

Technical and Bibliographic Notes / Notes techniques et bibliographiques

The Institute has attempted to obtain the best original copy available for filming. Features of this copy which may be bibliographically unique, which may alter any of the images in the reproduction, or which may significantly change the usual method of filming, are checked below.

L'Institut a microfilmé le meilleur exemplaire qu'il lui a été possible de se procurer. Les détails de cet exemplaire qui sont peut-être uniques du point de vue bibliographique, qui peuvent modifier une image reproduite, ou qui peuvent exiger une modification dans la méthode normale de filmage sont indiqués ci-dessous.

Coloured covers/  
Couverture de couleur

Covers damaged/  
Couverture endommagée

Covers restored and/or laminated/  
Couverture restaurée et/ou pelliculée

Cover title missing/  
Le titre de couverture manque

Coloured maps/  
Cartes géographiques en couleur

Coloured ink (i.e. other than blue or black)/  
Encre de couleur (i.e. autre que bleue ou noire)

Coloured plates and/or illustrations/  
Planches et/ou illustrations en couleur

Bound with other material/  
Relié avec d'autres documents

Tight binding may cause shadows or distortion along interior margin/  
La reliure serrée peut causer de l'ombre ou de la distorsion le long de la marge intérieure

Blank leaves added during restoration may appear within the text. Whenever possible, these have been omitted from filming/  
Il se peut que certaines pages blanches ajoutées lors d'une restauration apparaissent dans le texte, mais, lorsque cela était possible, ces pages n'ont pas été filmées.

Coloured pages/  
Pages de couleur

Pages damaged/  
Pages endommagées

Pages restored and/or laminated/  
Pages restaurées et/ou pelliculées

Pages discoloured, stained or foxed/  
Pages décolorées, tachetées ou piquées

Pages detached/  
Pages détachées

Showthrough/  
Transparence

Quality of print varies/  
Qualité inégale de l'impression

Continuous pagination/  
Pagination continue

Includes index(es)/  
Comprend un (des) index

Title on header taken from:/  
Le titre de l'en-tête provient:

Title page of issue/  
Page de titre de la livraison

Caption of issue/  
Titre de départ de la livraison

Masthead/  
Générique (périodiques) de la livraison

Additional comments:/  
Commentaires supplémentaires: Pages 39 - 40 are missing.

This item is filmed at the reduction ratio checked below/  
Ce document est filmé au taux de réduction indiqué ci-dessous.

10X	12X	14X	16X	18X	20X	22X	24X	26X	28X	30X	32X
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# BOOKSELLER & STATIONER OF CANADA

MARCH

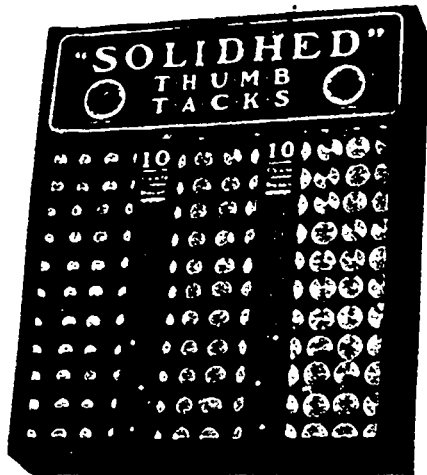
1907

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

MONTREAL

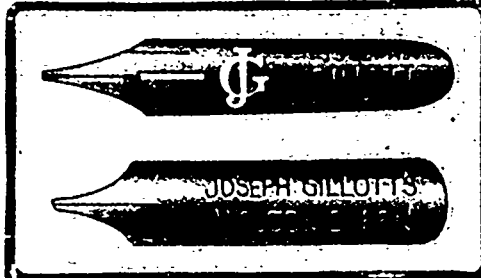
TORONTO

WINNIPEG



It's the Solidhed Display  
that sells tacks

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



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 apply to distributors, show cards, etc. apply JOSEPH GILLOTT & SONS, 5, Broadchurch Street, London, E.C.

## ELECTRIC SIGNS

advertise you night and day. Without question the cheapest and most effective method of advertising to-day

We have an excellent proposition to make in most Canadian cities for merchants to use electric signs.

Let us hear from you, and we will send you circulars.

The Martel-Stewart Co., Limited  
Montreal, Canada

Our **29th**  
**Annual Import Season**

**OPENS MARCH EIGHTEENTH**

---

OWING to the enormous range of samples of European Art Novelties which we will show for import for the coming season, our representatives will only be able to make displays in the larger centres. Arrangements will gladly be made to have the trade meet our salesmen at the most convenient point and we cordially invite correspondence as to appointments with any of the following :—

Mr. H. C. WOODS }  
Mr. LORNE TWISS } Manitoba and West.

Mr. JOHN ALLEN }  
Mr. J. A. GULBRANDSON } Montreal, Ottawa and Quebec.

Mr. GEO. HAZEN }  
Mr. D. S. BIGGS } New Brunswick, Nova Scotia and  
Mr. Ed. HAZEN } Prince Edward Island.

Mr. GEO. BRYANT—Central Ontario.

Mr. J. B. FRASER—Eastern Ontario.

Mr. WM. WOODS—Western Ontario.

---

“Thou shalt see, thine eyes shalt be thy judge.”—Mer. of Venice—2, 5.

---

**Warwick Bros. & Rutter, Limited**

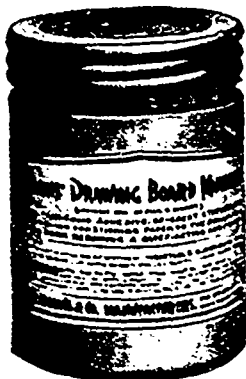
Import Dealers in  
Foreign Novelties.

**TORONTO**

**ALL THE  
LEADING WHOLESALE  
Stationery and Fancy Goods Houses  
SELL  
GOODALL'S  
PLAYING CARDS**

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

**Higgins' Drawing Board  
and Library Mucilage**



IS everywhere admitted to be the most desirable adhesive, for the uses intended, ever put upon the market. It is a semi-fluid, of great strength and body, especially prepared for mounting paper on the drawing board, for repairing and labelling books, and for wood, cloth and leather work generally. Librarians have found it exactly suited to their needs, and it has become recognized as the only adhesive for library work that gives perfect satisfaction. For use as an ordinary mucilage or paste it may be diluted with 25 to 50 per cent. of water.

This article should be carried by every progressive dealer.

**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**

*Mark-a-line*

SEVEN LUSTROUS COLORS :

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

WILL NOT CRACK WHEN DRY

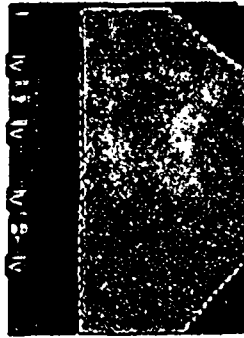
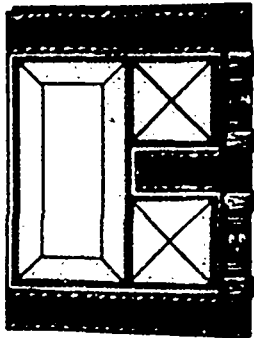
Ask your Stationer for Sample

**The Carter's 'nk Co.**

Boston New York Chicago Montreal

# ACCOUNT BOOKS

Standard Make All Styles and Sizes  
Stock Very Complete—Undoubted Value



# ART CALENDARS GREETING CARDS

Samples for the coming season shown very shortly. The Truly Artistic Productions published by WOODBURY E. HUNT—This year's designs will be even an improvement over former efforts.

# ITALIAN HAND MADE PAPER and ENVELOPES

8vo and square shapes—Boxed 100 in each Splendid Value.

We have now a full assortment of our own exclusive line

# INK STANDS

Best designs and make. Excel any imported.—Get illustrated list.



# BROWN BROS.

Wholesale and Manufacturing Stationers  
51-53 Wellington Street West

LIMITED  
TORONTO

## “Sports” Playing Cards



THE BEST VALUE  
IN THE MARKET.

ONE OF MANY  
VARIETIES

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

SPECIAL CARD FOR  
WHIST PLAYERS

Colonial Whist

LACROSSE DESIGN.

We are headquarters for PLAYING CARDS  
MADE IN CANADA.

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

The UNION CARD & PAPER CO.,  
Limited  
MONTREAL.



## The Records Alone Will Yield You a Big Revenue

One Bookseller sold over \$15,000 worth of our Records in one year.

He wasn't a wonderful man, but he had the good sense to know that **Berliner Gram-O-Phones** and **Victor Talking Machines** are here to stay, that the demand for records is unending and that he who follows the advice of the maker is the man who scores the Order Bull's Eye.

Why don't you talk to us as we talk to you?  
Why don't you ask us to prove what we say?

### 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.     |
| Nordheimer 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

## Calendars, Xmas Cards, Pictures, Post Cards, Private Xmas Cards

Hand Colored and Plain Platinotypes and Carbons. The Highest Grade Line in the World. Affiliated with M. Munk of Vienna.

Our line of Private Xmas Cards is truly wonderful.

**READY NOW.** Visit our Sample Rooms or drop us a line and our representative will call.

We are anxious to secure jobbers in all parts of Canada.

### MENZIES & COMPANY

19 WELLINGTON STREET EAST,

TORONTO, CANADA

Sole Canadian Agents, E. W. SAVORY, LTD., Bristol  
 LYONS INK, LTD., Manchester, Mfrs. of the famous "CLUCINE." DORENDORFF & CO., London, Eng.  
 LANDEKER & BROWN, London, Eng.

# NOVELTY POST CARDS

Copyrighted and Manufactured Exclusively by Ourselves

|                   |                                                                                     |                |
|-------------------|-------------------------------------------------------------------------------------|----------------|
| Leather Cards     | —Applied Velvet Flowers, hand-painted, beautiful designs, suitably lettered .. .. . | \$6.00 per 100 |
| Linen Stock Cards | —Same designs and finish as above .. .. .                                           | 5.00 " 100     |
| Leather Cards     | —Applied Velvet Maple Leaves, catch Canadian sayings .. .. .                        | 5.00 " 100     |
| Linen Stock Cards | —Same designs and finish as above .. .. .                                           | 5.00 " 100     |
| Leather Cards     | —Applied Flags, Canadian, French and American .. .. .                               | 6.00 " 100     |
| Linen Stock Cards | —Same designs as above .. .. .                                                      | 5.00 " 100     |
| Leather Cards     | —Applied Leaf and Local View. Real photographs from any views .. .. .               | 6.00 " 100     |
| Linen Stock Cards | —Same designs as above .. .. .                                                      | 5.00 " 100     |
| Leather Cards     | —Burnt Indian and View as above .. .. .                                             | 6.00 " 100     |
| Linen Stock Cards | —Same designs as above .. .. .                                                      | 5.00 " 100     |
| Leather Cards     | —With beautiful embossed "Teddy Bears" attached. Clever comic sayings .. .. .       | 8.50 " 100     |
| Linen Stock Cards | —Same designs as above .. .. .                                                      | 7.50 " 100     |
| Linen Stock Cards | —With Burnt Leather Novelties attached. Comic wording .. .. .                       | 3.50 " 100     |
| Tag Cards         | —Metal Novelties attached. New designs .. .. .                                      | 1.50 " 100     |

Each of above lines contain a large assortment of designs artistically decorated by hand. A sample assortment of 100 cards selected from above lines, no two alike, sent for \$5.00. No cards in the market meeting with like success.

Send for general catalogue, which will be off the press shortly.

**YOUNG BROS.,**

MANUFACTURERS OF  
FANCY GOODS

**Toronto**

CONCERNING

# Christmas Cards and Calendars

---

## FOR SEASON 1907-8

---

**THE CALENDAR** situation always demands radical changes, and realizing the difficulty to surpass the **Brilliant Assortment** shown last Season we start to work early, having the co-operation of the **Leading Publishers**, and from the samples we have seen (many only in dummy form) are more **Enthusiastic** than ever that they will be highly **Appreciated** by the Trade.

### WAIT AND SEE OUR LINES

as they will not be last Season's designs, that some publishers have an over-production, and are showing as they claim early—late would be more appropriate.

### OUR NEW DESIGNS

To produce an absolutely **New and Original Line of Christmas Cards and Calendars**, months of study and work on the part of the **Best Artists** are required.

Samples will be shown by our different representatives by about 1st April.

Lines of **ENGLISH PRODUCTION**, absolutely new, and representing the latest ideas, cannot be shown before that date. We, therefore, know it will repay you to see our samples of

### NEW PRODUCTIONS

before placing any orders, as they will appeal to every buyer who demands the *most unique and artistic lines*.

### YOU WILL BE INTERESTED

Christmas Cards and Calendars designed by Artists of renown always have the largest sale, as the selection of such indicates a **Refined and Cultured Taste**. The Trade will have an opportunity of selecting the most **Attractive and Saleable** ever offered by

---

The House of Canada for Cards and Calendars

---

# The Copp, Clark Co., Limited

64 and 66 Front Street West

TORONTO

-

CANADA

C. C. C.  
**POST CARDS**

**NEW "ART" SERIES**  
FOR FRAMING  
*Beautiful Landscape and Water Scenes, etc.*  
42 different subjects, price, \$1.50 per 100 cards.

**"SCENIC" SERIES**  
*Views of 61 Towns and Districts in England, Ireland, Scotland, etc.*  
12 views, all different, in each packet, price, \$1.80 per dozen packets.

**"ART" SERIES**  
*Over 100 different subjects, including 6 Teddy Bears, Chink, Crinoline Girls, etc.* Post Cards, price, \$1.50 per 100 cards.

**LOCAL VIEW POST CARDS**  
Send for prices and specimen cards showing work done in these from customers' own Photos.  
Black and White Collotype; Hand Colored Collotype.

**CANADIAN "CARTOON" POST CARDS**  
No. 100—For investment in **CANADA**.  
No. 600—Uncle Sam looking at map of Canada and saying:—"Waal say. I used to think I had the biggest land that lay out-doors, but it looks as tho' **CANADA** had me beaten."  
No. 700—John Bull and Uncle Sam driving through our Wheat Fields in Western Canada:—"A fine country, but darn it all, you can't see it for Wheat."  
No. 900—Now then altogether:—"The Maple Leaf Forever." Price, \$1.50 per 100 cards.

**"FAMOUS PAINTING" SERIES**  
Reproductions from the work of renowned Artists. 48 different subjects, price \$1.50 per 100 cards.

**LEATHER POST CARDS**  
100 assorted in a packet, price \$3.50 per 100 cards.

**SECTIONAL OR PUZZLE POST CARDS**  
10 different subjects, 4 cards in each set, price, \$6.50 per 100 sets.

**ACTRESS POST CARDS**  
Pictures in Black on Glossy cards of all famous **ENGLISH ACTRESSES**.  
Price, \$4.80 per gross of cards.

**EASTER POST CARDS**  
A large variety appropriate for this season, \$1.50, \$3.00 and \$7.00 per 100 cards.

**REVOLVING DISPLAY POST CARD RACKS**  
Hold 2,500 Post Cards, price, \$3.25 each.

Send for Descriptive Catalogues or an assortment of above lines. Special prices in large quantities.

**THE COPP, CLARK COMPANY, Limited**  
64 and 66 Front Street West, TORONTO, CANADA





# THE TELEPHONE

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

## LONG DISTANCE TELEPHONE SERVICE

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

**THE BELL TELEPHONE COMPANY OF CANADA**

# WESTERN ASSURANCE COMPANY.

Incorporated 1851

**FIRE  
AND  
MARINE**

|             |                       |   |                 |
|-------------|-----------------------|---|-----------------|
| Head Office | Capital               | - | \$ 1,500,000 00 |
| Toronto,    | Assets, over          | - | 3,460,000.00    |
| Ont.        | Income for 1905, over |   | 3,680,000.00    |

HON. GEO. A. COX, President.

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

C. C. FOSTER, Secretary.

# BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, \$850,000.00.

TOTAL ASSETS, \$2,119,347.89.

LOSSES PAID SINCE ORGANIZATION, \$27,363,063.64.

HEAD OFFICE, - BRITISH AMERICA BUILDING,  
Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J. KENNY, Vice-President  
P. H. SIMS, Secretary. and Managing Director

# THE METROPOLITAN BANK

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

## GENERAL BANKING BUSINESS

We  
Solicit  
Your  
Account

Drafts bought and sold  
Letters of credit issued.  
Collections promptly attended to.

## SAVINGS DEPARTMENT

open at all branches.  
Interest allowed on all deposits  
of one dollar and upwards.

# IF YOU WANT

the best weekly list of New Books published in Great Britain and Ireland, with titles, sizes, prices and publishers, subscribe to **The Publishers' Circular and Booksellers' Record**, published weekly at St. Dunstan's House, Fetter Lane, London. Post free for 52 weeks for \$2.65, prepaid.

# IF YOU WANT

to obtain out of print and scarce works about Canada, or on any other subject, subscribe to **The Publishers' Circular** (see previous paragraph for particulars). All subscribers have the privilege of a free advertisement of three titles of Books Wanted (each title not to exceed 10 words). On an average over 2,000 Books Wanted are advertised for every week in **The Publishers' Circular**.

# IF YOU WANT

to know what new books are coming out in the United Kingdom you should subscribe to **The Publishers' Circular**. For terms, etc., see first paragraph of this advertisement.

# Money

CAN BE SAVED BY MEANS  
OF AN ENDOWMENT POLICY.

**YOU CAN ONLY SECURE  
SUCH A POLICY WHILE YOU  
ARE IN GOOD HEALTH.**

Pamphlets and Full Particulars regarding the  
New Accumulation Endowment Policy  
sent on application.

# Confederation Life ASSOCIATION

W. H. BEATTY, President,

W. C. MACDONALD,  
ACTUARY.

J. K. MACDONALD,  
MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.



## 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

## **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.



# C. F. Rumpff & Sons

Established  
1850

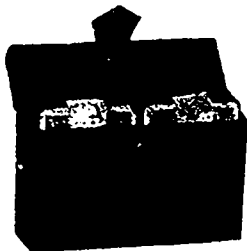
MANUFACTURERS OF

## **FINE LEATHER GOODS**

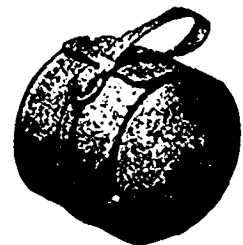
WRITING CASES, HAND BAGS, MUSIC ROLLS,  
PHOTO FRAMES, CIGAR CASES, POCKET FLASKS, etc.. etc

PHILADELPHIA, U.S.A.

New York Salesroom: - - - 683 and 685 Broadway



Bridge Whist Sets



Collar Rolls

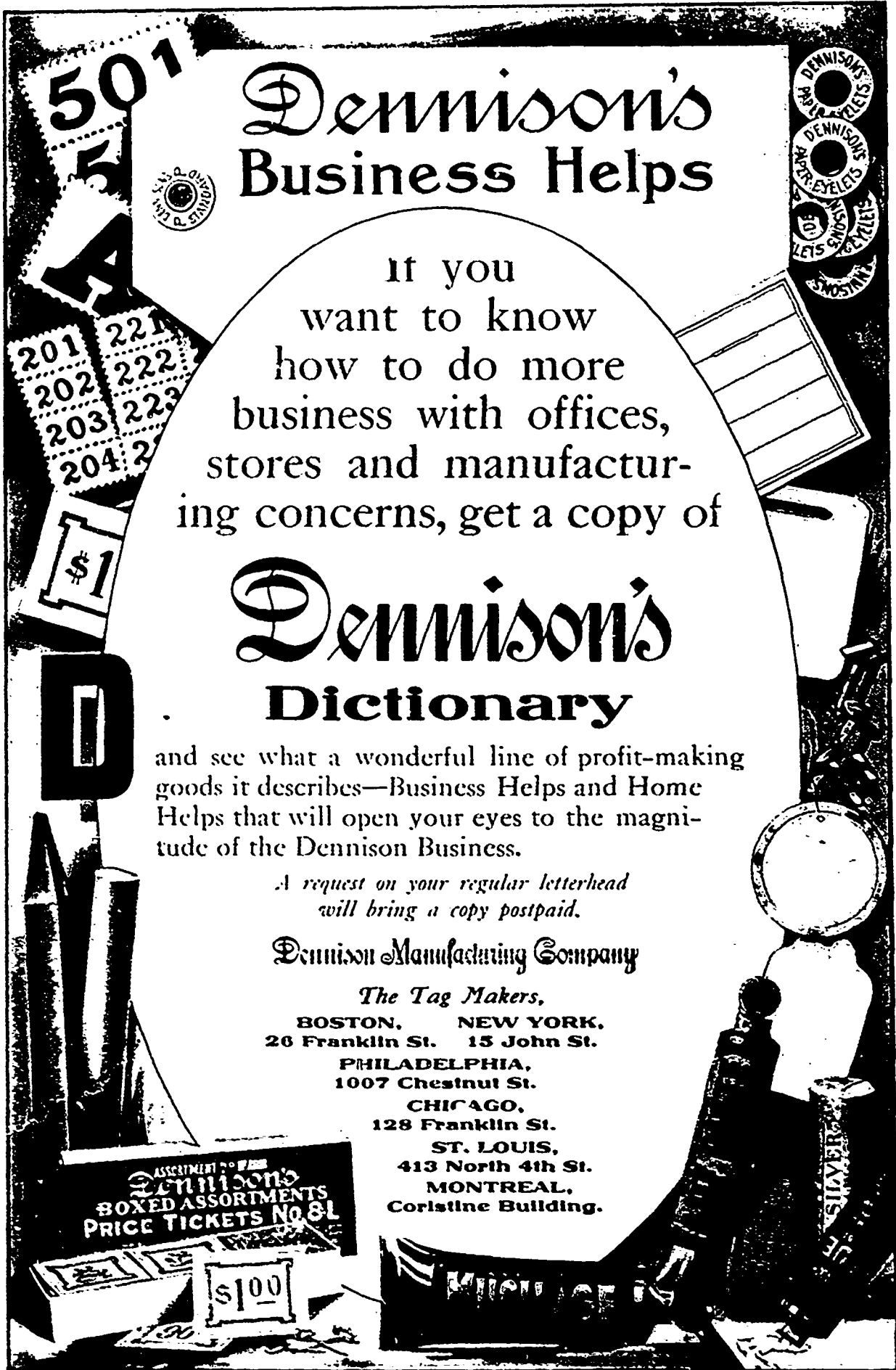


Canadian Office:  
37 Melinda St.,  
TORONTO

## We Aim to Lead

in producing the new styles in writing paper, which your particular customers demand. Of these new styles *EATON'S HOT PRESSED VELLUM* is having the largest sale at present, but the *COLD PRESSED LINEN*, *FRENCH PERCALE*, *SHEPHERD'S PLAID*, *FRENCH MADRAS* and *BERKSHIRE LAID* should be in every stationery store. Write for samples.

**Eaton-Hurlbut Paper Co.**  
Pittsfield, Mass.



# Dennison's Business Helps

If you want to know how to do more business with offices, stores and manufacturing concerns, get a copy of

## Dennison's Dictionary

and see what a wonderful line of profit-making goods it describes—Business Helps and Home Helps that will open your eyes to the magnitude of the Dennison Business.

*A request on your regular letterhead will bring a copy postpaid.*

**Dennison Manufacturing Company**

*The Tag Makers,*

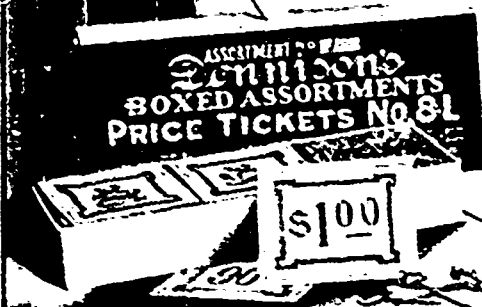
**BOSTON, NEW YORK,  
26 Franklin St. 15 John St.**

**PHILADELPHIA,  
1007 Chestnut St.**

**CHICAGO,  
128 Franklin St.**

**ST. LOUIS,  
413 North 4th St.**

**MONTREAL,  
Coristine Building.**



Awarded First Class Diploma—the highest award given—at the  
Printing, Stationery, and Allied Trades' Exhibition, London, 1906

# Millar & Lang, Ltd.

ART PUBLISHERS

Glasgow, Scotland

and at

49 Queen Victoria Street, London, E.C.

PUBLISHERS OF THE WELL-KNOWN

## "National" Series

OF

### Pictorial Postcards

Xmas and New Year Cards

BLANKS FOR

Private Xmas Cards

Ball Programmes

Etc., Etc.



We SPECIALIZE in reproducing PICTORIAL  
POSTCARDS from customer's own Photographs in  
our GOLD MEDAL PATENT COLOUR PROCESS.

See our new Glazing Process—"PEARL GELATINE"—  
an excellent substitute for real gelatine, at a fourth of the cost.

**Best Workmanship** ——— **Moderate Prices**  
**Quick Deliveries**                      ORDERS EXECUTED IN FOUR WEEKS'  
TIME FROM RECEIPT OF PHOTOGRAPHS

We are the largest Printers and Publishers of Pictorial Post Cards in Great  
Britain. Everything we sell is manufactured by ourselves ♣ ♣ ♣ ♣ ♣

# Largest Paper House in Canada

## NEW PAPETERIES

To our already choice line of Papeteries we have just added six new beauties.

The boxes are embossed in gold and colors with floral designs and will add an artistic touch to the stock of the Dealer who displays them.

### **Donegal Linen Fabric**

Mercedes size—Fabric finish, Wallet envelopes, retail 25c.

### **Rosalind**

Mercedes size--Fabric finish, Wallet envelopes, retail 25c.

### **Clematis**

Mercedes size - Fabric finish, Wallet envelopes, retail 25c.

### **Laurinda**

Oxford size—Fabric finish, Wallet envelopes, retail 25c.

### **Tulip**

Oxford size - White Wove, ruled or plain, retail 15c.

### **Magnolia**

Oxford size—White Wove, ruled or plain, retail 15c.

**W. J. GAGE & CO.,**

Limited,

MANUFACTURING STATIONERS.  
**TORONTO**

WAREHOUSE and FACTORIES  
82-94 Spadina Avenue

SAMPLE ROOM  
54 Front Street West

PAPER MILLS  
St Catharines

# THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XXIII.

MONTREAL AND TORONTO, CANADA, MARCH, 1907.

No. 3.

## THE PICTURE POST CARD: OPINIONS OF DEALERS

**B**OOKSELLER AND STATIONER has been at some pains to get the views of dealers on the post card trade. It will be remembered that this was done last year and many helpful suggestions were contained in *Bookseller and Stationer* of March, 1906, in the published views of some prominent retailers.

Conditions have not altered materially since then. If anything the demand is growing. There are more firms producing cards. There are greater varieties of styles and designs. The prospects are that this will be a banner year in the trade.

**Stanley, Mills and Co., Limited, Hamilton.**

Our most popular sellers, say Stanley, Mills & Co., Hamilton, are local views and scenic cards. Floral effects are strong. Annual studies (chiefly dogs and cats), castles and cathedrals of Great Britain; and actresses are fairly good with us. Comics, in love scenes, and domestic negro scenes are good. Child studies, comic and otherwise, we find are good. Rough sea scenes are particularly good as also are patriotic scenes of the right kind.

We have a space given over exclusively to the sale of post cards and souvenirs, which we term our souvenir department, located about the centre of the ground floor. We also keep a small vestibule window always filled with cards. We feature the festive seasons, such as St. Patrick's, Easter and so on during the year. We consider the most satisfactory way to display cards is to spread them to the best advantage in sets and series. Our souvenir department manager has made a number of hangers from gray pasteboard that will hold six cards each, the number usually comprised in a set. These holders are hung overhead in the department, which is in the form of a booth. We also use stands and racks of various kinds, besides the counters for sets.

We use very little newspaper space to advertise cards. We give them special prominence in the show window already mentioned which is the most effective and practical way of advertising them. Let the people see from the street the kind of cards which are carried in stock.

We have never gotten any cards exclusively our own, but in purchasing large quantities our name is printed on them.

As to the future of the post card craze, we cannot predict anything. While the craze is on we will give post cards all the attention we can; it will pay to do so. There is a great variety of cards published, and we ear-

ry a good many lines but exercise great care in making our selections, and do not overstock.

**E. V. Marentette, Windsor.**

The city colored view and scenes are our best sellers in the picture post card line, says E. V. Marentette. We make a big display of all our chief lines in our windows, and consider the revolving rack to be the most satisfactory way of displaying cards. We use a lot of wall space, also. Beyond window exhibits we do not advertise. We have a series of about 30 different views of our own. We think the craze is still good for a few years to come.

**Foster-Brown, Co., Montreal.**

The Foster-Brown Company, Limited, the old established St. Catharine St., Montreal, bookstore is an example of the exclusive high-class book and stationery store that has incorporated post cards with their lines and found them a paying investment and a decided attraction.

Mr. Foster-Brown is quite enthusiastic over the line, and in showing his stock to a representative of *Bookseller and Stationer*, stated they now had some 20,000 cards and found trade increasing constantly. The firm sells only representative view cards and the best novelties to be had handling none of the comic series whatsoever.

In explaining the growth of the trade he laid stress upon ample room, good window and interior displays and every facility to promote business. This store supplies a table and chairs for addressing cards and also sells stamps. Their cards are carried at the rear of the store and a large arch display can be seen prominently from the front. The success of this post card business is an exemplification of the fact that what is worth doing at all is worth doing well.

Mr. Foster-Brown believes that post cards will be bought some place by a great many of his customers and with that in view he first stocked them. As time went on he recognized that many new customers might be gained by showing a representative range. No salesperson in particular is delegates to the counters and display stands where they are on view.

**F. E. Phelan, Montreal.**

Wholesalers of picture post cards who are working the Montreal trade actively will undoubtedly unite in according the largest aggregate of business to F. E.

## BOOKSELLER AND STATIONER

Phelan, 437 St. Catharine St. west, when asked as to the value of this trade and how it was gained, Mr. Phelan stated that while the matter was in an experimental state his post card business was profitable and somewhat of an attraction though sales in other departments had not as yet increased as he expected.

Commencing with the holiday period last year, Mr. Phelan greatly enlarged his department devoted to picture post cards and to-day his front windows are always backed with displays and at various places through the store, cards are on view. However, at the rear of the store he has installed a special department with a young lady in charge of the two back to back counters and some 14 display stands. This move was made in a measure to accommodate stamp customers that that trade had grown to be a nuisance. Mr. Phelan felt post cards could be sold by the same young lady who gave out stamps. From this point of view the investment in cards has been highly successful though the large space devoted to the line Mr. Phelan thinks might be used more profitably. His stock at time of writing represents an investment of over \$1,000, and sales average from \$5 to \$10 per day. His store is always crowded with people round these stands.

He believes strongly in stocking everything considered saleable in the line and is always open for small trial orders of every new idea. Nothing suggestive or pointed is ever carried, but a good sprinkling of come series is on view. Large sales are made of view books and albums and the large space devoted to the line is in itself a trade bringer. Mr. Phelan have gone the ordinary bookstore one better and has made a specialty out of a line which is usually only meagrely stocked. To do a sound business a representative well displayed variety of cards is essential. Profits are good and the turn over fairly active.

John A. Hart Co., Winnipeg.

Picture post cards sell themselves in Winnipeg, said John A. Hart to Bookseller and Stationer in reply to a question as to the conditions of the picture post card trade. The picture post card trade is becoming one of the most profitable branches of our business, although it is a department to which we don't devote so very much attention after all. We occasionally have a special window display of picture post cards and we always keep our stock well assorted and displayed in the store. That much attended to, the cards sell themselves. In the Summer there is a considerable tourist trade, but the picture post cards sell the year round.

A. L. Merrill, Toronto.

You ask me what particular kind of card I find to be most popular. Well, it's all according to the subject. Now, in view cards, the auto-chrome is the most popular. For comes the glossy card like those made by Miller & Lang and Davidson Bros. For pictures of actresses the black and white glossy is the best, made by the same publishers, and by Beagles.

As for special schemes for selling post cards, I use a very large window display, and also have a very large display in the store. In my various stores I have 40 whirling card racks holding about 2,000 cards each so that my racks alone carry about 80,000 cards. Another scheme I use and find profitable is an outside show case. Here, come outside and I'll show you one. This, as you see, is a specially constructed flat case about two and a half feet broad by about five feet long, having a green baize background on which are pinned all the cards I can get in without undue crowding, and covered with a plate glass door. I have four of these cases, which I hang upon vacant walls or fences just outside my store, thus get-

ting value out of blank space. In addition to these advertising and selling schemes I always have a large counter display, arranged in sets enclosed in envelopes with the name of the set printed on. Then I get my clerks to push sales energetically. They suggest to a purchased cards in addition to those asked for. In this manner my sales are practically doubled. I also have an advertising contract with a large Toronto daily newspaper.

Yes, I certainly have series of cards of my own. I have 50 Toronto subjects, totalling 1,000,000 cards, and 50 Canadian views from ocean to ocean, totalling 1,000,000 and 50 views of Canadian cities and towns also totalling 1,000,000 cards. This year I expect to handle 10,000,000 cards. There will be a consignment of 100,000 cards in to-day from Chicago.

With reference to the probable continuance of the post card craze, I should hardly call it any longer a craze. Picture post cards are now a staple commodity. Before forming this opinion, which I feel sure is a correct one, I traveled ten thousand miles visiting cities in the United States, in 1905 and in 1906, I covered about as many miles in Europe. In Paris, Berlin and London particular-



Goods Made in Hamilton.

ly, I observed that the picture post card was firmly established; and on the main streets of those cities, about every tenth store carried post cards, while some firms have been for a long time, and are now selling nothing but post cards. I feel sure that so long as pictures are sold at all, they will sell best in the form of picture post cards.

### MADE IN HAMILTON.

The retail merchants of Hamilton showed their loyalty to their city by making a feature, during the second week in February, of goods "Made in Hamilton." Special window and counter displays indicated the vast variety of goods manufactured in the Ambitious City. The illustration shows a window of one of the leading dealers filled with the widely-known "Dutch Fabrik" stationery, manufactured by Buntin, Gillies & Co., Limited.

## A UNIQUE CANADIAN BOOK STORE

By W. F. Ralph

THE book business carried on by Mr. John Britnell at No. 230 Yonge street, Toronto, is unique in Canada. His business is with rare old books and engravings, and he is known to lovers of books, all over the United States and Canada. He carries nothing which is transient or trashy. Books which have stood the test of time (both typographically and otherwise) are the books he has chiefly to do with.

A business like that of Mr. Britnell requires a vast amount of experience before it can be successfully carried on, and Mr. Britnell can well lay claim to great experience. For 35 years he has been identified with the book world. He was born in the village of Chinnor, Oxfordshire, England, in 1819, and when a boy of 15 went up to London to learn the book business. Even at that early age he showed a great aptitude for his trade. He liked books not only for what was in them from a financial standpoint, but for what was in the books themselves. At this time of his life he went without his dinner for several days in order to save the wherewithal to buy a copy of the works of Josephus.

In 1872 he opened a book shop at 336 Euston Road, London, and was rewarded with considerable success. In 1879 he commenced the publication of a magazine called *The Shield of Faith*, in opposition to the efforts of infidels, who, led by Bradlaugh, were causing considerable trouble in England about that time. The publication of this magazine was continued for several years, until the breaking up of the Bradlaugh party made its existence no longer necessary.

In 1881, Mr. Britnell opened a branch of his business in Toronto, taking a shop on Yonge street, near his present stand. Not much progress was made at first, owing to the poor demand for rare old books in Canada. But Mr. Britnell is an enterprising man and very soon had a large connection in the United States. Although his Canadian business has picked up considerably of late, the American connection is by far the most valuable one. Mr. Britnell's name is well and favorably known even in



JOHN BRITNELL.

the very capital of the United States—Washington. To the Congressional library in that city he has shipped many a consignment of books.

Looking at it from the outside the old shop is not, from the nature of the business, very flashy. It is different from any shop around it. The windows are filled with old volumes in many colored bindings, and with fine old steel and copper plate engravings, which lend a peculiar air of age and dignity to the shop, as no purely commercial product could. Inside, the store proper, is a



The Spirit of Bookland.

room about 22 feet square, the walls of which are literally packed from floor to ceiling with fine old books and manuscripts, ranging in age from 10 to 600 or 700 years old. The light in the store is somewhat soft and subdued on account of the windows being pretty well filled with books. This subdued light is quite suited to the shop, and does not prevent the titles on the backs of the books from being seen.

A book-lover on entering the shop leaves the bustling commercial world behind him and takes a trip back to the days of old. The roar of commerce on Yonge street outside, comes to him, muffled and far off. Many are the famous men of the law, of learning, of commerce, and of public life who have stepped into the old shop to browse around among the old books and forget for awhile the strenuous effort of modern life. But the magnetism of books is strong; and they that came merely to browse have often been seen entering once more the roar of Yonge street with one or two of Mr. Britnell's treasures under their arms.

Back of the main store is a long room, divided by a waist-high partition into two parts, the rear of which is lighted by a large skylight. And alongside these two rooms runs a long, narrow room in which the catalogues are made up. These back rooms are the warehouse and shipping department. When a cargo of books arrives from Mr. Britnell's London collecting depot, it is stored in these back rooms pending classification.

Every month two catalogues are issued, and sent out to a selected list of book-buyers. The preparation of these catalogues requires a lot of hard work, and a large knowledge of books. They are divided into sections, each section being devoted to books of a certain class. There are always any number of books waiting to be catalogued, as they arrive faster than they can be classified. Once classified and heralded to the book-loving world through the catalogues, they are rapidly disposed of. Mr. Britnell issued his 200th monthly catalogue in Feb-



ruary last. Each book named in the catalogue is given a number and a place, and this number and place it retains until sold. This system enables Mr. Britnell to lay his hand upon any volume at a moment's notice. This is marvellous when one remembers that the shop contains all the time about 100,000 old Europe and American volumes, which are continually changing.

When the representative of Bookseller and Stationer called upon him, the extent of Mr. Britnell's business was, to some extent shown by the parcels of books which were awaiting shipment by express to customers at such widely distant points as: Parliament Buildings, Ottawa; Cleveland, Chicago, Philadelphia, San Fran-

cisco, Washington, New York, Detroit, and Richmond, Virginia.

Mr. Britnell himself is a somewhat slightly built man of 58 years. His head is that of a scholar, with a broad brow, and a mass of long grey hair. His face is covered by a shaggy, grey beard and his large brown eyes sparkle with geniality under shaggy grey eyebrows, and are undimmed by years of book-reading. He is assisted by his son-in-law, Mr. Charles Hasselman, and by his son, Albert, and his daughter, Alice. They all work together in the greatest of harmony under the personal direction of Mr. Britnell, whose personality inspires them all.

## SOME TIMELY SUGGESTIONS FOR APRIL

**A**PRIL will see the advent of Spring in real earnest and with the opening up of the roads and the necessity for securing Spring clothing, country merchants will find the people from the rural localities pouring into town on market days. Dealers should bait their hooks and endeavor to secure some of this business.

### Easter.

Easter, falling on the very last day of March, may well be considered an event of the following month. It is still far enough in the future to make it possible to lay eleventh-hour plans for it. As is pointed out elsewhere in this issue, a great deal of the success of Easter business will depend on the dealer himself. Let him, by every means in his power, strive to create the fashion of giving Easter gifts. If he can succeed in making the public believe that it is the correct thing to send an Easter card, much is gained. How he is to do this depends on the means at his disposal. If he can get the publisher of the local paper to write about the beauty of Easter-giving or get him to describe his goods in an alluring way; if he advertises carefully and if he utilizes his windows to the greatest extent possible, he will undoubtedly impress the Easter spirit on a good many people.

### April Specials.

A good idea is to plan four special Saturday sales for April or run them on the days when the markets are held. The first might be advertised as a wall-paper bargain day. Advertise it a week ahead, dress your windows in ample time and show some genuine bargains. It will be a good opportunity to clear out old stock. In advertising it, dodgers, made of wall-paper announcing the sale, will attract attention. The second Saturday might be devoted to china and glassware; the third to pictures and stationery and the fourth to books. If you have something special to offer each day, and if you display and advertise the goods properly, the result will be advantageous. It will create business, which would not otherwise come to you.

### Spring Brides.

Some schemes should be thought of early to corner some of the trade in wedding presents during the next few months. The June bride is a famous personage but it must not be forgotten that there are also May brides. People who get married at this time of the year are usually more favored in the matter of wedding presents than those who marry nearer Christmas, which means that their friends spend more money on gifts. Much of the business naturally goes to the jeweler, but there is no reason why the stationer and fancy goods dealer, may even the bookseller himself, should not share more

largely than he does. A suggestion, which may be taken for what it is worth, is to get hold of the list of invited guests in each case or guess at them and send little folders containing lists of suitable articles to them. The list may contain something that will suit them exactly and which they did not think of before. The point is have your little folder ready in lots of time. Don't let April slip by without attending to it,—that is, if you approve the scheme.

### Nature Books.

Every year when the end of March draws near, and people tire of Winter sports and indoor games, everybody, from the small boy to the oldest inhabitant, longs fervently to get out of doors. Everyone feels like basking in the sunshine which is just beginning to take on the warmth of Summer, and everyone is anxiously watching the progress of the budding trees and flowers. The chief interest of humanity in April is the open air, and the things which grow there. The suburbanite is dreaming of his garden, the amateur photographer, of the landscape pictures he means to take; the boys and girls of the woods, and the student of nature of growing things, both animal and vegetable. Now a word to the wise is sufficient. The wise stationer always grasps the opportunity which the month of April offers to push the sale of nature books.

There is a proper way of selling nature books, like there is for everything else. That way is to use your newspaper space for a little copy on the enchantment which outdoor life offers to everyone, and a list of text books of the popular variety dealing with subjects like botany, birds, flowers, gardening, photography, sketching and the like. Use your windows well. Keep in them a good display of popular text books on the subjects mentioned. Have some of them opened flat at some interesting point, showing an illustration of some natural object. This will prove to many people an enticing display. People will glue their noses to your window and read as much as is available, and many of them will be drawn inside, where your salesmanship can complete the good work.

### A Prize for Suggestions.

The editor of Bookseller and Stationer offers a prize to any traveler for a book, stationery or fancy goods house or to an clerk in a book, stationery or fancy goods store for bright ideas for this department. For each idea suggested and accepted one dollar will be paid. For our April number we will want ideas for May retailing; for our May number, ideas for June and so on. The idea should be written down and should not extend to more than 200 words.

**MONTHLY REPORTS  
FROM TRADE CENTRES**

**MONTREAL.**

**Wholesale and Retail Trade Brisk — Splendid Easter Business — Post Cards Better Than Ever — Value of Music and Picture Departments.**

Office of BOOKSELLER AND STATIONER,  
232 McGill Street, Montreal,  
March 7, 1907

**S**PRING-LIKE weather in the early part of March was conducive to an early and brisk Easter trade in book and stationery stores, and local merchants left nothing undone to promote business. Jobbers in various lines felt the effect, and out-of-town salesmen, when able to catch their man, had nothing to complain of in the way of orders. The old-fashioned Easter trade in fancy goods was not pushed in a large degree by the good retail stores in St. Catherine street, who, however, did a nice business in select Easter cards and various gift books. Window displays are changed frequently, and, broadly speaking, retail trade in exclusive stores is improving. In fact nearly every merchant states sales are ahead of the previous year.

Montreal has been worked to death for picture post cards by local and foreign manufacturers and jobbers with the result that specialty stores have been started selling post cards only and almost every description of a retail store is selling a few. The aggregate sales are extremely large and local jobbers find it difficult to meet the demand. The legitimate book store is solving the problem by either stocking a more representative range or gradually confining the line to a few view cards and some of the very latest and high class novelties, like Fab cards. Everyone seems to feel view cards have come to stay, and some of the real good comic series and novelties as well.

Booksellers are coming into their own again, as local libraries are somewhat losing their influence. The latest fiction is sure of a steady sale, and magazine counters in every part of the city are more active than ever. The progressive stores take advantage of every local event of Forbes Robertson and Gertrude Elliot promoted the sale of "The Three Puritans," containing the play "Caesar and Cleopatra." Another good feature observed in nearly all stores is a regular bargain counter, where all slow selling books are placed at ridiculous prices. A favorite promotion idea in one store to push a certain book is to display prominently all newspaper comments upon it.

Stationery lines are moving smoothly and Eaton-Hurlbut goods have plenty of display. Christmas papeteries are being disposed of at half price.

Music departments are featured in one or two book stores as well as department stores, and along with popular music musical publications are sold. The Debnar Music Co., of Montreal, speaks well of three late publications, "Don't You be Offended," by H. A. Crawshaw, a new five-step "G. E. M." and "Niscona."

Another active department in bookstores at the moment is the picture department, where everything is

sold from small passe partout work to fairly expensive paintings. Spring moving always makes this department strong.

Among the numerous Toronto salesmen noticed in the trade this month was Mr. Walter E. Mainprice, representing the Canadian branch, Oxford University Press.

Mr. J. A. Gulbrandsen is the Eastern Townships representative of Warwick Bros. & Rutter, Limited, Toronto.

Mr. Aron, the Illustrated Post Card Company, Montreal, is again in the city after his expensive European trip. As the Temple Building, where his Montreal headquarters are, will be torn down, commencing 1st of May, Mr. Aron is on the lookout for larger premises where the results of his foreign trip may be shown to the best advantage.

G. E. F.

**TORONTO.**

**State of Trade—Among the Retailers—Toronto School Supplies Awarded—Death of George A. Weese.**

Office of BOOKSELLER AND STATIONER  
10 Front Street East, Toronto  
March 13 1907

**"N**OTHING startling" is the verdict of most retailers as to the state of trade. Probably just a lull before the storm of Easter trade sets in. Playing cards and games continue to go well, but somewhat of a falling off is shown in papeteries.

Fancy goods importers have been very busy of late getting their 1907 lines ready for the openings, which are held this month. Publishers are in the midst of issuing their Spring books.

A Rayson, 1322 Queen St. West, has one of his windows entirely dressed with fancy china this month, and a very attractive dressing it makes. One side of his store is given over almost entirely to this line of goods. He reports trade out his way as very fair.

Seth Rickaby, 1420 Queen Street West, has a special line of writing pads on exhibition in his window this month. They are made up specially for him and the blotter-covers have inscribed on them "Rickaby's Writing Tablet."

W. G. Bentley, 1174 Queen Street West, reports that he has experienced a slight falling off in the post card trade during the past two weeks, but there are indications that it will be booming again by Easter. He is contemplating discontinuing his line of tobacco and cigars and of turning his store into an exclusively book and stationery business.

J. H. Perrin, 322 Queen Street West, is showing a fine line of fancy goods in his window this month, and was in the act of dressing his other window when called on.

N. C. Millar, 996 Queen Street West, is doing well with his circulating library, which is getting bigger and better all the time.

Harold A. Wilson & Co., Ltd., have a very attractive window display of playing cards and other parlor games this month. These lines continue very active.

J. P. McKenna is now quite settled in his new store at 159 Yonge Street.

W. H. Evans, 357 1/2 Yonge Street, makes a specialty of books on mental and social questions, and has this month an attractive window of such books.

George A. Weese, who until a couple of years ago carried on a jobbing business on Yonge Street, died recently at 120 Carlton Street. The deceased was born in Madoc, and was 63 years old.

The Management Committee of the Board of Education, Toronto, have awarded contracts for school supplies as follows: Text books, W. J. Gage Company and Copp, Clark Company, Limited, divided equally; drawing paper, Canada Paper Company, at \$80 a ton; business forms and bookkeeping blanks, W. J. Gage Company and Copp, Clark Company, divided equally; rulers, Steinberger, Hendry Company, at \$8.75 a thousand; lead pencils, T. Eaton Company, \$1.33 a gross, colored pencils, T. Eaton Company, \$4.25 a gross, pen nibs, Copp, Clark Company, Gillott's 25c., Eagle 27c. per gross; ink-stands, harp files, mucilage bottles, W. J. Gage Company, white chalk, crayons, Dominion School Supply Company, \$11 a case, wooden pointers, Dominion School Supply Company, \$7 a hundred, modulators and music roller blackboards, Steinberger, Hendry Company, wrapping-paper, manila paper, and twine, Canada Paper Company, note books for shorthand classes, W. J. Gage Company, \$7.25 a thousand; note books for domestic science classes, Copp, Clark Company, \$50 a thousand; medals, Wm. McKendry, certificates, Alexander & Cable, wool and sewing needles, Cockburn & Rea; rebinding text books, G. R. Reyford.

W. F. R.

WINNIPEG.

Good Valentine Trade—New Store Opens—Best Selling Fiction.

Office of BOOKSELLER AND STATIONER,  
Room 511 Union Bank Building,  
Winnipeg, March 5, 1907

SPRING trade is very brisk, both with wholesalers and retailers, in spite of the difficulty in delivering goods due to the tie-up of the railways since the first of the year.

Winnipeg stores did a big valentine business during February and the proprietors report sales this year to have been larger than ever before. Good window and interior displays and bright newspaper advertising did the trick.

Russell, Lang & Co. are conducting a big book sale at present, previous to stocktaking. Reductions in price are attracting many buyers to their store. This firm are opening a second store in the new Kennedy Block on Portage avenue near Eaton's. The Main street store will be continued, but as Portage avenue is becoming the important retail street the new store will not probably be the more important in a short time.

Books featured most in the local stores this month are Fraser's "Lone Furrow," McGrath's "Half a Rogue" and "The Port of Missing Men," by M. Nicholson.

F. R. M.

THE VALUE OF SYSTEM TO THE STATIONER

By Wesley A. Stanger

THERE is no business under the sun that needs system more than a stationery store, and there is no business where more money can be lost in a short time by the lack of it than in a stationery store. The nature of the business is such that system is really a part of it. The bulk of the trade of the average stationery store consists of a number of small purchases. A great deal of transient trade is accommodated every day. At the same time there are people buying around at various stores all of the time who are seeking a place to buy all the time, and where they can depend upon what they get.

System Eliminates Trouble.

A modern stationery store should be a model of system from the front door clear through and out of the back door into the alley. Everything should show system and bespeak the value of it through the entire place. System should be employed in the arrangement and selling of goods. System should be employed in handling employees and buying stock. System should be apparent everywhere and in proper system there are great rewards for the stationer.

Lack of system is hurtful in many ways. In the first place a customer noting a lack of system in a store becomes prejudiced against it, and would rather trade somewhere else. Besides lack of system is sure to cause delays to purchasers and these are always annoying. People like to be waited upon the minute they enter the store, get their goods with the least possible effort, get the right change as soon as they can and then leave the store with as few ceremonies as possible. They do not like delays and disputes and system will eliminate these almost entirely.

In a stationery store of fair size, system should be

paid attention to as strictly as though the store were several times as large. Everything should be in its place and there should be some system about placing goods. It is a good thing to have every employee know where everything is placed in the store, but it is a bad thing to have goods so arranged that if one employee is sick or off for a day no one else can find the goods desired.

Every piece of goods should suggest by its position and location in the store some other line of goods that go with it. For instance, if a girl drops in and asks for a typewriter notebook, the goods in the store should be so arranged that any person could almost put a hand on the notebooks because of the goods that are near it, and so that when she has her book and suddenly remembers that she wants a "Circular Ink Eraser" or a "Typewriter Ribbon" it will not be necessary to run all over the place to find it. System would locate it somewhere near the carbon paper, the notebooks and other typewriter accessories.

In arranging a stock of stationery it is not always easy to work out the system first. This must be a matter of more or less evolution, and the aim of every stationer should be to improve his system in some particular every day. It is not necessary to waste a lot of valuable time and reduce the earning capacity of the store on the salespeople insisting on attention to system, but a great deal of attention should be paid to it and some every day in the year.

System in Arrangement.

Suppose we have a store on a prosperous street and we desire to attract a good trade and keep the right kind of a store. The first thing we must do after we get in the stock is to arrange it. Suppose we handle leather goods and writing papers and expect to push them to

some extent. We want to show off our writing papers and we will arrange a show case full of them. Not hit or miss, but in a manner that we can place our hands upon any priced box by its location. On the top shelf of the case we will place our high priced "Linen" of various sizes and prices. Suppose we start at the right hand side. We will know that the best grade of the highest price is on the right and that the prices grade down. On the next shelf is another grade and so on through the case. Of course the paper in the case is for display purposes principally and we have the box covers off. They should be arranged as artistically as possible in order to attract attention. On the wall shelves behind the show case we will carry our stock. This stock should be so arranged that we will know instinctively about the location of a box of paper by the price it is to be sold at.

Our customer picks out a box from the samples and we either sell her that one or place it back in the case and take one from stock. If the stock is systematically arranged we know at once where the box ought to be and without the slightest hesitation, reach for it and have it.

Now when we think of writing paper we think of ink bottles, ink, pens and fountain pens. The customer may never recall how badly he or she needs an "Automatic Ink Bottle," but if there is one of them pretty close to the writing paper, it will attract attention. Near it will be found pens and pen holders, with all of the other accessories and luxuries needed about a writing desk. A nice display of fountain pens completes the cycle of thought and in the event that a customer desired to purchase of each of the accessories, it would require little or no moving about to find them all. This is system. One thing suggests another and all in the same cycle of desire so that the mind moves easily from one to the other without fatiguing the body, and the sales person is within arm's length of every possible thing that writing paper would suggest.

Opposite our writing paper, we will probably have our leather goods, although this is another department and has nothing to do with writing paper. As it has nothing to do with it it should be away from it so that there will be no lack of harmony. In displaying our leather goods we will use the same doctrine and system that we have used with the writing paper.

Next to the leather goods we have our typewriter supplies, and here we use the same system. In plain sight is to be found whatever is most called for and will make the best display. Near it are the other accessories that stenographers require, and everything systematically arranged, so that a person may drop in and buy every thing from a notebook and ribbon to pencils and legal paper without moving any further up and down the store than the actual space required to take care of the goods. Thus we will follow the same system throughout the store in all manner of goods.

#### System Suggests Sales.

This does not mean that we will place goods hit or miss in bunches, but we must follow trend of thought and have each piece of goods suggest some other piece and then each department suggest some other department, so that when we have a customer come in whose mind is in a receptive condition that mind may take in the entire stationery store at one glance and see the general arrangement and the various lines with little trouble, and then by closer inspection pick out each individual article in each department.

After we have worked out this scheme we will soon find ourselves somewhere near the cashier's department

It is a good scheme to have the cashier and bookkeeper away from the noise of the street and from the bustle of the buyers, although system may suggest that the nearer the door the cashier is the better. This depends upon conditions and circumstances to a very large extent.

Every stationery store should have a good cash carrier system. Not a cheap one, but one that will give service and work properly. A good cash carrier system will save much time and many dollars in any stationery store, but a poor system is worse than none at all. The cash carrier system, no matter what it is, is important, and it makes an impression on the minds of the customers. They will notice it, for there never was a man or woman in the world who failed to watch a cash carrier as it sped away with his or her money. It is inherent in people that they know where their money is going and they will always watch the cash carrier to see. Consequently the kind of a cash carrier you have has an additional value besides that of merely transporting money and saving sales people time in running back and forth and obviating the congestion and confusion that results from the lack of one.

Between the cashier's department and the sales people the greatest care and the most perfect system should be in vogue to guard against leaks and errors. It is a good plan to mark goods in plain figures so that the customer knows the amount. If this is not done a small cash register in each department is a great saver.

When a customer buys an article, the sales person may ring up the amount and forward the cash and the sales slip to the cashier by means of the cash carrier, where the amount is rung up again. With the cash register staring the customer in the face, the sales person will be very careful about the amount, and this, backed up by the certainty that the cashier will again ring up the sale and keep the duplicate slip to check up by at night will save many dollars in mistakes, lost or stolen change.

Each department should have a spindle of its own in the cashier's department, where the slips should be placed as soon as they come in. At night the cash registers should be checked up with these slips, and then the total amount in the cashier's hands checked up with what the slips and the small registers show. This will tell every day how much business each department has done and how much profit each sales person has made as well as telling the total profits for the day.

Every day the sales should be entered up and each department charged out with the cash received and the profit, so that at the end of the month or at any given time, it will be possible to find out just where the business stands.

By extending this a little further, inventory may be obviated, for the goods as well as the amounts may be kept track of all on the same card or record sheet, so that it will be possible at all times to locate the exact condition of stock, and given article or department as well as to find out how the business stands from a financial standpoint.

Every stationer sells systems of some kind or another, and by applying these same systems he can save himself hundreds or thousands of dollars every year and impress upon his customers the value of system, by the manner they work out in his own establishment.

System in the stationery store is an important factor in business success. There is too little system in the average stationery store to-day, and a closer study of this question by stationers will prove very valuable to any of them.

# SHOW CARD WRITING

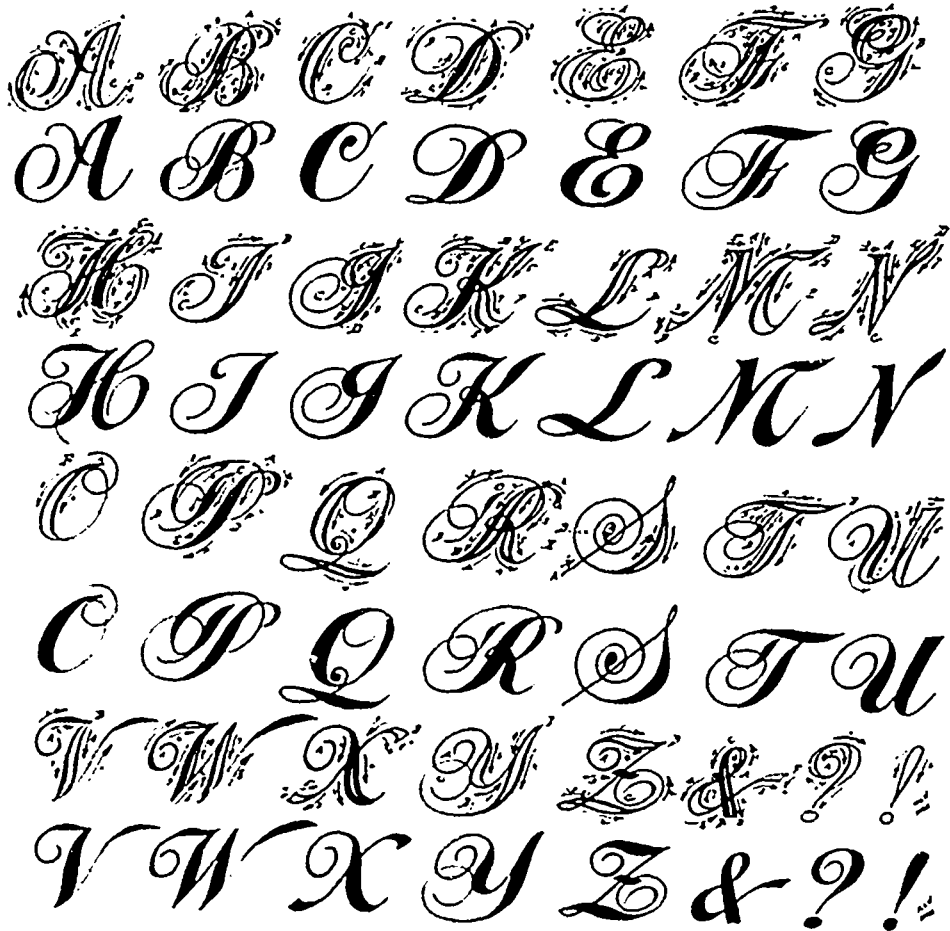
BY CRAFTSMAN.

(Continued from February Number.)

## Brush Script.

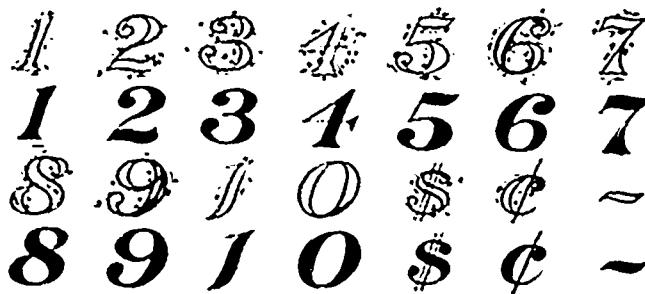
Brush script letters are mostly used on show cards when they are larger than any letters that can be made with the stub pens. Very few card writers can do this work with any degree of perfection until they have had much practice, but, this art once acquired, these letters

ample of brush script scrolls. The scrolls, though the simplest in construction, are the most difficult to execute properly. Only the simplest of the lines, such as are used to construct Fig. 30, need ever be used on show cards. These strokes must be made just as you would make shaded script letters with an ordinary pen. A light



Brush Script, Capitals.

in combination with script scrolls, present a work of beauty. The first illustration (Fig. 1) will be found an excellent example of brush script, executed on a grey card



Brush Script Numbers.

with white ink and shaded with black. The rapidity with which they were formed in no manner mars their beauty or the symmetry of the slant.

The second illustration (Fig. 2) represents a fine ex-



Fig. 2—Script Brush Scrolls.

sweep of the free brush, a gradual, gentle, and then intensified pressure as you approach the thickened cen-

tre of the curve, a gradual lessening of the pressure, and the faintest possible touch of the extreme point of the brush as you raise it from the card, and the stroke is completed.

Practice these very often and you will soon find that

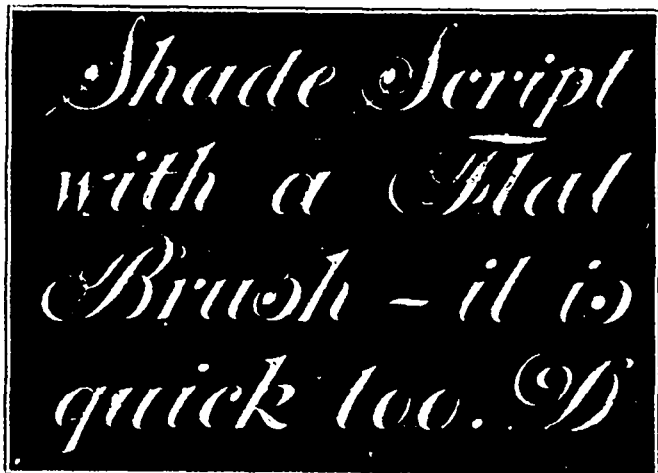


Fig. 1—Shaded Script.

you can master any of them and make many others of perhaps greater beauty.

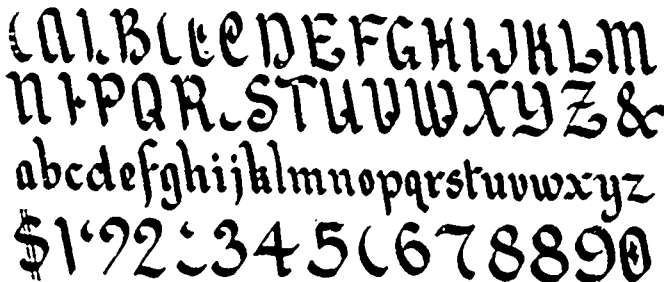
**Brush Script, Lower Case.**

The lower case letters are comparatively easy to write. The brush should be held exactly as in Fig. 6 of February article, the little finger resting very lightly on the paper. A glance at the outlines of the lower case letters herewith illustrated (Fig. 3) will reveal the delicacy and rapidity of the brush strokes. The curved strokes on S, G, and Y can only be written properly if done rapidly.

**Brush Script, Capitals.**

The more simple forms of script, when writing capitals with a brush, look too primitive on a show card, and those with curved lines, as shown here, are needed to form a suitable contrast with the lower case letters. The larger you practice these letters the more readily you can write them.

Make 3-inch squares for your first practice, and write the letters at first with a lead pencil, being sure to write them entirely free hand, and resting on your pencil point so lightly that the pencil marks can scarcely be seen after you have made the letter. Now take your No. 5 brush and practice outlining the letter F. Stroke 1, from



MARKING ALPHABET

A to B, gives you the stem stroke for many other letters. Stroke 3, from C to D, teaches you another important sweep of the brush, which is also part of many of the other letters.

Arm and finger movements, with the lightest possible touch of your fingers on the paper and on your brush point, are what you must practice. When you can do this—and it will take you some time—then make every letter entirely freehand. Do the same with your No. 7 and No. 11 brushes. When using the latter, make your letters six inches high.

Before concluding this instalment it will be well for the student to read carefully the following directions as to pen filling and paper for practicing pen work.

**Filling the Pen.**

Never dip the pen in the ink, as the ink is only intended to be used inside the blades, not outside. Any ink on the outside will have to be rubbed off on a cloth thus wasting as much ink as you use. Some use a tooth pick, some a stick, and others a "dropper." All of these, however, are crude and uncleanly. The best device

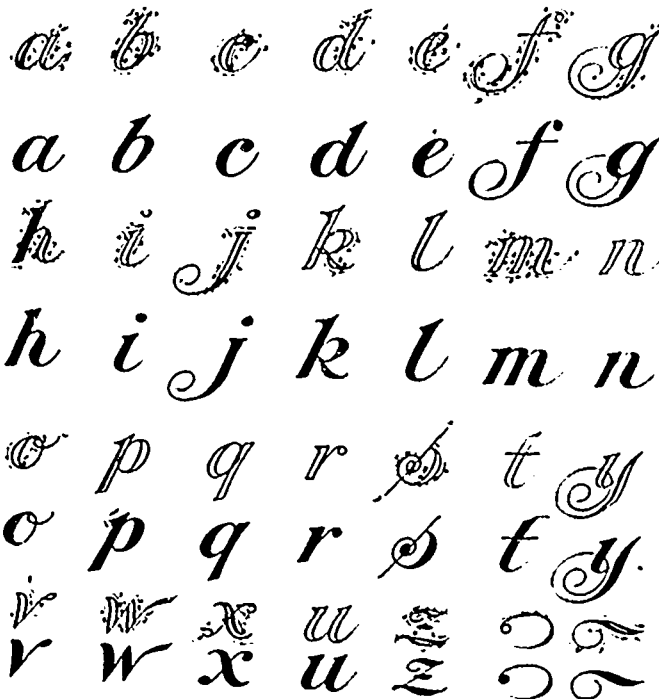


Fig. 3.—Brush Script, Lower Case

and that most used by all good card artists is the little bicycle oiler with a pin running down the tip or tube. The pin opens up the tube and prevents clogging, and to fill the pen, simply press the sides of the can while holding the tip of the little can between the blades of the pen.

**Practice Paper.**

Any paper of smooth or firm surface will answer, wrapping paper of this quality will give good results. Hardware paper, usually found in any hardware store, is about the best thing that can be had for pen practice. Marking inks set up nicely on this paper and will do justice to every stroke you make.

J. M. Spence, president of the Guelph Typewriter Exchange, has disposed of the stock of typewriter supplies and stationery to Mr. J. W. Easterbrook, who will have them moved to his cigar store on the Market Square. The stock of typewriters has been retained by the company.

# THE BOOKSELLER AND STATIONER

## and Fancy Goods Review.

Published promptly on the second Wednesday of every month.

### The MacLean Publishing Company, Limited

President, JOHN BAYNE MACLEAN, Montreal.

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

#### OFFICES:

**CANADA—**  
 MONTREAL (Telephone 1285) . . . . . 252 McGill Street  
 TORONTO (Telephone 2701) . . . . . 10 Front St. East.  
 ST. JOHN, N.B. (J. Hunter White), . . . . . No. 3 Market Wharf.  
 WINNIPEG, (F. R. Munro) . . . . . Room 511 Union Bank Building, Telephone 3726

**GRAT BRITAIN—**  
 LONDON, ENO. (J. Meredith McKim) . . . . . 36 Fleet St., E.C.  
 Telephone, Central 12900.  
 MANCHESTER, ENO. (H. S. Ashburner) . . . . . 18 St. Ann St.

**UNITED STATES—**  
 CHICAGO (J. Roland Kay) . . . . . Teutonic Building

**FRANCE—**  
 PARIS, Agence Havas, 8 Place de la Bourse

Subscription, Canada and the United States, \$1.00  
 Great Britain and other parts of the British Empire 4s. 6d

Cable Address: "ADSCRIPT," London: "ADSCRIPT," Canada.

Vol. XXIII. MARCH, 1907. No. 3

### A PROPOSAL DEFEATED.

THERE is nothing like hammering away hard at anything objectionable. This has been shown by the fact that the Postmaster-General has withdrawn his c.o.d. proposal, which threatened to turn the people's post office into a collection agency for mail order houses. Bookseller and Stationer can, with all modesty, lay claim to some credit for inducing its readers to do some of the "hammering" which eventually killed the objectionable proposal. Perhaps we should not say "killed," as from the Postmaster-General's remarks on the subject when he withdrew his proposal he seemed to indicate that he would bring it forward again should a favorable opportunity arise.

It appears that the Postmaster-General has power to make a c.o.d. regulation without referring to Parliament at all; at least he claims such authority. If this claim is correct, that authority should be taken away. And it behoves every reader of this paper, and every other country merchant in the Dominion, to "keep his eyes skinned," so to speak, for the first outbreak of c.o.d. weakness on the part of the Honorable the Postmaster-General.

Readers may rest assured that Bookseller and Stationer will do its part to make the proposal "stay killed," as it has always been our policy to guard the interests of our readers.

### THE BOOKSELLERS' RESPONSE.

IT is gratifying to find a hearty response being given in some quarters to our appeal for action in the parcel post question. Several of our readers took the trouble to follow out our suggestion of writing to their members and we are glad to say that their efforts will not likely go unrewarded.

Other trades, notably the dry goods and the hardware trades have put up a splendid fight against this movement of the mail order houses. It is to be regretted that the booksellers and stationers of the country, who stand to lose as much, if not more, by the establishment of a c.o.d. parcel post system than other merchants, did not take more general action. However, they extend thanks to those who did put up a protest, and next time a call is made they will doubtless be ready to assume their share of the struggle.

The example set by Mr. W. G. Thomson, of Nelson, B.C., is noteworthy. In a letter to this paper he says, "I went your suggestion one better, and got it up in the form of a petition and secured the signatures of as many others as possible. I then brought the matter up before our Board of Trade and got them to follow up the petition with a request from the Board that the petition be supported." This is the sort of thing we like to hear about.

### WARNING.

STATIONERS cannot be too particular as to the commercial travelers with whom they deal for picture post cards or for anything else. There are many reputable post-card publishers who have travelers on the road; and there are other firms who are the reverse of reputable.

When any business grows to the large proportions to which the picture post card business has now grown, there are sure to be fakirs on the road who will, by their shady methods, get the wholesalers a bad name with the retailers. It appears that certain so-called "publishers" from the south of the boundary line have had "travelers" calling on the Canadian trade, and taking orders, which they only partly fill. These orders are then discounted by brokers, who immediately begin to worry the unfortunate retailer, who, perhaps, hasn't even got all the goods he ordered.

In placing orders for post cards, stationers should carefully consider whether the firms they contemplate dealing with are well known firms. And if they find such firms not well known, they would do well to see if they can get the goods they want, and the terms they desire, from some firm better known to the trade. Well known firms in the post card line, as well as other stationery lines, are invariably to be found in the advertising columns of Bookseller and Stationer. By reading our advertising columns, when considering the placing of an order with a traveler, or by mail, you can be quite sure that you are doing business with legitimate firms, who are trading on a business basis.

THE USE OF THE SHOW CARD.

ONE of the features of Bookseller and Stationer is the series of articles on show-card writing, and the aim of those articles will not be accomplished unless readers make use of them. The instructions given are clear and lucid and not much expense is attached to the practice of show-card writing.

Nothing is more attractive than a neatly written show-card. It adds greatly to the appearance of the store as well as the show window. It conveys information which customers need, and which perhaps they would not care to ask for in great abundance for fear of being considered a nuisance.

Suppose you have a number of books in your window. People come up to that window to see what books they are. There may be considerable difficulty in so arranging the books that their titles may be easily read. Here is where the show-card comes in handy.

Get a piece of dark card-board with evenly cut edges, and upon it inscribe something like this. "The titles of the books in this window are:" then in neat lettering write the names of the books with prices opposite them. By this means your window exhibit has more force than if you merely spread the books out flat. Build them up in the centre, pyramid-like, and top them with the card. Have them surrounded by other well-arranged stock. The show-card properly used is often a saver of space, as well as an attractive way of conveying information.

SHEET MUSIC.

IN CONVERSATION the other day with a Toronto music publisher, the representative of this paper was informed that very little attention was given by stationers generally to the sheet music trade. He suggested that connections might be made by the stationers of the smaller towns and cities of the Dominion with the local music teachers, and that a combined effort might be made which would result in advantage to all concerned. A very fair profit, he said, could be made by dealers, without keeping a very large stock. Very little capital would be tied up.

A window or interior display of the latest music can be had off jobbers, which makes very attractive advertising for the store, and a connection with music teachers would tend to bring people into the store.

Sample sheets are supplied on request, from which a prospective buyer has a good selection. Orders can be sent in to the jobbers and they will be filled without delay. By this means all that is newest may be handled, with little or no risk of the stationer being loaded down with a lot of old, unsaleable stock.

The publisher spoken to said that at present a lot of his business was done direct with the consumer. But for his part he would very much prefer dealing with the trade, as he would then save himself a great deal of trouble, and stand a chance of doing a good deal more business.

So it behooves you to "think it over." Perhaps you already handle a certain amount of sheet music and don't make much out of it. But do you "push" the business good and hard? Do you make it a point to bring the fact that you handle the latest in sheet music to the attention of the local public? If not; why not?

CREATING A FASHION.

WE FEATURE the festive seasons," says a Hamilton stationer, in reference to the post card trade. Some have been heard to complain that the demand for Easter cards is strictly limited. It is thus limited because it has not yet been stretched as much as it is capable of being. It wants to be "featured" more, as the Hamilton man has it.

How do fashions in anything get going anyway? They are put on the road by the people who are going to make something out of it. Fashions are not accidents! The milliners in Paris and London say such-and-such a thing will be fashionable this year. Lesser milliners say all right, and pass the news on to their customers, who then come in and buy what is fashionable.

It has been declared fashionable to send cards of greeting at Easter time, and yet, withal, none too many take advantage of the fashion. Why not? Do you, as Easter comes along, impress upon every one who passes your store or reads your local newspaper, that Easter greetings cards are fashionable and that you sell them in great variety? Do you feature Easter like you do Christmas?

STUDY YOUR BUSINESS.

ELSEWHERE in this paper are recorded the remarks of a Toronto stationer with reference to the study of business. It cannot be too emphatically urged that every reader of this paper study his business thoroughly.

When a young doctor or lawyer leaves his college with a degree after his name, and opens an office, he dare not quit studying his business. The rush of the age permeates everything; and the continually rising problems of life confront men in ever-increasing numbers, necessitating a continual abandonment of what is worst of the old methods and the adoption of the best of what is new.

The man with the ideas is the man who makes a success of his business, whatever that business may be. Study the trend of your trade! Remember that a stationer, although to a great extent dealing in things which, in view of widespread educations, are now staple, is still somewhat of a builder. He is, or rightly should be, a centre of culture, because he deals in goods which make for culture. Study your customers that you may better fill their wants, or create in them wants which will result in the advancement both of the customer and yourself.



# The Best New Novels

In 1906 we published "The Jungle." Everyone remembers what a sensation it created. Now we are about to publish a book that is going to create an even greater upheaval in modern business methods. This book is

## Friday the 13th

by

**Thomas W. Lawson**

ILLUSTRATED, - - \$1.25, CLOTH

Your maximum orders will be necessary to fill the demand.

Meredith Nicholson has more than duplicated the success of "The House of One Thousand Candles" in

## The Port of Missing Men

Illustrated by C. F. Underwood.

Paper, 75c. - Cloth, \$1.25

The best story that **LOUIS TRACY** has written since "The Wings of the Morning." is

## The Captain of the Kansas

Romance mixed with adventure—a great story told by a master-hand.

Paper, 75c. Cloth, \$1.25.

Another of those strong, stirring stories by **HAROLD BINDLOSS**, author of  
"Alton of Somasco"

## The Dust of Conflict

Illustrated in full color by W. Herbert Dunton.

PAPER, 75c. CLOTH, \$1.25

*Send for Complete Catalogue.*

**McLeod & Allen, Publishers, Toronto**

# NEWS OF THE BOOK WORLD

## FEBRUARY SELLERS.

"The Doctor" continues its flight and is still far in the lead. February returns show that "The Undertow" has dropped off in sales and "Fighting Chance" comes fourth instead of second. "The Port of Missing Men" promises to be a great seller. The returns this month are not quite as complete as usual.

### Canadian Summary.

|                                                        | Points. |
|--------------------------------------------------------|---------|
| 1. Doctor, by Ralph Connor .....                       | 96      |
| 2. Port of Missing Men, by Meredith<br>Nicholson ..... | 35      |
| 3. Treasure of Heaven, by Marie Corelli ...            | 26      |
| 4. Fighting Chance, by R. W. Chambers ..               | 25      |
| 5. The Saint, by Antonio Fogazzara .....               | 21      |
| 6. Silver Maple, by Marian Keith .....                 | 18      |
| Whispering Smith, by F. H. Spearman ..                 | 18      |

## PUBLISHING ACTIVITIES.

The publishers report a most gratifying sale for "The Lone Furrow," by W. A. Fraser. Within two weeks of publication almost the entire first edition was used up. The more widely the merits of the story are known, the greater the demand will become. Booksellers would do well to push this fine story by a Canadian author.

The publication of the syndicate novels by McLeod & Allen at 75 cents per volume still goes on. Recent and forthcoming issues in this series are: "Latter Day Sweethearts," by Mrs. Burton Harrison; "The Chief Legatee," by Anna Katharine Green, and "Kate Meredith. Financier," by Cutcliffe Hyne.

McLeod & Allen have arranged for Canadian editions of "Madame de Treyners," by Edith Wharton, "In the Cause of Freedom," by A. W. Marchmont and "The Imposter," by Harold Bindloss.

William Briggs will not likely have any further Spring publications in addition to those already announced in the February number of Bookseller and Stationer. The list is a fine one and will well repay the attention of booksellers.

The Macmillan Company issued Jack London's wierd prehistoric romance, "Before Adam," on February 25. The illustrations by Charles Livingstone Bull are features of the volume.

The Macmillan Company have on their Spring list the following novels: "Prima Donna," a sequel to "Fair Margaret," by F. Marion Crawford; "A Victor of Salamis," by William Stearns Davis; "The Loves of Pelleas and Ettarre," by Zona Gale; "Spirit Lake," by Arthur Heming, and "The Gulf," by John Luther Long.

The Macmillan Company have just published Owen Wiser's new book, "How Deth the Simple Spelling Bee"; Vol. I of "The Cyclopedia of American Agriculture," edited by Professor L. H. Bailey; Vol. III. of "Grove's Dictionary of Music and Musicians," edited by J. Fuller-Maitland; the tenth and last volume of Professor Albert H. Smyth's edition of "The Life and Writings of Benjamin Franklin"; "Studies in Humanism," by F. C. S. Schiller, of Oxford, "Structure and Growth of the Mind," by Professor W. Mitchell, of the University of Adelaide; "Eye Injuries and Their Treatment," by A. Maitland

Ramsay, of Glasgow; and a new edition of Mabel Os-good Wright's "Birdcraft."

## COPP, CLARK'S BOOK NEWS.

Paper editions of the following popular novels have been issued recently by the Copp, Clark Co., at 75 cents each: "Kid McGhie," by S. R. Crockett; "The Slave of Silence," by F. M. White; "Made in His Image," by Guy Thorne; "The Lost Leader," by E. P. Oppenheim; "The Man Who Rose Again," by Joseph Hocking, and "The Dream and the Business," by John Oliver Hobbes.

Towards the end of the month the Copp, Clark Co. will have ready "Check to the King," an historical romance, by a new writer, Maurice Gerard, who is rapidly coming to the front as a popular novelist. They will also publish Max Pemberton's new story of modern adventure, "The Diamond Ship," which is said to be one of the most fascinating stories he has yet written.



"Wages of Pleasure," by J. A. Stewart, was issued last month in both cloth and paper editions. This is a first rate story and it is selling well.

"Norroy, Diplomatic Agent," by B. Bronson-Howard, has just been brought out by the Copp, Clark Co. The hero is a diplomatic agent in the services of the United States and his mysterious disappearances puzzled his friends. On his various missions he experienced many stirring adventures.

The Copp, Clark Co., are now the agents in Canada for the John Henry books, of which they carry in stock eleven titles. The latest volume in the series is "Beat It," which, like the others, is cloth bound, gilt top, and sells at 75 cents.

Saxon's "Everybody's Series," consists of a large number of little hand-books, bound uniformly in red leather, and retailable at 25 cents. Among the titles are: "Everybody's Guide to Public Speaking," "Pocket Cyclopedic," "Book of Jokes," "Letter Writer," "Book of Irish Wit and Humor," "Book of English Wit and Humor," "Book of Scottish Wit and Humor," "Medical Guide." In all there are 41 titles.

The Copp, Clark Co. have arranged for the publication in Canada of a series of 24 portfolios of pictures, being reproductions in color of the finest modern paintings in the public picture galleries of Great Britain.

There are five pictures in each portfolio, of which ten are now ready. The series is sold in sets only.

A third edition of "The Saint," by Antonio Fogazzaro is now ready, so that those dealers who sold out the first editions and still have orders to fill, can now secure copies.

The Copp, Clark Co., have been appointed agents in Canada for the "White House Cook Book," by Hugo Ziemann and Mrs. F. L. Gillette. The book contains over 1500 household recipes. Nothing relating to practical housekeeping is omitted. Menus for every day in the year and special occasions are provided. (\$1.25.)

**CROWELL'S SPRING LIST.**

In the Spring list of Thomas Y. Crowell & Co., 426 to 428 West Broadway, New York, as announced in this issue, there are books representative of several departments of literature. In fiction, there is "The Ministry of David Baldwin" by Henry Thomas Colestock; in economics, there is "Orthodox Socialism" by James Edward Le Rosignol; in theology there is "The Religious Value of the Old Testament" by Ambrose White Vernon, and in history there is "The Greatest Fact in Modern History" by Whitelaw Reid.

"The Ministry of David Baldwin" has as its hero a young clergyman, just out of college, who endeavors to preach the Bible in terms of modern criticism. He is declared "unsound" and is emptied to "suppress his message." The conflict which ensues between his duty and his desire is rivalled by the factional fights in the church itself. The book is handsomely bound in green and gold. (\$1.50.)

"Orthodox Socialism" is the latest addition to Crowell's Library of Economics. It is a contribution by the professor of political economy in the University of Denver to the much discussed subject of the socialists' creed. He defines this creed and points out its weaknesses, giving attention to strikes, labor unions, the struggle of mass with class and the perpetual questions of wages and profit. (\$1 net.)

"The Greatest Fact in Modern History" is described by Whitelaw Reid as the rise of the United States among the great powers of the world. The book is based on an address delivered by Ambassador Reid before an English audience. It is tastily bound and contains a new photograph portrait of the author. (75 cents net.)

"Christ's Secret of Happiness" is a handsome little volume bound in white and gold. It is by Lyman Abbott and is divided into eleven short, pithy chapters, under such suggestive titles as "Three Kinds of Happiness," "Getting is Not Always Gaining," "The Spring of Perpetual Youth," and "The Blessedness of Battle." (75 cents net.)

Thomas Y. Crowell & Co. also announce another volume in their first folio edition of Shakespeare, "Much Ado About Nothing," edited by Charlotte Porter and Helen A. Clarke. (75 cents.)

**A. G. McCLURG & CO.'S SPRING LIST.**

For Spring publication A. G. McClurg & Co., 215-221 Wabash Avenue, Chicago, announce quite a long list of titles, among which are to be found several books of more than passing interest.

Their leading fiction will be "The Iron Way," by Sara Pratt Carr, which will be ready this month, and "Langford of the Three Bars," by Kate and Virgil D. a story of the published in April. The first mentioned is a story of the building of the Central Pacific Railroad

in 1867. Prominent in the story are those giant promoters, Lehard Stanford, Collis P. Huntington, Mark Hopkins and Charles Crocker, upon whose initiative the railroad was planned and built; while the plot involving the fortunes of two young people is full of the lively action characteristic of California in her early days. (\$1.50.)

"Langford of the Three Bars" is a lively story of the South Dakota cattle country during the sway of the "rustler." It resembles "Ben Blair" in some particulars and is a strong, well written story, full of rapid-fire situations. Four illustrations in color by N. C. Wyeth add much to its charm. (\$1.50.)

In her "Indian Love Letters," Marah Ellis Ryan gives a new and more personal meaning to the red man's spiritual preferences. The writer of the letters is supposedly a Hopi Indian, who was sent by the "Agency" to a college in the east, to be educated in the ways and beliefs of the white man. He learns the white man's life but all the time in his heart keeps to his ancient faith. (\$1 net.)

"Sojourning, Shopping and Studying in Paris," by Miss E. Otis Williams gives to those ladies, who go to Paris for a period without the knowledge requisite for getting the greatest good out of their sojourn there, pointers on how to make their stay in that city full of advantage and pleasure. (\$1 net.)

In "A Handbook of the Philippines," Hamilton M. Wright provides comprehensive information about the Philippine Islands, the customs and manners of the people, the resources, climate, productions and commercial importance of the Islands and other details of interest for all readers. (\$1.40 net.)

Among other titles announced by A. C. McClurg & Co. are "The Missions of California and the Old Southwest," by Jesse S. Hildrup; "Hawaiian Folk Tales," by Thos. G. Thrum; "Cosmos, the Soul and God," by Rev. C. L. Arnold; "Life and Correspondence of Thomson," Jay Hudson; "Molmenti's Venice, Part II.," "Grasshopper Land," by Margaret W. Morley; "Forest Friends," by Dr. John Madden, and "Fingerposts to Children's Reading," by Walter Taylor Field.

**OPPORTUNITY STILL OFFERS.**

There is still an opportunity for a live man or a company to secure the business of C. L. Nelles, Guelph. Mr. Nelles is arranging to reduce his stock by \$8,000 so that the purchase of the business may be an easy one. As before noted in these columns, the business is a flourishing one, well located and in high repute.

**SMITH PUBLISHING AND SUPPLY COMPANY.**

The announcement of this new publishing and supply firm appears on another page. The Smith Publishing and Supply Company, Toronto, has taken over the business carried on by Smith, Briggs & Howe, and is prepared to supply anything and everything in general goods required by the stationer, and the publications of several firms whose sole representative it is in Canada. Mr. George Smith, the founder of the business of the business originally, has now associated with him, Mr. Arthur Hawkes, the managing director of the Monetary Times, the Canadian Engineer, and the Canadian Cement and Concrete Review, and president of the Amalgamated Press, of Winnipeg, under whose guidance the house may be expected to develop business rapidly, and whose connection with it is a guarantee of stability, and modernity of business methods.

**SAVE FROM 20% TO 50% BY BUYING OF THE**  
**Smith Publishing & Supply Co., 18 Court St., Toronto**

**A FEW OF OUR SPECIAL OFFERINGS THIS MONTH**

**THE FAMOUS "WELLINGTON" SERIES  
OF PICTURE POSTCARDS**

Finest assortment in Canada. All works of  
art and new subjects. At \$12.50 per 1000

**LOCAL VIEW POSTCARDS**

With coats of arms of any city, town or  
district, handsomely embossed. At \$8.50 per 1000

**SOUVENIR PICTORIAL LETTER CARDS**

Containing twelve local views. At \$22.50 per 1000

**NOTEPAPER AND ENVELOPES**

MADE UP IN ANY STYLE TO SUIT CUSTOMERS

**THE FAMOUS "DISTAFF LINEN"**

Unsurpassed for quality. Quire box of notepaper  
and envelopes, \$1.60 per doz. boxes.

SPECIAL QUOTATIONS ON GRASS ORDERS

**SOUVENIR PICTORIAL NOTEPAPER**

With local views. Made up in packages to suit our  
patrons. Write for special low quotations.

**COLORED TOY BOOKS — TECHNICAL AND SCIENTIFIC WORKS — FICTION**

including all the recent publications of

FISHER UNWIN  
GEORGE ALLAN  
GALE & POLDEN, Ltd.

BURNS & OATES, Ltd.  
CROSBY, LOCKWOOD & SON  
ALF. COOKE, Ltd.

**EVERYTHING FOR PHOTOGRAPHY AND EDUCATION**

Write for quotations on **STATIONERS' SUNDRIES** Our lines are unsurpassed for quality and low prices.

**DO YOU ADVERTISE ?**

We have a selection of **COPYRIGHT POSTERS** suitable for any business.  
Prices from 95c. to \$12.00 per 100, according to size of poster. Special  
rates for large orders.

# Second Canadian Edition

Joe Clark, in "Saturday Night," says:

"But there is a new book out by Mr. Fraser, and it contains a powerful story. It is a purposeful book, and it needed to be written. Some critics may go over it with a hammer and find spots where it does not ring right, but it appealed to me as a strong, compelling story that people will have to read and listen to whether or no. 'The Lone Furrow' is its title, and it is published by Henry Frowde. It is the story of a village—the people of a village, their lives: the religion of some, grand, that of others, sour and uncharitable; it is an indictment of the tavern bar and an exposure of the pettiness that can exist along with faith, worth and simplicity. The power of the tragedy accumulates all through the volume, and only strikes the reader with full force at the end. It is a story that, once read, cannot be forgotten."

Have you this Book ?

Henry Frowde, - Publisher - Toronto

## Called for in Three Weeks

# SPRING - 1907

## NEW PAPER EDITIONS

Each 75 Cents

|                                    |    |    |                       |
|------------------------------------|----|----|-----------------------|
| <i>Made in His Image</i>           | by | .. | Guy Thorne            |
| <i>Kid McGhie</i> .. .. .          | "  | .. | S. R. Crockett        |
| <i>Prisoners</i> .. .. .           | "  | .. | Mary Cholmondeley     |
| <i>The Dream and the Business</i>  | "  | .. | John Oliver Hobbes    |
| <i>The Little Brown Mouse</i>      | "  | .. | Madame Albanesi       |
| <i>The Heart That Knows</i> ..     | "  | .. | Chas. G. D. Roberts   |
| <i>The Man Who Rose Again</i>      | "  | .. | Joseph Hocking        |
| <i>Hope My Wife</i> .. .. .        | "  | .. | L. G. Moberly         |
| <i>Helena's Love Story</i> ..      | "  | .. | Guy Thorne            |
| <i>Benita</i> .. .. .              | "  | .. | Rider Haggard         |
| <i>The Second Book of Tobiah</i>   | "  | .. | U. L. Silberrad       |
| <i>Frank Brown</i> .. .. .         | "  | .. | Frank T. Bullen       |
| <i>A Lost Leader</i> .. .. .       | "  | .. | E. Phillips Oppenheim |
| <i>The Mysterious Mr. Miller</i>   | "  | .. | Wm. Le Queux          |
| <i>A Slave of Silence</i> ..       | "  | .. | F. M. White           |
| <i>Jules of the Great Heart</i> .. | "  | .. | Lawrence Mott         |
| <i>On Common Ground</i> ..         | "  | .. | Sydney H. Preston     |

## FORTHCOMING NOVELS

|                                                            |                                 |      | <i>Cloth</i>  | <i>Paper</i> |
|------------------------------------------------------------|---------------------------------|------|---------------|--------------|
| <i>The Wages of Pleasure</i>                               | by J. A. Steuart                | .... | <b>\$1.25</b> | <b>75c</b>   |
| <i>The Secret</i> .. .. .                                  | " E. P. Oppenheim               |      | <b>1.25</b>   | <b>75c</b>   |
| <i>The Nether Millstone</i>                                | " F. M. White                   | .... | <b>1.25</b>   | <b>75c</b>   |
| <i>Check to the King</i>                                   | " Morice Gerard                 | .... | <b>1.25</b>   | <b>75c</b>   |
| <i>The Patriot</i> .. .. .                                 | " Antonio Fogazzaro             | .... | <b>1.25</b>   |              |
| <i>The Sinner</i> .. .. .                                  | " "                             |      | <b>1.25</b>   |              |
| <i>The Great Plot</i> .. .. .                              | " Wm. LeQueux                   | .... | <b>1.25</b>   | <b>75c</b>   |
| <i>A Strong Man's Vow</i> ..                               | " Joseph Hocking                | .... | <b>1.25</b>   | <b>75c</b>   |
| <i>The Man Who Was Dead</i>                                | " A. W. Marchmont               | .... | <b>1.25</b>   | <b>75c</b>   |
| <i>The Diamond Ship</i> ..                                 | " Max Pemberton                 |      | <b>1.25</b>   | <b>75c</b>   |
| <i>Norroy, Diplomatic Agent</i>                            | " Geo. Bronson-Howard           |      | <b>1.25</b>   |              |
| <i>Rising Fortunes</i> .. .. .                             | " John Oxenham                  |      | <b>1.25</b>   | <b>75c</b>   |
| <i>Perkins of Portland</i>                                 | By the author of "Pigs is Pigs" |      | <b>1.00</b>   |              |
| <i>"Empire"</i> (A novel dealing with Imperial Federation) |                                 |      | <b>1.25</b>   |              |

## MISCELLANEOUS BOOKS

*The Natives of British North America* by C. Hill Tout, probably **\$1.50**

**THE COPP, CLARK CO., Limited**  
 Publishers - TORONTO

BOOKS OF THE MONTH.

**GROWTH.** By Graham Travers. Toronto: The Musson Book Co., Ltd. Cloth, \$1.25. Paper, 75c. This book is by the author of "Mona Maclean, Medical Student." It is an intensely interesting story, introducing many views on various intellectual subjects. It begins in Edinburgh, the characters being for the most part students in theology at the university. Miss Judith Lemaistre, a young lady student in chemistry, interested in all social questions, is the heroine. After many difficulties have been overcome she is married to the hero, Dr. Heriot, who is a very well drawn character. The scene shifts from Scotland to Italy and back again.

**LABOR AND CAPITAL.** By Goldwin Smith. Toronto: Macmillan Co. Cloth, 50c. A thoughtful and on the whole optimistic study of the relation of labor and capital. While in sympathy with the wage-earner and with organized labor, the author recognizes and deprecates the tendency of labor towards organized monopoly. "Unions," he says, "seem now to be going on to create for themselves a monopoly of labor." A better understanding between capital and labor is urged, the union of which elements in production "is as necessary as that of oxygen and hydrogen in the composition of water."

**LONE FURROW.** By W. A. Fraser, Toronto Henry Frowde. \$1.25. This new book by Mr. Fraser will take rank among the best books of the season. Its literary quality is of a high degree of excellence. The narrative moves easily and naturally and never wearies. The interest and mystery of the plot are kept up to the end. Nature is depicted in her sunny and sylvan scenes with the pen of the lover and the

artist. Questions of deep human interest are discussed by characters who are living people. The amenities of life as practised in the domestic circle refined by culture and Christian influences are exhibited with a delicate flavor of humor which is altogether delightful. The author may be congratulated on having produced a book which will charm as a story and at the same time furnish the reader with much food for reflection on the hidden springs of human motive and action.

**PORT OF MISSING MEN.** By Meredith Nicholson. Toronto: McLeod & Allen. Cloth, \$1.25. Paper, 75 cents. As in "The House of a Thousand Candles," so in this new story, the author has successfully mingled old world romance with new world ideas. It is the tale of an intrigue to undermine the Austro-Hungarian dynasty, carried out for the most part on American soil. A mysterious hero struggles against the machinations of two scoundrels, defeats their purpose and saves the throne, at the same time winning the love of the heroine, an American girl.

**ROME EXPRESS, THE.** by Arthur Griffith. Boston: L. C. Page & Company. Cloth, \$1.25. Begins with a murder on the sleeping car of an express train from Rome to Paris. The car porter had been drugged; and when he awakens from the stupor, discovers the fearfully mutilated body of a man lying in one of the berths. All the passengers are detained according to French custom. During an ingeniously worked out plot, where many unexpected developments take place, there is a love scene between the chief suspect, who is a titled Italian lady, and an English general, which ends with a marriage at the British Embassy in Paris. The murderer is captured in an ingenious way (Continued on page 30.)

## HERE ARE SOME STRONG BOOKS EVERY GENERAL CANADIAN BOOKSELLER SHOULD HAVE

### FOR PUBLICATION THIS SPRING

**Langford of the Three Bars.** By Kate and Virgil D. Boyles. "The story of a fighter of the right sort." A lively romance of ranch life. With four pictures in color by N. C. Wyeth. Large 12mo. Striking cover. \$1.50.

**The Iron Way.** By Sarah Pratt Carr. A wonderfully interesting romance founded upon the building of the first overland railway. Full page pictures. Large 12mo. \$1.50.

**The Story of Bawn.** By Katharine Tynan. A new novel by that delightful author of "The Dear Irish Girl." With frontispiece. \$1.25.

**Sojourning, Shopping and Studying in Paris.** By Elizabeth Otis Williams. A useful and practical guide; almost as necessary as Baedeker. Handy 16mo. Net \$1.00.

**Indian Love Letters.** By Mara's Ellis Ryan, author of "For the Soul of Rafael." These letters are full of the beauty of pathos and the poignancy of despair. Tall 16mo. Decorated boards. Net \$1.00.

### THESE TITLES ARE SELLING. HAVE YOU THEM?

**McDonald of Oregon.** By Eva Emery Dye. \$1.50.

**Ben Blair, Plainsman.** By Will Lillibridge. \$1.50.

**Bob Hampton of Placer,** and other novels by Randall Parrish. Each \$1.50.

**For the Soul of Rafael.** By Mara's Ellis Ryan. \$1.50.

**Nicanor, Teller of Tales.** By C. Bryson Taylor. \$1.50.

**The Widow O'Callaghan's Boys.** By G. Zollinger. A book for young people that deserves a place beside the classics. \$1.50.

**The Law of Psychic Phenomena,** and other works. By Thomson J. Hudson. Each \$1.50.

**Catch Words of Cheer, Gems of Wisdom, The Religion of Cheerfulness.** For all sorts of gift purposes. \$1.00 and 50c.

THESE BOOKS MAY BE ORDERED OF YOUR CANADIAN OR NEW YORK JOBBER, OR OF

**A. C. McCLURG & CO., Publishers, - CHICAGO, U.S.A.**

# Crowell's New Spring Books

## The Ministry of David Baldwin

A Novel by HENRY THOMAS COLESTOCK

With four full page illustrations in color by E. Boyd Smith. 12mo, \$1.50.

This striking story is abreast of the times. Its hero, a young clergyman just out of the seminary, endeavors to preach the Bible in terms of modern criticism. He is declared "unsound," and is tempted to "suppress his message." The conflict which ensues between his duty and his desires is rivalled by the factional fights in the church itself. The characters are strongly and faithfully drawn as though from actual types.

## The Greatest Fact in Modern History

By WHITELAW REID

The rise of the United States among the great powers of the world is the subject of this book. A point of unique interest is the fact that it is based upon an address delivered by Ambassador Reid before an English audience.

New photogravure portrait, and typography by the Merrymount Press. 75 cents net. (Postage 8 cents.)

## Christ's Secret of Happiness

By LYMAN ABBOTT

Contains such suggestive titles as: "Three Kinds of Happiness," "The Spring of Perpetual Youth" and "The Blessedness of Battle." A striking book in optimistic vein, written in Dr. Abbott's ablest manner, and of special value for Easter gifts.

Typography by the Merrymount Press. 75 cents net. (Postage 8 cents.) White and gold, boxed, \$1.00. Limp, leather, \$1.50.

## Orthodox Socialism

By JAMES EDWARD LE ROSSIGNOL, Professor of Economics in the University of Denver

One of our ablest writers on economics here defines broadly the creed of socialism, and points out its weaknesses. Strikes, labor unions, the struggle of mass with class, and the perpetual questions of wages and profit come in for their share of intelligent attention. The book is worth pondering over by every earnest voter.

"Crowell's Library of Economics." 12mo, net, \$1.00. (Postage 10 cents.)

## The Religious Value of the Old Testament

By AMBROSE WHITE VERNON, Professor at Dartmouth College

This valuable book compares the earlier attitude toward the Bible with the present view of modern scholarship. It shows how historical research among other early religions verifies certain points, and throws light upon others.

90 cents net. (Postage 10 cents.)

## Much Adoe About Nothing

First Follo Edition

Edited by CHARLOTTE PORTER and HELEN A. CLARKE

"I feel quite at a loss to name an edition which packs so much wealth into as little room."—*Sidney Lee*.

"The most useful edition now available for students."—*Brander Matthews*.

Cloth, 75 cents. Limp leather, \$1.00.

# THOMAS Y. CROWELL & CO., NEW YORK

NOTE. We publish the finest line of standard reprints in the world. Send for Catalogue

# MESSRS. BELL'S PUBLICATIONS

Messrs. Bell will be happy to send full details concerning the series described below, together with their complete catalogues and trade terms, to any bookseller on application.

## BELL'S MINIATURE BIOGRAPHIES

of great Painters, Writers and Musicians. A series of "biographies in little" of the great masters in the art, literature and music of the world. Each volume contains eight illustrations, and is daintily bound in cloth to retail at 1s. net. The volumes are also issued in a limp leather binding with photogravure frontispiece, price 2s. net each.

**WRITERS.** Browning, Chaucer, Coleridge, Dante, De Quincey, Defoe, Dickens, Horace, Johnson, Milton, Molière, Shakespeare, Spenser.

**PAINTERS.** Alma Tadema, Rosa Bonheur, Burne-Jones, Constable, Correggio, Fra Angelico, Gainsborough, Greuze, Hogarth, Holbein, Holman Hunt, Landseer, Leighton, Michael Angelo, Millais, J. F. Millet, Murillo, Raphael, Rembrandt, Reynolds, Romney, Rossetti, Titian, Turner, Velasquez, Watteau, Whistler, Watts.

**MUSICIANS.** Bach, Beethoven, Brahms, Chopin, Gounod, Handel, Mozart, Mendelssohn, Rossini, Schumann, Sullivan, Tchaikovsky, Verdi, Wagner.

## LIFE AND LIGHT BOOKS

A series of helpful and sympathetic little books on Faith and Conduct. Books about Animals, Poetry, etc. Each volume is daintily bound in white, with a distinctive cover design. Price, 1s. net each.

List on Application.

## THE YORK LIBRARY

This new series of reprints of the world's classics is distinguished not only by its attractive exterior, but by the intrinsic value of the works included in it, from the many cheap series now competing for popular favor. It is issued in two styles: Bound in cloth, 2s. net, or in limp leather, 3s. net.

### NEW VOLUMES

**BURTON'S PILGRIMAGE TO ALMADINAH AND MECGAH.** Edited by Lady Burton. With an introduction by Stanley Lane-Poole. 2 vols.

**CLASSIC TALES.** Johnson's "Rasselas," Goldsmith's "Vicar of Wakefield," Sterne's "Sentimental Journey," Walpole's "Castle of Otranto." With an introduction by C. S. Fearenside, M.A.

**MRS. GASKELL'S SYLVIA'S LOVERS.**

**GOETHE:** Autobiography. (Dichtung und Wahrheit.) A completely revised translation by M. Steele Smith, with an introduction by Karl Breul, Litt.D., Ph.D.

**RANKE'S HISTORY OF THE POPES.** Translated by E. Foster. New and revised addition, with considerable additions. 3 vols.

**TROLLOPE'S THE WARDEN.** With an introduction by Frederic Harrison.

**TROLLOPE'S BARCHESTER TOWERS.**

**TROLLOPE'S DOCTOR THORNE.**

**TROLLOPE'S FRAMLEY PARSONAGE.**

**TROLLOPE'S SMALL HOUSE AT ALLINGTON.** 2 vols.

**TROLLOPE'S LAST CHRONICLE OF BARSET.** 2 vols.

## BOHN'S LIBRARIES

### NEW VOLUMES.

**THE ARABIAN NIGHTS' ENTERTAINMENTS.**

Translated by E. W. Lane. Edited, with introduction, notes, and appendices, by Stanley Lane Poole, M.A., Litt.D. In 4 vols.: 3s.6d. each.

**THE EARLY DIARY OF FRANCES BURNEY** (Madame D'Arbly). With a selection from her correspondence, and from the journals of her sisters Susan and Charlotte Burney. Edited by Annie Raine Ellis. New edition, revised. 2 vols., 3s.6d. each.

## BELL'S INDIAN AND COLONIAL LIBRARY

PAPER COVERS, 2s. 6s. CLOTH, 3s. 6d.

### NEW VOLUMES

**THE WHIRLWIND.** By Eden Phillpotts.

**HER HIGHNESS'S SECRETARY.** By Carlton Dawe.

**MAYNARD'S WIVES.** By Herbert Flowerdew.

**THE ROMANCE OF A MAID OF HONOUR.** By Richard Marsh.

**AMALIA.** By Graham Hope.

**THE HOUSE OF REST.** By Mrs. Fred Reynolds.

**THE BROKEN ROAD (Autumn).** By A. E. W. Mason, author of "The Four Feathers."

**AN AMERICAN GIRL IN INDIA.** By Shelland Bradley.

**THE SHULAMITE:** New Edition. By Alice and Claude Askew.

**POISON ISLAND.** By A. T. Quiller Couch (Q.).

**THE EVOLUTION OF KATHERINE.** By E. Temple Thurston.

**THE SHADOW OF EVIL.** By Dick Donovan.

**THE CHILD OF PROMISE.** By Netta Syrett.

**THE WORLD PERIL OF 1910.** By G. Griffith.

**LUCY GORT.** The Study of a Woman. By Alice and Claude Askew.

**AGONY TERRACE.** By Major Arthur Griffiths.

**A COUNTRY SQUIRE.** By G. Manville Fenn.

**I BELIEVE, and Other Essays.** By Guy Thorne, author of "When it Was Dark."

**CONFESSIONS OF A WIDOW.** By Lucas Cleeve.

**THE WHEEL.** By M. Urquhart.

**NEW VOLUME OF STORIES.** By W. W. Jacobs.

**CARNIOLA.** By Theodore Watts-Dunton, author of "Aylwin."

**THE IMPENITENT JEW.** By T. W. H. Crosland.

London: **GEORGE BELL & SONS**  
YORK HOUSE, PORTUGAL ST., W.C.

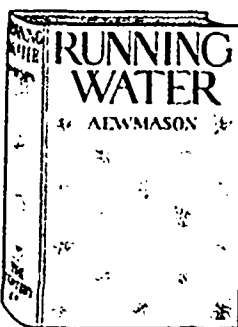


# Leading Fiction Spring 1907

## Running Water

By A. E. W. MASSON  
Cloth, \$1.25

The powerful love story of a fine English girl who, loathing the life she leads on the continent which an unromantic pleasure-loving mother decides to join her father in London. The grim mystery of her father's establishment and the relations that quickly follow develop an absorbing story of love, intrigue, and adventure. The scenes are laid in London and in Switzerland and no novel has ever pictured more sympathetically the fascinations of Alpine climbing.

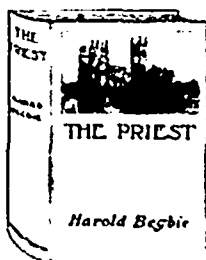


## The Second Generation

by DAVID GRAHAM PHILLIPS

This, the most powerful novel Mr. Phillips has written, represents two years of literary labor.

Cloth, \$1.25.



## The Priest

By  
HAROLD BEGBIE

A Novel that will stir Englishmen to their depths.

Cloth, \$1.25.

## Hilma

By  
WM. TILLINGHAST LUDRIDGE

Cloth, \$1.50.

The book is said to be another "Graustark."



## Little Esson

By S. R. CROCKETT

A worthy successor to the "White Plumes of Navarre."

Cloth, \$1.25.

# William Briggs

29-33 Richmond Street West, Toronto

by the aid of the British general, whose lady is thus exonerated.

**RUNNING WATER.** By A. E. W. Mason. Toronto: William Briggs. Cloth, \$1.25. Beginning and ending in the Alps, this story has much to do with mountain climbing. The fates of its principal personage seem to depend to a considerable extent on episodes connected with this dangerous pastime. The hero and heroine meet at an Alpine watering place and learn to know each other's character during the ascent. About the girl a web of mystery is woven, she is involved, with her parents, in certain discreditable entanglements, from which she is eventually saved by her lover.

**HOW DOTH THE SIMPLE SPELLING BEE,** by Owen Wister. Toronto: The Macmillan Company of Canada, Ltd., Cloth, 50 cents. This is a comic recital of the difficulties which several people got into, at Chickie University, owned by the chief magnate of the chewing gum trust, while endeavoring to reform English spelling. After many humorous situations have been created, and the confusion to which reformed spelling might be carried, has been shown, the book ends with a free fight participated in by all the Chickie University professors, who can't quite agree as to which ones list of reformed words shall be used.

### NEW MEMBERS.

Since the February issue of Bookseller and Stationer appeared the following new members have joined the Association: E. F. Davis, Tillsonburg; J. G. Doersam, Waterloo; W. Turner & Co., Markdale; W. Williamson, Port Hope; R. A. J. Little, Oshawa; A. H. Stratton, Peterboro; W. T. Allen, Bowmanville; H. Baldwin, Sunderland; Wm. Bow, Winchester; Geo. J. Hunt, Lanark; W. H. Buckley, Niagara Falls; George Porter, Goderich; S. E. Mitchell, Pembroke; J. Basil Reid, Ottawa; A. H. Alexander, Stratford; R. M. McCrum & Co., Walkerton; P. W. Campbell, Forest; Clifford Sine, Gananoque; R. M. Pitts, Cornwall; G. E. Copeland, Windsor; B. Lundy, Welland; A. W. Buschlin, Arthur; Robert Phillips, Fergus; C. B. Scantlebury, Belleville; J. S. Copland, Brockville; F. J. Weaver & Co., Berlin.

**NOT SOLD YET.** It seems hard to dispose of a big business and we have decided to reduce the stock \$8,000.00 which should make it a reasonable proposition; as it stands to-day one man or a company can make between five and six thousand dollars a year and increase it by doing a jobbing business; do you want a good thing, if so, buy the Book, Stationery and Wall Paper business for sale by C. L. Nelles, Guelph.

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

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

## Special Line French Toy Books

Exclusive designs, only a limited quantity at these prices. Cannot be duplicated.

65c., \$1.30, \$5.40, \$15.00 a dozen

**D. & W. FORREST, 13 St. John Street**

Special line of Easter Decorations

**MONTREAL**

## TELEGRAPH CODES

|                      |              |         |     |        |
|----------------------|--------------|---------|-----|--------|
| A B C Code.          | 5th Edition. | English | Net | \$7.00 |
| A B C Code.          | 5th Edition  | Spanish |     | 8.00   |
| A B C Code.          | 4th Edition  |         |     | 5.00   |
| A 1 Code.            |              |         |     | 7.50   |
| Moring & Neal Code   |              |         |     | 5.00   |
| Bedford-McNeill Code |              |         |     | 6.00   |

Large and small codes of all kinds. Send for list.

Discount to the trade only.

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

# Mr. Heinemann's List

- WILLIAM PITT, EARL OF CHATHAM.** By Albert von Ruville. With portraits; 3 vols., 30s. net.
- THE GREATNESS AND DECLINE OF ROME** By Guglielmo Ferrero. 2 vols.
- MEMOIRS OF PRINCE HOHENLOHE.** 2 vols., illustrated, 24s. net.
- PERSONAL REMINISCENCES OF HENRY IRVING.** By Bram Stoker. 2 vols., demy 8vo., with portraits and illustrations, 30s. net.
- THE DESERT AND THE SOWN.** By Gertrude Bell. 1 vol., 150 illustrations, 16s. net.
- THE EGYPT OF THE FUTURE.** By Edward Dickey. 3s.6d. net.
- NEW EGYPT.** By A. B. de Guerville. 1 vol., 200 illustrations, 10s. net.
- ECLIPSE, AND THE MODERN THOROUGHbred.** Compiled and edited by Theodore Andrea Cook. One guinea net.
- PROBLEMS OF CRICKET.** By Philip Trevor.
- MODERN LAWN TENNIS.** By P. A. Vaile. 6s. net.
- THE BOOK OF WILD FLOWERS.** By H. I. Adams.
- A HANDBOOK OF METABOLISM.** By Prof. Carl von Noorden. 3 vols.: vol. 1, 15s. net; vols. 2 and 3, 50s. net; complete, 3 guineas.
- THE CRIMINAL PROSECUTION AND CAPITAL PUNISHMENT OF ANIMALS.** By E. P. Evans. 7s.6d. net.
- THE NATURE OF MAN.** By Elio Metchnikoff. 6s. net.
- NEW HYGIENE.** By Elio Metchnikoff. 2s.6d. net.
- NAPOLEON, KING OF ELBA.** By Paul Gruyer. With 38 illustrations. 10s. net.
- THE FLIGHT OF MARIE ANTOINETTE.** By G. Lenotre. Illustrated, 10s. net.
- MADAME RECAMIER.** By Edouard Herriot. With portraits, 2 vols., 80s. net.
- MEMOIRS OF MY DEAD LIFE.** By George Moore. 6s. net.
- RECOLLECTIONS OF MY CHILDHOOD AND YOUTH.** By George Brandes. 1 vol., 10s. net.
- VERSAILLES AND THE TRIANONS.** By Pierre de Nolhac. With 56 colored pictures; 1 vol., 16s. net.
- A COUNTRYSIDE CHRONICLE.** By C. L. Bensusan. Illustrated by Carton Moore Park. 1 vol., 7s.6d. net.
- THE FINE ART OF JUJUTSU.** By Mrs. Roger Watts. Fully illustrated. 6s. net.
- MODERN HOUSECRAFT.** By Lucy H. Yates. 2s.6d. net.
- BEAUTY OF FIGURE.** By Deborah Primrose. Illustrated. 2s.6d. net.
- ON THE DEATH OF MADONNA LAURA.** By Agnes Tobin. 7s.6d. net.
- THE WEB OF INDIAN LIFE.** By Sister Nivedita. New edition. 3s.6d. net.
- SEX AND CHARACTER.** By Otto Weininger. 10s. net.

## A Pocket Edition of Turgenev's Novels

(Uniform with works of R. L. Stevenson.) Price, 2s. net, cloth; 3s. net, leather.

- |                              |                                    |
|------------------------------|------------------------------------|
| 1 RUDIN.                     | 10 DREAM TALES AND PROSE POEMS.    |
| 2 A HOUSE OF GENTLEFOLK.     | 11 THE TORRENTS OF SPRING, ETC.    |
| 3 ON THE EVE.                | 12 A LEAR OF THE STEPPES.          |
| 4 FATHERS AND CHILDREN.      | 13 THE DIARY OF A SUPERFLUOUS MAN. |
| 5 SMOKE.                     | 14 A DESPERATE CHARACTER.          |
| 6, 7 VIRGIN SOIL.            | 15 THE JEW, ETC.                   |
| 8, 9 A SPORTSMAN'S SKETCHES. |                                    |

## Heinemann's Colonial Library

includes novels by E. F. Benson, Joseph Conrad, Frank Danby, A. J. Dawson, M. Henry Dudeney, Harold Frederic, Sarah Grand, Maxwell Gray, Robert Hitchens, Henry James, W. E. Norris, Elizabeth Robins, F. A. Steel, R. L. Stevenson, Bram Stoker, E. L. Voznich, H. G. Wells, Percy White, Israel Zangwill, and many other well known writers. The latest additions are:—

**GHETTO COMEDIES.** By Israel Zangwill.

**JOSEPH VANCE.** By W. de Morgan.

**FELICITY IN FRANCE.**

And we have in preparation new novels by Mr. Henry Dudeney, John Galsworthy, M. L. Woods, Emma Brooke, Francis Hodgson Burnett, Elizabeth Robins, and others.

**THE EXPENSIVE MISS DU CANE.** By S. Maenaughton.

**THE LOST WORD.** Evelyn Underhill.

**FOOLS RUSH IN**

A complete list of this series, complete catalogues and prospectuses sent on receipt of postcard.

London, (England) **William Heinemann**

## Bridge Whist

We shall be pleased to mail samples of our new Progressive Bridge Score Card, made especially for Bridge Parties; also of our three styles of Score Pads suitable for the novice, the expert player or bridge clubs. Our No. 12 pad is the most convenient Bridge Score Sheet published.

## Arnold's Inks

With the opening of spring the depleted stocks of Commercial and School Inks will have to be replenished. We have a complete line of all sizes in Arnold's famous English ink, which cost no more than inferior makes, ask for prices.

**Warwick Bros. & Rutter**

LIMITED

Wholesale  
Manufacturing Stationers

**TORONTO**


PICTURE POST CARDS


**HIGH GRADE EMBOSSED CARDS.**

**A**TENTION to the Canadian field is beginning to be paid by the Crescent Embossing Co., of Plainfield, N.J., who make a specialty of producing high grade embossed cards. From samples to hand, it is apparent that the Crescent Company are producing cards possessing a character and strength all their own. Careful work is put into them, with the result that the embossing and coloring are accurately executed and the finished card is perfect in every detail.

Up to the present time, the Crescent Embossing Co. have been paying particular attention to United States patriotic cards. They now intend to produce series of a more general nature, of which 1907 Valentine and Easter cards are fore-runners. If Canadian dealers will get in touch with them, they will send samples of these new and forthcoming issues for their personal consideration.

The samples of Easter post cards to hand are particularly interesting. Some have a religious tone; others are of the "Good Luck" variety.

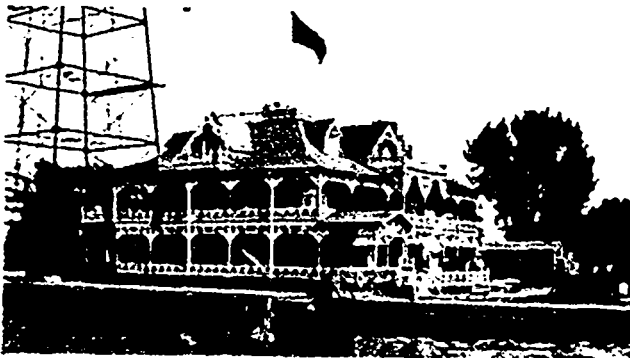
Among the former might be particularly mentioned a Holy Sepulchre scene showing an angel seated outside the open tomb, while in the distance looms the cross. Another is a choir boy scene; and another shows a fashionably dressed lady holding a prayer book, and backed by a row of Easter lillies.

Among the "Good Luck" variety there are a four-leaf clover; a rabbit's feet with a bow of red ribbon; a horseshoe tied with a red ribbon, and a wishbone tied with a red ribbon; all these four cards have the inscription "Good Luck." Every one of the samples are embossed and colored in natural colors and artistically decorated with gold. They are also all the product of the Crescent Embossing Co., produced in that firm's own factories.

—♦—

**LAND OF THE MAPLE SERIES.**

The latest series of Canadian national view cards is the Land of the Maple series, issued by A. H. Cooper,



**ROYAL YACHT CLUB, HAMILTON.**  
Land of the Maple Series.

Toronto. This series has a copyrighted maple leaf background as its distinctive feature. The half-tone work is

of a high order of merit. A good many Canadian cities and towns have been covered but Mr. Cooper is still open to make arrangements with dealers in towns not yet



**MCGILL UNIVERSITY CAMPUS.**  
Land of the Maple Series.

illustrated. Exclusive use of the design is given to the first applicant in each case.

—♦—

**GLASGOW MANUFACTURERS.**

Among the post card publishers none are more active than Messrs. Millar & Lang, Ltd., of Darnley street, Glasgow, samples of whose latest productions in the "National" Series have just come to hand. The "Pearl Gelatine" in a new glaze, almost as good and quite as effective as the real gelatine, and as the price is about one-fourth of the latter, its value to the dealer can at once be appreciated. Some beautiful samples of this work are before us, and in color and finish leave nothing to be desired. They are applying it extensively to special orders for post cards from customers' own photographs, and as this line gives a much better profit than if the cards were faced with real gelatine, it has become rapidly popular. Of course real gelatine glaze, as done by Millar & Lang, Ltd., is the glaze "par excellence," for its surface is quite waterproof and it is finished like glass. Retailers who may have had trouble with gelatine cards becoming sticky in humid air will not the advantage of a waterproof finish.

Among the samples to hand are also a number of stock lines consisting of humorous designs, original pictures, child studies, etc., all exhibiting the same excellent workmanship and beautiful finish. There is something very ingratiating in their child studies and pictures of animals, and one does not wonder that their humorous post cards also have a very large sale. We also note several special designs embodying the snowshoe, maple leaf and Canadian Ensign, which the very attractive, even if slightly imaginative. The actress line, with floral decoration, contains many pretty subjects.

It is easily understood that Millar & Lang, Ltd., are doing an enormous trade in special post cards from customers' own photographs, as the samples submitted show that the work is of the very best quality and has a

distinctively saleable aspect, which is, of course, the desideratum of all retailers.

Mr. Gardner, representative of Millar & Lang, Ltd., who called on the trade last spring, will be renewing his acquaintance with Canadian buyers in April. He will, as usual, carry a full range of samples showing all the latest ideas and designs in novelties for the coming season.

**USEFUL SELLING HINTS.**

Uses of picture post cards are being extended constantly by the ingenuity of manufacturers, but often consumers give the suggestions. The broader the field the larger the sale, and in this connection a recent catalogue of Valentine & Sons, with European headquarters in Dundee, furnishes one or two suggestive hints. In part the catalogue states in its conclusion, "The day of the picture post card has not nearly reached its noon. People are beginning to discover uses for these charming familiarities. For instance, a bright hostess has been sending her dinner invitations on the prettiest cards. Cards are beginning to be used as decorations for screens. Glass top tables can be enriched with them. Nursery walls can be utilized for exhibitions, the pictures being used to instruct little folks."



**HERE'S A LEMON.**

The Postal Novelty Co., 140 Garfield avenue, Milwaukee, announces a card with the new slang phrase "Here's a Lemon." This card has a genuine lemon attached to it. This is only one of the large variety of five retail novelty cards made by the firm which made the "Eddy" post card novelties famous. The firm offers special inducements to jobbers and have an exclusive proposition, which protects the jobber.

**MAIL ORDER POST CARD HOUSE.**

The International Post Card Company, 27-29-31 St. James St., Montreal, furnish an example of the rapid growth of the post card business and the success of an individual firm that goes after business in a new and energetic manner. This house has no traveling salesmen and relies upon its price list, backed up by the goods, to do a very large turnover. This price list is issued every two weeks and embraces cards of every conceivable variety as well as all accessories in the line. Prices are quoted by the hundred and by the thousand with special quotations for larger quantities. This firm also does business for cash only, both in the buying and selling end. There is practically nothing a retailer needs in the line that they do not have. Price list will be gladly sent upon request.

**CARDS NOT A PASSING CRAZE.**

Through the courtesy of Mr. Clark, of The Valentine & Sons Publishing Co., Limited, Coristine Building, Montreal, and 66 Adelaide street east, Toronto, an extract from an English paper, "The Weekly Welcome," is given in which an interview with one of the directors of Valentine & Sons, Limited, Dundee, throws some practical light upon the post card trade. The article clearly points out the uses a holiday-maker has for post cards and the relief it is to persons to whom letter-writing is tiresome. It is a handy and interesting form of communication which will always exist and there will always be a steady call for a good class of comic and fancy cards.

The origin of picture post cards is stated in this article to date from the Franco-Prussian war, and the earliest English post card bears the date March 18th, 1872. Mr. Jas. Valentine, the founder of Valentine & Sons, Limited, was among the first to take advantage of photography for printing purposes. This firm has incorporated every modern improvement and their staff of nearly 700 are keen to produce every new and saleable idea.

**VALENTINE'S CARDS.**

If the establishments of the Valentine & Sons Publishing Co., Limited, Montreal and Toronto, are a criterion, the picture post card business is booming. Their home plants in Dundee and Edinburgh, notwithstanding increased facilities, are taxed to the utmost. No firm is more progressive in constantly adding new ideas to their large range. They maintain ample stocks for filling orders promptly and supply practically everything saleable in the line of picture post cards and accessories, besides Xmas cards, calendars, song books, etc.

Among the new lines of picture post cards lately stocked are the various effective studies in gold panel work, of which "the maxims of great men" will probably score the largest success. Another line designed to be popular is the large range of subjects classed as color-series from life models. "The language of fruit," is among the number and the work is of their usual high-class order. They are busy on a new catalogue cover and their list of staple and new cards should be asked for.

**AN OFFER FROM MACFARLANE.**

If the fad for buying picture post cards can be called a craze it must be admitted to be a natural one and not a habit born of a desire for the freakish. Picture post cards are nothing more or less than simplified art and humor. But human beings love beauty and variety and it is astonishing how well their taste is being catered to.

W. G. MacFarlane, Toronto, who has developed an enormous trade in the United States from his Buffalo office announces the removal of his United States headquarters to New York. The advantage of such a location will be readily apparent to anyone who understands the post card situation. New York is the centre of art in America, the home of top-notch engraving and the impinging centre for the high class German cards.

Mr. MacFarlane's Canadian customers will reap the benefits of this new location. The Canadian business will be run on a more extensive scale than ever—new lines will constantly be added to the now big range of this firm and everything points to a gigantic increase of business for 1907.

A catalogue is issued by this firm every two months,

fully illustrated, and any dealer not on the regular mailing list should send in his name at once. It will keep you posted—keep you abreast of the times.

Your attention is invited to the new line of Life Model comics referred to on another page of this issue—a line of comics fairly bristling with natural humor. This line is but one of many new series and styles, and any dealer in post cards unacquainted with the same should write for a sample assortment. Special care is taken in filling sample orders, goods being invoiced and priced so as to enable customers to re-order.

#### SOMETHING ABOUT LEATHER CARDS.

The Leather Post Card Co., of New York, have introduced several new and attractive novelties, which are meeting with immense success. They claim to be the only leather post card house making the bijou size leather souvenir post card (size 4 by 2¼). These cards are indeed very attractive, and the designs and coloring are treated just the same as the regulation card. They are used for the same purpose, only it takes just about twice the time to complete a pillow top, which is more attractive owing to the many varied designs.

Another novelty just out is their Teddy Bear pen wipers, in other words (3 in one) combining a fine attractive colored post card leather Teddy Bear and a pen wiper, thereby making it doubly valuable and sought for. There are two sizes, Teddy B., and Teddy B., jr.

This house has also a list of upwards of 500 different subjects, combining all the latest and up-to-date hits, etc. They also bid for local views on leather. Those interested should write to this firm and get their new 1907 lists.

#### SOME NOTES.

Valentine & Sons Co., Toronto office, have on hand over eighty new views of Toronto in colors and in black and white. They are also filling many orders for local views in other cities and towns of Ontario. The character of their work commends itself to careful buyers.

The cards advertised by Young Bros, 33 Church St., Toronto, in this issue are said to be entirely different from anything else on the market, being gotten up by their own special designers and copyrighted by them. They go to the trouble of putting up \$5 assortments, knowing that every dealer who sends for them must repeat on the different lines.

The Copp, Clark Co. have line of cards, embracing forty-two different subjects, which possess admirable qualities for framing. They are reproductions of paintings by renowned artists.

#### SOME ATTRACTIVE OFFERS.

W. J. Gage & Co., Toronto, report a still increasing demand for post cards, particularly their lines of souvenir cards from customers' own views. The most popular styles are the platinum, photoglanz and seven-colored.

At present this firm are offering the trade an attractive proposition in the shape of a large revolving post card stand along with 1,000 assorted of their Canadian scene cards in 7 colors, in which way this stand can be procured at a very slight cost. It shows 50 varieties of cards and will hold 50 of each kind.

W. J. Gage & Co., also carry in stock a very nice assortment of post cards albums, particularly the popular lines retailing from 25c to 75c.

YOU WANT  
TO BE  
SHOWN.

## LIVE POST CARD DEALERS

LET OUR  
PRICE LIST  
SHOW YOU.

WE HAVE NO SALESMEN—YOU GET THE BENEFIT. WE SELL FOR CASH ONLY.  
OUR ONLY SALESMAN IS OUR SEMI-MONTHLY PRICE LIST.

- ☞ We do not offer Gold Sovereigns for a cent, but when it comes to selling anything in Picture Post Cards we can make it worth your while to get acquainted.
- ☞ Our assortment, prompt deliveries and prices are bringing live dealers our way. The trade is wondering how we do it. It's the old story of a large turnover and small expenses.
- ☞ To-day our facilities are large enough to accommodate a few new customers. If you want anything in Post Cards and their accessories and can pay cash we'll make it mighty interesting.
- ☞ Remember.—We sell everything wanted in Post Cards. Cards to retail at 1c., 2 for 5c., 10, 15, 25, 35, 50, 75 and \$1.00. *That price list will come your way quick for the asking.*

MAKE SURE OF BUYING RIGHT.

IT'S UP TO YOU TO SEE THAT WE ARE MAKING A FUSS OVER YOU.  
THE POST CARD HOUSE WITH AN IDEA AND THE GOODS.

## INTERNATIONAL POST CARD CO.

27-29-31 St. James Street, MONTREAL

There is a steady and increasing demand for albums owing to the enormous sale of post cards. They will be happy to send any dealer a small assortment to select from, or quote prices only if desired.

**ABOUT TINSELLED POST CARDS.**

The United States Post-office Department has issued a regulation forbidding the tinselled post cards admittance to the mails unless enclosed in an envelope. Tinselled cards include all cards decorated with crushed glass or mica, or any such substance as will readily rub off.

Upon inquiring at the Toronto General Post-office, Bookseller and Stationer was informed that cards of this tinselled variety have been returned from the United States and France as unmailable matter. The Canadian Post-office Department have as yet taken no action with regard to the non-admission of such cards to Canadian mails for delivery in Canada. But as such cards cause a great deal of harm and inconvenience to sorters, and do a good deal of damage to stamping machines, a regulation prohibiting their admission to the mails unless enclosed in envelopes is expected to be issued very shortly.

and "Justice," by Gerald Moira and "Distributing the Fishes," by James Charles. The number contains the fifth and concluding article on "The Collection of Mr. Alexander Young, with thirty-one illustrations. Other interesting illustrated articles are: "Professor Moira's Recent Mural Decorations," "American Sculpture of Today," "The Paintings of James Charles," "Japanese Stencil Plates," "Some New Porcelain by the Royal Saxon Factory at Meissen," "The First Annual Exhibition of the Coreoran Gallery of Art, Washington, D.C." etc.

**ABOUT SEALING WAX.**

"The pen is mightier than the sword and the sealing wax is stronger than the padlock." Hardware men might be inclined to admit the accuracy of the first part of this statement, although it is a case of stationery beating hardware. But they (in company with others) will strongly dispute the latter part of the statement. But the fact remains that, for some things, padlocks have to touch the forelock to sealing wax.

According to the Stationery World, London, England, the postal authorities in France and the United States have reverted to the old system of fastening the mail-bags with sealing wax and cord instead of padlocks and chains, because of the ease with which thieves got into the bags. The result of course, is somewhat of a boom in the sealing wax trade, which is mainly confined to Birmingham, England.

**PERSONAL MENTION.**

Mr. D. Forrest, of D. & W. Forrest, St. John street, Montreal, has returned from an extended trip to English markets, where he purchased the latest novelties in stationery, fancy goods and picture post cards.

Mr. C. L. Castleman is the representative of D. & W. Forrest, Montreal, in the Eastern Townships. Mr. W. Forrest and Mr. A. B. Cowie represent D. & W. Forrest in the city of Montreal.

Mr. E. J. Kastner, manager of the L. E. Waterman Co., of Canada, Ltd., spent the early days of the month in New York city, arranging for new lines for the "boys" to show on their next round of the trade.

Mr. A. H. Cobb, representing a number of London publishers, has been visiting publishers in Canada and the United States, and is at present staying at the King Edward Hotel, Toronto. He represents: Misch & Co., and A. and C. Black, fine art publishers; R. Riviere & Son, art bindings; and Methuen & Co.; Sir Isaac Pitman & Sons; Walter Scott Publishing Co.; Siegle Hill & Co; and R. and T. Washbourne, Ltd. (Catholic) publishers. When Bookseller and Stationer's representative called him, Mr. Cobb had laid out on his sample tables a fine array of the goods of his various principals. Mr. Cobb has been covering Canada from ocean to ocean for the past three years. He leaves some time this month for New York, where he embarks for London, being due in India in May next.

The Intercolonial Railway Company have issued a new edition of their map of Ontario, Quebec and the Maritime Provinces. The map is tastefully colored, clearly printed, and contains along the margin views of interesting scenes along the route of the famous Maritime Express. They will be pleased to send one free of charge to any reader of this paper upon request of Mr. J. J. McConiff, city passenger agent, Montreal.



Language of Fruit—Grapes.  
Valentine & Sons Company Cards.



Horseshoe Falls, Niagara.

**A HINT ON DISPLAY.**

Nothing pays so well as having everything in your store so placed that the virtue of all articles, and in most cases their price may be seen at a glance. Such small articles of everyday consumption as pencils, pens, penholders, fasteners, and the like are exhibited in the large department stores of Toronto in such a manner that their sale is materially increased. A wooden tray is constructed, divided into a certain number of compartments large enough to hold all the goods which are intended to be exhibited. The tray is constructed higher at the top so that the goods in the trays may more readily be seen. The name and price of each article is then printed on a piece of white paper, which is pasted on each compartment. In this way a prospective customer can see at a glance all you have in these lines of stationery, smallwares and also their price.

**A FINE NUMBER.**

Fall as usual of fine reproductions of works of art is the March number of the International Studio. There are six inserts in colors and tints—"The Marriage Feast" by A. Monticelli, "The Old Chestnut," by H. Harpignies, "Unloading the Ship," by E. Decamps, "Mosaic Law"

# 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.

Main Office and Works:

Plainfield, New Jersey, U.S.A.

NEW YORK BRANCH  
22 Beekman St.  
Wm. Edward Neal, Manager.

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

### TEDDY BEARS

JUST INTRODUCED and a big winner.

Teddy Bear Pen Wipers, Leather, large, \$4.00 per 100, postpaid.  
" " " " small, \$2.75 " " " "  
Buster Brown & Tige, Pen Wipers, Leather, (combined) small, \$4.00  
per 100, postpaid.

### FUR BEARS

Mounted on fine colored view post cards, 25 different designs in Black, White  
and Brown Bears. (Large and small), per hundred assorted \$5.00, postpaid.

### POST CARD PURSES

Suitable for Cigars, Cigarettes or Card Cases, with Comic or Local Views, \$6.50  
per 100, postpaid.  
500 different subjects in Leather Post Cards (Burnt and Hand Painted), 100 all  
different, \$2.65, postpaid.

(LOCAL VIEW CARDS A SPECIALTY)

## LEATHER POST CARD CO.

Send for Description List

335 Broadway, NEW YORK



**LEADERS IN PICTURE POSTALS**

English Landscapes, 600 varieties, \$10.00 per 1,000; English Comics by the best authors, 100 varieties, \$8.00 per 1,000; Rotary Seascapes, \$3.50 per 100, \$30.00 per 1,000 (50 styles); Actress Series, 3.00 per 100, \$25.00 per 1,000. 25 samples of all good sellers for 50 cents.

**D. & W. FORREST, 13 ST. JOHN ST. MONTREAL**

**Good Colored Fancy Postals** at \$3.75 per M.

**FOR JOBBERS ONLY**

All Kinds of Postals. Write to-day stating quantities required.

**PAUL C. KOEBER CO.**  
85 Franklin St. - New York



**NICHOLS' PENCIL POCKET**

Newest and best pencil holder on the market.  
Saves your pencils, fountain pens and your temper.

**SELLS AT SIGHT**

Agents wanted.

If your stationer cannot supply you with them send to the manufacturers.

**NICHOLS & WILLIS, WORCESTER, MASS.**

**"CANADA'S GREATEST POST CARD HOUSE"**

**MacFARLANE'S**  
**LIFE MODEL**  
**COMICS**

**The Biggest Selling Line of Comics on the Market To-day**

Over thirty subjects bubbling over with the most natural, breezy and irresistible humor ever published. Printed in half-tone with rich varnish finish.

Price, \$1.00 per 100; \$9.00 per 1,000

SPECIAL PRICES TO JOBBERS IN QUANTITIES

**W. G. MacFARLANE,**  
NEW YORK

PUBLISHER AND IMPORTER,  
60-62 FRONT STREET WEST.

**Toronto, Canada**  
BUFFALO

PAGE

MISSING

PAGE

MISSING

# Canada's Great National Series

## "Land of the Maple" Post Cards.

Striking in Design.

Comprehensive in Scope.

Reasonable in Price.

This distinctly Canadian Series, with its copyright maple leaf background, is the most important post card publication of the year. There are still some cities and towns which have not been covered by the series and dealers are urged to waste no time in securing exclusive rights for their several localities.

### Our Other New Publications

**View Cards in Photographic Style**  
Absolutely new on the Canadian market.

**Glossy Real Photos**  
Including jovial monks, children, kittens, etc.

**Silver Border View Cards**  
The latest novelty.

**Colored Comics**  
Twenty new series in colors.

Birthday Cards, Easter Cards, Language of Flowers and Stones

*H. G. Living Picture Series better than ever.*

**A. H. COOPER, Publisher and Importer**  
73 QUEEN STREET EAST  
and  
51 RICHMOND STREET EAST  
**TORONTO**

**Brighten Up Your Store AND Increase Your Business**

BY ORDERING NEW STOCK OF

## VALENTINE'S PICTURE POST CARDS

**HERE ARE SOME SPRING TONICS FOR  
YOUR POST CARD TRADE**

**Studies in Gold Panel** The Spirit of Wine, Cats, Chics, Actresses, Flowers, Greeting Cards, Maxims of Great Men, etc.

**Colored Series from Life Models** Language of Fruit, Standard Songs, What is Your Fortune? Dutch Tiles, Flag Series, etc.

Beauty Spots of the Provinces

Views of Canadian Cities

Moonlight Series of Cities, Lakes and Mountains

Mezzograph Art Series and Carbon Types

Bamforth Life Model Cards, Rotograph and Aristophat Bromide Cards

Easily the Largest and most Varied Range in the trade.

### POST CARD ALBUMS

Get your orders in early for LOCAL VIEW CARDS, printed from your own photos.

EVERYTHING YOU NEED IN THE LINE

GET OUR SAMPLES AND CATALOGS TO-DAY

**The Valentine & Sons Publishing Co., Limited**

69 Adelaide St. E.  
Toronto

Scotch, Irish and Welsh song books. Pocket editions of Burns and Scott. Children's gift books, birthday books, all beautifully bound and illustrated.

510 Coristine Bldg.  
Montreal

**POST CARDS**  
 Largest Assortment and Best Prices at the  
**EUROPEAN POST CARD CO.**  
 P.O. Box 1203. - MONTREAL  
 Prompt and careful attention to enquiries. Wholesale only.

**Pictorial Postcards.** Autotype-chromo, Photo-type, and Lithographic Coloured, etc.  
 Cards made from any Photograph. All orders receive prompt and careful attention. Lowest terms.  
**German Postcard Works**  
**Boch & Kirsch-Frankfort a.M.**  
 Several Rewards Established 1872 **GOOD AGENTS WANTED**

**Picture Post Cards** Made to order only according to instructions supplied.  
 Specialties: Modern Heliotype styles, plain and coloured. Very fine make. First class Goods only.  
 Well known for efficiency and high-class workmanship.  
**Otto Leder**  
 Meissen 19 Saxony  
 Picture Post Card Manufacturer.  
 W H O L E S A L E      E X P O R T



ONLY FOR WHOLESALE DEALERS AND POST CARD PUBLISHERS  
**MARKERT & SOHN**  
 Graphic Art Works  
 DRESDEN—A. Wintergartenstr. 74  
 MANUFACTURE  
**PICTURE POST CARDS**  
 OF ALL KINDS  
 AS A SPECIALTY WE MAKE  
**COLLOTYPE, COLOURED COLLOTYPE, DOUBLE TONE GLAZED and AUTOTYPE POST CARDS, ALBUMS**  
 Ask for samples and quotations

**Imperial Series Postcards**

---

**To the Trade:**  
 Write Quick for Samples and Prices.

**WE LEAD IN**  
**Black and White**  
**Our Colored Cards**  
**STAND ALONE**

MONTREAL      TORONTO      QUEBEC  
 OTTAWA      HISTORIC      SPORTING  
 FISHING      HUNTING  
 NORTHWEST SCENES

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

---

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

**Fine Art Printing Co.**  
 Kaufbeuren, Munich, Germany  
 Manufacture to order for important buyers, as a speciality:

**Postcards**

- in Colotype, from 1,000 upwards, per design.
- in Copper-plate-Printing, from 1,000 upwards, per design.
- in Rotochrom—combined letter-press and lithographic color printing, 3,000, 5,000 and 10,000 per design, in sheets of 30 and 60 designs.

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

**High-class Collotype Printers**

SPECIALTY: **Collotype Postcards** TO ORDER

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

ALL KINDS OF VIEW-ALBUMS AND SAMPLE SHEETS

**CHEAPEST PRICES.**      **WHOLESALE AND EXPORT ONLY**

**FANCY GOODS AND NOTIONS**

**THEIR 29TH ANNUAL DISPLAY.**

**F**OR the twenty-ninth consecutive year, Warwick Bros. & Rutter, Limited, Toronto, are now making their annual display of import fancy goods samples in their new warehouse on King street. During all these years a steady progression has been noticeable in the character of this display, each year witnessing an increase in the number and variety of the samples and an improvement in their quality. The collection of samples for 1907 caps the climax of a long succession of splendid displays.

Once again the top floor of the warehouse has been converted into a gaily decorated and brightly illuminated



Heraldic Decorations Absolutely Correct in Design and Size.  
Warwick Bros. & Rutter, Limited.

maze, through which the visitor threads his way amid specially constructed displays stands, loaded with all manner of articles, suited for all manner of uses.

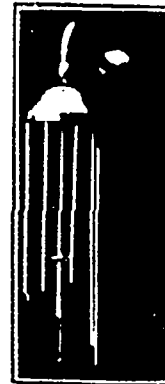
Here he comes upon what at first sight appears to be the spoil of some mediaeval castle—ancient swords, spears, helmets, breast-plates and lanterns—really admirable imitations of the weapons of our knightly ancestors, suited for the decoration of dens, sitting-rooms and hall-ways.

Next his eye lights on rows of stand work-baskets in wicker and sea-grass, handy to move around, light in weight and yet strongly constructed, just the thing for a lady's sewing room.

Articles of china appear here and there in profusion. Here are to be seen charming effects in imitation tapes, try and bronze that are so realistic as almost to deceive the eye. There are ornaments imitating ivory to the life. Here is a collection of statuettes in the beautiful iridescent effects, that sold so well last year. There are loving cups, candle-sticks, cream and sugar bowls, with mottoes outlined in fanciful lettering. In fact, to see the display of china articles alone, would well repay a visit to the warehouse.

But then, one must not pass by the numerous articles made of metal. There are dinner-gongs, plain and fancy, in brass, spun brass and copper. There are sweetly-sounding dinner chimes. There are handsome bronze pieces for table or mantle decorations. There are fern-pots, large and small in quaintly-conceived designs, also of bronze. There are armory shields and swords for

wall decorations. There are metal tables of bronze and brass. And there is a big collection of metal smokers' sundries of all sorts. A feature is a watering can of fine



Musical Dinner Gong.  
Warwick Bros. & Rutter, Limited.

make for house use and there are also a number of dainty numbers in five-o'clock tea kettles in spun brass and copper.

A novelty that attracted the eye among the various styles of opera glasses, was a little combination case, containing a pair of glasses, a mirror, comb, powder puff, smelling salts and fan.

Another dainty trinket was a filagree carry-all for use in a lady's houndoir. Also of interest to the lady of the house were the fine Austrian purses, of unequalled excellence of finish.

Ebony goods, comprising manicure sets and similar lines; triplicate mirrors; pearl goods, pictures and picture frames; artificial flowers, clocks, candlesticks, vases, ink-stands, pen trays and jewel boxes in great variety and articles of papier mache, were also to be found in the display.

To go on and enumerate other articles in this splendid show would take up more room than is available. A col-



A New Design in Jardinere.  
Warwick Bros. & Rutter, Limited.

lection of nearly 12,000 different items cannot be individually described in short space. Suffice it to say that the customary good taste displayed by Warwick Bros. & Rutter in their selection of samples is everywhere evident and that they have so chosen the goods as to cover a wide range of values.

As usual, the firm invite to Toronto customers from all over Ontario, to inspect the samples. Then they open up displays at Montreal, Halifax, Winnipeg, Calgary and Vancouver for the benefit of dealers in those localities. They do everything possible to make it easy for their customers to secure the goods.

#### HAMMOCKS FOR SUMMER.

While at the present time a snow shovel is a much more useful article than a lawn-mower, the time is only a few weeks off when the lawn-mower will be sending out its whirring music, while the snow shovel sulks and rusts in the deserted coal cellar. When that time arrives the arm chair by the fireside will be deserted in favor of a hammock under the trees. And lots of those hammocks are at present in the warehouses of the Sutcliffe, Edmison Co., Toronto. They are showing a very fine line of these goods, which retail at prices ranging from 75 cents to \$7.50.

Among the cheaper grades the favorite is perhaps the tartan design. This hammock is made of good material in a Scottish tartan design, with flounced edges, pillow and stretchers attached, and has cord and nickel hangers. This is a good seller. Almost equally popular is a hammock of about the same grade, with the same fittings, but with a bright and summer-like design in colored stripes instead of the tartan.

Among the better grades are some elegant hammocks made of smooth damask cloth in various attractive striped designs. They have a detachable pillow, spreaders, flounced edges and cord and nickel hangers. These goods are of a superior quality, and will not damage the dress goods of any person using them.

Then there are the baby hammocks. These are small, cosy little hammocks, just big enough to hold a well-grown baby. They have deep sides, with and without flounced edges. One of the features of these are the mosquito nets, which are attached and which can be pulled down over the whole top of the hammock, thus preventing flies or insects from entering.

#### NOVELTIES IN TOYS.

After examining the collection of mechanical and other toys secured by the Fancy Goods Company of Canada for this year's holiday trade, it would seem as if the ingenuity of man had been exhausted. The marvellous accomplishments of some of these mechanical toys fill the mind with amazement, while the elaborate construction of others is matter for wonder.

Not content with making miniature trains run round and round a miniature track, the inventor has contrived devices for automatically stopping and reversing the engine, coupling and shunting cars and turning switches and signals. The possessor of these marvellous toys can now sit down and with his finger on a lever make the engine and cars go through all manner of evolutions.

A novelty in the collection of magic lanterns is the wonder camera. This lantern can be used for throwing ordinary pictures, photographs and post cards on the screen, just as clearly as usual glass slides. The range of regular lanterns is large and comprehensive, including varieties from 25 cents up to forty dollars.

The range of ingenious working toys is endless. One amusing device is a man fishing from a punt. The punt is made to rock and the man to cast his line most realistically. Another contrivance is the spiral ball. A brightly colored ball rolls slowly up around a spiral incline. When it reached the top it bursts open, disclosing

a clown inside. The dancing sailor, jumps around in lively style and the fun of it is that he can dance equally well on his head or on his feet. Swimming ducks fitted with propellers skim around in the water most realistically. Then there are motor cars that not only roll around, but also make a proper kind of noise and can be stopped or started by a real wheel in front of the motorist.

In the sample room are to be seen life-like models of the great battleship "Dreadnought," imitation whales that spout like the real kind; steam engines of all sizes and toy stoves. The rows and rows of dressed dolls are marvellous creations and accompanying them are wardrobes, baby doll sets, bath sets and dinner sets, with imitation food.

One of the most interesting exhibits is the range of stuff toys, the productions of Margarete Steiff, of Giengen on the Brenz, Wurttemberg, Germany. These toys include Teddy bears, elephants and similar toys. Their strongest quality is their resistance to wear and tear. They simply can't be smashed. A stuffed policeman is a feature of the collection.

In toy sets of dishes the Fancy Goods Company show some very realistic reproductions of fashionable decorations. The pieces are made of enamelware and are unbreakable.

#### ATTRACTIVE 1907 LINES.

The range of Japanese chinaware, being shown this year by the Fancy Goods Co., of Canada, is more attractive than ever. There are many new shapes and designs, while some of the decorations are absolutely unique. Prices will be found extremely reasonable.

The showing of ebony-fitted leather dressing cases is especially fine. There are six different leathers used, including a choice green leather, a silver alligator leather, an absolutely new silver grey leather and an imitation lizard leather. The brushes, and other contents are the celebrated Charles Loonen make. One set presents the nearest approach to genuine ivory yet seen and the makers guarantee shape and color and the absence of all the objectionable features of real ivory.

A choice lot of dainty ladies' bags attracts the eye. They are of silk and moire, are trimmed with lace and spangles and are decorated by hand. The colors are sufficiently numerous to match any dress.

In addition there are many metal, glass and other articles for ornament or use, gathered together from the marts of Europe. From Offenbach come nickel-plated ware and combination glass and metal articles, from Berlin imitation bronzes and from Vienna hand-wrought goods.

#### FALSE FACES.

Great improvements have been made in these articles of late. Those being shown by the Sutcliffe-Edmison Co., Toronto, are a great improvement on the old-fashioned paste masks. They are lithographed in colors on flexible card-board, and can be adapted to any size of head. They do not cover the mouth of the wearer, as they are constructed to fit the upper part of the face only. They rest on the bridge of the nose and are tied at the back of the head with ribbon, and are light in weight. Great things for carnivals, fancy dress balls, etc. Some of the designs are: Yankee policeman, nigger, lady, hobo, yellow kid, Jap lady, motorist, lady motorist, devil, Indian chief, etc.

The Sutcliffe-Edmison Co. are showing a large assortment of these goods. One of the newest is the firm's own registered design. It is shield-shaped, collapsible, and has for design the Union Jack, beaver and maple leaf, and a silk tassel hangs from the bottom of the lantern. It is of A1 quality and quite out of the ordinary both in design and finish.

**NEW VICTOR CATALOGUE.**

In a short time now the new Victor catalogue of sporting goods will be issued by the Fancy Goods Company of Canada. It will have an attractive cover with a maple leaf design, which will be in keeping with the distinctively Canadian character of the goods. All the regular lines and some new ones will be described.

In the department of hammocks it might be noted that the Fancy Goods Company hold sole rights to the use of most of the patterns shown. As these patterns contain the choicest combinations, it follows that their lines are exclusive.

**PERSONAL MENTION.**

Mr. George H. Doran of the Fleming H. Revell Co., Chicago, was noticed in Toronto last week.

Mr. T. S. Pattillo, of Pattillo & Co., Limited, Truro, N.S., was noticed in Toronto during the latter part of February.

Mr. J. Morgan, representing the Religious Tract Society, London, is calling on the Canadian trade. He will travel through to the coast.

Mr. R. H. Paget, representing Cassell & Co., Limited, New York, visited Montreal and Toronto last month in the interests of his house.

Mr. Arthur Reed and Mr. W. G. Nord of the Copp, Clark Co., Toronto, spent last week in New York picking up novelties for the Canadian trade.

Mr. A. H. Alexander of Stratford, came down to Toronto on February 25 to hear the Mendelssohn Choir sing and was delighted with their concert that evening.

Mr. Chas. W. Rainbow, Toronto, Canadian manager for the Cushman & Denison Mfg. Co., New York, leaves shortly for Winnipeg to introduce his lines to the trade there.

Mr. Harry Bell, president of the Consolidated Stationery Co., Winnipeg, accompanied by Mrs. Bell, has been east on a business trip recently, visiting Toronto, New York and other points.

Mr. Aubrey O. Hurst, Toronto, started out on his big annual western trip last week. He will go as far as British Columbia and California. Mr. Hurst is jubilant over his big sales of Goodall's playing cards this Spring.

Messrs. Musson and Bell, of the Musson Book Co., have been displaying their 1907 lines in Montreal lately. From all reports they have had exceptionally good business, orders exceeding those for last year very considerably.

Mr. Thomas E. Menzies, of Menzies & So., Toronto, has lately returned from a trip to Winnipeg, where he reports big business in the various Savory lines and also in "Clucine." Mr. Menzies was well pleased with the way "Clucine" stood the cold weather.

Among the passengers on board the ill-fated Grand Trunk train, which rolled over the embankment near Guelph, last month was Mr. H. M. Patterson, the Stratford bookseller, who was returning home from a business trip to Toronto. Mr. Patterson suffered injuries to his head.

# Jobbers!!!

**"Here's a Lemon"**

Post Card Novelty



COPYRIGHTED '06

A miniature lemon, attached to illustrated colored card.  
Only one of the many famous

**"Eddy" Post Card Novelties**  
**Retail 5c. Each**

Exclusive sale proposition to Jobbers.  
We help you to put.

**Money in Your Pocket**

Let us send you our proposition

**POSTAL NOVELTY CO.**  
**MILWAUKEE, WIS.**

**Timely Items for Spring Trade. Best Assortments, Best Prices Quoted to the Trade.**

- Balls and Sporting Goods.**
- Fire Works, Domestic and Foreign.**
- Tissue Paper Napkins.**
- Easter Bells and Novelties.**
- Allies and Marbles.**
- Skipping Ropes and Tops.**

Send for quotations, mail orders given prompt attention.

**The SUTCLIFFE-EDMISON CO., Limited**  
WHOLESALE FANCY GOODS AND DRUGGIST SUNDRIES  
SUCCESSORS TO  
**THE KELK-SUTCLIFFE CO.**  
**76 YORK ST. (below King) TORONTO**



## HERE AND THERE AMONG THE JOBBERS

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

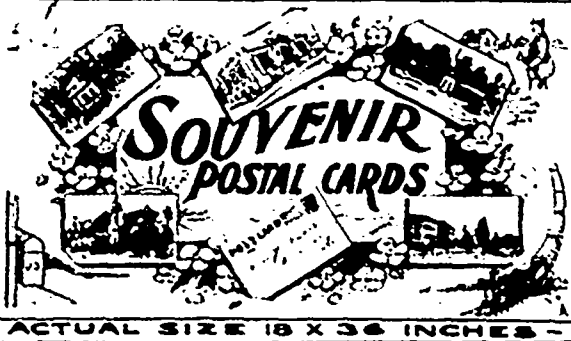
With orders for five gross Topaz pencils, Warwick Bros. & Rutter, Toronto, give a display case in either dark or light oak or cherry as suits the wishes of the customer. They also supply a display stand with orders for 1,000 'Ocean to Ocean' picture post cards, ordered at one time.

Young Bros., 33 Church St., Toronto, have prepared for this year a large and artistic line of art calendars of their own manufacture, about which they will acquaint the trade next month.

F. A. Horle & Co., of Cardinal House, St. John's Lane, London, E.C., have forwarded a parcel of samples of their leading lines. Looking through these samples the first is a fine assortment of buff and tinted envelopes, which are quoted at a low price. Then comes a specimen of their matt surface ivory boards to which is also attached a specimen of silk tassels for which the above firm are well noted. Going further through the samples we come to a very fine specimen of Japanese programmes which make a very attractive circular, price list, or concert programme. There are also samples of a very fine line of cream laid paper under the name of "Paheo," ivory pulp boards, tinted surface cards, &c. All of these samples are tastefully printed, in one or two colored inks, which show how well the goods look when printed upon. Any printer, etc., who has not yet received a parcel of these samples, should write at once for same. F. A. Horle & Co. will be happy to send a parcel to any of Bookseller and Stationer's readers free of charge, upon receipt of a trade card.

The Copp, Clark Co., Ltd., are showing another muslin sign similar to the one noticed in this column last month. It is designed to advertise the souvenir post card, and is very effective for that purpose, as the cut

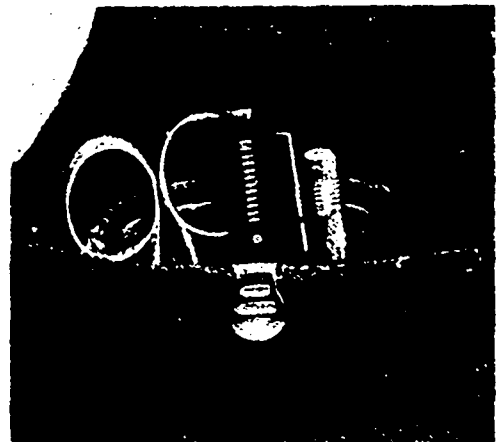
MUSLIN POSTAL CARD SIGN IN COLORS



reproduced on this page shows. It is in colors and is 18 by 36 inches in size, and its price is 50 cents.

One of the neatest and most useful little contrivances in the novelty line is the Nichol's pencil pocket, made by

Nichols & Willis, Worcester, Mass., and that it has come to stay is very evident as the demand is fast increasing. People who once use it, like many other things, wonder how they ever managed to get along without it. The material used in this pencil holder is of superior quality,



consequently it will wear a long time. The inside spring is the secret of its great success in holding pencils and fountain pens so firmly that they cannot shake out. The retail price is 25c.

The Copp, Clark Co. are offering a snap in wire desk baskets for the month of March at \$2 per dozen. Pin trays for office use are quoted at \$1.50 per dozen. In this department also are offered wire waste baskets, both ordinary and safety, at \$3.60 per dozen, and letter clips from 20 cents to 75 cents per dozen.

Menzies & Co., 19 Wellington Street East, Toronto, are pushing the sale of "Chucine" just now. This adhesive, manufactured by Lyons Ink, Limited, Manchester, England, possesses many excellent qualities, among which are its purity and its freedom from odor. It will not go bad even when exposed for years and it contains no sediment. Orders should be entered early as Spring stock does not arrive until April 1st.

The name "Styk-un-Phast" has been cornered by the Hall Paper and Specialty Company, Inc., 105 Chambers Street, New York, and applied to their disinfecting paper, gummed cloth, gummed paper and wrapping paper. The disinfecting paper is specially prepared for sealing up boxes and bags and preserving them from the inroads of moths, dust and vermin. This paper is also useful for sealing up rooms which are to be fumigated. The mending cloth may be put to a great number of uses. The standard width is seven-eighths of an inch, in which size it is done up in

rolls of ten yards in ten colors, selling at ten cents. Wider rolls can also be procured. Dealers interested, kindly mention Bookseller and Stationer in writing for samples.

• • •

W. J. Gage & Co., Toronto, have just put into stock a new and decidedly good value series of invoice books. In these days of advancing costs in all lines of manufacture it is rather a rare thing to be able to quote lower prices on anything, but Gage & Co. are doing it with their new invoice books.

• • •

The Arch assortment of pencils is now being shown by the Copp, Clark Co. This contrivance is attractive in appearance. It contains one dozen Mongal pencils, now selling at 10 cents retail and two dozen regular five cent lines. The box and three dozen pencils are supplied for \$1.20.

• • •

Some of the daintiest things ever seen in Canada in papeterie boxes have just been turned out from the factory of W. J. Gage & Co., Toronto. Their advertisement on another page gives fuller particulars. The "Made in Canada" papeteries of W. J. Gage & Co. are certainly a credit to both themselves and the country.

• • •

The Copp, Clark Co. have had specially made for them a line of calendars in embossed floral designs, which they call the "Superba" series. There are 20 designs, very pretty and attractive.

#### TRADE ACTIVITIES.

A new stationery store is to be opened in the course of a week or two at Parry Sound by W. B. W. Armstrong. This should be a good location for a new store, as there seems to be a future before the town. Three railways will soon be running there.

According to all accounts, George Mason, the Wingham bookseller, has now got one of the finest stores in Canada. He recently enlarged his premises by taking in the entire flat extending above his store and the adjacent bank. A stairway leads up from the main floor and at the top a doorway opens in a fine large china room. Across from this is a handsomely furnished ladies'

reception room and a well-equipped art room. To the rear there is a stock room and Mr. Mason's private office. Bookseller and Stationer hopes at some early date to be permitted to publish pictures of this fine store.

A. E. Pearson, of Calgary, Alta., who has been for the past two years in charge of Linton's bookstore in that city, has opened up business for himself and proposes carrying a complete stock of books, stationery and wall papers, with a staff of expert paper hangers in connection. Mr. Pearson has had experience in some of the best stores in Canada. His specialty is wall paper. At present he is in temporary premises but expects to move into a down-town store which will be available about April 1st.

Kidd & Co., booksellers and stationers, of Goderich, have sold their business to H. W. Thompson.

R. A. J. Little, the Oshawa bookseller and stationer, whose up-to-date store was once described in Bookseller and Stationer, is vacating his old premises this spring and is moving to the large store at present owned by Mr. Roseberry on King street east. The store is being artistically fitted up to suit his requirements.

The Kalamazoo Loose Leaf Binder Co., of Kalamazoo, Mich., are about to enter the Canadian manufacturing field. Arrangements have been made by them with the Rolla L. Crain Co., of Ottawa, to manufacture their goods and place them on the Canadian market.

#### WELL DONE!

Editor Bookseller and Stationer: I read your suggestion in the last issue of Bookseller and Stationer to address our representative in the House, asking him to oppose the measure to establish a post express service. I went your suggestion one better and got it up in the form of a petition and secured the signatures of as many others as possible. I then brought the matter up before our Board of Trade and got them to follow up the petition with a request from the Board that the petition be supported. I don't know if there is time now for any further suggestions to be of any use, but in case there may be, I give you this for whatever it may be worth.

Yours truly,

W. G. THOMPSON.

Nelson, B.C., Feb. 15, 1907.

## LOW GRADE

Goods are frequently sold when the customer would gladly have purchased better grades, had the advantages of them been properly explained. The loss of such neglect is two-fold. Not only do you make less profit on the sale in question, but such a person is very apt to become dissatisfied with the inferior goods and to decide that when she wishes good papers to go elsewhere. It will pay you to think over this.

Cameron Plaid is a new paper that has appealed to the careful buyer. It will be a wonderful seller. It is high grade and attractive.

GEO. B. HURD & CO.

Fine Paper Manufacturers

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





**PELOUZE POSTAL SCALES**

Invaluable to the Office, Store and Home

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

NATIONAL, 4 lbs. - \$3.75    STAR, 1 lb. - \$2.00  
 UNION, 2 1/2 lbs. - 3.00    CRESCENT, 1 lb. - 1.50  
 COLUMBIAN, 2 lbs. - 2.50

Buy through your Jobber.

PELOUZE SCALE & MFG. CO. - - Chicago.

**JOHN HEATH'S PENS**

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

LONDON AGENCY  
 2 St. Bride St., LONDON, E.C., ENGLAND

**Sure to Sell**

The **WAVERLEY** Fountain Pen

IN 3 POINTS—  
 Standard,  
 Fine and  
 Broad

STYLE A. PRICE, \$2.50

The only Fountain Pen with a Waverley Nib—14kt. gold iridium pointed.

**PATENTED FEED-BAR.**  
 Absolute regularity and cleanliness in use guaranteed. Send now for illustrated price list and terms.

Macalven & Cameron, Ltd., Waverley Works, Edinburgh

The most popular pens are

**ESTERBROOK'S**

MADE IN ALL STYLES

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

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

We are manufacturing a full line of Carbon Paper which can be supplied in plain boxes for your own labels, in light, medium or heavy weights, NON-SMUT, LONG-LASTING and CLEAN.

It is generally conceded, however, that our

**PEERLESS** BRAND

Is the Best Carbon Paper on the Market and if any one finds it is not what we claim for it, we will refund the price paid.

Our ribbons for all machines, record and copying, are also **QUARANTEED** to give satisfaction.

Write for Samples and Quotations

**The Carbon Paper and Ribbon Mfg. Co. LIMITED**  
 Office and Factory—34 Adelaide Street West.  
**TORONTO, CANADA**

**"ROB ROY"** PENS

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

This series of Pens is made of the same material, by the same tools, by the same process and at the same Works as the series of 'Waverley' Pens which Hinks, Wells & Co. have for 20 years and upwards (prior to Sept., 1901) manufactured for and supplied to the Proprietors thereof.

**HINKS, WELLS & Co., Birmingham, Eng.**

**SPENCERIAN STEEL PENS.**

The Standard Brand in United States for over **FIFTY** years

**Works, BIRMINGHAM, ENGLAND**

Imported by all the leading Stationers in **TORONTO and MONTREAL**


STATIONERY DEPARTMENT

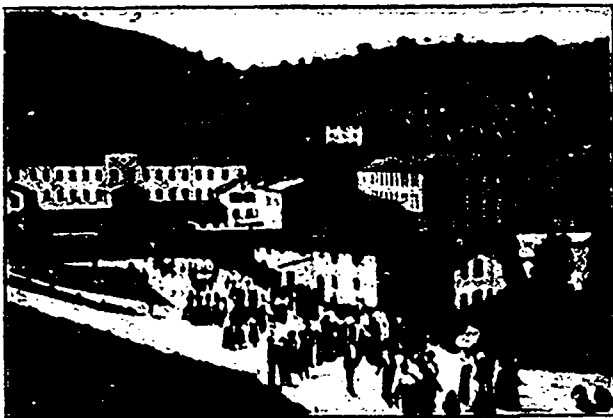

**AN ITALIAN PAPER MILL.**

**T**HE firm of Pietro Miliani, Fabriano, Italy, are the present proprietors of a paper-making business nearly seven hundred years old. The exact date of the commencement of paper making in Fabriano is lost in obscurity, but records exist which show the business to have been vigorously conducted as early as 1250.

The product of the Fabriano mills is hand made paper of the highest grade. Banknote papers, drawing papers, papers for printing fine engravings, and other papers for art purposes are made with the greatest of care by the hand of man. No machine made paper is turned out of these mills at all.

A sample of their writing paper and an envelope has been received, which for rugged toughness, strength and yet withal a look of artistic refinement would be hard to beat.

Like many old-world institutions, the mills have been in the possession of one family for centuries, having been handed down from father to son and father to son. But the joint stock fever has evidently made a lodging in the blood of the chief of the present firm, who has recently had his business incorporated with a capital of 5,000,000



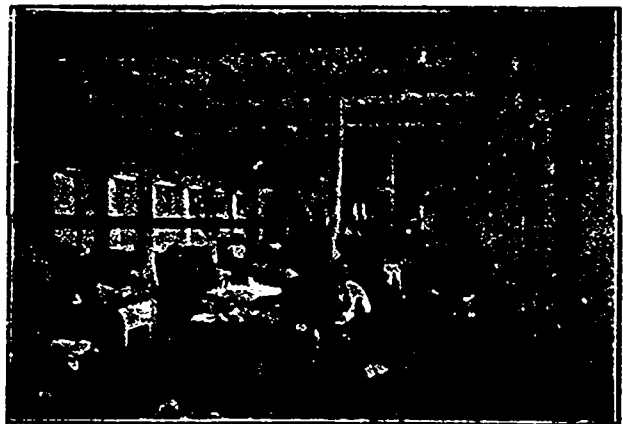
lire, or about \$1,000,000. This was done so that certain improvements might be made with the aid of new capital. At present there are six branches of the Fabriano mills, located in six different parts of the town of Fabriano, and the object of incorporation is to bring all these branches together in one big, central factory.

Warwick Bros. & Rutter, Toronto, have secured a stock

of hand made deckle-edge paper and envelopes from the Fabriano mills, which they are prepared to dispose of to the trade in Canada.

**A NEW INK COMPANY.**

A company has been incorporated under the name of the Kearns Ink and Wax Co., Ltd., with Mr. J. J. Kearns as president and Mr. D. H. Quinn as secretary treasurer. The office of the company is at 10-12 Alice Street, Toronto. The line of goods manufactured by the company are high-grade inks, mucilage, pasto and sealing wax. In their inks they manufacture a wide range of colors, embracing blue black writing ink, blue black



copying ink, jet black, sky blue, carmine, purple, and emerald green. In addition to these they manufacture an excellent fountain pen ink, put up in bottles with a filler. Their mucilage and pasto are great "stickers" for business purposes.

Mr. Kearns has been in the ink business for many years, during some of which he has called upon the trade and he has learned to know just what the public want in the line of inks. He is therefore working with a clear purpose in view, and knows just the kind of goods to turn out. Moreover he knows how to turn the goods out, having had a lot of practical experience in that line; and he personally superintends the manufacture of the company's goods.

VENUS PENCILS

**THE BEST THE WORLD PRODUCES  
17 DEGREES—SOFTEST TO HARDEST**

SAMPLES AND PARTICULARS ON REQUEST.

LONDON, ENG. **AMERICAN LEAD PENCIL COMPANY, NEW YORK**

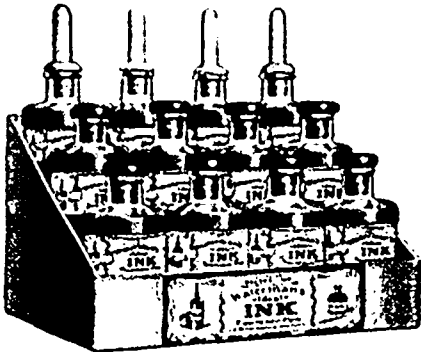
**VENUS PENCILS**

CAN NOW BE OBTAINED  
FITTED WITH HEAVY GILT  
PROTECTORS AND RUBBERS



# When You Order Ink

why not get something that will be suitable to all your customers under all circumstances, whether for steel pen use or for fountain pen use?



## Waterman's Ideal Fountain Pen Ink



This must fill all requirements of this kind. It has to be right if only for the reason that it is expected to give satisfaction in our own pens. Furthermore, it is something on which the same amount of profit for the dealer, because the price is naturally a little higher.

## Prices are Never Cut

as they are on almost all other inks, by the large dealers in the larger cities.

There is a greater margin of profit on every bottle sold. It costs the user a little more, which he expects, but it makes more money for the dealer and gives better satisfaction to everyone concerned.

Made in All Sizes

## Made in All Sizes

Cuts show style of bottles and labels.



Waterman's Ideal Fountain Pen Ink is made in all sizes from 2 ounces to a quart. Some of these styles are Desk Fillers or Travellers' Fillers with a rubber bulb and glass dropper attachment.

Write for information and we will submit suggested assortments. You can decide whether or not you care to handle the line.

**L. E. Waterman Company of Canada, Limited**

**136 St. James Street, MONTREAL**

Wall Paper

**QUOTE COST OF WALL PAPER BY THE ROOM.**

As a dealer in wall paper you would rather handle a high grade line of goods than you would a poor one, wouldn't you? You have your reasons, too! In the first place your profit is higher; and that is the main thing. But, better still, your customer is bound to be more satisfied with his purchase; and his satisfaction will certainly make him consider your store a first-class institution. He will come again, and for other things besides wall paper.

You have doubtless had many a customer asking for a choice line of wall paper, and you have shown him the best goods in your stock; and he has balked, and taken a lower grade of goods because the price was more per roll. The difference in price between the high and low grade paper wasn't much, perhaps, but the customer pointed out that he needed much more than one roll, and in his mind it figured out too much.

A case like that needs salesmanship. You have to bring out your arguments. Now, perhaps, you haven't given much attention to quoting the cost of wall paper by the room instead of by the roll. You should try it. Many a customer, who knows a good paper when he sees it, could be induced to spend a little more on his wall decorations if he were shown how well the cost compared with other things.

Get a wall paper chart. By its aid it is a very simple matter to accurately ascertain the quantity of paper required to cover any room. Quote the customer a price for enough paper to fill his requirements. Show him that it costs no more to hang good paper than it does poor. Go further, and tell him it costs less, because he doesn't have to hang paper so often.

Compare the cost of a rug or curtain or any other ornamental article of furniture with the cost of a good grade of paper, and show him that he gets as good—perhaps better—a return for money spent on first-class wall paper as he does for any other expense of his house-keeping. Show him that it is practical economy to get the best papers because of their superior wearing qualities; to say nothing of the amount of pleasure he can get out of a really artistic design. Point out that wall paper is a decoration; and, if he wants to decorate his rooms really well, if he wants to be surrounded by tasty decorations, pictures, furniture, he must start on a proper basis—good wall paper.

Try this method, Mr. Dealer: Quote your customer to whom the better classes of wall paper appeal, but who thinks he cannot afford them, the cost of the room instead of by the roll, and increase the business of your wall paper department in better grade goods, and establish the local reputation of keeping the best variety of up-to-date, attractive, decorative and reliable wall papers. Such a reputation has a distinct money value.

The Thomas Co., of Bracebridge, have a unique way of displaying their stock of glassware and china, which not only saves space but also shows the goods to better effect. Instead of having straight shelving, they have arranged alcoves all along the side of the store like inverted U's. Shelving is built around these alcoves and the different classes of articles are arranged in different alcoves.



**MAKE it a point NOW**

to carefully review your stock.

**NOTE ANY WEAK SPOTS**

and take measures to strengthen them.

Refined, Attractive Parlor Styles  
are often overlooked when buying

**WALL PAPERS**

Write us for samples to fill any short lines. We have on hand all the big sellers for 1907, in every grade.

Be in a position to satisfy every customer. Let us help you with samples.

Try us for BURLAPS (Dyed, Sized, Oil Coated), SANITAS.

Prompt service at all times, especially during the Spring Season.

**STAUNTONS LIMITED**  
Makers of Superior Wall Papers  
**TRONOTO**

**YOU ARE INTERESTED IN SOMETHING.**

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

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

|                      |         |
|----------------------|---------|
| Terms—100 Clippings, | \$ 5 00 |
| 250 "                | 12 00   |
| 500 "                | 22 00   |
| 1,000 "              | 40 00   |

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

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

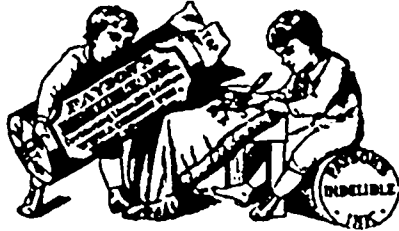
**THE CANADIAN PRESS CLIPPING BUREAU,**  
232 McGill Street, MONTREAL      10 Front St. East, TORONTO.

**NOTICE OF  
DISCONTINUATION OF BUSINESS**

We beg to notify our customers and friends that after April 1st prox. we intend to discontinue the business at present carried on under the name of

**THE CANADIAN INK CO.**  
37 Wellington St., 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.**

**Matte's Interest Tables.**

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

**Matte'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 ¼ 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 ¼ per cent. to 10 per cent., inclusive, and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from ¼ per cent. to 10 per cent., inclusive, on the basis of 365 days to the year in ¼ 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 9¼) 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 sixths and sixteenths, 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, \$4.00

**Buchan's Par of Exchange (Canadian).**

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

**The Importers' Guide.**

A hand-book of advances of sterling coins in decimal currency from one penny to 1,000 pounds, with a PIANNO TABLE from 20 to 100 shillings per piece of 48 yards; by H. CAMPBELL and J. W. LITTLE. Cloth, 75c; leather, \$1.00

**The Canadian Customs Tariff.**

Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, Franco, German Bismark, at Canadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc., etc. Cap 8 ro. cloth. Price, 50c.

**MORTON, PHILLIPS & CO.,**

PUBLISHERS.

755 and 1757 Notre Dame St., MONTREAL

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

**HOTEL DIRECTORY**

**WINDSOR HOTEL**

HAMILTON, BERMUDA

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

**TOWER HOTEL**

GEORGETOWN DEMERARA

BRITISH GUIANA.

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  
GEORGETOWN, DEMERARA.

Cool and airy Bedrooms. Excellent Cuisine. Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage Solicited. Managersess, E. COTTAM.

**VICTORIA LODGE**

HAMILTON, BERMUDA

Mrs. J. F. SMITH Proprietress.

Opposite Victoria Park and Cedar Ave. Private Board \$12 to \$14 per week. Open Nov. 1 Closes in May.

**WINTER RESORT  
QUEEN'S PARK HOTEL**

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

JOHN McEWEN, Manager. For Rates, etc apply Trinidad Shipping and Trading Co., 29 Broadway, New York.

**THE GRAND UNION**

The most popular hotel in:

OTTAWA, Ont. JAMES K. PATELBY, Prop.

**DOMINION HOUSE**

W. H. DURHAM, Proprietor

RENFREW, - - - ONTARIO

The most popular Hotel in the Ottawa Valley.

**HALIFAX HOTEL**

HALIFAX, N.S.

**HOTEL IMPERIAL**

Steam Heated and Gas "at"

(EX) W. WEHSTER, Prop. Swift Current, Sask.

**ACCOUNTANTS AND AUDITORS**

**JENKINS & HARDY**

Auditors, Chartered Accountants, Estate and Fire Insurance Agents, 154 Toronto St., Toronto. 435 Temple Building, Montreal.

**DAVENPORT, PICKUP & CO.**

Chartered Accountants and Auditors.

677 McIntyre Block - WINDSOR, MAN

**The Topaz Pencil**

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

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

— AND —

**Indelible Copying.**

Write for Samples to

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

**LEGAL CARDS**

**ATWATER, DUOLOS & CHAUVIN**

Advocates, Montreal

Albert W. Atwater, K.C., Consulting Counsel for City of Montreal. Chas. A. Duoos. Henry N. Chauvin.

**The Summer Number**

of

**Bookseller and Stationer**

will be issued on

**Wednesday, May 8th, 1907**

This Number affords the best opportunity for dealers in all sorts of summer goods to address the Canadian Trade.

Orders for space should be booked early.

**BOY WANTED**

TO START IN BUSINESS FOR HIMSELF.

We will establish YOU in a good-paying business of your own.

Profits right from the start, and Prices.

No money required to begin.

We will mail to you FREE 5 copies of our publication.

These can be sold and will provide the capital for the next week's supply.

The work is easy.

You be sure to write at once and we will send you 5 copies for next week and everything necessary.

**The MacLean Pub. Company**

10 Front Street East, TORONTO, CANADA

**NEW CANADIAN COPYRIGHTS**

Registered at Ottawa during February, 1907.

A Bird's Eye View of Fort William. Picture. William. Picture. William Rowe Lewis, Winnipeg.

The Study of Nature and the Vision of God: with Other Essays in Philosophy. By George John Blewett. Book. George John Blewett, Toronto.

Lesson on the Book of Revelation. By Wm. R. Newell. Published in Notes on Bible Study, Toronto. Temporary copyright. Lionel S. Haynes, Toronto.

Baby. Song. Words and music by Harold A. Clack. Harold A. Clack, Strathclair, Manitoba.

The Tale the Church Bells Told. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Company, New York.

An Original Scene in Alberta. Post card. L. J. Carskadon, Calgary.

The Unseen. By James E. Gray, M.D. Book. James E. Gray, M.D., London.

Views of Wingham and Gorrie. Volume 1. Book of photographic views. John C. Knox, Wingham, Ontario.

The Princess Canada. Song. By Mrs. Lucy Edey. Anson A. Gard, Ottawa.

Canadian Railway Cases. Volume IV. By Angus Macmurehy and Shirley Denison. Book. R. R. Cromarty, Toronto.

The Scope and Interpretation of the Civil Code of Lower Canada. Par Frederick Parker Walton, B.A., LL.B., LL.D. Book. Wilfrid John Wilson et Theophile Lafleur, Montreal.

La Revue de Jurisprudence. Vol. XII. Par Charles Chamilly de Lorimier. Livre. Wilfrid John Wilson et Theophile Lafleur, Montreal.

The Lemon. Print. McLeod and Allen, Toronto.

Madam Butterfly. Mazurka. Three-Step. By Wm. W. Nelson. R. K. Armstrong, St. Paul, Minn.

Evening on Burrard Inlet. Photograph. Robert M. Love, Vancouver.

Eventide. For piano. Ronald H. Rimes, Regina.

The Ontario Weekly Reporter and Index-Digest. Volume VIII. June-December, 1906. Editor—E. B. Brown. Book. The Carswell Co., Limited, Toronto.

The Release of Allan Danvers. By Ernest James Wil-

son. Book. Ernest James Wilson, (James Devine, M.D.) Winnipeg.

L'Abbaye de Notre-Dame du Lac des Deux-Montagnes et L'Ordre de Citeaux au Canada et dans les Etats-Unis. Livre. Les Cisterciens de Notre-Dame-du-Lac, Que.

The Teddy Girl. Song. Words by Wm. Jerome. Music by Jean Schwartz. Jerome & Schwartz, New York.

The Yankee Boy in Blue. March song. Words by Edward Madden. Music by Dorothy Jardon. Jerome H. Remick & Company, New York.

You're in Love. Song. Words by Vincent Bryan. Music by Leo Edwards. You Were Made for Me. Song. Words and Music by Wm. Gould. Jerome H. Remick & Company, New York.

The English and French Conversationalist's Companion and Guide. By Alexander Wright. Book. Alexander Wright, Montreal.

Quebec, Montreal and Eastern Townships. Carte géographique. A. de Grandpre, Montreal.

**Interim Copyrights.**

Chart of the Rideau Lakes Routes. Elmer H. Lake, Kingston.

Vespers Waltz. Music. Marion Henley, South Qu'Appelle Saskatchewan.

Music Notation Tutor. Pamphlet. Louisa E. Morris, Toronto.

Historical Blocks Blocks. Jacob William Dill, Toronto.

Francombe's Express Advertiser. Book. Philomene Francoube, Regina.

Bradley's Map of the City of Wetaskiwin, Alberta. Bradley's Guide of the City of Wetaskiwin, Alberta. James Bradley, Wetaskiwin, Alberta.

The Roman Catholic Review of Canada. Book. Robert Edward Campbell, Toronto.

Transportation. Journal. Robert Edward Campbell, Toronto.

Heath School of Traction Engineering by Correspondence. Book. Edward H. Heath, Winnipeg.

**BEST SELLING BOOKS OF THE PAST MONTH.**

As Reported by Leading Canadian Retail Dealers.

**Belleville.**

1. The Doctor, by Ralph Connor. Westminster.
2. Cattle Baron's Daughter, by H. Blindloss. McLeod.
3. Lone Furrow, by W. A. Fraser. Froude.
4. By the Light of the Soul, M. E. Freeman. Harper.
5. Jane Cable, by G. B. McCutcheon. Briggs.
6. Treasure of Heaven, by Marie Corelli. Briggs.

**Calgary.**

1. Camerons of Bruce, by R. L. Richardson. Briggs.
2. The Doctor, by Ralph Connor. Westminster.
3. Whispering Smith, by F. H. Spearman. McLeod.
4. Chip of the Flying U, by B. M. Bower. Dillingham.
5. Chipping Borough, by S. J. Weyman. Macmillan.
6. Far Horizon, by Lucas Malet. Montreal News Co.

**Charlottetown.**

1. The Doctor, by Ralph Connor. Westminster.
2. Fighting Chance, by R. W. Chambers. McLeod.

3. The Undertow, by R. E. Knowles. Revell.
4. Dream and the Business, by Mrs. Craigie. Capp.
5. White Plumes of Navarre, by S. R. Crockett. Briggs.
6. Sir Nigel, by Conan Doyle. Briggs.

**Halifax.**

1. The Doctor, by Ralph Connor. Westminster.
2. Cattle Baron's Daughter, by H. Blindloss. McLeod.
3. White Plumes of Navarre, by S. R. Crockett. Briggs.
4. Treasure of Heaven, by Marie Corelli. Briggs.
5. Far Horizon, by Lucas Malet. Montreal News Co.
6. White Fang, by Jack London. Masmillan.

**Hamilton.**

1. Post of Missing Men, by Meredith Nicholson. McLeod.
2. The Doctor, by Ralph Connor. Westminster.
3. Whispering Smith, by F. H. Spearman. McLeod.
4. The Saint, by A. Fogazzaro. Copp.
5. Half a Rogue, by Harold McGrath. McLeod.
6. The Lone Furrow, by W. A. Fraser. Froude.



—The 1907—

# Distinctive Import Holiday Line

From the World's Markets

## FANCY GOODS

This 1907 line is distinctive. Contains the largest assortment of really saleable lines ever shown in Canada. More "popular-priced" goods than ever seen in one collection. Hundreds of fine, carefully chosen presentation articles, at prices that will yield you a handsome profit. In all these respects a distinctive import range.

### CHINA

A line for Import Distinctive—in all respects a most complete range of fine Japanese goods—with more choice decorative effects than ever before shown. Goods that will bring you a maximum profit, a fine assortment of the cheaper goods below the present market. These, with the carefully selected lines of European productions in China, make a strong and distinctive line.

### DOLLS

This display of 1907 lines will give your store a "name" which will mean big business this year and better reputation, more profit and yet bigger things for future. Our dressed doll display has been pronounced by experts to be the "best ever." The other lines are quite up to the high standard. The distinctive features—easily noticeable—beauty in execution, perfection of finish, assortment, and the most "Doll" for your money.

### TOYS

Our 1907 Toys are distinctive. More new things than ever before shown in any season. All good, serviceable, pleasure-giving articles. An unapproachable line of New Mechanical Toys, fine Bears, Animals, Skin and Plush Horses, Lanterns, Engines, Trains, whether it is a tin trumpet or a stereopticon, newness, assortment, value and salability are evident.

## COME TO TORONTO

and see this "Distinctive Import Holiday Line." It has never been equalled in Canada. If you can, drop us a line before you come, but anyway, COME.

**The Fancy Goods Company of Canada**  
**156 Front St. West, - TORONTO, CAN. LIMITED**

CLASSIFIED LIST OF ADVERTISEMENTS.

**Books and Magazines.**

American Code Co., New York.  
 Baker's Book Shop, Birmingham, Eng.  
 Bell, George, & Sons, London, England.  
 Blake's Catholic Publishing House, Toronto  
 Briggs, William, Toronto.  
 Clark Bros., Winnipeg, Man.  
 Copp, Clark Co., Toronto.  
 Crowell, T. Y., & Co., New York.  
 Forest, D. & W., Montreal.  
 Frowde, Henry, Toronto.  
 Heinemann, Wm., London, Eng.  
 McClurg, A. C., & Co., Chicago.  
 McLeod & Allen, Toronto.  
 Morton, Phillips & Co., Montreal.  
 "Publisher's Circular," London, Eng.  
 Smith Publishing & Supply Co., Toronto.

**Blank Books.**

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

**Calendars—Cards.**

Copp, Clark Co., Toronto.  
 Menzies & Co., Toronto.  
 Raphael Tuck & Son Co., New York.

**Carbon Paper.**

Carbon Paper and Ribbon Co., Toronto.

**Crepe Paper, Etc.**

Dennison Mfg. Co., New York.

**Electric Signs.**

Martel-Stewart Co., Montreal.

**Fancy Goods.**

Brown Bros., Toronto.  
 Clark Bros., Winnipeg, Man.  
 Copp, Clark Co., Toronto.  
 Fancy Goods Co. of Canada, Toronto.  
 Sutcliffe-Edmison Co., Limited, Toronto.  
 Warwick Bros. & Rutter, Toronto.  
 Young Bros., Toronto.

**Financial Institutions and Insurance.**

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

**Fireworks.**

Sutcliffe-Edmison Co., Ltd., Toronto.

**Flags.**

Sutcliffe-Edmison Co., Ltd., Toronto.

**Fountain Pens.**

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

**Glass, Paste and Mucilage.**

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

**Gramophones.**

Berliner Gramophone Co., Montreal.

**Help Wanted.**

Warwick Bros. & Rutter, Toronto.

**Inks—Writing.**

Brown Bros., Limited, Toronto.  
 Canadian Ink Co., Montreal.  
 Carter's Ink Co., Montreal.  
 Higgins, Chas. M., & Co., Brooklyn.  
 Kearns Ink & Wax Co., Toronto.  
 Payson's.

**Leather Goods**

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

**Loose Leaf Systems.**

Copp, Clark Co., Toronto.

**Papers.**

Eaton-Hurlbut Paper Co., Pittsfield, Mass.,  
 Toronto.  
 Gage, W. J., Co., Toronto.

**Papeteries.**

Brown Bros., Ltd., Toronto.  
 Buntin, Gillies & Co., Limited, Hamilton.  
 Copp, Clark Co., Toronto.  
 Hurd, Geo. B., & Co., New York.  
 Eaton-Hurlbut Paper Co., Toronto-Pitts-  
 field, Mass.

**Pens.**

Brown Bros., Toronto.  
 Esterbrook Pen Co., New York.  
 Gillott, Jos., Birmingham, Eng.  
 Heath, John, London.  
 Hinks, Wells & Co., Birmingham, Eng.  
 Macniven & Cameron, Edinburgh and  
 Birmingham.  
 Spencerran Pen Co., Birmingham, Eng.  
 Waterman, L. E., Co., Montreal.

**Penolls.**

American Lead Pencil Co., New York.  
 Brown Bros., Limited, Toronto.  
 Copp, Clark Co., Toronto.  
 Warwick Bros. & Rutter, Toronto.  
 Waterman, L. E., Co., Montreal.

**Pictures.**

Gordon Art Co., Chicago, Ill.

**Playing Cards, Games, etc.**

Buntin, Gillies & Co., Hamilton.  
 Copp, Clark Co., Toronto.  
 Goodall, Chas., & Sons, London.  
 Hurst, A. O., Toronto.  
 Union Card & Paper Co., Montreal.

**Postal Scales.**

Pelouze Scale & Mfg. Co., Chicago, Ill.

**School Supplies.**

Buntin, Gillies & Co., Hamilton, Ont.  
 Gage, W. J., Co., Toronto.  
 Warwick Bros. & Rutter, Toronto.

**Souvenir and Picture Post Cards.**

Boch & Kirsch, Frankfurt, Germany.  
 Brown Bros., Toronto.  
 Cooper, A. H., Toronto.  
 Copp, Clark Co., Toronto.  
 Crescent Embossing Co., Plainfield, N.Y.  
 European Post Card Co., Montreal.  
 Fine Art Printing Co., Kaufbeuren, Germany  
 Forest, D. & W., Montreal.  
 International Post Card Co., Montreal.  
 Koeber, Paul C., Co., New York.  
 Leather Post Card Co., New York.  
 Leder, Otto, Saxony, Germany.  
 Macfarlane, W. G., Co., Toronto, Buffalo  
 Merkert & Sohn, Dresden, Germany.  
 Menzies & Co., Toronto.  
 Millar & Lang, Glasgow, Scotland.  
 Neumann, W., & Co., Berlin, Germany.  
 Picture Post Card Co., Ottawa, Ont.  
 Postal Novelty Co., Milwaukee, Wis.  
 Smith Publishing & Supply Co., Toronto.  
 Valentine & Sons Co., Montreal, Toronto.  
 Warwick Bros. & Rutter, Toronto.

**Sporting Goods, Etc.**

Fancy Goods Co. of Canada, Toronto.

**Telephones.**

Bell Telephone Co. of Canada, Montreal

**Typewriter Supplies.**

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

**Wall Paper.**

Stauntons Limited, Toronto.

INDEX TO ADVERTISERS.

|                                             | PAGE                   |
|---------------------------------------------|------------------------|
| Accountants and Auditors .....              | 52                     |
| American Code Co. ....                      | 50                     |
| American Lead Pencil Co. ....               | 49                     |
| Baker's Book Shop.....                      | 30                     |
| Bell, George, & Sons .....                  | 29                     |
| Bell Telephone Co. ....                     | 6                      |
| Berliner Gramophone Co .....                | 2                      |
| Boch & Kirsch .....                         | 42                     |
| Briggs, William .....                       | 39                     |
| British-America Assurance Co.....           | 6                      |
| Brown Bros., Limited .....                  | 2                      |
| Buntin, Gillies & Co.....outside back cover |                        |
| Canadian Ink Co. ....                       | 51                     |
| Canadian Press Clipping Bureau.....         | 51                     |
| Carbon Paper & Ribbon Co .....              | 50                     |
| Carter's Ink Co.....                        | 1                      |
| Clark Bros. & Co. ....                      | 7                      |
| Confederation Life Association .....        | 6                      |
| Copp, Clark Co.....                         | 4, 5, 26               |
| Cooper, A. H.....                           | 41                     |
| Crescent Embossing Co.....                  | 37                     |
| Crowell T. Y., & Co.....                    | 28                     |
| Dennison Mfg. Co .....                      | 8                      |
| Eaton-Hurlbut Paper Co .....                | 7                      |
| Esterbrook Pen Co.....                      | 48                     |
| European Post Card Co.....                  | 42                     |
| Fancy Goods Co. of Canada.....              | 55, inside back cover: |
| Flas Art Printing Co .....                  | 48                     |
| Forest, D. & W.....                         | 30, 38                 |
| Frowde, Henry.....                          | 27                     |

|                                            | PAGE                |
|--------------------------------------------|---------------------|
| Gage, W. J., & Co .....                    | 10                  |
| Gillott, Jos..... outside front cover      |                     |
| Goodall, Chas., & Sons, Limited.....       | 1                   |
| Gordon Art Co.....                         | 35                  |
| Hawkes-Jackson Co. ....outside front cover |                     |
| Heath, John .....                          | 48                  |
| Heinemann, William .....                   | 34                  |
| Higgins, Chas. M., & Co.....               | 1                   |
| Hinks, Wells & Co.....                     | 48                  |
| Hotel Directory .....                      | 52                  |
| Hurd, Geo. B., & Co.....                   | 41, 47              |
| Hurst, A. O.....                           | 1                   |
| International Post Card Co.....            | 35                  |
| Kearns Ink & Wax Co .....                  | 7                   |
| Koeber, Paul C., & Co.....                 | 38                  |
| Leather Post Card Co.....                  | 37                  |
| Leder, Otto.....                           | 42                  |
| Legal Cards.....                           | 52                  |
| Macfarlane W. G.....                       | 38                  |
| Macniven & Cameron .....                   | 48                  |
| Merkert & Sohn.....                        | 42                  |
| Martel-Stewart Co .....                    | outside front cover |
| McClurg, A. C.....                         | 25                  |
| McLeod & Allen.....                        | 22                  |
| Menzies & Co.....                          | 3                   |
| Metropolitan Bank.....                     | 6                   |
| Millar & Lang.....                         | 32                  |
| Mittag & Volger.....outside back cover     |                     |

|                                   | PAGE                      |
|-----------------------------------|---------------------------|
| Morton, Phillips & Co .....       | 52                        |
| Neumann, W., & Co.....            | 42                        |
| Nichols & Willis .....            | 38                        |
| Payson's Indelible Ink.....       | 52                        |
| Pelouze Scale & Mfg. Co. ....     | 48                        |
| Picture Post Card Co.....         | 42                        |
| Postal Novelty Co.....            | 41                        |
| "Publisher's Circular" .....      | 6                         |
| Rapid Photo Printing Co.....      | 39                        |
| Rumpp, C. F., & Sons.....         | 7                         |
| Smith Publishing & Supply Co..... | 27                        |
| Spencerran Steel Pens .....       | 48                        |
| Stauntons Limited .....           | 51                        |
| Sutcliffe-Edmison Co.....         | 44                        |
| Tuck, Raphael, & Son Co .....     | 45                        |
| Union Card and Paper Co.....      | 2                         |
| Valentine & Sons Co. ....         | 41                        |
| Warwick Bros. & Rutter.....       | inside front cover, 9, 40 |
| Waterman, L. E., Co.....          | 50                        |
| Western Assurance Co .....        | 6                         |
| Young Bros. ....                  | 3                         |

—The 1907—  
**Distinctive Import Holiday Line**  
From the World's Markets

---

**FANCY GOODS**

This 1907 line is distinctive. Contains the largest assortment of really saleable lines ever shown in Canada. More "popular priced" goods than ever seen in one collection. Hundreds of fine, carefully chosen presentation articles, at prices that will yield you a handsome profit. In all these respects a distinctive import range.

**CHINA**

A line for Import Distinctive—in all respects a most complete range of fine Japanese goods—with more choice decorative effects than ever before shown. Goods that will bring you a maximum profit, a fine assortment of the cheaper goods below the present market. These, with the carefully selected lines of European productions in China, make a strong and distinctive line.

**DOLLS**

This display of 1907 lines will give your store a "name" which will mean big business this year and better reputation, more profit and yet bigger things for future. Our dressed doll display has been pronounced by experts to be the "best ever." The other lines are quite up to the high standard. The distinctive features—easily noticeable—beauty in execution, perfection of finish, assortment, and the most "Doll" for your money.

**TOYS**

Our 1907 Toys are distinctive. More new things than ever before shown in any season. All good, serviceable, pleasure-giving articles. An unapproachable line of New Mechanical Toys, fine Bears, Animals, Skin and Plush Horses, Lanterns, Engines, Trains, whether it is a tin trumpet or a stereoptican, newness, assortment, value and salability are evident.

**COME TO TORONTO**

and see this "Distinctive Import Holiday Line." It has never been equalled in Canada. If you can, drop us a line before you come, but anyway, COME.

---

**The Fancy Goods Company of Canada**  
156 Front St. West, - TORONTO, CAN. LIMITED

BOOKSELLER AND STATIONER

# VICTOR



SPORTING  
AND  
ATHLETIC

## GOODS

*The Only Canadian Line*

**THE ONLY LINE**

first, last and always

**Satisfactory to the Player  
Profitable to the Dealer**



These are the marks which are your safeguard.

**1907 VICTOR CATALOGUE JUST READY**

A card will bring you a copy.

# The Fancy Goods Company

OF CANADA, Limited

156 Front Street West - TORONTO



Will you help us  
lighten our load?

# We are Moving

to our new building, but having secured extra help we will strive to accomplish the task without any interference with business.

To reduce the labor of handling, we will continue to ship all orders from our present premises, just as long as possible. Any orders sent us within a short time will be deemed a favor.

## **Buntin, Gillies & Co.,**

LIMITED

Wholesale Stationers and Paper Dealers

**Hamilton, . . . . . Canada**

# **We Not Only Claim the Best But to Make the "Only Best" and Remember the Source.**

**HERE IS THE SUBSTANCE OF THE WHOLE MATTER**

"OUR LINE" Type-Carbon Papers embody greatly intensified, claimed for all other



writer Ribbons and in themselves, only every good property kinds

**THIS IS A BROAD, STRONG CLAIM, BUT WE "MAKE GOOD" TO THE LETTER AND**

**WE ARE THE STANDARD MAKERS OF THE WORLD.**

Principal Office and Factories  
**PARK RIDGE N.J.**

# **MITTAG & VOLGER, INC.**

Sole Manufacturers  
for the Trade Only.

NEW YORK CITY - Spear Building, 250 Broadway  
CHICAGO ILL. - 220 Monroe Street

LONDON, 4 St. Paul's Churchyard, E.C.  
PARIS 5 Im Passe Reille

ZURICH, J. G. Muggli  
AMSTERDAM, Benier & Co.