Toronto: McLeod & Allen. Cloth, \$1.25. Paper, 75 cents. One of the season's most absorbing creations. A New York millionaire, his double, a daring burglar, and a mysterious young woman becomes mixed up in a series of extraordinary adventures. There are several novelties introduced which distinguish the story from others of similar motive, and the various scenes are skilfully handled.

CARMICHAEL. A story of Canadian rural life, by Anison North. 328 full-page pen-and-ink etchings, also many marginal decorations. Price, \$1.25. The William Weld Co., publishers, London, Ont. "Carmichael" is the name of a new book by a Canadian author, Anison North. It is the story of a family feud arising from that frequent source of trouble—a line fence. These Capulets and Montagues of modern times interfere with the course of true love.

The interest is absorbing and well sustained throughout the story, and the characters are drawn with distinctness and fidelity. Any person who understands life on a Canadian farm will appreciate the local coloring of the scene, and the naturalness and vividness of the incidents. The language is intense without the exaggeration of dialect which disfigures so many tales. This book has so many excellent qualities that we can predict a wide sale that will increase the longer the book is known.

DIAMOND SHIP, THE.—By Max Pemberton. Toronto: Copp, Clark Co. Cloth, \$1.25. A thrilling story of adventure on the high seas, detailing the amazing experiences of Dr. Fan Fabos, in his pursuit of diamond robbers, who carry on their criminal work from a ship. The robber genius, a Jew, called Val Imroth, long eludes Fabos and all but defeats his purpose. There are many thrilling scenes in the book, which is well up to the Pemberton standard.

LONG ROAD, THE.—By John Oxenham. Toronto: Macmillan Co., of Canada. Cloth, \$1.50. This story of a Russian peasant, Stepan Ilinc, presents vivid contrasts of joy and grief, tenderness and tragedy. Stepan is a moujik of the best type, cheerful and intelligent before oppression has come to warp his nature. His youth and marriage, the mingled happiness and gloom of his life as a husband and father and the long, dark period of his loneliness, with the saving of his soul alive through the agency of a little child, are described by Mr. Oxenham with grace and pathos.

PRISONERS OF FORTUNE.—By Ruel Perley Smith. Boston: L. C. Page and Company. Cloth, \$1.50. This is an exciting sea story, dealing with the adventures

WILLIAMS & NORGATE'S ANNOUNCEMENTS

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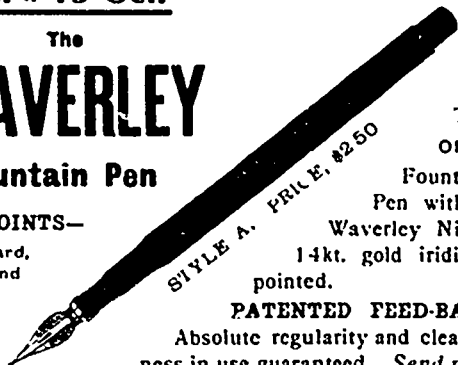
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The report of the American Consul at Smyrna would indicate that that country is a promising market for the Canadian export stationery trade. Although large quantities of paper are used, there is not one paper factory in the country. Old rags are collected and shipped to other countries, to return later in the shape of paper. There is not much demand for the higher grades of writing paper, what little there is, being supplied by England. The bulk of the trade is at present in the hands of Austria and Belgium. Every description of paper is imported, from straw and card boards to cigarette and fancy papers for decoration. The value of the trade is about \$350,000 a year.

In the writing paper trade there are two classes to cater for, the European and the Turkish. For all documents written in Turkish, a paper having usually a high polish is used, and this is to a certain extent necessitated by the style of the writing for which a cut reed dipped in Chinese black is used. The use of blotting paper is also practically unknown to the Turks, who use fine sand instead. The Europeans, although ahead of the Ottoman population, are still far behind in time-saving devices in the stationery line, loose leaved ledgers, card indexes, manifolding and other similar appliances being totally unknown.

Although the import duty is only 8 per cent. on practically all products, the cost of labor is so low as to permit of the manufacture of card board boxes being carried out at a profit. There is a good demand for all kinds of imitation art leather and other requisites for these and for bookbinding. Japan is making an effort to introduce her goods, and at present supplies an ever-increasing quantity of fancy note paper, paper lanterns, and papier-mache goods.

Ink is all imported. A well-known brand of English ink holds easily the first place, America, France and Germany supplying the remainder. In nearly all the schools a violet ink is used which is imported chiefly from Germany and has the advantage of leaving no stains if spilled on clothes or hands. For newspapers the paper is imported in cut sheets of the requisite sizes, chiefly from Austria. Pens, pencils, slates, erasers, and in fact, everything in the way of stationer's supplies are imported, the only local products being the reeds used for Turkish writing. In all lines pertaining to stationer's supplies there is a profitable field open to enterprise.

ALWAYS TO THE FORE.

Canadian visitors to the Jamestown exposition this summer will find among the wealth of exhibits there, one display with some familiar features. In the very centre of the entering arch of the interior court of the manufactures and liberal arts building, the L. E. Waterman Company has its exhibit. It is a display that has cost thousands, aside from the expense attached to getting one of the most desirable, if not the most desirable, locations in the gift of Jamestown directors. Excellent taste has been shown in the arrangement.

Aside from the beauty of the exhibit, it is interesting as showing how a Waterman's Ideal fountain pen is constructed. There are shown a collection of the crude rubber, the initial steps in the making of the hard rubber parts, the making of the gold pens, and the assembling of the whole.

The care necessary to the adjustment of the spoon feed to the solid gold pen, and the wonderful way in which the several pieces of vulcanized rubber and pen are molded and shaped to make writing so easy, are very interesting. The visitor who misses the Waterman's Ideal exhibit will lose a treat.

CARBON PAPER.

There are few people who realize when inserting carbon paper between sheets of typewriter paper, what process has to be gone through in turning these goods out. The Fidelity Carbon Paper Co., of Boston, have been making a specialty of explaining the process to any of their many customers who care to call at their factory for that purpose. This firm also make a specialty of non-smut carbon paper, which has the advantage of being clean to handle, as well as being of moderate cost. They also manufacture ribbons for all makes of machines, and are prepared to match any ribbon on a duplicating machine for filling in purposes.

NEW SCRIBBLER DESIGNS.

As usual, the Copp, Clark Co. are well to the fore with their new designs for the covers of scribbling and exercise books. This year they show some very attractive lines, characterized by novelty of design and excellence of execution.

Probably their leading cover is "The Picturesque."

This cover reproduces bird's eye maple as a background, while in the centre of the cover beneath the title is a mortise, in which local views can be inserted. In the cover exhibited, appears a picture of Upper Canada College, Toronto, and it seems probable that pictures of schools will be the favorite choice of dealers purchasing this style of scribbler. There is also space for dealer's imprint.

The most striking cover design seems to be "The Rapid Transit." This cover is produced in a two-color effect, a brilliant red, combined with black, on a white background. The design stretches across the front and back cover and depicts above, a modern railway flyer, skimming across a bridge; in the foreground an automobile, chasing a bicycle and beneath all a subway train.

What should prove a popular cover is "The Dreadnaught," named after the famous warship. The design is a striking one in black and white on a green background. The word "Dreadnaught" is spelled out in rope letters and there is a big black representation of the battleship in the foreground.

A pretty burnt leather effect is to be found in "The Original Canadian Girl." This is a fac-simile reproduction of a picture of an Indian maiden, done with all the exactitude imaginable, even to the fringe of leather along the top and bottom. Somewhat similar is the "Thundercloud," showing an Indian brave mounted on horseback, in the background a couple of wigwams and enclosing all a border of Indian weapons.

"Melody" is a dainty Grecian design on a green background. In a panel are shown four maidens' heads and to the left a Grecian pillar surmounted by a lamp. At the base of the pillar is a piece of laurel and a number of musical instruments.

A neat Dutch tile effect is shown in a design entitled

"Gretchen." This is the picture of a Dutch girl standing on a small wharf, with a water background, on which are to be seen several boats.

"The Roman" depicts a warrior with shield and spear, standing in a gateway opening through a huge wall. The "Sunny South" gives a good idea of a tropical beach, with palms, surf and setting sun. "Dorothy" is a simple little picture of a girl holding a slate. Other neat and close designs are "Mosaic," "Shamrock," "Eclat" and "Frontenac."

—◆—
THE FAHCO LINES.

The trade mark Fahco of Ferd, Anthony, Horle & Co., of St. John's Lane, London, E.C. (Cardinal House) is becoming as well known as the cardinal trade mark of the above firm. Both trade marks stand as the guarantee of the finest quality and value. In this issue the attention of the trade is called to the filing system issued as the Fahco Files for which Messrs. Horle claim the latest inventions of mechanism, and then there are also the Fahco rubbers and erasers. Although these lines have only been a very short time upon the market the value is such that it is understood there is already a very heavy demand for same.

In considering new lines it must not be overlooked that Cardinal House has made its reputation by the high quality and low prices of its standard lines, such as ivory, enamel and hand-made boards, envelopes, papers, etc. Those who have not yet received the complete catalogue of the above firm would do well to write for one at once.

—◆—
Mr. A. Weiss, of the European Post Card Co., Montreal, will return from a foreign buying trip about the end of this month.

Xmas Fancy Papeteries

Our travellers are now on the road showing an enormous range of samples of our handsome Xmas Fancy Papeteries.

Previous years we have been able to sell as many of these lines as we could make. For this reason we are starting earlier this year. Already the orders are pouring in. We would suggest that you place your orders as early as possible.

If our travellers do not call on you we would consider it a favor if you would write us and we will arrange matters.

We have a complete set of samples in our Toronto office, 72 York Street, where we will be pleased to show them to you.

Range of samples should be examined to get an adequate idea of the beautiful color effects.

The Barber & Ellis Co., Toronto

**GET THE PHOTO
SUPPLY TRADE**

**WITH
"WELLINGTON"
PLATES, PAPERS AND FILMS.**

- ☞ Little capital and space is needed: profits are large.
- ☞ You take no risk, as all unsold goods may be exchanged or credited at the end of 30 days.
- ☞ "Wellington" goods are world wide in reputation and our sales help move the goods.

Enquiries receive prompt reply.

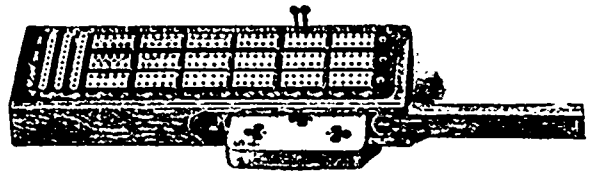
WARD & COMPANY,

(Canadian Representatives)

13 St. John St., - Montreal.

Do You Handle Cribbage Boards?

Here is one that sells the year 'round



My line is attractive and reasonable. Order now for Fall delivery. Send for samples.

H. D. PHELPS, - Ansonia, Conn.

**Silk Tassels, Cords
Plain and Fancy Silk Ribbons, Etc.**

FOR

Christmas Card Publishers

Very cheapest prices. Large selection. Latest novelties. State quantities and send samples of what you require to

KARL BUSSE, 2. Dinglingerstr. Dresden-A., Germany

\$ \$ \$ \$ \$ \$ \$ \$ \$



Reg. U.S. Pat. Office

**If You Want to Make Money
Here's the Way to Make it**

**K. & M. OUTFITS
ARE THE
OUTFITS FOR YOU**

Teddy B-Outfits-Teddy G



\$
\$
\$
\$

\$
\$
\$
\$

Just the quaintest and the most original you ever saw—that anyone ever saw—and a variety that embraces everything you can think of—that anyone else can think of. If you want to see them for yourself write and tell us—we'll send samples of what you want, express charges prepaid.

K & M Doll Outfits Will Make Your Business Go Bounding Ahead

There isn't any question about that—every dealer selling K. & M. Outfits has found his sales increasing and his PROFIT satisfactory.

Our Teddy Bears are made of imported plush and furnished with voices. Cannot be distinguished from the European article and at prices 25 per cent. lower, and with prompt deliveries. Our outfits will help to sell the bears three times faster. Put us to the test by sending for samples.

If you want anything in a hurry, tell us, and see us do our fast delivery quickstep.

**KAHN & MOSSBACHER 779 Broadway, New York
(Opposite Wanamaker's)**

\$ \$ \$ \$ \$ \$ \$ \$ \$

PHOTO SUPPLY TRADE

A CANADIAN DEALER'S EXPERIENCE.

Russell, Lang & Company, of Winnipeg, have for years had a photo supply department in connection with their stationery business. In a letter to Bookseller and Stationer they say, among other things: "Regarding the change you contemplate making in your magazine we have had a kodak department in connection with our book store for the last eight or nine years and to begin with we might state that the volume of business has steadily increased in this department. In fact each year sees a substantial increase over the previous one. Three years ago we added a developing and printing department to comply with the request of a number of the amateurs here. We find one man is unable to keep up with the amount of work we have had this last three or four months and have been compelled to engage extra help.

"In closing we might say that we would be glad to have you add this department to your magazine as we find it almost impossible to keep pace with the number of improvements that are steadily being put on the market, not only in kodaks, but in developing machines, etc."

Here is a firm which has made an outstanding success of a photo supply department, and which should stand as an inspiration to stationers all over the Dominion to "go and do likewise."

REGARDING OPPORTUNITIES.

The article on "Photo Supplies as a Side Line" in the last issue of Bookseller & Stationer has, as undoubtedly it should, called forth numerous requests for further details. The suggestion has interested a good many stationers. On going further into the matter the conclusion has been reached that, in one instance at least, the advisability of the trade taking the matter up seriously has not been over-estimated.

First consider the point of "knowledge required." The various firms supplying this class of goods all issue numerous pamphlets about it and a half hour spent in reading these up will furnish one with all the information it is necessary to have. Further, the wholesale suppliers are always most willing to reply to all queries and to give any information their customers may from time to time desire. This matter of lack of knowledge of the trade has undoubtedly made not a few hold back from entering the business, but it can be stated with confidence that, to all intents and purposes, there is nothing to be learned that should prevent the stationer from carrying a stock of sundries for the amateurs' wants.

Next comes the all-important matter of profits. This will of course vary on the different goods one deals in, some bearing a higher rate of discounts than others. However, taken on the whole, there should be a minimum profit of 25 per cent. on the outlay and considering that during the summer months no stock need be long on hand and that the initial expenses are nil, the proposition is a good one. When it is said that no stock need remain long on hand it is meant that the wholesale dealer, knowing that his customer is not sufficiently acquainted with the trade to understand what to stock for a start,

is not going to supply him with a lot of goods for which he is to have no sale. In fact one house with whom Bookseller and Stationer has had a talk says that should their customer have goods on hand for which he finds no demand, they willingly take same back and let him have salable stock in return. Then, again, there is no necessity to hold large stocks, as goods can be procured within 48 hours and after a few weeks at the business it will not be difficult to see what has a ready demand and what has not.

Regarding what stock to carry, some recommend, for a start at any rate, papers, plates and films only. If, after being in the business a short time one finds it necessary to have apparatus, etc., then get the wholesale man to give you a small supply. It is well known that the average tourist or holiday maker already has his camera, etc., and is always looking for necessary supplies and refills for same.

To sum the whole matter up, there can really be very little more trouble in serving a man with a packet of photographic paper or a spool of film for his camera than there is in supplying him with a packet of picture post cards. In fact the latter would probably give more trouble, as a buyer of post cards comes to see what he wants and the photographer to get what he wants.

MONEY IN PHOTO SUPPLIES.

Amateur photography is growing in Canada and the business to be secured by supplying plates, papers and films is considerable. Ward & Co., 13 St. John Street, Montreal, sole Canadian agents for the "Wellington" photographic plates, papers and films, co operate with stationers in making this department a decided success. An open order for as little as \$25 will buy sufficient stock to make a creditable showing. This stock is practically supplied on consignment because if at the end of a month the dealer has not made sufficient sales he will be credited with return goods or may exchange for a more saleable line.

This firm take the modern method of introducing goods and their sales helps are numerous and valuable. They supply attractive window and interior display cards, furnish samples for free distribution to customers, and issue a complete guide to the use of the various papers and plates. In addition, "Wellington" goods are extensively advertised to consumers and all enquiries are turned over to dealers. They believe that the dealer is master of his own business and if he chooses to see the advantages of "Wellington" goods they do everything possible to make sales active.

These English goods are world-wide in popularity and their introduction into Canadian markets about a year ago has been attended with success. Stationers in many parts of Canada have been well pleased with results and the dealer risks nothing in making a try. An exclusive feature is the self-developing plates. Several varieties of plates may be had. Their papers are superior in quality and printing and all styles are stocked. Films are warranted clean and fast.

This firm is in a position to cater to all photographic wants and to answer all enquiries to make this department a success.

HERE AND THERE AMONG THE STATIONERS

Items of Interest to the Trade Gathered from Various Sources.

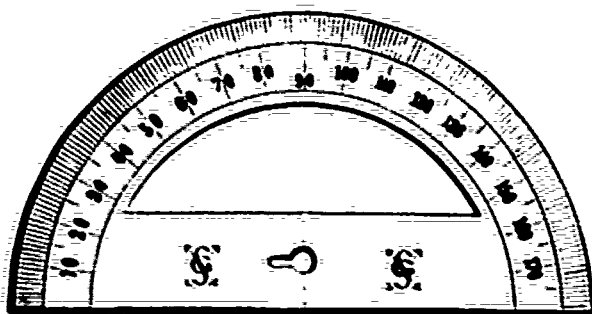
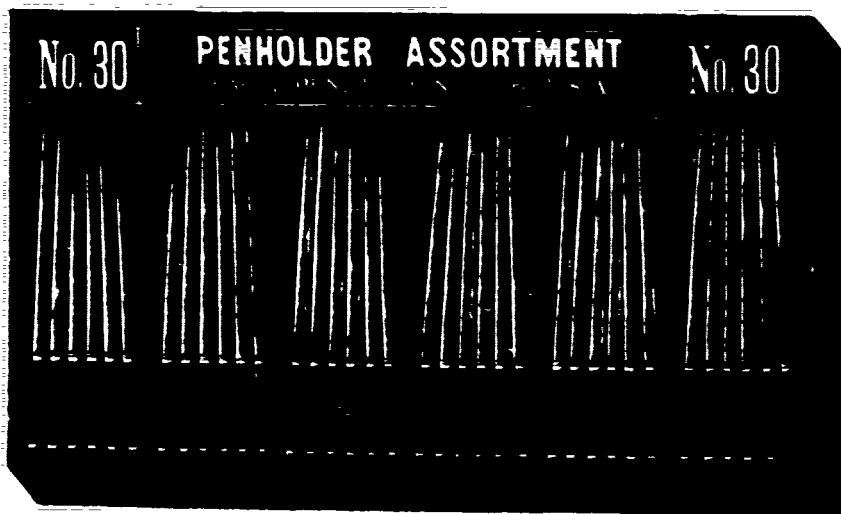
The latest contrivance for the display of Eagle pencils is the cycle display rack, made of brightly lithographed card-board. The effect is something like that of a Ferris wheel, having the pencils in rows sunk in a circular disc that revolves on a stand. The Copp, Clark Co. can supply dealers with this stand.

No. 30 Eagle penholder assortment is the latest. The penholders are arranged as in the accompanying illustration. The handles are yellow, with colored polka dot holders, in red, green, blue purple and black. The box

and Montreal; No. 2 blotting, all weights and colors, 10 cents per pound, and E. & O. blotting, all weights and colors, 7½ cents per pound.

HIGH ART IN CALENDARS.

It is customary nowadays to make such general use of terms of praise and commendation that it is difficult to find expressions that will adequately describe really meritorious works of art. The average journalist uses



Brass Protractor.



Wood Protractor.

contains 3 dozen penholders and sells at \$1.30. Copp, Clark have a supply.

The travelers for the Copp, Clark Co. are now ready to take orders for school supplies. They are carrying a full set of samples, including such specialties as protractors, mathematical sets, etc. Dealers throughout the country should make it a point to get all trade possible in these supplies.

Menzies & Company, 19 Wellington St. east, Toronto, have recently made some interesting quotations on blotting paper, manufactured by R. Craig & Sons, Caldercraix, Scotland. They quote No. 1 quality, all colors and weights, 19x24, at 12½ cents per pound. Esch, Toronto

up his vocabulary in writing about the excellences of the average production and, when he is suddenly confronted

with something superior, he is at a loss for words with which to express its greater beauty.

This is the way the writer feels about the artistic productions of the Bristol house of E. W. Savory, Limited, shown and sold in Canada by Menzies & Co., Toronto. The series of calendars, pictures, novelties and cards are strikingly chaste and artistic. There is a close attention to detail work, a general harmony throughout and an utter absence of the least hint of mediocrity.

A novelty this year is the crocodile skin effect in mounts. The imitation is excellent and the idea harmonizes well with the hand-colored pictures. Engagement blotters and calendars are seen in this style.

The long list of calendars on white mounts includes many charming subjects, all hand-colored. The mounts themselves are beautiful pieces of pure-white grained board, hung with delicately-colored silk cords or ribbons, and the covers of the calendar tabs are charmingly treated. The pictures include landscapes and sea views, girls' heads, dogs, horses, hunting scenes, etc., and are grouped in twos or threes or else come singly.

A number of pictures are mounted on grained wood, with frames to match. These are new and should prove interesting to the trade. Then there are quite a number of red calendars that attract the eye. The series of small novelty calendars is also extensive, including several witty subjects.

In the department of private greeting cards, for which the Savory firm have always been noted, an entirely new series of Canadian cards, including 72 numbers, has been prepared. The designs are extremely fine, including Dominion and provincial coats of arms, and many national emblems, etc.

Post cards in wide variety are also included in the list of Savory productions.

NOVELTIES IN LEATHER.

Some of the latest leather novelties made by the Leather Post Card Co., 335 Broadway, New York, are a series of medals. These medals assert on their faces that the wearers are members of such things as: Sons of Rest, 23 Club, 13 Club, Pea Noekle Club, Grafters' Club, Down and Out Club. There is also a medal inscribed to the Champion Hot Air Merchant. Special designs may be had on short notice.

The Teddy Bear post card pen-wipers are made in two styles, the "Teddy B" and the "Teddy B, Jr." These articles are made of leather and felt. The outside is a bear design, stamped on leather, the inside being made of felt, which makes a good pen-wiper. The whole is mounted upon a card of the regular size. In this pen-wiper post card novelty a variety of designs may be had as well as those of the "Teddy B."

Teddy Bear is also the name given to some other post card novelties. These consist of little bears made of real fur and mounted on lithographed cards. There are twenty-five designs.

The Post Card Reflector is another of the novelties made by the Leather Post Card Co., which is suitable for entertainments. It will show any ordinary post card, plain or colored, on a screen. Full instructions accompany each outfit. The price, by express, is \$3.50.

PERSONAL MENTION.

Mr. Geo. A. Clark, manager Valentine & Sons Publishing Co., Ltd., Montreal, spent ten days in New York City last month.

Mr. John Morley, representing L. E. Waterman Co., of Canada, Ltd., Montreal, is now in Winnipeg, working towards the coast.

The stationery department of Buntin, Gillies & Co., Limited, Hamilton, is now in charge of Mr. A. G. Hewish, formerly of J. L. Meikle & Co., Limited, Port Arthur.

Mr. F. J. Logan, representing the Eisman Novelty Manufacturing Co., Toronto, is in Montreal, exhibiting all the latest goods and taking orders for the summer and holiday trade.

The popularity of Valentine & Sons' picture post cards and other various lines has forced the firm in Dundee, Scotland, to make plans for doubling the capacity of their large plant.

Mr. Frank Smith, formerly of Stanfield, Smith Co., Truro, N.S., has joined the selling staff of Buntin, Gillies & Co., Hamilton and Montreal, and will call on the trade in the Maritime Provinces.

CRIBBAGE BOARDS.

Cribbage is a parlor game which seems to have always enjoyed a steady popularity. The winter time is of course the best time to sell cribbage boards and other card games; but there is always some demand the year round on the part of card-playing enthusiasts, whose energy the wilting weather of summer does not materially affect. H. D. Phelps, of Ansonia, Conn., is the manufacturer of a complete line of cribbage boards, and is now advertising his goods for Fall delivery.

OUR HOLIDAY LINE

for this year is without exception the most varied in style and beautiful in appearance we have ever shown. It surpasses our most sanguine expectations. The variety of rich and novel coverings and decorations will at once appeal to the discriminating buyer. The success you have had with our lines in the past, and knowing that this one exceeds those, will, we are sure, induce you to wait to see it before placing your orders. We guarantee that you will not be disappointed if you do so. The above is a strong statement, but we mean exactly what we say.

GEO. B. HURD & CO.

Fine Paper Manufacturers

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



Taber Bas-Relief Photographic Company

SOLE PROPRIETORS OF PATENTS FOR (ALLIANCE LIMITED, Proprietors)

TABER BAS-RELIEF PHOTOGRAPHY

115 Newgate St., London, E.C., England

Works, Station Buildings, Haggerston, N.

PUBLISHERS
AND
MANUFACTURERS
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Artistic
Showcards

Calendars

Box Tops

Pictorial
Post Cards

Christmas
Cards

Art Pictures

AND

Souvenirs

IN

BAS-RELIEF



H.M. KING EDWARD VII

OUR
Alliance Series
OF
"ROYALTY"
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Post Cards

HAVE THE
LARGEST SALE IN
THE TRADE

AMONG OUR LATEST
ADDITIONS ARE:

Sir Wilfrid
Laurier

President
Roosevelt

Pope Plus X (2)
Niagara Falls (2)

ALL THE LEADING

American
Actresses

&c. &c.

The above photograph is from a special sitting given by King Edward VII. to the TABER BAS-RELIEF PHOTOGRAPHIC COMPANY for reproduction in Bas-Relief

CUSTOMERS' OWN SUBJECTS IN RELIEF A SPECIALTY

ALL OUR PRODUCTIONS IN TABER BAS-RELIEF CAN BE OBTAINED OF

MESSRS. WARWICK BROS. & RUTTER, Limited

WHOLESALE STATIONERS, TORONTO



PICTURE POST CARDS



SPECIAL COLOR EFFECTS.

Delittle, Fenwick & Co., of York, England, who were among the earliest producers of picture post cards, and have been the originators of many strikingly successful series, are now making a speciality of colored view post cards from customers' own negatives or photographs. The cards produced by them possess three essential features, viz., fine detail, harmonious coloring and moderate price. A handsome booklet (a revised edition of which is now ready) gives full information as to prices and quantities of Defeo Chrome, Moonlight and Carbon Gravure styles and will be sent to any enquirer on receipt of request accompanied by trade card or memo form. To buyers who can place orders for full sheets specially advantageous terms can be quoted.

They have also been very successful with humorous cards localized for different holiday resorts, the distinguishing features being, bright coloring, good drawing and a commendable freedom from any trace of vulgarity.

The moonlight effect and carbon gravure style of card have had an immense success in Great Britain. There are many localities in this country of which views got up in either of these styles would be decidedly novel and effective, and Delittle, Fenwick & Co. will be pleased to give any further particulars required.

The whole of the work is executed on their own premises at York, England, under the direct personal supervision of the principals and all cards produced by them can be relied upon to give the utmost satisfaction. Delittle, Fenwick & Co. have for the present season largely exceeded all their previous records, both for quantity and quality of output.

THE "J. B. & CO." SERIES.

The trade may always confidently expect something particularly good in design and workmanship from J. Beagles & Co., and in looking over their latest productions The Bookseller and Stationer has come across a number of new cards, which merit attention.

This post card house is always thoroughly up-to-date and it is not surprising to find that they have a very large range of actors and actresses in their newest roles. They have also a big selection of new child and animal studies, which are proving popular favorites. Their flower and fruit studies, in real photo effect and tastefully hand-colored, are admirably true to life and will appeal to a large class of collectors.

The "J. B. & Co." series also include a novelty in greeting and invitation cards. The invitation cards are real photos, representing well-known stage favorites at lunch or at tea or in the drawing room, as the case may be, and each bears some such suitable invitation as "Come to Lunch—," "Join our little party—," "We have a little music—." The idea is clever and the cards certainly form very dainty little invitation missives.

J. Beagles & Co. are pushing their mammoth bas relief cards amongst the Canadian trade. These may be had either uncolored or colored and jewelled and spangled. The publishers are promising something quite new in bas

relief cards of the ordinary size, details of which, they are not at the moment prepared to make public. Particulars of this novelty, however, and of all their different lines will be gladly given to such readers of The Bookseller and Stationer as apply on their business letter-heads. They are also making a speciality of printing local views, etc., from customers' own photographs, and all information in connection therewith may be had from their London offices, 9-11 Little Britain, London, England.

SOME USEFUL HINTS.

A writer in the Post Card and Novelty Trade gives readers of that paper the benefit of some ideas, which he gleaned from New York post card stores. Among other things he says a decoration for the walls of a post card store which is very appropriate is the use of the new post card wall paper, which has places for the insertion of post cards. This paper is used with highly decorative effect in a post card store on One Hundred and Twenty-fifth St., New York City. The walls are covered up to a height of about ten feet, with post card racks filled with cards. Up above this the wallpaper shows, with the post cards inserted at intervals sufficiently infrequent to set the views off well and permit of examination by customers. The wallpaper has great possibilities, not only because it shows cards so well, but because the effect is so entirely new and novel as to call instant attention to a display made in this way.

A Post Card Sign.

One of the best post card signs we have seen is a simple one in Evan's drag store, corner Eleventh and Arch Sts., Philadelphia. The signs hang directly over a big table of post cards and a most attractive display of the little pasteboards in holders is in the immediate vicinity on three sides of the sign. The sign is visible from two streets, placed so that people from either side of the corner can look in on it through the window and door.

The sign hangs from the ceiling. It consists of a black box, made with a light plain frame, painted black and the sides filled in with what seems to the casual observer to be heavy black paper. The front and back of the box are about three and one-half feet wide by about eighteen inches high. Inside the box electric lights are placed. They shine through transparent letters, made by placing celluloid or some such medium over letters cut in the black paper. The words on the sign are simply "Post Cards." Red celluloid was used and the effect is very good, better even perhaps, than as if glass had been used. The alternate turning on and off of the current controlling the electric light makes the sign visible at intervals of a few seconds.

Sameness of Mistake.

Some stores in arranging for a display of post cards make the mistake of having only one kind of rack or holder in use in the large department devoted exclusively to post cards. Now, no matter how good a holder or rack is, if it be the only method in use to display a great many cards the effect is very monotonous. It is one which sells

nothing but post cards. The display seems at first very attractive, but a sense of dead sameness assails one after the first look. A break here and there in the long rows and lines of cards would be a welcome relief and tend to make a customer stay longer to examine stock than they will when they see, right and left, behind and before, the same manner of showing the cards.

Signs on cards showing what they sell for are indispensable in a busy place. They are sometimes hung on the bottom of long lines of holders and tacked to the top of racks.

POST CARD CRAZE IN EUROPE.

The postal card craze, in Europe particularly, has reached enormous dimensions, and has practically killed the photograph business at all of the popular resorts. The revenues of the postal service in Germany, Switzerland, Italy, France, Belgium and, to a certain extent, in England, show extraordinary gains from this source.

Paris is the centre of the picture postal card business, and last summer, says a writer in *Walden's Stationer*, not less than 20,000 varieties were offered for sale in that city. One firm alone issues 7,200 different picture post cards, most of them being reproductions of scenes of French country and city life, pictures of buildings and churches, portraits of popular people, actresses particularly—and reproductions from the Louvre, the Luxembourg and the Cluny museums. These cards are sold in all the hotels, at all the newsstands and stationery stores and are peddled by hundreds of people upon the streets. Some of them are very artistic; some are very novel. You can have your own portrait put on a post card for a couple of francs, and there are places in Paris, where you can talk into a phonograph and have the message recorded upon a post card, which may be mailed to any part of the world, where the tones of the voice can be reproduced by another machine. These phono-cards, as they call them, are made of ordinary paper, covered with a film wax called "sonorine," upon which the register is traced by a pointed instrument as the cylinder turns and thus the message is recorded. Several shops on the Paris boulevards make a specialty of these phono-cards which are becoming immensely popular.

At every resort in Switzerland last summer, at every hotel, at every railroad station, wherever tourists were to be found, you could see people of all ages lingering over bunches of post cards, selecting those they liked the best, and then addressing them to friends at home with short messages. It costs very little time and very little money and a post card is a convenient if not a satisfactory substitute for a letter. In Paris the average collection from the letter boxes during July and August were 1,200,000 post cards per day, and on Monday the total frequently ran up to 1,500,000, because Sunday is the day for writing

letters home. The letter boxes around the Place de l'Opera, which is surrounded by the banks, railway ticket agencies and other tourists' resorts, were emptied several times a day of post cards, but would fill up again in a few hours.

The increase in the postal revenues of France last year and chiefly to this cause was over \$6,000,000, and that of Switzerland over \$3,000,000, which is practically all clear gain, because the governments are not put to any additional expense in handling the mails.

EFFECTIVE CARDS

Bookseller and Stationer has received samples of the latest productions of the *Taber bas relief card*, produced by Alliance, Limited, London, England. This firm devote their whole attention to this class of work and turn out from their works, at Haggerston, a very extensive range of views, as well as photographs of celebrities of every profession.

Bas relief effect is very charming. It gives to the cards a singularly lifelike and natural appearance, which, on account of its uniqueness, goes a long way to attract the attention of post card collectors. With perfect photographic and hand-color work Alliance, Limited, are able to turn out cards of the very first grade.

For the Canadian market they are pushing in particular a photograph of His Majesty King Edward VII. in private dress, for which they were honored with a special sitting; one of Sir Wilfrid Laurier; two views of the Niagara Falls, and a large variety of American actresses.

This firm is able to put any subject, whether it be of scenic or portrait subject, into bas relief of any size, either in the ordinary photographic effect or hand-color. All particulars of their bas relief cards may be had from Warwick Bros. & Rutter, Limited, Toronto.

DISASTER POSTAL CARDS.

The disaster postal is one of the latest forms of the souvenir postal craze. It is fashioned from some materials which has figured in an accident or calamity and is properly labeled and dated.

The collision off Noyes Beach by which the steamer *Larchmont* was lost, furnished a number of these cards. They were made of a piece of sail, cut regulation postal card size, and on the back was printed: "Piece of sail from wreck of schooner *Harry Knowlton* at Noyes Beach, R.I. Wrecked by collision with steamer *Larchmont*, February 11, 1907."

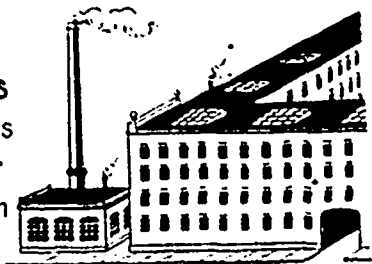
The cloth was about an eighth of an inch thick and on its face bore the address and the usual stamp. San Francisco and Kingston have furnished any number of these postals. From railroad wrecks have been sent pieces of car cushions or Pullman draperies.

COLOURED VIEW POST CARDS

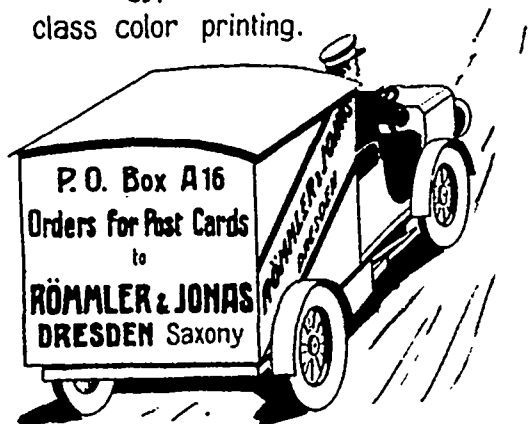
from your own Photographs.

DELITTLE, FENWICK & CO.,  YORK, England.

Post Cards
fine art leaves
made to order
and own edition



Call for samples and prices especially of our new America- Japan- Tunis- Egypt- China - Series in high class color printing.



Beagles' Postcards

EXCELLENCE EXCELLED

- Actress Cards
- Glossy Portrait
- Lifelike Child Studies
- Emerald Costume Cards
- Spangled and Pearled Cards
- Pretty Hand Painted Cards
- Our Superb Floral Birthday Series
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STARTLING
SALES

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J. Beagles & Co. 9, 10 & 11 LITTLE BRITAIN, LONDON, E.C.

Printers and Publishers

SPECIAL COMBINATION OFFER

1 (one) Assortment to a Customer

REGULAR PRICE

50 Leather Cards	\$1.25
12 Asst'd Real Fur Teddy Bears60
12 Asst'd Pen Wipers, Teddy Bears42
12 Leather Medals30
12 " Sole, P.C.30
12 " Appliquet Flower Sets60
12 " Mignon Post Cards18
	<u>\$3.65</u>

Delivered free of expenses, anywhere in U.S., or Canada, \$2.65 cash with order.

Retail price for this lot, \$7.66.

\$7.66 Retail
\$2.65 Cost you
\$5.01 Your net profit.

We have now (500) varied designs in Hand Burnt and Painted Leather Cards, also a fine line of Artistic Novel and Attractive Souvenirs.

LEATHER POST CARD CO.

335 Broadway, NEW YORK

The Birthday Card Season

Continues During the Entire Year.
 Have you any BIRTHDAY CARDS?
 We have in Stock Two Assortments.

Assortment No. 1 consists of 26 Beautiful Cards assorted in a neat box. Price \$1.20 per box.

Assortment No. 2 comprises a larger variety, 63 Cards assorted in Case containing 4 Trays. Price \$3.60 per case.

Suitable Envelopes are with each Card.

Japanese Napkins for Summer Picnics

Put up 24 assorted in an attractive Colored Envelope. Price 70 Cents per dozen Envelopes, or \$5.00 per 100 Envelopes.

Flag Festoons for Decorative Purposes

12 Flags, size 4 x 6 inches, all different, on a string. Price \$6.00 per 100 sets of 12 Flags.

Post Cards for Summer Trade

Correspondence or Arrival Cards
 (12 Subjects)
 Fishing Here Very Successfully
 I Hope You Will Remember
 Just Arrived, etc., etc.
 Seashore Scenes (19 Different Subjects)
 All Colored
 Waiting for the Wave
 In the Good Old Summer Time, etc., etc.
 Tinselled Cards
 Niagara Falls
 The Wave

Moonlight Cards
 No. 2052 Moonlight Scene
 " 2055 Moonlight Scene on the Ocean
 " 2059 Moonlight Scene
 Child and Doll Series
 No. 991 Be Good
 " 992 A Happy Mother
 Pussy Cat Series
 No. 151 Looking Out
 " 152 Anxiously Waiting
 " 153 Expecting
 " 154 Before Retiring

Indian Cards
 No. 113 Indian Producing Fire by Friction
 " 114 An Indian Child of the Forest
 " 115 An Indian Mother With Her Little Baby

All the above Cards are \$1.50 per 100

Leather Cigar Case Post Cards

Assorted Designs
 80 Cents per Doz.

Leather Photo Frame Post Cards

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Assorted Designs, put up 100 in a Package. Price \$3.50 per 100.

REMEMBER We supply gratis with each order for 500 Cards our "ART" Display Post Card Stand

Send Us Your Orders or ask to have our Traveller call on you and show you Samples of our Goods.

THE COPP, CLARK COMPANY, Limited
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 Fancy Glaces Gilded, Perfect Imitation.
 Actresses and Children, \$1.50 per 100, \$12.50 per 1,000.
 Plain Glaces, 80c. per 100, \$7.50 per 1,000.
 Colored Bromos, assorted series, \$1.25 per 100, \$10 per 1,000.
 Black Bromos, 80c. per 100, \$5.00 per 1,000.
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 Cards made from any Photograph. All orders receive prompt and careful attention. Lowest terms.
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Picture Post Cards Made to order only according to instructions supplied.
 Specialties: Modern Heliotype styles, plain and coloured. Very fine make. First class Goods only.
 Well known for efficiency and high-class workmanship.
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 WHOLESALE EXPORT

Fine Art Printing Co.
 Kaufbeuren, Munich, Germany
 Manufacture to order for important buyers, as a speciality:
Postcards
 in Collotype, from 1,000 upwards, per design.
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 in Retocrom—combined letter press and lithographic color printing, 3,000, 5,000 and 10,000 per design, in sheets of 30 and 61 designs.

Imperial Series Postcards
To the Trade:
 Write Quick for Samples and Prices.
WE LEAD IN
Black and White
Our Colored Cards
STAND ALONE
 MONTREAL TREONOTO QUEBE
 OTTAWA HISTORIC SPORTING
 FISHING HUNTING
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 Always adding to our already well-assorted stock
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PICTURE POST CARDS
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 IN A SPECIALTY WE MAKE
COLLOTYPE, COLOURED COLLOTYPE, DOUBLE TONE GLAZED and AUTOTYPE POST CARDS, ALBUMS
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W. NEUMANN & CO., Wasserthorstrasse 42,
Berlin, S. 42
High-class Collotype Printers
 SPECIALTY: **Collotype Postcards** TO ORDER
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 ALL KINDS OF VIEW-ALBUMS AND SAMPLE SHEETS
CHEAPEST PRICES. **WHOLESALE AND EXPORT ONLY**



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

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

THE BELL TELEPHONE COMPANY OF CANADA

WESTERN Incorporated 1851
ASSURANCE COMPANY.

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Income for 1906, over 3,609,000

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Capital Paid Up, - - - \$1,000,000
Reserve Fund, - - - \$1,000,000
Undivided Profits, - - - \$ 133,133

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Letters of credit issued.
Collections promptly attended to.

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open at all branches.
Interest allowed on all deposit
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HEAD OFFICE, - TORONTO, CANADA.

Wall Paper

This is between seasons in wall paper manufacturing circles, and spring goods are now—or should be if retail dealers are energetic—going like “one o'clock,” so to speak. Designers, about this time of the year, are scratching heads and biting finger nails in thinking out something novel for the fall trade.

Our domestic manufacturers seem to be pretty well up to the mark in devising new ideas, or are particularly persistent in rooting out new ideas from foreign points. The natural result of this domestic energy is as choice a line of goods as any reasonable public could wish for.

It will at once be seen by the discerning retailer that this matter of choice of design is of the utmost importance to his business. Nowadays people are not satisfied with any old thing for their wall decorations. The general commercial prosperity of the country is reflected in this desire for the unique and the artistic in wall decorations. There are, of course, many people whose tastes have not yet been elevated beyond the cheap and commonplace in wall paper. Herein lies a profitable duty for every retailer to perform. Strive to educate the poor in taste—not force them—up to an appreciation of the really artistic in wall decorations. While doing this work of education, by elevating the public taste, it is gratifying to know that it is a profitable undertaking if properly carried out.

Description of Goods.

In advertising wall paper of the better grades, more stress should be laid on the quality of the goods than on the price. People of taste are undoubtedly attracted by refinement in advertising. It often happens that the substitution of one word for another completely alters the tone of the advertisement, while not in the least detracting from its meaning. In advertising wall paper, therefore, the words “wall decorations” instead of “wall paper” give a higher tone to the advertisement. “Decorations” is, as a matter of fact, the proper word to describe the higher grades of wall paper. So much artistic ingenuity is exercised in modern wall paper production, that many grades can easily vie with the frescoes which decorated the walls of ancient palaces. Wall paper possesses the distinct advantage also, that it is cheaper than fresco painting, and can be changed at any time. It will be well to bear these facts in mind when writing copy for your newspaper space. Lay particular stress upon the quality and exclusiveness of the stock you carry, and reach out after the people who are looking for wall decorations, rather than something to cover up the walls.

TRADE NOTES.

Mr. V. Herbert, stationer, of Thetford Mines, Que., has assigned to Mr. V. E. Paradis.

The assets of Auber Bros., fancy goods merchants in Hull, Que., were recently sold by auction.

Russell Lang & Co., the Winnipeg booksellers and stationers, have opened a second store in that city, in the new Atkins Building, Portage Avenue.



Quickly Made Sales,
Pleased Customers,
Satisfying Profits,
are the daily experience of the
dealers who handle

Stauntons'
Wall Papers

Is this also your experience?
If not, you can improve the conditions by determining now to buy
THE "STAUNTON" LINE
for next season, and so ensure all round satisfaction.

Special Decorations for Churches and Lodge Rooms
STAUNTONS, Limited
Makers of Superior Wall Papers
TORONTO

Quality Papers!

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

<p>PROVINCIAL BOND White and Tint</p> <p>17 x 28—20, 24 and 28 lbs. 17 x 22—14, 16, 18, 20 and 24 lbs. 19 x 24—20 lbs.</p>	<p>PROVINCIAL BOND Azure</p> <p>17 x 28—28, 32 and 36 lbs. 21 x 32—36 lbs. 23 x 36—72 lbs.</p>
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COVER PAPER

<p>SNOWFLAKE</p> <p>In Blue, Red, Lilac and Wine</p> <p>20 x 25—40 and 60 lbs. 22½ x 28½—50, 60 and 80 lbs.</p>	<p>ADELIA</p> <p>Fine White Wave, Double Cap and Felle</p> <p>and variety of other lines.</p>
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The Northern Mills Pulp and Paper Co.

278 St. Paul Street

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St. Adèle, Que. **MONTREAL**

PAYSON'S INDELIBLE INK



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

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

Standard Commercial Works.

Mattie's Interest Tables.

At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum, by **NAROLEON MATTIE**. 5th Edition. Price, \$3.00.

Mattie's Three Per Cent. Interest Tables. By the same author. On fine toned paper and strongly bound. Price, \$3.00.

Hughes' Interest Tables and Book of Days combined.

At 3, 3½, 4, 5, 5½, 6, 7 and 8 per cent. per annum by **CHARLES M. C. HUGHES**. Price, \$5.00.

Hughes' Supplementary Interest Tables.

Comprising a Special Interest Table for daily balances, showing interest for one thousand days on any amount, rates from ½ per cent. to 3½ per cent., inclusive. Also a table showing interest for one thousand days at 5 per cent., by means of which (in connection with Comparative Tables), interest for one thousand days can be obtained at any rate from ½ per cent. to 10 per cent., inclusive, and **COMPARATIVE INTEREST TABLES** for obtaining interest on any rate from ½ per cent. to 10 per cent., inclusive, on the basis of 365 days to the year in ½ per cent. rates. By **CHARLES M. C. HUGHES**. Price, \$2.00.

Hughes' Interest Tables.

At 6 and 7 per cent. per annum (on the basis of 365 days to the year), for one, two, three and four months and days of grace; for use in Discounting and Renewing Promissory Notes. By **CHARLES M. C. HUGHES** (on folded card, 14¼ x 9½) strongly bound. Price, \$1.00.

Hughes' Savings Bank Interest Tables.

At 2½, 3 or 3½ per cent. (each on separate card) on the basis of one month, being 1/12 part of a year; by **CHARLES M. C. HUGHES**. Price, \$1.00.

Buchan's Sterling Exchange Tables.

Converting sterling into Canadian currency, and *vice versa*, advancing by 8ths and 16ths, with other useful tables; by **EWING BUCHAN**. Second edition. Price, \$1.00.

Buchan's Sterling Equivalents and Exchange Tables.

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

Buchan's Par of Exchange (Canadian).

Giving sterling into dollars and cents and *vice versa*, from £1 upwards, also sterling equivalents, Canada into New York and *vice versa*; by **EWING BUCHAN**. Price (in sheets), each, 20c.; mounted (on boards), each, 35c.

The Importers' Guide.

A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a **FLANNEL TABLE**, from 20 to 100 shillings per piece of 46 yards; by **R. CAMPBELL** and **J. W. LITTLE**. Cloth, 75c.; leather, \$1.00.

The Canadian Customs Tariff.

Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, France, German Rixmark, at Canadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc., etc. Cap & vo. cloth. Price, 50c.

MORTON, PHILLIPS & CO.,

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755 and 1757 Notre Dame St., MONTREAL

The **BROWN BROS.** Limited, of Toronto, carry a full list of our publications in stock.

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HAMILTON, BERMUDE

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

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BRITISH GUIANA.

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

WOODSIDE BOARDING HOUSE

Corner of Main and Lamaha Streets
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Cool and airy Bedrooms. Excellent Cuisine. Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage Solicited. Managers, R. COTTAM.

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Opposite Victoria Park and Cedar Ave.
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QUEEN'S PARK HOTEL

PORT OF SPAIN, TRINIDAD, B.W.I.

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The most popular hotel in

OTTAWA, Ont. **JAMES K. PAISLEY**, Prop.

DOMINION HOUSE

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As good as any at any price.
Better than any at the same price.

HB -- H -- HH -- HHH -- B

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Indelible Copying.

Write for Samples to

Warwick Bros. & Rutter, Limited
Wholesale Stationers, TORONTO.

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of

Bookseller and Stationer

will be issued on

Wednesday, August 14th, 1907

This Number affords the best opportunity for dealers in all sorts of stationery and fancy goods lines to address the Canadian Trade.

Orders for space should be booked early.

BOY WANTED

ANY BOY in every town and village in Canada can earn many dollars by selling our publications among his neighbors and relatives and business men.



YOU can begin at once. No money needed to start. We will provide you with capital. A watch to the boy who does good work, as special prize.

Write at once to

THE MACLEAN PUBLISHING CO.
10 Front St. E., TORONTO

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during April, 1907.

Fire and Frost. The Meadow Lea Tragedy. By R. Dezell. Book. Robert Dezell, Township of Derby, Ont.

Contes Vrais. Par Pamphile LeMay. Nouvelle edition illustree. Pamphile LeMay, Quebec.

The Empire's Welcome to King Edward VII and Queen Alexandra. By Mary A. Tunney. Song. Mary A. Tunney, Toronto.

Patsy Dear. Words and music by Benjamin Hapgood Burt. Jerome H. Remick & Company, New York.

Bradford's Guide. The South Shore of Nova Scotia, 1907, Liverpool Section. Book. Henry Martin Bradford, Truro.

Playtime. Scherzo. For piano. By Chas. E. Wellinger. Chas. E. Wellinger, St. Thomas, Ont.

I Waited Patiently. Soprano and Chorus. By C. L. M. Harris. Music. C. L. M. Harris, Hamilton, Ont.

There's Something Sweet About You. Song. Words by Cecil Spooner. Music by Ted. Coleman. And They Say He Went to College. Song. Words by E. P. Moran. Music by Seymour Furth. Young Men Lodgers. Song. Words by John P. Harrington. Music by George Le Brun. Who Are You Getting at, Eh? Words by John P. Harrington. Music by George Le Brun. Maurice Shapiro, New York.

Chart of the Rideau Lakes from Kingston to Ottawa. By Elmer J. Lake, M.D., C.M. Book. Elmer J. Lake, Kingston.

The Western Guide: A Guide to British Columbia and the Pacific Northwest. Book. Brenton S. Brown and Ralph A. Welsh, Vancouver.

The Doctrine and Discipline of the Methodist Church, 1906. Edited by a Committee appointed by the General Conference. Book. William Briggs, Toronto.

Miladi Love. Waltzes. By F. H. Dosey, Op. 212. Loyal Knights. March. By F. H. Dosey, Op. 204. Vandersloot Music Publishing Company, Williamsport, Pa.

Canada's Century: A Review of Labor Conditions To-day. By Major Robert Larmour. Book. Robert Larmour, Stratford, Ont.

The Arlidge Practice Record for Students of Music. Book. J. Churchill Arlidge, Toronto, Ont.

Mary and Her Lamb. Song and music. By Frederic Chapin. I'd Rather Two-Step than Waltz, Bill. Words and music by Benjamin Hapgood Burt. Jerome H. Remick & Company, New York.

Lady Betty Waltzes. By Will Duncan Lamborne. Arranged by R. B. Brewer. Sam Fox Publishing Company, Cleveland.

Kitty Bowls. The New Parlor Game and How to Play It. John William Pointon, Owen Sound, Ont.

Ripples. A serenade. By R. B. Brewer. Sam Fox Publishing Company, Cleveland.

Manuel des Sciences Usuelles. Par l'Abbe V. A. Huard, A.M., et l'Abbe H. Simard, A.M., S.T.D. Victor A. Huard et Henri Simard, Quebec.

Sarah Maxwell. (Died at Her Post). By Clarence Hope. Poem. Henry Anderson, Montreal.

My Wild Irish Rose of Killarney. Lyric, by Nora Kelly. Music by Jos. Nathan. Broncho Buster. Words by Edward Madden, music by Dorothy Jardon. I've Lost My Little Dog. Words and music by Jack Lorimer. Theodore. Words and music by Vincent Bryan. Maurice Shapiro, New York.

The Boss of the Town. Song. Words by Wm. J. McKenna. Music by Tom Waters. Jerome H. Remick & Company, New York.

Drawing Room Royal Alexandra Hotel, Winnipeg. (Photo A.) Drawing Room, Royal Alexandra Hotel, Winnipeg. (Photo B.) Dining Room, Royal Alexandra Hotel, Winnipeg. (Photo.) The Consolidated Stationery Company, Limited, Winnipeg.

Re-Incarnation, or Life Returns Unceasingly. By Rendol Snell. Book. Rendol Snell, Marmora, Ont.

Fun-Bob. For piano. By Percy Wenrich. Snow Bells. A three-step. By Wm. B. Fassbinder. Arnett-Delonais Company, Chicago.

Co-Insurance: Explanation of the Effect on the 80 per cent. Co-Insurance Clause on the Adjustment of Losses. Book. Paul Von Szeliski, Toronto.

The Enchantress. Waltzes. By H. B. Blanke. Jerome H. Remick & Company, Detroit.

Hockey in 1910. Postal card. Anson A. Gard, Ottawa.

Jeu de Cartes sur l'Histoire Sainte (Cartes) Les Cleres Paroissiaux ou Catechistes de St. Viateur, St. Louis, (Mile End), Que.

In Bohemia. Song. Words and music by W. R. Williams. I'll Love You as I Do To-day. Song. Words by Will S. Genaro. Music by W. R. Williams.

Cherry Blossoms. Three-Step Caprice. By Emma I. Harte. Will Rossiter, Chicago.

Le Celebre Calculateur Special (Livre). Max. Huberdeau, St. Remi, Que.

Premiere Serie de Lectures sur les Connoissances Scientifiques Usuelles. Par Neree Tremblay. Livre. Compagnie J. A. Langlais and Fils, Quebec.

Ottawa the Beautiful Capital. By Anson A. Gard. Book. Anson A. Gard, Ottawa.

L'Analyse Grammatical et l'Analyse Logique. Par C. J. Magman. Livre. C. J. Magman, Quebec.

He Never Even Said Good-Bye. Song. Words by Dave J. Clark. Music by Albert Gumble. Jerome H. Remick & Company, New York.

Original Drawing of a Shield surmounted by a Beaver, etc. Drawing. William Henry Goulding, Toronto.

The Jones Savings Interest Tables. William G. Jones, Moncton, New Brunswick.

Eglise de Thetford Mines. Photo. Emile Giroux, Thetford Mines, Que.

My Old Black Joe. For piano. By Percy Wenrich. Iowa March two-step. B. M. Alvera-Hanson.

Flower Girl. For piano. by Percy Wenrich. Arnett-Delonais Company, Chicago.

View from the Mountain, Hamilton, Ontario. Engraving. The Ontario Engraving Company, Hamilton.

Members of the Legislature of British Columbia, 1907. Photo. A. Members of the Legislature of British Columbia, 17th April, 1907. Photo. B. Thomas McNab Jones, Victoria.

Little Johnny Chore Boy. Song. Words and music by George J. Howson. George J. Howson, Morrisburg, Ont.

J. J. Hill on the Transportation Puzzle. Temporary copyright. The Canada Newspaper Syndicate, Limited, Montreal.

Vesuvius. March and two-step. Nippono. Intermezzo. March and two-step. By Harry J. Lincoln. Vandersloot Music Publishing Company, Williamsport, Penn.

The Right Honorable James Bryce and Professor Goldwin Smith. Photograph. The Galbraith Photo Company, Toronto.

I Think I Oughtn't Ought to Any More. Song. Words and music by Vincent Bryan. *He Goes to Church on Sunday.* Song. Words by Vincent Bryan. Music by E. Ray Goetz. Maurice Shapiro, New York.

At the Sign of the Beaver. Northland stories and stanzas. By Samuel Mathewson Baylis. Book. Wellington Jeffers Baylis, Montreal.

The Triumph of Speculative Finance. Book. Wellington Jeffers Dowler, Victoria, B.C.

Canadian War Hymn. Song. Words by Major C. D'Arcy. Music by A. C. Howland. J. W. Shaw & Company, Montreal.

If the Man in the Moon Were a Coon. Waltz. Original song by Fred Fischer. Arranged by Harry L. Alford. *The Moon-Flower.* Song. Words and music by Tom Farrel. *When You Dream of Some One and Some One Dreams of You.* Song. Words and music by W. R. Williams. Will Rossiter, Chicago.

From Opium Fiend to Preacher. By A. P. Quiambach. Book. Frederick Clarke Stephenson, Toronto.

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The Canadian Magazine, May, 1907. The Ontario Publishing Company, Limited, Toronto.

5000 Facts About Canada. Compiled by Frank Yeigh (Book.) Frank Yeigh, Toronto.

The Annual Financial Review—April, 1907. Volume VII. William R. Houston, Toronto.

Le Canada Economique. Par Charles De Bouthillier-Chavigny. (Livre.) Chas. De Bouthillier-Chavigny, Lennoxville, Que.

Cupid. (Photo 1.) (Photo 2.) (Photo 3.) (Photo 4.) (Photo 5.) (Photo 6.) R. H. Trueman, Vancouver, B.C.

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Opportunities in Canada. Book. Ernest Heaton, Toronto.

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Hispania. (Musical composition.) Charlotte M. Casey, Golden Lake, Ont.

The Benson and Houlton Company's Map of Calgary and District. The Benson & Houlton Company, Limited, Calgary, Alberta.

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As Reported by Leading Canadian Retail Dealers.

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1. *Cruise of the Shining Light,* by Norman Duncan Frowde
2. *Lone Furrow,* by W. A. Fraser Frowde.
3. *Captain of the Kansas,* by Louis Tracey. McLeod.
4. *The Dust of Conflict,* by H. Bindloss. McLeod.
5. *The Doctor,* by Ralph Connor. Westminster.
6. *Whispering Smith,* by F. H. Spearman. McLeod

Calgary.

1. *The Saint,* by Antonio Foggazarro Copp.
2. *Treasure of Heaven,* by Marie Corelli. Briggs.
3. *Invasion of 1910,* by W. LeQueux. MacMillan.
4. *Call of the Wild,* by Jack London. MacMillan.
5. *White Plumes of Navarre,* by S. R. Crockett Briggs
6. *Cruise of the Shining Light,* by Norman Duncan Frowde

Halifax.

1. *Port of Missing Men,* by Meredith Nicholson McLeod
2. *Cattle Baron's Daughter* by H. Bindloss McLeod
3. *Lone Furrow,* by W. A. Fraser Frowde
1. *The Doctor,* by Ralph Connor Westminster.

5. *Fighting Chance,* by R. W. Chambers. McLeod.
6. *Poison Island,* by A. T. Quiller-Couch. Scribners.

Hamilton.

1. *Port of Missing Men,* by Meredith Nicholson. McLeod.
2. *Cruise of the Shining Light,* by Norman Duncan Frowde.
3. *Lone Furrow,* by W. A. Fraser. Frowde.
4. *The Dust of Conflict,* by H. Bindloss. McLeod.
5. *The Saint,* by Antonio Foggazarro. Copp.
6. *Running Water,* by A. E. W. Mason. Briggs.

Kingston.

1. *The Doctor,* by Ralph Connor. Westminster.
2. *Dust of Conflict,* by H. Bindloss. McLeod.
3. *Port of Missing Men,* by Meredith Nicholson. McLeod.
4. *Running Water,* by A. E. W. Mason. Briggs.
5. *Hilma,* by W. T. Eldridge. Briggs.
6. *Treasure of Heaven,* by Marie Corelli. Briggs.

Montreal.

1. *The Chronicle of Rebecca,* by Kate Douglas Wiggin. Briggs.
2. *The Flyers,* by Geo. Barr McCutcheon. Briggs.

3. Where the Trail Divides, by Harold Bindloss. Musson.
4. Little Esson, by S. R. Crockett. Briggs.
5. The Cruise of the Shining Light, by Norman Duncan. Frowde.
6. The Mystics, by Katharine Thurston. Harper & Bros.

Moncton.

1. The Mystery, by White and Adams. Musson.
2. Friday the 13th, by Thos. W. Lawson. McLeod.
3. Before Adam, by Jack London. MacMillan.
4. Port of Missing Men, by Meredith Nicholson. McLeod.
5. Captain of the Kansas, by Louis Tracey. McLeod.
6. White Fang, by Jack London. MacMillan.

Ottawa.

1. Cruise of the Shining Light, by Norman Duncan. Frowde.
2. Running Water, by A. E. W. Mason. Briggs.
3. Where the Trail Divides, by Harold Bindloss. Musson.
4. Mr. Barnes, American, by A. C. Gunter. Musson
5. Growth, by Graham Travels. Musson.
6. Hilma, by W. T. Eldridge. Briggs.

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2. Bob Hampden of Placer, by R. Parrish. Briggs.
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3. The Brass Bowl, by L. J. Vance. McLeod.
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6. The Doctor, by Ralph Connor. Westminster.

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2. Port of Missing Men, by Meredith Nicholson. McLeod.
3. Whispering Smith, by F. H. Spearman. McLeod.
4. Bob Hampden of Placer, by R. Parrish. Briggs.
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6. The Flyers, by George Barr McCutcheon. McLeod.

Sarnia.

1. Lone Furrow, by W. A. Fraser. Frowde.
2. The Mystics, by Katherine C. Thurston. Harper & Bros.
3. Long Road, by J. Oxenham. MacMillan.
4. The Doctor, by Ralph Connor. Westminster.
5. Cruise of the Shining Light, by Norman Duncan. Frowde.
6. Bob Hampton of Placer, by R. Parrish. Briggs.

Toronto.

1. Lonely Lady of Grosvenor Square, by Mrs. De la Pasture. Dutton.
2. The Priest, by Harold Begbie. Briggs.
3. Running Water, by A. E. W. Mason. Briggs.
4. Far Horizon, by Lucas Malel. Dodd, Mead.
5. Beloved Vagabond, by W. J. Locke. John Lane.
6. Port of Missing Men, by Meredith Nicholson, McLeod.

Winnipeg.

1. The Eternal City, by Hall Caine.
2. Port of Missing Men, by Meredith Nicholson. McLeod.
3. Lone Furrow, by W. A. Fraser. Frowde.
4. Woman of Babylon, by Joseph Hocking. Copp.
5. The Mystery, by White and Adams. Musson.
6. The Cruise of the Shining Light, by Norman Duncan. Frowde.

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 Macmillan Co. of Canada, Toronto.
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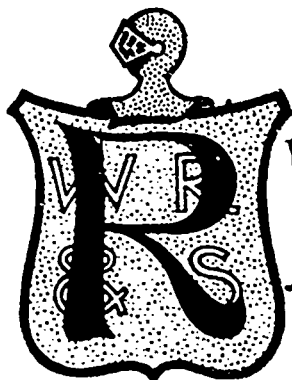
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