

BOOKSELLER & STATIONER

and
Canadian Newsdealer

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

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 10 Front St. E. WINNIPEG, 511 Union Bank Bldg. LONDON, ENG. 88 Fleet St. E.C.

PUBLICATION OFFICE: TORONTO, JANUARY, 1910

Merit— got this contract.

This letter is typical of many
such that we are receiving from
our agents:

J. A. HART COMPANY
JOHN A. HART COMPANY
SOLE AGENTS FOR THE PROVINCE OF ONTARIO
100 KING ST. W. TORONTO
BOOKSELLERS AND STATIONERS

PHONE 2011
Montreal, Canada Dec. 20th, 1909.

Honors, John Underwood & Co.,
90 Richmond St. E.,
Toronto.

Dear Sirs:—

You will be glad to know that the
Government here have taken up your Gold Medal
Carbon, and that we have supplied them with it
in place of many other makes which they have
previously had.

Yours truly,
J. A. Hart

P. P. John A. Hart Co.

Get busy pushing
Underwood Goods.
Quality Pays!

Which Pen will you push in 1910?

PEOPLE are tired of old-fash-
ioned, leaky, mussy, fussy,
dropper-filler Fountain Pens.
The Pen they want is the ONOTO
—the Safety Self-Filling Vacuum
Fountain Pen with twelve separate
and distinct features which you
cannot obtain in any other Fountain
Pen at any price. ONOTO sales
for 1909 prove it.

Four sizes, \$2.50,
\$3, \$4 and \$5.

Fifteen different
style points in each
size.

Sold on an absolute
guarantee of "Satis-
faction, New Pen
or Money Back."

If you have not yet
stocked the ONOTO,
write at once for
trade price list and
full particulars.

Do it now—TODAY
—every day you de-
lay you are losing
profitable sales.

ONOTO PEN CO., 261 Broadway, New York
Canadian Office: 314 Le-dauy Bldg., Montreal

ONOTO

PEACH BLOOM STATIONERY

THE very latest creation in Stationery for the New Year is Peach Bloom, and is, as the name suggests, the delicate tint of the bloom of Peaches, fresh and exquisite.

This new line of popular linen crash-finished paper is made in Writing Tablets, various sizes with attractive covers, handsomely boxed Papeteries, Note Paper and Envelopes to match, at a moderate price that will ensure its success.

In introducing this line we feel it is breaking away from the orthodox dead white, and while not a color, Peach Bloom is a very pale blush pink tint, which can only be appreciated on inspection.

SAMPLES MAILED ON REQUEST

Warwick Bros. & Rutter, Limited
Makers of Stationery
Toronto

1910 - **M**ay it
be the
best year you have ever seen--and
the worst year you ever will see

CHAS. : GOODALL : SONS : LIMITED

AUBREY O. HURST

24 Scott Street

TORONTO, CANADA

Phone M. 1479

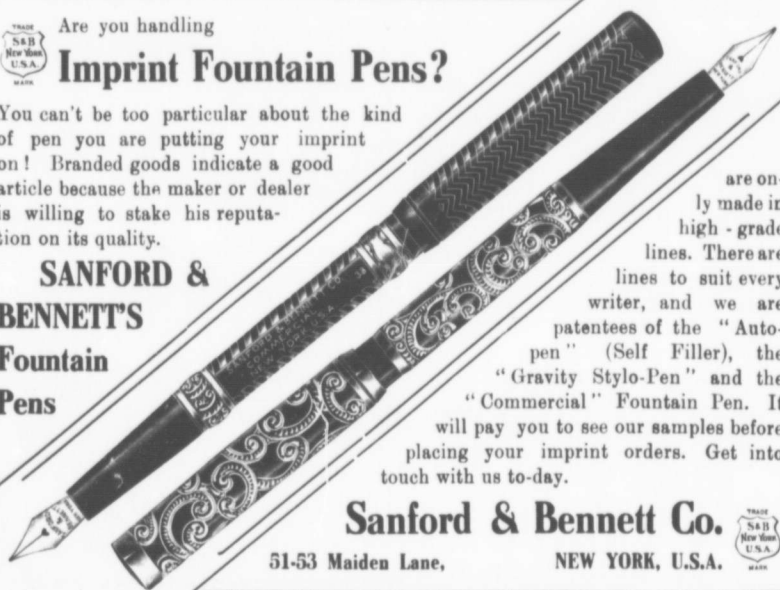


Are you handling

Imprint Fountain Pens?

You can't be too particular about the kind of pen you are putting your imprint on! Branded goods indicate a good article because the maker or dealer is willing to stake his reputation on its quality.

**SANFORD &
BENNETT'S
Fountain
Pens**



are only made in high-grade lines. There are lines to suit every writer, and we are patentees of the "Autopen" (Self Filler), the "Gravity Stylo-Pen" and the "Commercial" Fountain Pen. It will pay you to see our samples before placing your imprint orders. Get into touch with us to-day.

Sanford & Bennett Co.

51-53 Maiden Lane,

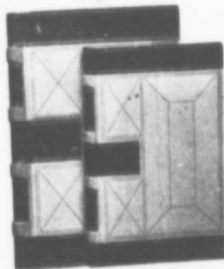
NEW YORK, U.S.A.



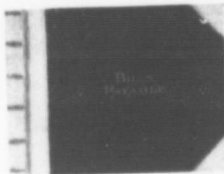
BOOKSELLER AND STATIONER

HEADQUARTERS FOR ACCOUNT BOOKS

Prepare for Coming Year
Large Stock on Hand, Every Description,
High Standard Maintained

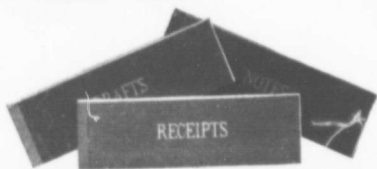
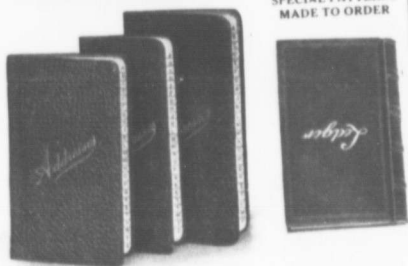


LEDGERS
JOURNALS
DAY BOOKS
CASH BOOKS
MINUTE BOOKS
INVOICE BOOKS
BILL BOOKS
DOCKETS
TRIAL BALANCE
MEMO AND
PRICE BOOKS



LOOSE LEAF
Ledgers, Binders,
etc., our speciality
**RECEIPTS, NOTES,
DRAFTS, ETC.**

SPECIAL PATTERNS
MADE TO ORDER



BROWN BROS. LIMITED

Account Book Makers and Stationers
51-53 Wellington Street West, TORONTO

DAVIDS' CELEBRATED INK

Unsurpassed for
Quality and Value

Electro-Chemical
**BLUE BLACK
FOUNTAIN PEN
CARMINE**

Manufactured by
Thaddeus Davids Co.
New York. Established 1825

BROWN BROS.

Limited
Canadian Agents. Toronto



At
Every
Step



Permanent
Free Flowing
Fine Writing

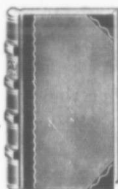
Larger sizes have
Carter's Patent Pour-
out—most conven-
ient on the market.

Send in your order at once before continued cold
weather makes risky shipping.

THE CARTER'S INK CO.

154 Craig St. West, Montreal
Boston New York

CHICAGO



Half American
Russia Binding



Half Sheep
Binding

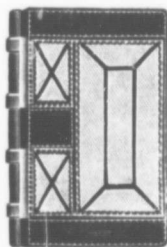
At the beginning of the year have
your Blank Book stock complete

**GAGE'S
BLANK BOOKS
ARE
THE STANDARD OF
VALUE**

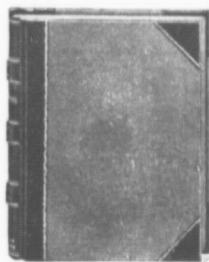
We manufacture every kind of Blank Book
from the cheap pocket memo, book to the
finest full bound Bank Ledger.

W. J. GAGE & CO., Limited
Manufacturing Stationers
TORONTO, ONT.

Paper Mills at St. Catharines



Duck and Russia
Binding



Miniature Series
Russia Back and Corners

BOOKSELLER AND STATIONER

Special Offer--\$5.00 Globe for \$1.00



Ball is 12" in diameter and map lithographed in ten permanent oil colors, highly finished, impervious to water. Has adjustable time disc, showing the time of every city in the world. The stand is of Oak Mission Finish.

How to get this latest Globe on the market:

With each first order for not less than one gross of

Crayograph Crayons

this globe will be shipped for \$1.00. Only one at this price. Order a gross from jobbing houses and ask for Globe. The sale of Crayograph Crayons has been phenomenal, solely on their merit.

This is an opportunity for dealers to make a hit and profit at the same time. Be first to have them in your locality.

Makers :-- THE AMERICAN CRAYON COMPANY
Canadian Agency :-- A. J. McCRAE, 23 Scott Street, Toronto

We Don't Advertise

“
W
O
R
L
D
”

merely to sell *more* Blotting, but to sell *better* Blotting Paper

NONE BUT THE GOOD KINDS

are worth advertising. Our slogan is *quality*. If you have not used

“WORLD” “HOLLYWOOD”

or

“RELIANCE”

Send for samples and see the qualities.

THE ALBEMARLE PAPER MANUFACTURING CO.

Makers of Blotting Paper Only

RICHMOND

VIRGINIA

B
L
O
T
T
I
N
G

Staunton Wall Paper

does not shoot over the heads of the people. These papers satisfy because they are beautiful and artistic without being non-commercially faddish. They please on sight and continue to please when on the walls.

Is it any wonder that they sell? Can you conceive better reasons for carrying them?

We ask for the privilege of placing the new Staunton Wall Papers before you.

WRITE US



STAUNTONS Limited

Wall Paper Manufacturers

933 Yonge Street
TORONTO

Higgins' Inks and Adhesives

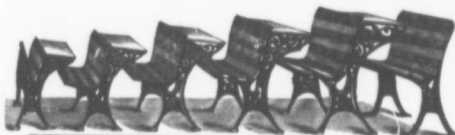


The Higgins' Inks and Adhesives are in a class by themselves. They are the best goods that original thought, conscientious workmanship and sustained high ideals can produce. They are largely imitated but never equalled. They give unvarying satisfaction to consumers and dealers, and every unit is backed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

CHAS. M. HIGGINS & CO., New York, Chicago, London

Originators and Manufacturers of Inks and Adhesives

MAIN OFFICE, 271 North St.
FACTORY, 240, 244 Eighth St. BROOKLYN, N.Y., U.S.A.



FOR BEST VALUE IN

SCHOOL FURNITURE

Write

The JAMES SMART MFG. CO., Limited
Brockville, Ont. and Winnipeg, Man

Canadian Authors and Publishers

Authors and publishers desiring complete sets of reviews and notices of their books appearing in the Canadian newspaper press, can be supplied promptly and satisfactorily by us, at reasonable rates. Write for full particulars.

The Canadian Press Clipping Bureau

Rooms 781-782 Eastern Townships Bank Building, MONTREAL
10 Front Street, East, TORONTO

FOUNTAIN PENS

WHOLESALE ONLY

STYLOGRAPHIC PENS

CONWAY, STEWART & CO., LTD., of 33 PATERNOSTER ROW, LONDON, ENG., being the actual manufacturers of all kinds of FOUNTAIN and STYLO Pens, invite enquiries from the wholesale only.

SPECIALTIES—"STEWART'S" Self-Filling Fountain Pen (Patented).



Made on the natural principle of a syringe. Perfect in its simplicity.

"STEWART'S" Self-Filling STYLO (Patented)



The first and ONLY Self-filling Stylo. Retail, \$1.00.

E. MORRIS & CO.

(Wholesale)

**STATIONERY
SCHOOL SUPPLIES
POSTCARDS**

LOCAL VIEW POSTCARDS

We have the exclusive handling of the Products of Three of the leading German Postcard Factories—Specialists in their own particular style of card.

**CHROMOTYPE BLACK and WHITE
HAND-COLORED SEPIA BROWN
MARINE—BLUE**

PRICES from \$4.50 m.

Write for samples, which will convince you that we are showing high-grade cards only.

VANCOUVER, B.C.

Tatum "Post Price" Book

For Loose Leaves

Sheets do not tear out as in Ring Books.
For pocket or desk Use.

FOR SALE BY STATIONERS.



Patented July 13, 1909

THE BEST FOR PRICE LISTS, CATALOGUES AND OTHER HARD USE.

Opens with coin. No loose screws. Expansion 70 per cent.
Quick-acting screws fasten at any point within range.
Eight stock sizes. Special sizes also furnished.

THE SAM'L C. TATUM CO.

Manufacturers of Stationers' Specialties, Loose Leaf Devices,
Power Punches and Perforators

No. 3318 Colerain Ave., CINCINNATI, OHIO, U.S.A.
New York Office, No. 197 Fulton Street

The Northern Mills Co.

PAPER MANUFACTURERS

PRINTING AND WRITING PAPERS

Super-calendered, Velvet and Machine Finished Book, Litho and Antique Printing, Engine Sized Writing and Envelope Papers, White and Tinted Bond.

Typewriter Papers (Glazed and Rough finished), Envelopes, Bill Heads, etc.

Ask for "Canadian Bond," "Provincial Bond," "Adelia," "Northern Mills," and "Federal Writing Manilla."

Head Office, Montreal, 278 St. Paul St.

Mills, St. Adele, Que.

OUR LINE FOR NINETEEN TEN

YOU will share our enthusiasm over it after our salesmen have exhibited it to you. Anticipating that this will be the best stationery year in our history, we have made preparations accordingly. The justly celebrated **CRANE PAPERS** appear in a number of new forms. The tints in these papers, introduced last year, met with such hearty favor that we have added others. We have also prepared a line of dinner and menu cards, in gold bevel and other attractive designs, which we are confident will meet with public approval. ¶ In other lines we have added a number of new finishes and new styles in envelopes. Our new paperie designs excel all previous attempts in attractiveness. ¶ We believe that it will be well worth your while to wait for our representative before placing your order.

Eaton, Crane & Pike Company
Pittsfield, Mass., U.S.A.

New York Office, Brunswick Building, 225 Fifth Ave.

Mr. A. Roy MacDougall

has secured the exclusive Canadian agency for the following well-known manufacturers:—
 ACME STAPLE CO., LIMITED, Camden, N.J., Acme Binders and Fasteners; FULTON RUBBER
 TYPE CO., Elizabeth, N.J., Sign Markers, Business Outfits, Daters, Ink Pads; THE TRUSSELL
 MANUFACTURING CO., Poughkeepsie, N. Y., Loose Leaf Price Books and Memorandums;
 RADCLIFFE & COMPANY, New York, Bridge Whist Accessories; THE H. HOGG COMPANY,
 New York, Fountain Pen Clips, Thumb Tacks, Letter Openers; M. T. SHEAHAN, Boston, High
 Grade Passepartouts, Post Cards, Art Calendars. The above lines will be carried in addition to
 those he has formerly carried.

Mr. MacDougall has adopted the firm name of "A. R. MacDougall & Company," and will con-
 tinue to carry on business under this name at

**42 Adelaide St. W.
 Toronto Ontario**

"Sports" Playing Cards

The Best
 Value
 in the
 Market

One
 of
 Many
 Varieties



LACROSSE DESIGN

Leaders in
 a second
 grade
 Good
 Luck
 and
 St.
 Lawrence

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

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

FOR SAMPLES AND PRICES APPLY

CONSOLIDATED LITHOGRAPHING AND MANU-
 FACTURING CO., LIMITED

Successors to The Union Card and Paper Company, Montreal.

National BLANK BOOKS

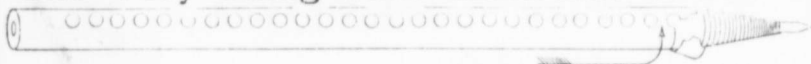


MADE in all sizes, rulings and
 bindings to meet every re-
 quirement of the accountant.
 They contain paper of extra fine qual-
 ity—the best products of the Holyoke
 Mills being used for the purpose.

The National Line also includes a
 wide variety of Loose Leaf Ledgers,
 Price Books and Memorandums.

National Blank Book Co.
 HOLYOKE MASSACHUSETTS

The Very Thing Your Customer Wants—



CUT BETWEEN HOLES AND UNWIND

Made in a variety of handsome styles, plain or ornamental, rubber tipped, hard or soft leads, or in any of the varying
 grades of lead, suitable for all purposes and at prices that are cheap or expensive as the necessities of your trade
 may require.

BLAISDELL PAPER PENCILS

are away in advance of anything of the kind yet invented. Never need sharpening and are always ready for immedi-
 ate use. Show them to a customer and you make a sale. Ladies particularly appreciate their great convenience
 and economical qualities. FOR SALE BY THE WHOLESALE TRADE OF CANADA.

WE NOW STOCK A FULL LINE OF:—

Manilla Wrapping Paper, Sheets and Rolls
 "Kraft" Wrapping Paper, Sheets and Rolls

WESTERN AGENTS FOR THE NEW BRUNSWICK PULP & PAPER CO., MAKERS OF KRAFT

Drug Paper Rolls, Twines—Sea Island, Cotton, Hemp, Sisal.
 Suit Boxes, Paper Bags, Wax Paper, Twine Holders, Paper
 Cutters, Vegetable Parchment. White and Coloured Tissues.

Samples and Prices on application.

SMITH, DAVIDSON & WRIGHT, Limited
 WHOLESALE STATIONERS AND PAPER DEALERS VANCOUVER, B.C.



THE OLD WAY

THE HANDIHOOK WAY

Start the New Year right by stocking the

HANDIHOOK

It is always ready for use. Twice the size of illustration. It holds up to 10 lbs. in wall or woodwork. Your customers will appreciate its many good features, and our advertising will give the necessary assistance to make it a good seller.

ASK YOUR ORDER OR WRITE

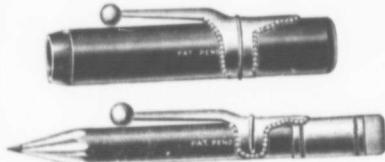
THE MANUFACTURERS SALES COMPANY
 Canadian Agents for Anglo-American & Co., Newark, N.J.
 F. H. REED 14-35 BIRKS BLDG., MONTREAL.

THE FACT

that we are supplying the two largest cities in America and the U.S. Government with solid crayons is evidence that the best and cheapest are made by

The Standard Crayon Mfg. Co.
 Danvers, Mass.

"Modern B" Pen & Pencil Clips
 5 CENTS EITHER SIZE



Duryea-Hoge Company, Inc. Manufacturers
 108 FULTON STREET, NEW YORK CITY

Artists' Materials
 AND
School Supplies

Colors, Brushes,
 Papers,
 Drawing Instruments, etc.

Catalogue on Application.

THE ART METROPOLE, Limited
 149 YONGE STREET, TORONTO



Fancy Leather Goods

We make an extensive line suitable for dealers in Fancy Goods, Stationery, Haberdashery, etc.

Send for Illustrated Catalogue

C. F. Rump & Sons
 PHILADELPHIA, PA., U.S.A.

Established 1850



Tablet Case

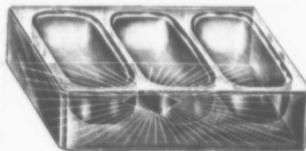


Auto-Launcher Outfit

New York Salesrooms

483-485 Broadway

BOOKSELLER AND STATIONER



An Unbroken Line of Success

MANUFACTURED BY

THE WEEKS-NUMAN CO.

SUCCESSORS TO THE BUSINESS OF

A. A. Weeks Mfg. Co.

STATIONERS' HARDWARE.
GLASSWARE and SPECIALTIES

C. H. Numan Co.

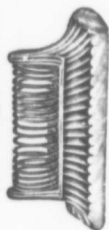
GARDNER - ROYAL - VICTOR -
NUMAN INKSTANDS



Wilkes Files
Stick Files
Standing Files
Board and Paper Clips
Safety Inkstands
Handy Flexible Ruler
Glassware
Hardware
Wire Goods
General Stationery



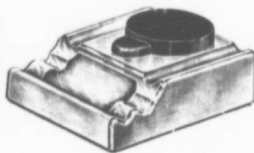
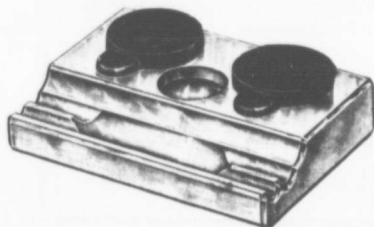
Gardner Inkstands
Royal Inkstands
Victor Inkstands
No Air Inkstands
Numan Inkstands
Automatic
Inks and Sets
Library Bases
Library Bases
Cut Glass Bases



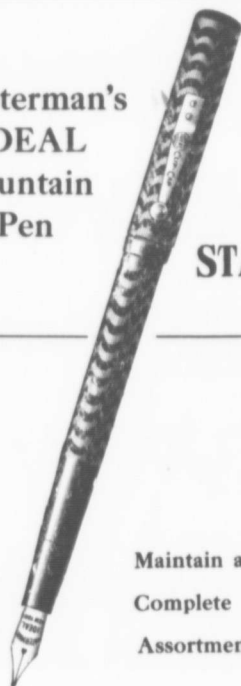
39-41 Park Place, one block from Broadway
New York, N.Y., U.S.A.

We also beg to extend
to our friends in Canada our
heartiest well wishes for

1910



**Waterman's
IDEAL
Fountain
Pen**



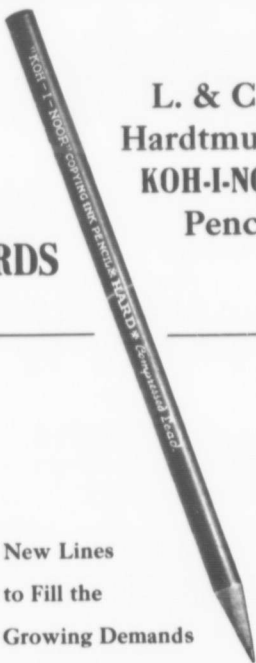
STANDARDS

**Maintain a
Complete
Assortment**

Waterman's Ideal Fountain Pens sell with very little effort throughout all seasons of the year. This pen is the recognized standard, and, to assist dealers with their sales, is being advertised, in new styles and sizes and in new fields, continually. With our increasing co-operation dealers can enjoy larger sales every year.

We particularly desire our dealers to be well and consistently stocked for the large demands, and to maintain a consistent assortment to a given quantity whereby additional profits can be earned. Dealers should write to us at once for full information in this respect.

**L. & C.
Hardtmuth's
KOH-I-NOOR
Pencil**



**New Lines
to Fill the
Growing Demands**

Koh-I-Noor Pencils are continually increasing in popularity as their superior qualities and economy become better known. The specializing of Koh-I-Noor Pencils has led all makes, and provided always the satisfactory grades for special requirements or purposes.

Koh-I-Noor Copying Pencils are now made in a hard degree, at the same price as the regular grade, especially for Manifolded purposes. Dealers should introduce this new line at once and secure this additional business.

Write for complete information and catalogues to-day.

L. E. WATERMAN COMPANY, Limited, 136 St. James Street, Montreal.

Bookseller and Stationer

and Canadian Newsdealer

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

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

Vol. XXVI

TORONTO, CANADA, JANUARY, 1910

No. 1

Editorial Comment.

With 1909 finishing up in record fashion and 1910 starting off hopefully, there is elation in all branches of the trade. Canadian booksellers and stationers had a good Christmas turnover, as is abundantly evidenced by the ease with which New Year drafts are being met. Leading tradesmen state that a new record has been established in the volume of holiday sales which will be hard to beat next year. Meanwhile, the traveling men are out again filling up the gaps which have been created and taking orders for new lines for 1910. Several English travelers are already on hand and representatives of American houses are coming in daily. In the book department quietness still reigns. Publishers are concluding arrangements for their spring imprint lines, as well as for 1910 import goods, and travelers will not likely get started until about February 1.

* * *

President Cloke, of the Canadian Booksellers Association, has made an innovation this year in addressing through our columns a New Year's message to the retail trade of the country. We have no doubt that every reader of the paper will peruse this message carefully. We are glad to see the active interest which Mr. Cloke is taking in association work, as evidenced by this letter, and hope that he and other officers of the association will have something to say quite frequently in future in our columns. Only by keeping the work of the association constantly before the eyes of the trade, will results be secured. Meanwhile, how many booksellers are going to start the New Year right by sending along their membership fees?

* * *

We were advised the other day by one of our subscription canvassers that a certain firm down east, which had not been subscribing to this journal for some years, had decided to resume their subscription. They were quite frank in stating that they didn't think much of

the paper editorially, but that they were interested in the ads. This little piece of news has naturally tickled the advertising manager considerably, and he has adopted a very superior attitude towards the editor. Of course, we don't like to hear our paper criticized that way, but all the same, it is gratifying to learn that the ads. are popular. We want to see them more popular and more carefully read. The subscriber to Bookseller and Stationer, who fails to go over the advertising pages monthly, is not alive to his own interests. He is bound to lose something worth while.

* * *

For instance, in this very number, one of our advertisers is making a very attractive offer, which will not likely be repeated. Those who make it a point to scan the advertising pages carefully will see this and will doubtless profit by it. The careless reader will miss it and later on will wonder why he never heard of the proposition. It is just in this way that profitable businesses are built up. Make it a New Year resolution, therefore, to read the ads. carefully and catch the good things as they come along.

* * *

It is oftentimes worth while to ask successful booksellers and stationers some questions as to their methods of securing business. The successful man, strange to say, is seldom reticent about telling his methods. The inquirer will nearly always find that he is keenly alive to the opportunities which are afforded him by the manufacturers and wholesalers to do business. If he is selling books he will make use of all the printed matter which is supplied to him. If he is selling stationery, he will display all the show-cards, etc., that accompany shipments. In this way he utilizes every possible device for increasing sales, whether he can see results in so doing or not. The Bookseller and Stationer intends to continue its interviews among members of the trade, who have ideas, during 1910, and will publish these from month to month for the benefit of its readers.

A Few Words from the President of the Booksellers' Association

Mr. Cloke Points Out that the Canadian Trade are Making no Profit in Selling Books at 25 Per Cent. Discount—Refers to Conditions in the United States where an Increased Discount is Being Agitated For

To the Booksellers and Stationers of Canada.

Another Christmas season is over and we have time to consider where we have been, where we are at, and where we are going, from a book trade standpoint. We have been buying many books, notably the better class (the higher-priced ones, consequently the slower sellers) at 25 per cent. discount. We are to-day at the point where we realize there is no profit in selling books at 25 per cent. discount. Where we are going is the great consideration.

Our experience in Canada is much the same as that of booksellers in the United States, as the following extract taken from the Publishers' Weekly will show: "Recently those most interested in the welfare of the retail bookseller, prompted by their own experiences in selling books, have carefully canvassed the trade in this country, state by state, and have collected data concerning the difference between the actual cost of laying in stock and placing it in the hands of the consumer, as compared with the returns on the transaction, that are little short of startling. The reports, exclusively from the more enterprising booksellers, and in some cases from the managers of the book interests of important department stores—men who have been prominent in upholding the reform measures all along the line, and who have even stood out for the highest prices on fiction obtainable under prevailing conditions—show that the cost of doing business ranges from about twenty to twenty-eight per cent., on a business that yields a profit of but little above twenty-five per cent."

Cutting Out the Book Departments.

"In the cases where booksellers have begun to draw the line sharply at each separate department of their business, the conviction has been reached that while the volume of business in books has been great the profits have shrunk to such extent, where they have not vanished altogether, that, unless assured of a fairer living and greater security in doing business, their book departments would be eliminated altogether, and the capital and energy hitherto expended in maintaining them devoted to their other and more profitable lines. Allowing most liberally for possible exaggerations, the situation is not a comfortable one. Although the expenses of living and doing business have steadily risen throughout the country, and while the prices of all kinds of commodities and merchandise have been advanced from twenty to forty per cent., book prices have remained practically the same—in some cases going down, in but few cases going up. Store rents, for example, especially in the larger cities, have reached points that cause one to marvel how any retailer, much less a bookseller, can realize enough profit to cover them, leaving out of the question his other expenses and his own living. And yet a book has a known price and cannot be sold at a cent beyond that price, as can a piece of jewelry, furs or other luxuries, the prices of which are not known. If his profit, therefore, is as close as has been shown in this canvass, it is little wonder that the bookseller considers himself near the brink of a precipice, and in despair cries out for help. And it were time

in that case for all concerned to lay their heads together and devise ways and means to secure the stability of the profession which we all regard so highly and for which so many sacrifices have already been made."

The Situation in Canada.

There is no doubt if the same careful and critical examination of the bookselling business were to be made in this country, the conditions would be found to be practically the same. This being the case, we, as retail booksellers, must persistently cut out as much as possible all books on which there is only a discount of 25 per cent. The cheap rebounds which are so much in evidence in every bookshop should be given a back seat, instead of being kept to the front as they are in many stores. At 50 cents, the present prevailing price, there is no profit in them, they certainly should not be pushed. There are many other matters we should look into carefully, such as manufacturers and publishers advertising their wares and selling to consumers and never so much as intimating that they can be purchased from any one but themselves. We think they should at least make it known that other dealers can supply their products. Every manufacturer or publisher, who sells his wares to retailers throughout the country, should give the retailers all the help they can to sell the goods. In doing this they would really be helping themselves. We note with pleasure that many publishers in their advertisements say, "At all booksellers," but many do not say anything about it. This also applies to the leather goods manufacturers and others.

Increasing the Discount.

We see the Booksellers' Association in the U. S. A. is conferring with the publishers in regard to making the discount one-third, instead of one-quarter, on net books, and as the publishers and retailers are working together with a view to mutual helpfulness, we expect something satisfactory will result from their conference. We hope the trade throughout Canada will keep the items mentioned here steadfastly before them and write the secretary of our Booksellers' and Stationers' Association in regard to any matter that may be helpful to the trade. We also hope the executive committee will do their utmost during the coming year to help the retailer in the business of the year.

Remember our P's—Proper Prices, Proper Profits, Proper Protection. More anon. Wishing all a good New Year.

J. G. CLOKE,

Pres. B. and S. Assn. of Canada.

A TRADE GRIEVANCE IN THE WEST.

Edmonton, Dec. 20, 1909.

Editor Bookseller and Stationer,—I notice in your December issue a letter from Winnipeg regarding the drug stores handling the stationers' line of goods. The same is true in many other cities in the west besides Winnipeg.

BOOKSELLER AND STATIONER

The writer knows whereof he speaks regarding two other cities, namely, Calgary and Edmonton, where the same thing is carried on. Now, the writer would like to know how the druggists get these lines, and often they are the very same lines as the stationer himself is selling; they must be supplied by the wholesale houses. If such is the case, the wholesalers are to blame. The only remedy would be for the stationery trade to form a Booksellers' and Stationers' Association, and when these travelers come around that peddle their goods to all the little drug and grocery stores, why, turn them down. When a wholesale house goes so far as to let their travelers peddle their samples around to these places they must be hard up for business. The stationery trade in these western provinces had better wake up and grasp the situation while it is young, for in many cases where they have drug stores in their respective cities to-day, they will have drug and stationery stores to-morrow, and then it will be up to the poor stationer to add some new lines in order to get business, and possibly it may be patent medicines, perfumes, confectionery, etc. If you have the space to put this in your valuable paper, please do so.

I am, yours truly,

AN EDMONTON STATIONER.

AN ONTARIO STATIONERY CONCERN'S Expedient for Increasing Business in School Supplies —The Guessing Contest conducted by Weaver of Berlin—Brought in Shoals of Customers.

The public have long since become familiar with the guessing contests conducted by retail stores with the aim of increasing aforesaid public's interest in their stocks. We have frequently been asked to guess the number of beans in a bottle; what a certain pile of new-minted coins amounted to; the number of dots in an article of merchandise or a firm name contained in a newspaper advertisement; and the sum total of the crowd which would attend the opening game of the baseball season. As a reward for our diligence and assiduity for solving these ponderous mathematical problems we have been offered prizes ranging from a season ticket to a roller rink to a grand piano or a building lot. So runs the ingenuity of the advertising brain. But it seems foolish to cavil at an idea that has been found successful. Of course, the primary principle of this kind of advertising relies for its success on an inherent weakness of human nature—the desire to get something for nothing.

However, I would not care to impute this motive to every concern that undertook to hold a guessing contest in order that it might do more business. Regularly conducted they are just as legitimate as any other department of advertising—besides in some cases being eminently more successful.

F. I. Weaver & Co., of Berlin and Waterloo, must have been satisfied with their recent contest for they say it "brought customers in shoals." How they managed it is interesting and affords an opportunity to the trade of obtaining some new ideas on an ever-present problem.

Just before school opening time came round they inserted in the local paper a large advertisement six columns wide by 38 inches deep, which is shown here in reduced form. Then to supplement this ad as it were and particularly attract the attention of the school children to the contest a large number of cards were printed and dis-

tributed to the scholars at the school gates which brought them to the stores in large numbers.

The concern state that they found both the newspaper and the cards a good investment. And this is easily believed if one will take the trouble to read the ad. Its prominent feature is its definiteness. There's nothing of a general or hit-or-miss style about it.

If there is one thing particularly commendable about F. I. Weaver & Co.'s advertising policy, it is the fact that they are not afraid to buy sufficient newspaper space in which to tell their story. They seemingly believe, and are quite right in that surmise, that an unusual event demands more than ordinary treatment. Had they been content to use a small part of a single column it is not probable that the contest would have attracted anything like the attention it did and consequently the result and volume of business would not have been as large. So they were fully repaid for their extra expenditure.

The arguments set forth in the ad. are logical, straightforward, and convincing, but the typography of the announcement might have received more favorable treatment. And it's a question if the advertisement would not have drawn a still larger crowd if it had been given a more attractive setting. The most important feature of the ad.—the conditions of the contest have been subordinated to the rest of the ad, instead of the reverse. Then there is too much heavy rule work resulting in a hard, auctioneer-poster-effect out of harmony altogether with the subject matter. The design would have gained in eye-compelling quality if it had been set in a style similar to the reproduced layout. The choice of Gothic, Post in conjunction with Cheltenham was hardly in good taste, as they fail to harmonize. A series of Cheltenham which affords both light and heavy faces would have been a better choice and given the ad. a clean, well-balanced appearance which it now lacks. Also a more even distribution of white space, especially as regards the right and left-hand panels, would have displayed the type to better advantage. However, as before mentioned, the copy is excellent, and the only regret is that the work of the compositor is not of the same high standard.

Prizes at Weaver's

Something for Every Pupil

- 1 One Diana high grade lead pencil and a good compass to every pupil worth 50¢, worth of school supplies. These are premiums worth while articles you will need in school. It means 60¢ worth of goods for 50¢.
- 2 MAP DRAWING CONTEST in which \$1000 worth of new-own and girls own annuals will be given away by the publishers. You can enter by buying one of the Canadian art exercise books or scribblers, price 5 cents.
- 3 GUESSING CONTEST. (See our window.)

I guess that there are.....marbles in the jar
NAME.....

Fill in above blank and sign your name. It may win the \$2.00 KROMBE camera to be given to the boy or girl guessing the nearest to the correct number.

SEE OUR WINDOW FOR FURTHER PARTICULARS

- 4 Ruler and Blotter free with every purchase. Compare our Exercise Books and Scribblers with any others in the two towns and you will agree that we have by far the prettiest covers and better paper as well.

F. I. Weaver & Co., Berlin and Waterloo

We buy in larger quantities and get better prices.
YOU GET THE BENEFIT—we get the business.

A reproduction of a card used by F. I. Weaver & Co. in their recent guessing contest. These cards were distributed among the school children and resulted in an extra large business in school supplies. The slogan "You get the benefit—we get the business," is a good one. It's apparent fairness is likely to appeal to the public's self-interest.

News from Canadian Trade Centres

Interesting Items Gathered from all Parts
of Canada - Business Good Everywhere
—Changes and Improvements Noted.

A Good Year for St. John.

ST. JOHN, JAN. 9.—The year, 1909, was a prosperous one for the booksellers and stationers of St. John. In practically every branch of the business there was a good turnover. During the summer the tourist trade was brisk and all the year round the demand for books and magazines was such as to cause the dealers to feel well satisfied. The Christmas trade was well up to the average and in most cases it was reported to be better than usual. People seemed to be well supplied with money and fancy goods of all kinds met with a ready sale.

E. G. Nelson & Co., and Hall's, had their special Christmas showrooms well stocked, and they had a steady stream of buyers. D. McArthur, in addition to his regular showrooms, rented a portion of the store adjoining and stocked it with dolls, toys, books, etc., during Christmas week, and the venture proved a thorough success. There were very few special Christmas salesrooms as in other years, and in consequence the regular dealers had about all the business to themselves.

E. G. Nelson & Co., having sold their present building to F. W. Daniel & Co., dry goods dealers, have secured the four-story building on King Street formerly occupied by Reid Bros., dealers in wallpaper, window blinds, etc., and will utilize the entire building for their business. The building is now occupied as a Japanese art store, and in consequence of having been sold to Nelson's, the Japs are auctioning off their stock of china, bric-a-brac, etc. Nelson & Co. take possession in April and will remodel the store to meet their needs.

The Holiday Trade in Montreal.

MONTREAL, JAN. 9.—With the annual Christmas and New Year rush at an end, Montreal booksellers and stationers are now busily engaged re-arranging their stock and weeding out all articles which are likely to prove stinkers during the coming season. Every stationer interviewed reported a big business during the holidays, also that the year just closed, from a sales standpoint, was away ahead of previous years.

An "Amen" Corner, devoted to prayer and hymn books, just as you enter the door, is noticeable on entering Chapman's bookstore.

It was noticed last month that the public in general were paying more attention this year to the wrapping of Christmas gifts. There has been an increased demand for special paper, fancy colored tape and labels, etc., etc.

During the Christmas rush the demand for standard sets of books was rather slow, as expected, while books with highly-colored illustrations were favorites.

The most prominent book of the month was "The Foreigner," by Ralph Connor. This book has been a general favorite since its publication. With the publication of "Anne of Avonlea," which is proving quite popular, the demand for "Anne of Green Gables" has revived and the two books, written by L. M. Montgomery, are among the foremost of Canadian fiction.

William de Morgan is once again prominently before the public with his book, entitled, "It Can Never Happen

Again." Judging by present sales, this book will prove a good seller in the future. "The Silver Horde," by Rex Beach, still continues strong. Among other good books are "Bella Donna," by Robt. Hiehens; "John Marvel, Assistant," by T. N. Page; "The White Sister," by F. M. Crawford; "Northern Lights," by Sir Gilbert Parker; "Ann Veronica," by H. G. Wells; "The City of Beautiful Nonsense," by Thurston, and "Old Rose and Silver," by M. Reed.

Movements Among the Trade in Toronto.

WINNIPEG, JAN. 8.—Winnipeg booksellers and stationers were not disappointed in their holiday trade. They are now buying to replace depleted lines.

Fancy books and greeting cards were leaders in the holiday rush. Those who handled calendars were more or less dissatisfied, owing to the fact that prices were cut. The mail-order houses were the guilty parties. They also cut the prices of books, especially "The Foreigner" and "Songs of a Sourdough," and the book trade had to follow suit. In this connection a leading local bookseller stated that he was strongly of the opinion that publishers should control the retail prices of books.

Harrison Fisher's gift books were very popular, as were also Underwood's and Montgomery Flagg's. The demand for fancy books of this kind was remarkably heavy. Fancy stationery and writing materials went well as gift goods and stocks have been greatly depleted.

In December, as usual, office stationery trade fell off, but present indications are for a heavy trade in these lines from now on.

One interesting market feature is the advance in price of rubber bands and all plain and course papers. Local wholesale stationers report scarcities on the paper market and possibilities of further advances. On December 28 last, paper went up 1½ cents, and that was the second advance within two weeks.

MOVEMENTS AMONG THE TRADE IN TORONTO.

TORONTO, JAN. 9.—After Christmas business is over, there is usually a lull among the retailers, but among the publishing houses and wholesale stationers there is renewed activity in preparation for spring business. Practically all the publishers have been represented in New York during the last few days.

Walter Stanfield, Truro, N.S., was noticed in the city last week, on a buying trip.

Norman Brown, of The Brown Bros., has gone to New York, accompanied by Mrs. Brown. While business is said to be the principal reason for the trip, still it is hinted that they were both anxious to inspect the new Cafe de l'Opera.

Arthur Hall, New York, successor to George Munro & Sons, was in town last week, and is putting on the market again about one thousand of the best titles in the famous old Seaside Library. An arrangement was made with McClelland & Allen, to act as selling agents in Canada.

John McClelland, of McClelland & Goodechild, spent the first week of the New Year calling on the New York publishers.

C. J. Mussen and W. C. Bell, of the Mussen Book Co., have been in New York making arrangements for spring importations.

According to information handed out by Henry Button, of Cassell & Co., it is expected that Arthur Spurgeon, J.P., general manager of the house, will visit Canada in

BOOKSELLER AND STATIONER

April or May. He will land at New York and will visit Montreal, Ottawa, Toronto, Winnipeg and Chicago.

George Savoy, of the National Blank Book Co., Holyoke, is back from his regular Cuban trip, and is spending a few days in Toronto.

Thomas Allen, of McLeod & Allen, is spending the week of Jan. 9 in New York, where he joined his partner, Mr. McLeod, who put in his Christmas vacation at his old home in Boston.

W. J. Scott, manager of the book department in Eaton's Winnipeg store, is at present in the city, making some purchases.

E. J. Boyd, who has been manager of the Booklovers' Library, for the past few years, has joined the traveling staff of Thomas Y. Crowell & Co., New York, and will cover Canada and part of the States.

Sir Frederiek Macmillan, head of Macmillan & Co., the great English publishing house, arrives in Toronto today, to spend a couple of days with Frank Wise, president of the Canadian company. Sir Frederiek and Lady Macmillan are on a short pleasure trip to America, and are coming to Toronto principally to see the new building now in course of erection on Bond Street. While in the city, Sir Frederiek will be entertained privately.

W. J. Moore, formerly city traveler for Warwick Bros. & Rutter, has joined the staff of the Copp, Clark Co., and will cover the city for them.

Dutton Copp, son of William Copp, who has been on a survey party in the Northwest, has returned home and will join the C.C. forces.

A. R. MacDougall & Co.'s traveling staff for 1910 will be made up of D. H. Burn, who was for many years with Barber & Ellis and the Copp, Clark Co.; Roy Hiekingbottom, late of the Sault Stationery Co.; Geo. D. Scott, who was with A. Roy MacDougall last year, and Mr. MacDougall himself. Mr. Scott will continue to carry leather goods; Mr. Burn will take the stationery lines to the west, and Mr. Hiekingbottom will cover the east, while Mr. MacDougall will take the larger cities.

Sigmund Birn, of Birn Bros., the English manufacturers of fine art goods, was in Toronto last week, concluding arrangements for the establishment of a Canadian branch. This will be located at 42 Adelaide Street West, where a stock will be carried. A. R. MacDougall & Co. will be selling agents.

Ronald H. Wilkinson has been showing the 1910 lines of T. Fisher Unwin, Nisbet & Co., and Sandell Bros. in Toronto this month. He has been occupying a sample room in the Carlaw building, and leaves for the west about February 1.

Horace Woollett passed through the city about the New Year on his annual trip in the interests of Frederiek Warne & Co., Seiten & Durward, F. H. Ayres, Limited, etc. Mr. Woollett made the acquaintance of the Canadian trade last year, and will be welcomed back.

F. H. Bailey, representing the Religious Tract Society, London, Eng., is again on his annual visit to this country. He is carrying a full range of samples of the R. T. S. publications, and it would certainly be worth while for all who have not hitherto handled this Society's many popular series of prize and reward books to get into touch with Mr. Bailey. He will be visiting all the important towns in the Dominion.

Kingston Bookseller Surprised.

KINGSTON, DEC. 17.—This morning, Thos. McAuley, a veteran bookseller of this city, received quite a shock, when a well-known Kingstonian walked into his store and, producing an empty ink bottle, said: "Mr. McAuley, what

would a bottle of Stevens' ink of this size be worth?" Mr. McAuley examined the bottle and label and informed the questioner that that brand of ink sells now, and has sold, for fifty cents a bottle of the size produced, and he then inquired why the other wished to know. "Because," replied the man with the bottle, "forty years ago, when the bottle was filled with ink, I stole it from you as you were having unpacked and taking in a case of goods into the store on King Street you then occupied. Ever since then I have been unable to get rid of the remorse I felt about stealing that bottle of ink, and scores of times have tried to muster up courage enough to come to you and make restitution, but scores of times I failed. Now I want to pay you for the ink I took. How much is it?"

Mr. McAuley assured him that the ink is worth no more now than it was then, and that fifty cents would square the account. The money was paid, and will go, Mr. McAuley says, with an additional amount, at least equal to it, into the coffers of the Salvation Army as a small Christmas contribution.

Returns to England.

TORONTO, JAN. 7.—John R. Irwin, who for the past five years has been special agent for the Harmsworth publications in Canada, has returned to England, where he will reside in future. Poor health has compelled him to take a rest and, after a vacation, he will accept a position in the London office of the Amalgamated Press. The work of distribution of the Harmsworth periodicals in Canada has been placed in the hands of the Imperial News Company. During Mr. Irwin's stay in Canada, he has built up the circulation of these periodicals from 4,000 a month to 250,000 a month, which shows the rapid increase in the popularity of these publications.

Warners' Limited to Open in Regina.

REGINA, DEC. 20.—Another big firm is casting its eyes Reginalwards, this time Warners' Limited, of Brandon, who handle books, toys and all kinds of general stationery. They have already opened a Saskatchewan branch in Saskatoon, but in a short while, if a suitable site can be obtained—and no difficulty is looked for in this direction—they will open up an extensive branch here. Mr. Hills, the manager, is looked for to visit this city in the course of the next fortnight, and while here it is expected that he will make all the final arrangements necessary. If the plans materialize as expected a handsome building will be put up and a large stock, both of wholesale and retail goods, will be placed here.

Western Conditions.

VANCOUVER, DEC. 22.—L. Morris, of E. Morris & Co., has just returned from a five months' trip through Alberta, Saskatchewan and British Columbia. Business in the outside points was splendid, says Mr. Morris, particularly in Saskatchewan. "I was astonished at the progress made in Saskatchewan. Saskatoon is growing rapidly, and the new Grand Trunk line is making some good towns." It is the intention of the E. Morris Co. to devote particular attention to business in this field. L. Morris works the outside points in the three provinces, along with J. W. Johnston.

Mrs. Selma M. Henders, Port Arthur, has sold her fancy goods business to S. M. Lowery.

E. E. Clark has been appointed manager of the Willson Stationery Co.'s branch at Calgary. Mr. Clark has been in charge of the Regina branch ever since it was started three years ago. He has been succeeded there by J. M. Merry, of the Winnipeg house.

What Manufacturers and Jobbers are Offering This Month

Activities Among the Supply Houses—Getting Ready for Spring Business—Travelers Begin their Rounds Once More.

Pen Points.

Those stationers who run steel or fountain pens stamped with their own imprint should put themselves in communication with Macniven & Cameron, Ltd., the pen makers at Waverley Works, Edinburgh. At the Waverley Pen Works, Birmingham, they manufacture large quantities of imprint steel pens and fountain pens in their entirety, and as, in addition, they are large manufacturing stationers, printers, lithographers and box-makers to the trade, they have unique advantages for quoting favorable terms. Owing to increasing business this firm have transferred their London offices and warehouses from Farringdon Avenue to large and commodious premises at 30 Shoe Lane, E.C.

New Goodall Cards.

A. O. Hurst's new sample book of Goodall's playing cards, which he will show to the trade this season, contains some new backs, which are veritable gems of beauty. To the Imperial Club series have been added, among other backs, the Cowboy, the Golf Girl and Ferulea. To the Colonial Gilt Edge series, five new conventional designs have been added. In the Salon series, a new hunting scene, a new Indian Princess, a new Indian Chief, Lady Hamilton at the Spinning Wheel, Flora (one of the old Masters), Water Lilies (with maple leaf border) are features. In the Society series, a moonlight water scene of exceptional charm, is a new number. All these cards are very charming and should sell rapidly.

Briggs' Lines of Calendars.

William Briggs announces that he will handle again this year Collier's calendars and valentines in Canada. He will also show Anaeker's line of artistic Christmas cards, which were in such favor last year. Besides these he will make a speciality of local calendars, in which there are several attractive styles. The Maxfield, Parrish and Frederic Remington pictures will also be included in Briggs' showing.

A Generous New Year's Offer.

A. J. McCrae, Canadian agent of the American Crayon Co., is making a liberal offer to Canadian stationers, which merits careful attention at this time of the year. A handsome large \$5.00 globe, specially adapted for school use, is offered with each first order for a gross of Crayograph crayons, for the sum of \$1.00. That is to say a stationer can make four hundred per cent profit on the sale of the globe besides the liberal profit from selling the crayons.

Some stationers may be inclined to think that they could not tackle the sale of a gross of crayons. But is it such an impossibility even in a small place? Crayons are coming more and more into use in the schools, and even in a small school, a gross of crayons won't go very far. A little energy directed to the sale of the goods and the globe, will bring results. Don't delay in ordering as the supply of globes is limited.

Special Day Cards.

The Elliott Co., North Philadelphia, Pa., have a line of special day tally and place cards that commend themselves to the best trade. The great variety of designs includes new and catchy ideas for St. Valentine's Day, St. Patrick's Day, Lincoln's Birthday, Washington's Birthday, Easter, etc. These designs in both tally and place cards are offered in an entirely new assortment, making it more convenient for the dealer to handle them successfully. Samples can always be secured promptly.

Artgum.

Artgum, an artificial rubber, was invented in 1899, by Adolph Sommer, the discoverer of viscol and numerous rubber substitutes and waterproofing compounds. It has proven to be a valuable cleaning substance, and already has a very extensive use. In its natural condition, it has a pale yellow color and a faint sweet odor, but it may be secured in any color and scented in any way desired.

While artgum does not possess the elasticity and hardness of pure rubber, in its cleaning and renovating prop-



erty it greatly exceeds rubber. Its toughness and its freedom from grit and grease make artgum a good material for cleaning the surface of wall paper, drawing paper, leather, felt and numerous other articles, which must not be scratched.

Different grades of artgum are made for special uses. For use in schools, a grade called "school artgum" is prepared, which is somewhat harder than the regular grade of artgum.

The product is manufactured by the Viscol Co., of East Cambridge, Mass., and sold through Clark Bros., wholesale stationers, Winnipeg.

Many New Stationery Lines.

The Copp, Clark Co. have added quite a number of new lines to their stationery stock this season, which the trade will find interesting. "Scotch Plaid" is to be the leader. This may be had in Salisbury size notepaper banded in quires and boxed in 4 reams, and Salisbury envelopes, diamond cut, boxed in hundreds. There are also papeteries in Salisbury size, 24 envelopes and 24 sheets to the box and tablets, octavo plain, quarto plain and Salisbury.

New designs in tablets are Overseas Linen in quarto, octavo and Salisbury, Norfolk in quarto plain and ruled, Derbyshire in octavo plain, Bobby Burns in quarto plain and ruled. Signal in octavo plain and ruled and Onion Skin in octavo plain.

The Canadian Bookman.

The publishers of the Canadian Bookman are prepared to supply copies of the paper each month in quantity to booksellers for free distribution among book-buyers in their localities. A special price has been arranged which will enable them to secure quite a good supply at a low expenditure. By rubber-stamping the issues with the dealer's name and address, they will advertise the fact that all the books referred to in the issue may be secured from them. The fact that the Canadian Bookman covers Canadian publications so thoroughly makes it of considerable value, while its careful survey of publishing activities elsewhere renders it a valuable medium.

Koh-i-noor at the Pole.

Koh-i-noor pencils have the honor of going to the North Pole—that is, some of them. Commander Peary says that his records of the momentous journey were written with pencils manufactured by L. & C. Hardtmuth. He has written to this effect a letter, which we produce in facsimile.

Big Line of Agencies.

A. Roy MacDougall, manufacturers' agent, Toronto, has formed a company to be known as A. R. MacDougall & Co., which will continue the business. They have arranged for several new agencies this season, which should interest the Canadian trade. They will show the Gilt Edge line of price books, etc., made by the Trussell Mfg. Co., the products of the Acme Staple Co. and the new H. Hoge Co., the Rad-Bridge lines of Radcliffe & Co., and the products of the Fulton Rubber Type Co. Besides these they will have all the lines carried last year, including those of the Powers Paper Co., Birn Bros., etc., etc.

At the North Pole With Peary

November 30th, 1909.

L. & C. Hardtmuth,
New York City.

Gentlemen:-

Hardtmuth's "Kohinoor" Pencils were carried by me on the northward sledge journey, and some of them were carried to the Pole. As a matter of fact, I have one or two left that were taken to the North Pole. My records were written with "Kohinoor" pencils.

Very truly yours,



LEK.

VALUABLE YEAR BOOK.

The Year Book of the National Association of Stationers and Manufacturers of the United States, has appeared. It contains the official verbatim report of the fifth annual convention at Toledo, and makes an imposing volume of 162 pages. To Canadians desirous of familiarizing themselves with the character and scope of the work of the American association, the Year Book will be found of considerable value. The addresses on "Care of Stock," "Expenses and Profits," and "The Man Behind the Counter," appear in full. George E. Damon, of Geo. E. Damon Co., Boston, is this year's secretary.

HURD'S LAWNETTE

is unquestionably the selling paper of the year. Its richness and quality appeal to all who appreciate fine correspondence papers. It is different from the general run and yet its writing surface is delightful.

The tints in which it is made are especially attractive. The Orchid color has recently been added and you should have it.

A telegraph or mail order for a holiday box assortment will be expressed the day received. State quantities and prices.

GEO. B. HURD & CO.

Fine Paper Makers

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



Of Interest to Canadian Newsdealers

What is Being Done in Magazine-dom — Changes in Price — New Publications to Appear This Spring.

Cassell & Co. will launch a new magazine in May called "Outdoor Magazine." It will sell in Canada at 20 cents.

A campaign in the interests of "Chums" is to be worked shortly by Cassell & Co. Buttons will be distributed among school children.

Cassell & Co. begin the publication in February of "The Sea Serial" in twenty-four parts.

Scribner's Magazine has secured for serial publication during 1910, Maurice Hewlett's "Rest Harrow," in which the eccentric hero of "Halfway House" and "Open Country," John Senhouse, figures again. The Roosevelt series is to be continued during the year, and this will undoubtedly prove very popular. An entertaining article in the January number, deserving of attention, is "Old London," in which many of the quaint features of the old city are described.

Chambers' Journal starts the new year with a serial by John Oxenham, entitled "Lauristons." An article of more than passing interest in the January number deals with the theories that Mars is a habitable world; the writer, Alexander W. Roberts, D. Sc. reasons against these theories. Another good feature is "The Philosophy of Digestion," in which we are given much useful information about the comparative times of digestion of numerous foods.

"The Landscape Paintings of James Ammoner, R.I.," by Walter Hayes, with eleven illustrations, is the leading feature of the International Studio for January. Another interesting article by Frank Newbolt, deals with "Etched Book Plates." There is a striking illuminated text by F. Sangorski and by G. Sutcliffe, besides five other plates in color. The other contributions include: "Leon Dabo, Landscape Painter," "Some American Figure Painters," "Emma Ciardi, Painter of Old Italian Gardens," "Leaves from the Sketchbook of Norman Irving Black," etc.

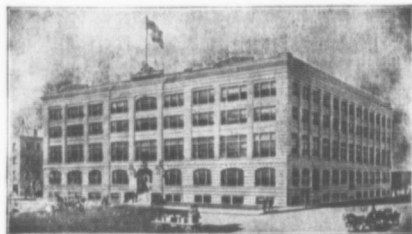
Jubilee of the Cornhill.

That admirable little English monthly, the Cornhill, has just been celebrating its jubilee. Established in January, 1860, by George Smith, of Smith, Elder & Co., with Thackeray in the editor's chair, the Cornhill has seen fifty years of existence, and, while its contemporaries

like Longman's, Macmillan's and the Gentleman's, have disappeared, it continues to flourish. The Jubilee number contains much interesting material bearing on the career of the magazine. It appears that the basic idea in its founder's brain was to combine the custom of publishing novels in serial parts with the usual magazine formula of that day, and it was with this object in view that he arranged to have Thackeray take charge. The latter was to supply a novel, which instead of being published in parts by itself, would form a section of the magazine. The idea worked well and has become a permanent feature in modern magazine publishing. The Cornhill has always maintained its reputation for its fiction, and among the novelists whose work has appeared in its columns are: Anthony Trollope, Charles Lever, George Eliot, Mrs. Gaskell, Wilkie Collins, Charles Reade, William Black, James Payn and Henry Seton Merriman.

SUCCESSFUL CARTER CONFERENCE

BOSTON, DEC. 28.—From Monday, December 26th, through Wednesday, the 22nd, representatives of the Carter's Ink Company from all over the country were in attendance at a conference at the factory in Boston. The company has held these conferences from time to time, believing that the exchange of ideas and experiences with one another, as well as the encouragement and instruction received from the officers of the company insures add-



New Home Carter's Ink Co.

ed enthusiasm as well as actual profit to the men. Plans are formulated and new campaigns laid out, which can be thoroughly discussed by the men on the ground.

Sessions were held morning and afternoon, at which topics of general interest to all, and more technical mat-

A QUICK TURNOVER

is a profitable one. Goods for which the demand is already created are quickly and readily sold. All teachers know our supplies to be the best for school use. More of the trade every month are handling our Art Materials and School Supplies. Are you? There is easy selling and good money in them for you.

No. 8, 3 color box with long 10c. brush, sells 25c.

B-1 8 color box with long 10c. brush, sells 30c.

A-1 8 color box with brush on quill handle, sells 25c.

Crayons, Paper, Charcoal, Fixatif, Prang's Art Books, Books on Medelling, Weaving, Manual Training and Kindergarten Work.

Chalks—all kinds, single boxes or case lots. Colored Chalks—1 doz., 2 doz., or gross sticks in box.

SEND FOR CATALOGUE AND DISCOUNTS TO-DAY.

THE GEO. M. HENDRY CO., Ltd., Wholesale School Supplies, TORONTO, ONT.

BOOKSELLER AND STATIONER

ters for both ribbon and carbon and ink and adhesive men were taken up and carefully considered.

The conference this year was noteworthy as giving the men a chance to inspect the new reinforced concrete building into which the company will soon move. One entire afternoon was given over to this and the plant was viewed from top to bottom.

Wednesday night brought the conference to a close with a banquet at the Hotel Westminster, presided over by R. B. Carter, president of the company, and C. B. Gordon, general manager. About forty representatives sat down to the tables and after a good "eat," enjoyed a programme presented by "home talent," which included some very neat sleight-of-hand tricks by L. G. Stevens, of the Chicago territory.

INFRINGING THE WATERMAN NAME.

L. E. Waterman & Co., New York, have secured a permanent injunction against the Standard Drug Co., enjoining them not to infringe the complainant's trade marks. The legal document, containing the decree of the court, has been circulated by the Waterman Co. It gives a detailed list of what constitutes an infringement, and the Waterman Co. intimate that all persons found indulging in unfair trade practices in violation of its terms, will be vigorously proceeded against.

Austin's Book Store, Main Street, Galt, was destroyed by fire on the morning of December 29. The loss entailed amounted to about \$10,000. The store was owned by C. Austin, and managed by E. Westcott, late of Peterboro.

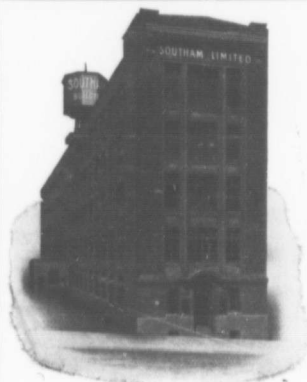
FOUNTAIN PENS STYLOGRAPHIC PENS GOLD PENS



Being practical makers of over 25 years' experience and now having the most up-to-date FACTORIES, we are prepared to supply the BEST at LOWEST rates. Special designs and patents made (and if necessary put on the English Market) so as to secure English protection. Send particulars and receive our quotations.

JEWEL PEN COMPANY, 102 Fenchurch St., London, Eng.

(Sole Makers of The Red Giant Stylo.)



ABOUT six months ago we booked an order for shipping tags (the cheapest kind we make) for a Company shipping castings and machine parts.

The other day they wanted another lot of tags and we suggested using a tougher tag. It didn't take much to persuade them, as the cheaper tag was not sufficiently strong to carry their heavy merchandise. We are now running their order on a four grade better tag.

Let us check up your tag situation. Samples of all kinds on request.



**SOUTHAM'S
SHIPPING
TAGS**

PRICES
ON ALL GRADES
IN STANDARD
OR ODD SIZES
ON APPLICATION.

SOUTHAM LIMITED MONTREAL

Ticket, Tag and Label Department

Music and Musical Instruments

The New Year a Good Time to Stir up this Department and Place it on a Sound and Progressive Footing.

To establish a music department does not necessarily imply that a large capital is needed. Upon establishing a department, a small supply of songs is quite sufficient. If customers require a sheet of music which at the time you have not in stock, it can be conveniently sent for by mail. Further, if a dealer has been frequently asked for a certain song, he can secure any number of copies by express at a very small cost.

One of the best ways to start a music department, on a small scale at first, is to get in touch with a few jobbing and supply houses such as Whaley, Keyer & Co., and the Anglo-Canadian Music Co., Toronto, or the Delmar Music Co. and the McKinley Music Co., Montreal. These firms always carry a fully assorted stock of all current publications. Their buying facilities are such as to allow them to secure large quantities, and supply the retail trade, giving it first-class service. If a dealer does not care to work on this scale, he may write to the music publishers in the United States. This way involves time where just as good satisfaction may often be had from the Canadian supply houses mentioned previously.

A Drawing Card.

If for no other reason than that a music department serves as a good drawing card, no book and stationery house should be without one. It is astonishing to see the records which through the music department of one of Montreal's largest and most up-to-date departmental stores. As this is the desired end, large crowds are continually passing in and out, and if other goods are artistically displayed sales are sure to result.

In successfully running a sheet music department, salary is not a heavy expense. The department can be easily put in charge of girls, who have a taste for music, at a salary of from \$3 to \$5 per week, according to the size of the town. If one of the hands employed is competent to play a piano, it is much better, as a person who sees a song to his liking, in many cases prefers to have it played over before buying. In many cases, in establishing a sheet music department, the salary question can hardly be considered a burden.

Profits are Good.

The profits of a music department are large, as most of the current publications can be bought at from 10c to 15c, and generally retail at from 25c to 35c. Songs of the popular variety, such as some and mother songs, or ballads, waltzes, even and some songs and marches, can be bought, in most cases, at 10c, and the high-class ballads at 15c. Book and stationery stores will do well to consider the question of opening a music department. Many large departmental houses do a big mail order business, while this trade could be successfully catered to by local stores in the numerous towns and villages throughout the country.

Current Music.

During the last two weeks in December and also a few days of the present month, the demand for popular songs fell off. However, Christmas hymns were much sought after, and, in a way, this partly made up for the small trade put through in the popular lines.

The sale of sheet music is usually quiet during these two months, but the beginning of February will show a big change for the better. Below is to be found a list of current songs.

The Delmar Music Co., Montreal, is rapidly forging ahead with a catalogue, comprising some of the best material obtainable. Marchison and Hodge, two of this company's prominent song writers, are responsible for the following songs: "I'm Feelin' Blue," "Moonlight, Dear," "Only Baby Fingers," "Every Adam has an Eve," and "I'm Going Back to Work Down on the Farm."

The two successes, "Strolling," and "In Dear Old Sweetheart Days," by Murray, Michael & Zimmerman, are still holding their own, "Strolling" particularly, being in favor.

Another good song with a pleasing melody published by this house is, "Sing Me a Song Like You Used to Sing," by Walter Bruce.

A new song handled by this house is, "You Remind Me, Dear Girl, of My Own Sweet Marie." The demand so far for same is fair.

The Delmar Music Co. also is the publisher of "My Every Thought is of You," by Sandy Chapman and Mac Arthur; "I was Born with Nothing," by H. W. Schubert, and "Just Because I Love You So."

A song which this firm is doing exceptionally well with is, "It is Love." This piece is of a semi-classical nature. "When My Ship Comes Home" is by the same author.

"O, Canada," a national song for Canadians, written by His Honor Mr. Recorder Weir, D.C.L., with melody by C. Lavalley, is reported to be very popular.

Three instrumental pieces for which this house is responsible are, "Carita Waltz," by Herbert Niessens; "Raggy Rag," by J. B. La Freniere, and "Rag Tags Rag," by Harry Thomas.

A few of the good songs published by the McKinley Music Company that are expected to sell well in Canada are, "Cribbirbin," a waltz song by "Pestalozza"; "The Glow Worm," idylle for piano, adapted from Theodor Oeston; "Petite Tonkinoise," by Scott and Christine; "La Sorella" March, by Borel and Clerk; "Simple Simon," march and two-step, by Wm. Murray Simpson; "Sun Rise," reverie, by Henry S. Sawyer; "The Dreamland of Love Waltzes," Henry S. Sawyer; "Louisiana Waltzes," by Rodrigo; "Just a Little Empty Stoking," by Bishop; "In the Moonlight with the Girl You Love," by Stanley, and "My Rosary," by Bishop.

Renick, New York, is the publisher of the five following compositions: "Put on Your Old Gray Bonnet," "Lady Love," "Montime," "There's a Big Cry Baby in the Moon," and "Mandy, How do You do?" All of the above-mentioned songs have been heard frequently in the theatres on this side and the demand for same is all that can be desired.

"I Wonder How the Old Folks are at Home," published by Vandersloot Music Pub. Co., Williamsport, is taking well in Montreal.

Victor, Kremer Co., Chicago, have a good number in "Jungle Moon."

"He's a College Boy" and "On a Monkey Honey-moon," two songs published by Theo. Morse Pub. Co., New York, have become general favorites here.

Harry Von Tilzer, New York, has an extremely good number in "The Cubanola Glide."

The demand for the song hit "My Cousin Caruso" is still big. This song is published by Gus Edwards Music Pub. Co. New York. Another one of their new songs is,

McKINLEY MUSIC COMPANY

CHICAGO

NEW YORK

MONTREAL

JOIN THE ARMY

of successful McKinley dealers. Only a few dollars invested now will start you in the best paying proposition on the market. **Retails at 10c. a copy—big sales—big profits.** Bear in mind that the McKinley House is the largest Mail Order Music Supply House in the World.

OUR SYSTEM IS YOURS

We supply you with catalogues, portfolios, covers, posters, etc., **Free.**

JOIN US

Sample music, catalogues, etc., free to responsible dealers on application.

INVESTIGATE NOW

Henri Dupuis, Sales Agent, 107 St. James Street, Montreal

Assistant Manager Wanted

The Bookseller and Stationer is in need of an assistant manager—a young man, thoroughly versed in the book and stationery business, who can handle the advertising department competently. A good chance for the right man. The position is open now and will be filled at once. In sending in applications, state age and experience.

ADDRESS, MANAGER

Bookseller & Stationer

% MacLean Publishing Co.

Toronto

“Victor” Quality



Quality is the argument that convinces people. You can prove to them that the

Victor Gramophone

is the best musically and mechanically. This means greater business and more profits for you. Tell people that the voices of the greatest singers in the world are recorded exclusively for the Victor-Gramophone; that the foremost bands and orchestras make Records for the Victor-Gramophone only—and you will be abundantly repaid for your efforts. Victor-Gramophone profits are worth looking into. Send for catalogs and dealers' prices.

Berliner Gramophone Co.

MONTREAL

LIMITED

WM. RITCHIE & SONS,

Limited

of EDINBURGH, SCOTLAND

Have pleasure in announcing their

1910 Collection

of their

RELIABLE SERIES



CHRISTMAS BOOKLETS CALENDARS

Birthday and Easter Booklets Pictorial Post Cards

A distinctive and commanding collection, embracing many novel features and original designs.

Our Managing Director, Mr. A. SPOTTISWOODE RITCHIE, will be in New York from January 15th for a fortnight, and will be glad to have enquiries or appointments.

ADDRESS:

GRAND UNION HOTEL,
42nd Street, NEW YORK

WM. RITCHIE & SONS,

Limited

ELDER STREET

EDINBURGH, SCOTLAND

Cables:—Reliable, Edinburgh

Also at London, Manchester, Leeds and Glasgow

"I Love My Wife, so Keep Away." Not very much has been heard of this last mentioned piece as yet, however.

New Agency in Montreal.

The McKinley Music Co., Chicago and New York, recently appointed Mr. Henri Dupuis to accommodate the music trade in Canada. Mr. Dupuis has accordingly opened an office at 107 St. James St., Montreal. He has on hand a full range of all the famous McKinley publications, which consist of instrumental and vocal pieces, also pieces suitable for guitar and mandolin, cornet, violin and piano, etc. The addition, further, comprises a good range of classical pieces, all of which are sold at the standard McKinley price.

The McKinley house, which is the largest mail order music supply house in the world, also controls the Frank K. Root & Co.'s publications, which puts Mr. Dupuis in a position to offer his customers a range of nearly 2,000 pieces.

DUTY ON SERIAL PUBLICATIONS.

OTTAWA, DEC. 4.—By Tariff Decision No. 362, the "World's Great Books," which are being issued by the Amalgamated Press, London, in 42 fortnightly parts, enter Canada under tariff item No. 169 and are dutiable at 15 per cent. under the British preferential tariff.

A man went into a book store the other day and asked the gun-chewing grande dame behind the counter: "Do you have 'The Cricket on the Hearth?'"

To which the young woman loftily replied:

"We don't keep them indoor games except round Christmas season."

Sheet Music and Music Books

of the Better Class

We are sole representatives in Canada of the leading English music publishers and carry a very complete stock of standard publications for educational and general use.

NEW SONGS, PIANO MUSIC, VIOLIN and ORGAN MUSIC, ANTHEMS and CHORUSES in great variety. Liberal discounts to the trade. BOOKSELLERS and STATIONERS giving some attention to this branch of business will find it profitable. Many Canadian Societies, Churches, Choruses and private individuals send to the States for their musical supplies. We can help you to hold this trade in the country. Write for particulars, mentioning this paper.

A SELECTED CATALOGUE of best selling pieces mailed on application.

Anglo-Canadian Music Publishers Association, Ltd.

(Ashdown's Music Store)

144 Victoria Street

Toronto

Condensed or "Want" Advertisements

AGENTS WANTED.

This is the problem of many English and American manufacturers and publishers. Why not use an Ad. under this heading?

MEN selling on commission, or men whose time is not fully employed, should become our agents. The Canadian Grocer, Dry Goods Review, Hardware and Metal, Printer and Publisher, Bookseller and Stationer, Plumber and Steamfitter, Canadian Machinery and Power House are all well known and highly regarded trade papers with a large circulation throughout Canada, United States and Great Britain. The circulation must be maintained and increased. We pay large commissions to men who push for new subscribers. If you can do anything in this way write the Circulation Department, giving references. The Maclean Publishing Co., Toronto.

WANTED—in every town and village, a representative to take charge of the circulation of our various publications: Hardware and Metal, Canadian Grocer, Financial Post, Plumber and Steamfitter, Dry Goods Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Power Magazine. Good financial standing and business connection a strong recommendation. Just the position for retired business men for their spare time. **THE MACLEAN PUBLISHING COMPANY Limited.** Toronto. (11)

BOOKS FOR SALE.

How to dispose of shop-worn or unsalable books is the problem of many a bookseller. Try an advertisement under this heading.

AUTHORS, WHO PUBLISH THEIR OWN BOOKS will find a **BOOKSELLER AND STATIONER** a good medium through which to interest the trade in their publications.

BOOKS IN FOREIGN LANGUAGES

LEWCKE & BUECHNER, 11 EAST 17TH ST. N.Y. New York. (All foreign books.) (12-109)

LEWCKE & BUECHNER, 11 East 17th St. New York. Best facilities for supplying books in all languages.

INFORMATION WANTED.

THE EDITOR OF THE BOOKSELLER AND STATIONER desires to be kept posted on the publication of all new books and magazines in the Dominion of Canada. Readers will confer a favor by acquainting him of any omissions from the lists published each month.

MISCELLANEOUS

ANY MAN who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged, or new order issued without further charge.

DOUBLE your floor space, an Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (11)

DOES YOUR FIRE INSURANCE POLICY protect you? There are points in connection with fire insurance policies that need expert handling to secure proper protection. We are fire insurance experts. We check your policies, at the same time and procure the lowest rates. Mitchell & Ryerson, Confederation Life Building, Toronto. (11)

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money in your actual building work by using the **KAHN SYSTEM** of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue, Trussed Concrete Steel Company of Canada, Ltd., Walker, Walkerville, Ont. (11)

ELLIOTT-FISHER Standard Writing-Adding Machines make total easier Elliott-Fisher, Limited, 513 No. 83 Craig St. W., Montreal, and 129 Bay St., Toronto.

ERRORS AVOIDED, LABOR SAVED—Using the Shupper or Autographic Register. Three copies issued at one writing. List, Invoice; 2nd Copy Ticket; 3rd Charge Sheet; and original for filing. No handling of carbons. High grade printing and neat invoices. Mail full in Autographic Register Co., St. Paul and St. Nicholas St., Montreal. (11)

FIREPROOF WINDOWS AND DOORS, made strictly to the Fire Underwriters' requirements, reduce your insurance rates and protect your building. We are experts in this line and guarantee you really fireproof goods and the maximum insurance allowance. Let us give you our figure. A. B. Ormby, Ltd., Sheet Metal Workers' Factories, Toronto, Winnipeg. (11)

GET THE BUSINESS, INCREASE YOUR SALES. Use Multigraph typewritten letters. Typewritten letters three thousand per hour on the Multigraph. The Multigraph does absolutely every form of printing. Saves you 25 c. to 75 p.c. of your printing bill. Multigraph your office forms, letterheads, circular letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay Street, Toronto. (11)

GET THE 1910 CANADIAN ALMANAC—Information on Customs Tariff, Bank Stocks, Foreign Exchange, Post Offices, Insurance, Automobiles, Wreaths, etc. Also, Newspapers, Magazines, Succession Duties. Paper cover, 50c.; cloth, 75c. All dealers or post-order agents. The Canadian Almanac Co., Ltd., Dept. C, 86 Front St. West, Toronto. (11)

INSURE HEALTH by installing Pullman System window ventilation. Simple, inexpensive. Fresh air introduced under window sash is gradually diffused throughout room. All foul air is instantaneously expelled through airtight outlets. In store, office and home. Send for free booklet. Wm. Stewart & Co., Saturday Night Building, Toronto, Board of Trade Building, Montreal. (11)

JUST NOW we are holding a special sale of second hand typewriters. All makes are represented: Underwood, Remingtons, Olivettes, Etc. Smith Premier, etc. They have been carefully rebuilt and are in good workable, wearable condition. Write to: Monarch Typewriter Co., Ltd., 10 King St. West, Toronto, Ont. (11)

KEEP ACCOUNTS WITHOUT BOOK-KEEPING. A century ago accounting meant keeping books. To-day you can keep accounts cheaper, better, quicker and more accurately by throwing away all books and installing a McCaskey Accounting Register. Don't be skeptical. The system costs nothing. Write us to-day. Dominion Register Co., Ltd., 100 Spadina Ave., Toronto. (11)

KAY'S QUENCHER CATALOGUE No. 36, contains 100 pages of fine half-tone engravings of newest designs in Carpets, Rugs, Furniture, Draperies, Wall Papers, etc. Call on store, office and home. It brings you into close touch with the immense stocks and splendid manufacturing facilities of John Kay's company, Limited, 36 King St. West, Toronto. Write for a copy to-day. It's free.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete works, as successfully used in many of Canada's largest buildings, gives better results at lower cost. A strong statement, you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Ltd., 100 King St. West, Toronto. (11)

PROBABLY the most talked about machine in the Dominion is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted in every Dominion. No investment. Book-keeping Machines, Ltd., 424 Spadina Ave., Toronto. (11)

UPPER CASES with leather binder. Our "Clear" carbon gives clear, unsmudged copies of your letters and other documents. It has been selected by the leading governments and municipalities. "Peerless" typewriter ribbons give clear letters and will not clog the type. Sold by all dealers. Write us for samples. Peerless Carbon and Ribbon Co., Toronto. (11)

SHOW CASES AND STORE FIXTURES for every business. Send for illustrated catalogue to: The Bros. & Co., Limited, 40-42 Adelaide St. W., Toronto, Ont. (11)

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Bestway System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. System used all kinds of businesses, big and small. Write us for illustrated catalog. W. D. Beath & Son, 193 Teraulty St., Toronto. (11)

SAVE 70% ON YOUR LIGHT BILL by using the "JUST" Tungsten Lamp. Fits any socket. Burns any angle. All-Canada powers from sixteen up. Prices as low as 30 cents. Write for literature to: Sterling Electric Supply Co., Ltd., 819 Yonge St., Toronto, Ont. (11)

THE MONEY you are now losing through not having a National Cash Register would pay you in cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto. (11)

THE PERRY PICTURES—Extensively advertised. Millions sold. Very popular. Every one should have them. Send 4 cents in stamps for illustrated catalogue and price list to the trade. The Perry Pictures Co., Box 440, Malden, Mass. (12)

THE METAL REQUIRED IN A MODERN CONCRETE BUILDING. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Rebar, Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock; quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (11)

THE "KALAMAZOO" Loose Leaf Binder is the only binder that will hold just as many sheets as you usually require and no more. The back is flexible; writing surface flat; alignment perfect. It cannot get out of order. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter Ltd., King and Spadina, Toronto. (11)

WANTED—A splendid opportunity for dealer to handle the best combination Duplicit and Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Business Manufacturers' Ltd., 33 John St., Hamilton, Ont. (11)

WHEN buying bookcases insist on having the best on the market, "Mac" Sectional Bookcases. Arrived in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canadian Business Manufacturers' Ltd., General Offices, Woodstock, Ont. (11)

WHY import Loose-Less Binders and Metal Parts when you can buy "Systems Quality" from us? We make the best binders in the world; make them to match, too. Ours are the Canadian Loose-Less Standards. Business Systems Limited, Manufacturing Stationers, Toronto. (11)

YOU need the best possible protection from fire! If your valuables are in one of our safes, you can rest at ease; no fire is too hot for our safes and vaults to withstand. We manufacture vaults and safes to meet every requirement. Write for catalogue "S." The Goldie & McCulloch Co., Ltd., Galt, Ont. (11)

\$75 BUYS THE BEST DUPLICATING MACHINE on the market. Accomplish anything a good printer can do. Complete outfit: Acme Duplicating Machine, one tubular stand fitted with type cases, components plainly lettered and arranged like universal keyboard of the standard make of typewriter, one drawer for accessories and forms, 20 lbs. of typewriter type, one checker, one ribbon and one set of typewriter ribbon to match, one pair tweezers, two quills, one key, one oil can and one set of reglets, sold with a guarantee. Acme Duplicator Co., Baltimore, Md., U.S.A. (11)

PERIODICALS.

KEEP POSTED—The leading authority in Canada on groceries and food products is **THE CANADIAN GROCER.** Important trade conditions generally discussed every week. Price \$2 per year.

THE market reports make **HARDWARE AND METAL** news. Must read hardware merchant, paint and oil dealer in Canada. It is mailed every Friday. Subscription price \$2 per year. Address: **WALKER AND METAL**, Montreal, Toronto or Winnipeg. (11)

SITUATION WANTED

ADVERTISER is open for a position where enterprise, hard work and strict attention to business counts. Can show a successful record in building up businesses. Was manager for two different stations and news stores and increased the business of both. For more details, Address, "Worker," care **BOOKSELLER AND STATIONER**, Harney, Chambers, Vancouver, B.C. (11)

WANTED

WANTED—By mail order news agency, terms, etc., from publishers. Address, Box 222, **BOOKSELLER AND STATIONER**, Toronto. (11)

WANTED—Capable young man to handle Book Stationers and Office Supply Business in western Canada. Must be of good address, have ability and thoroughly honest. Grand opportunity for the right young man to obtain an interest in a growing business with every advantage. If provided he can handle the business successfully. Applicants must furnish reference or they will not be considered. Write to **BOOKSELLER AND STATIONER**, Toronto. (11)

CLASSIFIED LIST OF ADVERTISEMENTS

Artists' Materials.

Ramsay, A. & Sons, Montreal.

Art Publishers.

Copp, Clark Co., Toronto.

Books and Magazines.

American Code Co., New York.
Baker's Book Shop, Birmingham, Eng.
Bass Maf's Magazine, Toronto.
Briggs, Wm., Toronto.
Cassell & Co., Toronto.
Clark Bros., Winnipeg, Man.
Copp, Clark Co., Toronto.
Frowde, Henry, Toronto.

Gage, W. J. & Co.

Harcourt & Co., E. H., Toronto.

Macmillan Co., Ltd., Toronto.

MacLeod & Allen, Toronto.

Morton, Phillips & Co., Montreal.

Museum Book Store, London, Eng.

Musson Book Co., Toronto.

Page & Co., L. G., Boston, Mass.

Religious Tract Society, London, England.

Renoud Publishing Co., Montreal, P. Q.

Blank Books.

Brown Bros., Toronto.

Buntin, Gillies & Co., Hamilton.

Copp, Clark Co., Toronto.

National Blank Book Co., Holyoke, Mass.

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

Warwick Bros. & Rutter, Toronto.

Carbon Paper.

Carter's Ink Co., Boston, Mass.

Mittag & Volger, Park Ridge, N. J.

Underwood, John & Co., Toronto.

Christmas Cards, Calendars, Labels.

Buntin, Gillies & Co., Ltd., Hamilton, Ont.

Cambridge Corporation Ltd., Montreal.

Copp, Clark Co., Toronto.

Crepe Paper, &c.

Tuttle Press Co., Appleton, Wis.

Fancy Goods—Novelties.

Brown Bros., Toronto.

Buntin, Gillies & Co., Ltd., Hamilton, Ont.

Copp, Clark Co., Toronto.

Fancy Goods Co., of Canada, Toronto.

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

Warwick Bros. & Rutter, Toronto.

Young Bros., Toronto.

Financial Institutions and Insurance

British American Assurance Co., Toronto.

Western Assurance Co., Toronto.

Fountain Pens.

Brown Bros., Toronto.

Buntin, Gillies & Co., Ltd., Hamilton, Ont.

Copp, Clark Co., Toronto.

Mable, Todd & Co., High Holborn, London, W.C.

Warwick Bros. & Rutter, Toronto.

Waterman, L. E., Co., Ltd., Montreal.

Fountain Pen Clips.

Waterman, L. E., Co., Ltd., Montreal.

Mable, Todd & Co., High Holborn.

London, W.C.

Glue, Paste and Mucilage.

Carter's Ink Co., Montreal.

Higgins, Chas. M. & Co., Brooklyn

Underwood, John & Co., Toronto.

Glue Pencils.

Carter's Ink Co., Boston.

Gramophones.

Berliner Gramophone Co. of Canada, Ltd.

Montreal, Que.

Ink Stands.

Weeks-Numan Co., New York, N. Y.

Inks—Writing.

Brown Bros., Ltd., Toronto.

Buntin, Gillies & Co., Ltd., Hamilton, Ont.

Carter's Ink Co., Toronto.

Carter's Ink Co., Montreal.

Delvaux, Thaddeus Co., New York.

Higgins, Chas. M. & Co., Brooklyn.

Mable, Todd & Co., High Holborn, London, W. C.

Payson & Co.,

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

Underwood, John & Co., Toronto.

Warwick Bros. & Rutter, Toronto.

Gage, W. J. & Co.

Waterman, L. E., Co., Ltd., Montreal.

Leather Goods.

Brown Bros., Ltd., Toronto.

Rumpp, C. F. & Sons, Philadelphia, Pa.

Letter Presses.

Jas. Smart Mfg. Co., Brockville, Ont.

Music Publishers.

Anglo-Canadian Music Publishing Associa-

tion, Toronto.

Delmar Music Company, Montreal.

McKinley Music Co., Montreal, P. Q.

Paper.

Albermarle Paper Mfg. Co., Richmond,

Va., U.S.A.

Brown Bros., Ltd., Toronto.

Buntin, Gillies & Co., Ltd., Hamilton.

Faxon, Crane & Pike Co., Pittsfield, Mass.

Hurd, Geo. B. & Co., New York.

Gage, W. J. & Co.

Pens.

Brown Bros., Toronto.

Buntin, Gillies Co., Hamilton, Ont.

Conway Stewart & Co., London, Eng.

Copp, Clark Co., Toronto.

Heath, John, London.

Jewel Pen Co., London, Eng.

Mable, Todd & Co., High Holborn, London, W. C.

Macneven & Cameron, Edinburgh and Birm-

ingham.

Ontario Pen Company, New York City.

Sanford & Bennett Co., New York.

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

Spencerian Pen Co., Birmingham, Eng.

Warwick Bros. & Rutter, Toronto.

Waterman, L. E., Co., Ltd., Montreal.

Pencils—Crayons—Erasers.

American Crayon Mfg. Co., Waltham, Mass.

Blaisdell Paper Pencil Co., New York, N.Y.

Brown Bros., Ltd., Toronto.

Buntin, Gillies & Co., Ltd., Hamilton, Ont.

Copp, Clark Co., Toronto.

Mable, Todd & Co., High Holborn, London, W. C.

Ramsay, A. & Son, Montreal.

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

Standard Crayon Co., Danvers, Mass.

Warwick Bros. & Rutter, Toronto.

Gage, W. J. & Co.

Waterman, L. E., Co., Ltd., Montreal.

Photographic Supplies.

Ward & Co., Montreal.

Playing Cards, Games, etc.

Buntin, Gillies & Co., Hamilton.

Consolidated Lithographing & Mfg. Co.,

Montreal.

Copp, Clark Co., Toronto.

Goodall, Chas., & Sons, London.

Hurst, A. O., Toronto.

Warwick Bros. & Rutter, Toronto.

Gage, W. J. & Co.

Post Cards.

European Post Card Co., Montreal, P. Q.

Post Card Cabinets

Gier & Dall Mfg. Co., Lansing, Mich.

Publishers and Printers.

Southern Limited, Montreal, P. Q.

School Supplies.

Buntin, Gillies Co., Hamilton.

Clark Bros. Co., Winnipeg.

Copp, Clark Co., Toronto.

Hendry, Geo. M. Co., Ltd., Toronto.

Morris, E. & Co., Vancouver, B.C.

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

Warwick Bros. & Rutter, Toronto.

Gage, W. J. & Co.

Souvenir and Picture Post Cards.

Buntin, Gillies & Co., Ltd., Hamilton, Ont.

Copp, Clark Co., Toronto.

Warwick Bros. & Rutter, Toronto.

Telegraph Codes.

American Code Co., New York.

Typewriter Supplies.

Carter's Ink Co., Montreal.

Peerless Carbon & Ribbon Mfg. Co., To-

ronto.

Mittag & Volger, Park Ridge, N.J.

Underwood, John & Co., Toronto.

Wall Papers.

Stauntons Limited, Toronto.

INDEX TO ADVERTISERS

<p>A</p> <p>Accountants and Auditors 43</p> <p>Albermarle Paper Mfg. Co. 4</p> <p>American Code Co. 27</p> <p>Anglo Can. Music Co. 22</p> <p>Art Metropole Co. 15</p> <p>B</p> <p>Baker's Book Shop 27</p> <p>Berliner Gramophone Co. 22</p> <p>Blaisdell Paper Pencil Co. 7</p> <p>British America Assurance Co. 27</p> <p>Brown Bros., Ltd. 2</p> <p>Buntin, Gillies & Co., outside cover and 31</p> <p>C</p> <p>Canadian Press Clipping Bureau 5</p> <p>Carter's Ink Co. 2</p> <p>Cassell & Co., Ltd. 41</p> <p>Consolidated Lithographing & Mfg. Co. 7</p> <p>Conway, Stewart & Co. 5</p> <p>Copp, Clark Co. 35-36</p> <p>D</p> <p>Delvaux, Thaddeus Co. 2</p> <p>Delmar Music Co. 21</p> <p>Dutton Hogg Co. 8</p> <p>E</p> <p>Eaton, Crane & Pike Co. 6</p> <p>European Post Card Co. 10</p> <p>F</p> <p>Financial Post 41</p> <p>Frowde, Henry 41</p>	<p>G</p> <p>Gage, W. J. & Co. 3</p> <p>Goodall's 1</p> <p>H</p> <p>Heath, John 28</p> <p>Hendry, Geo. M. Co. 78</p> <p>Higgins, Chas. M. & Co. 5</p> <p>Hotel Directory 43</p> <p>Huebisch, B. W. 17</p> <p>Hunt, C. Howard, Pen Co. 25-26</p> <p>Hurd, Geo. B. & Co. 24</p> <p>Hurst, A. O. 1</p> <p>J</p> <p>Jenkins, Wm. R., Co. 24</p> <p>Jewel Pen Co. 19</p> <p>L</p> <p>Lencke & Buschner 33</p> <p>M</p> <p>MacDougall A. Roy 7</p> <p>Macneven & Cameron 28</p> <p>Mable, Todd & Co. 44</p> <p>Manufacturers Sales Co. 8</p> <p>McKinley Music Co. 21</p> <p>Mittag & Volger, outside back cover</p> <p>Morris, F. & Co. 43</p> <p>Morton, Phillips & Co. 27</p> <p>Musson, Book Store 27</p> <p>N</p> <p>National Blank Book Co. 7</p>	<p>Northern Mills Pulp & Paper Co. 6</p> <p>Payson's Indelible Ink 43</p> <p>R</p> <p>Ramsay, A. & Son Co. 28</p> <p>Religious Publishing Co. 27</p> <p>Religious Tract Society 42</p> <p>Ritche, Wm. & Sons 22</p> <p>Rumpp & Sons, C. F. 8</p> <p>S</p> <p>Sanford & Bennett Co. 1</p> <p>Smith, Davidson & Wright 8</p> <p>Smart, James Mfg. Co. 5</p> <p>Southern Limited 19</p> <p>Spencerian Steel Pens 28</p> <p>Standard Crayon Co. 8</p> <p>Stauntons, Ltd. 5</p> <p>T</p> <p>Tatum, Samuel C. Co. 6</p> <p>Tuttle Press Co. 43</p> <p>U</p> <p>Underwood, John & Co., outside front cover</p> <p>W</p> <p>Ward & Co. 27</p> <p>Warwick Bros. & Rutter, inside front cover and 14</p> <p>Waterman, L. E., Co., Ltd. 10</p> <p>Weeks-Numan Co. 9</p> <p>Western Assurance Co. 28</p>
---	---	---

HUNT'S ROUND POINTED PENS

THEY DON'T SCRATCH, BLOT OR SPURT

RECEIVED THE ONLY GOLD MEDAL

THEY DO WRITE RIGHT WEAR LONG

AWARDED TO STEEL PENS AT ST. LOUIS FOR

EXCELLENCE OF MANUFACTURE AND SUPERIORITY OF FINISHED PRODUCT

FOR GENERAL WRITING



No. 15. GIGANTIC—Firm action. Exceptionally durable writing pen. 80 cents.



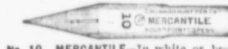
No. 700. COURIER PEN—Medium points. For general writing. 80 cents.



No. 7. TRIBUNE PEN—Medium points. Very popular for general writing. 80 cents.



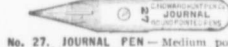
No. 97. FALCON PEN—Medium fine points. Made in colors, white or bronze. 65 cts.



No. 10. MERCANTILE—In white or bronze. Fine pen for general purposes. 75 cents.



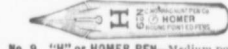
No. 57. BANKING in white or bronze. A popular general writing pen. 75 cents.



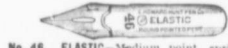
No. 27. JOURNAL PEN—Medium points. Good business pen, new. 75 cents.



No. 42. RIGID—Very firm action. Extensively used by Banks and business houses. 75 cents.



No. 9. 'H' or HOMER PEN—Medium points. For general writing, new. 80 cents.



No. 46. ELASTIC—Medium point, springy action. 75 cents.



No. 54. STRAND PEN—Elastic action. Medium fine points. 75 cents.



No. 24. LEDGER—Ideal Pen for bookkeeping, correspondence and card entries. Fine point. 80 cents.

No. 4. ARROW—75 cents

THEY ARE THE RESULT OF OUR PROCESS OF ROUNDING THE POINTS

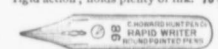
TURNED UP POINTS AND MANIFOLD PENS



No. 16. SPEAR POINT PEN—Medium fine point, long nib, flexible action. A very desirable pen. 75 cents.



No. 6. SPEEDAWAY PEN—Turned up point, rigid action; holds plenty of ink. 75 cts.



No. 86. RAPID WRITER—Turned up points. For rapid writing. 75 cents.



No. 86 E. F. RAPID WRITER—Turned up point. Finer point than No. 86. 75 cts.



No. 513. GLOBE—Point dented, like a half ball. 75 cents.



No. 84. TRIPLICATOR—Ideal pen for making clear carbon impressions. Extra heavy steel. \$1.00.



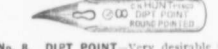
No. 74. MANIFOLD PEN—Very desirable for carbon copies. 75 cents.



No. 29M. MEDIUM NIB—A very superior pen, new. Made in colors, black and white. 75 cents.



No. 29B. BROAD NIB—A very superior pen, new. Made in colors, black and white. 75 cents.



No. 8. DIPT POINT—Very desirable for entering figures. Fine point. 75 cents.

No. 26 SUN—\$1.00

FOR STUB WRITING



No. 70. TRIBUNE STUB—Medium broad points, stiff action, new. 80 cents.



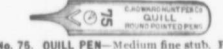
No. 709. COURIER STUB PEN—Medium broad points. A very popular stub pen, new. 80 cents.



No. 420. REGNUM PEN—Medium stub points. Very smooth writing, special, new; not made of steel. \$1.00.



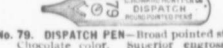
No. 65. MANUSCRIPT PEN—Popular business stub pen. Medium coarse points. 75 cents.



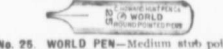
No. 75. OULP PEN—Medium fine stub. Popular with those who like the old-fashioned goose-quill effect. 75 cents.



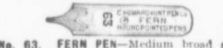
No. 38. RECORDER PEN—Medium broad points, slightly elastic. 75 cents.



No. 79. DISPATCH PEN—Broad pointed stub. Chocolate color. Superior engraving pen. 75 cents.



No. 25. WORLD PEN—Medium stub points. Very smooth writing. Not made of steel. 75 cents.



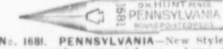
No. 63. FERN PEN—Medium broad stub points. Excellent engraving pattern. 75 cents.



No. 30. ROUND POINTED STUB PEN—Nickel-silver plated, embossed B. brand. Most perfect and handsomest stub pen made. \$1.00.



No. 62. VASSAR PEN—Medium fine engraving points. 75 cents.



No. 1681. PENNSYLVANIA—New style for general commercial use. Long nib. 75 cents.

No. 18. F. NAT'L SLANT—\$1.00

Write for show case proposition, "The Great Time Saver," to our sales agents for Canada McFARLANE, & HODGSON, Limited, MONTREAL

HUNT'S ROUND POINTED PENS

ALL NUMBERS SILVER PLATED, \$1.00 PER GROSS; GOLD PLATED, \$1.50

FOR SCHOOLS

- No. 11. SEMI-SLANT PEN—Medium fine point. Firm action. Especially adapted for penmanship and book writing. 75 cents.
- No. 12. PRIMARY PEN—An ideal pen for Primary Penmanship and all other subjects. Adapted to all styles of writing. 75 cents.
- No. 55. SCHOLAR PEN—Fine point. Flexible action. Adapted to slant writing. 75 cents.
- No. 56. SCHOOL PEN—Fine points, elastic action. For fine slant writing. 75 cents.
- No. 66. VERTICAL PEN—Fine points, slightly elastic. Designed for fine vertical writing. 75 cents.
- No. 67. VERTICAL PEN—Medium points, firm action. Most perfect pen for school use. 75 cents.
- No. 68. VERTICAL PEN—Medium fine points. Designed for vertical writing. 75 cents.
- No. 69. VERTICAL PEN—Medium fine points, rigid action. Superior school pattern. 75 cents.

No. 400. LETTERING PENS—Seven different points \$1.00 per gross.



SPECIAL STYLES

- No. 102. CROW QUILL PEN—Each pen in a black Japanese Penholder. One dozen pens and one dozen holders on card. \$5.00 per gross.
- No. 107. HAWK QUILL PEN—Extra fine point, more stiff than No. 102 and very durable. Each pen in a black Japanese Penholder, and one dozen holders on card. \$5.00 per gross.
- No. 73. LAUNDRY—Firm action. Silver metal. Made expressly for marking lines, etc. \$1.00.
- No. 43. NUGGET—A superior metal pen. 75c.
- No. 100. ARTIST PEN—Very delicate point. For lithographers and map drawers. \$1.00.
- No. 71. MUSIC PEN—Three points, two slits. A perfect pen for making the dash and dot in music writing. \$1.00.
- No. 72. TWO LINE RULING PEN—Makes two fine lines at once; largely used by bookkeepers and others for ruling. \$1.50.

FOR BANKS, BUSINESS COLLEGES AND FINE WRITERS.

- No. 47. E. Z. RITER—Fine point. An exceptionally easy action. 75 cents.
- No. 1. FIRST NATIONAL—Medium points, very popular with banks. 80 cents.
- No. 96. FINE FALCON—Firm points. Between our No. 97 and 95 in action. 75 cents.
- No. 44. GRAPHIC—In white or blue. The most popular general writing pen made. 75 cents.
- No. 41. EDDYSTONE—Extra fine point, holds plenty of ink and is a very desirable pen. 75 cents.
- No. 98. STIFF FALCON—An extra stiff Falcon pen, medium fine point. Metal heavier and more durable than any other style of Falcon. Satisfaction guaranteed. 75 cts.
- No. 5. DROOP POINT—Rigid action. Good clerical pen. 75 cents.
- No. 232. THE BOURSE—Fine point, easy action. One of the best general purpose pens. 75 cts.
- No. 45. BULLETIN PEN—Medium fine, pleasant action. 75 cents.
- No. 58. UNIVERSITY PEN—Medium fine, new. Moderate action, very popular. 75 cents.
- No. 59. E. F. UNIVERSITY PEN—Extra fine point, flexible action. Very desirable for Commercial Colleges and expert work. 75 cents.
- No. 3. STATE—The pen of pens for posting and fine figures. 75 cents.
- No. 20. CENTURY PEN—Very fine points, new. Elastic action. For very fine writing. 75 cents.
- No. 17. SUCCES PEN—Fine point. Moderate action, excellent for figures. 75 cts.
- No. 22. EXTRA FINE—Elastic action. An ideal pen for artistic writers. 80 cents.
- No. 21. COMPANION PEN—For fine writing and bookkeeping. 75 cents.
- No. 101. IMPERIAL PEN—Extra fine points, triple elastic action. For experts only, where they desire a hair line and heavy shading. \$1.00.
- No. 95. LADY FALCON—Fine point. Very popular with ladies. 75 cents.
- No. 99. DRAWING PEN—Extra fine points. \$1.00.

Write for show case proposition, "The Great Time Saver," to our sales agents for Canada
McFARLANE, SON & HODGSON, Limited, MONTREAL.

Book Section of the Bookseller and Stationer

Containing all the Latest Information About the Publications and Importations of Canadian Publishers, the Best-Selling Books of Last Month, Copyrights, etc., etc.

CANADIANA RARE OLD BOOKS PRINTS, VIEWS, ETC.

Catalogue of 1,100 items just issued. Contains many rare items relating to *Levee, History and the Siege of Quebec*. Free on application.

The Museum Book Store 45 Mason Street,
London, W. C., England

Telegraph Codes

A B C Code, 8th Edition, English	\$7.00
A B C Code, 8th Edition, Spanish	5.00
A B C Code, 4th Edition	7.50
Moreing & 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

"WELLINGTON" PHOTO SPECIALTIES

PLATES PAPERS FILMS

No order too small for best attention

WARD & CO., 13 St. John St., MONTREAL.



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.

LONGMANS, GREEN & CO.'S NEW BOOKS

Stocked by and Supplied Through the Canadian Agents at import price:

RENOUF PUBLISHING COMPANY, 61 Union Avenue, MONTREAL

THE BLINDNESS OF DR. GRAY

Or, The Final Law.

A Novel of Clerical Life by the Very Rev. Canon P. A. Sheehan
Author of "Luke Delmona," "Lalson," "Vilmaria,"
"Paraga," etc. Crown 8vo., 6/-.

THE COLONIES AND IMPERIAL DEFENCE

By Major P. A. Siburn, D.S.O.

Member of the Legislative Assembly of Natal (Late Major
Natal Permanent Force). Crown 8vo., 6/-.

Mr. Lang's Christmas Book

THE RED BOOK OF HEROES

By Mrs. Lang. Edited by Andrew Lang. With 8 Colored Plates and 40 other Illustrations by
A. Wallis Mills. Crown 8vo. Gilt Edges. 6/-.

CONTENTS: The Lady-in-Chief—Prisoners and Captives—Haunted—The Apostle of the Lepers—The Constant Prince—The Marquis of Montrose—
A Child's Hero—Conscience or King—The Little Abbess—Gordon—The Crime of Theodosius—Palmyr the Potter.

ESSAYS IN POLITICS

By Andrew MacPhail

Crown 8vo., pp. vi+301, 6/-, net.

Contents: The Patience of England—Loyalty, to what?—The Dominion and the Spaniard—What can Canada do?—New Laws for Old—A Patent Anomaly—Protection and Politics—Why the Conservatives Failed—The Psychology of Canada—British Diplomacy and Canada.

GARIBALDI AND THE THOUSAND

By George Macaulay Trevelyan

Late Fellow of Trinity College, Cambridge. Author of "Garibaldi's
Defense of the Roman Republic," etc. With 5 Maps and 34 Illustrations.
Crown 8vo., pp. xvi+305, 14/-, net.
The story of Garibaldi and the Thousand down to the taking of Palermo has an historical and artistic unity. In a future volume the author hopes to carry on the history of the following six months, which resulted in the making of Italy.

The Golliwogg Book for 1909

THE GOLLIWOGG IN THE AFRICAN JUNGLE

Pictures by Florence K. Upton. Verses by Bertha Upton. With 31 Colored Plates. Oblong 4to Boards. 6/-.

JOCK OF THE BUSHVELD

By Sir Percy Fitzpatrick. A South African Hunting Story. Twenty-three Plates (one of which is Colored) and numerous illustrations in the text. Large Crown 8vo. 6/- net.

ART SUPPLIES

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

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

SEND FOR CATALOGUE

A. Ramsay & Son Co.,

MONTREAL

Agents for WINSOR & NEWTON, London



HAVE YOU TRIED THIS ONE ?

JOHN HEATH'S PENS
 Supplied by leading Wholesale Houses in Toronto and Montreal.
 London (Eng.) Export Agency :
8 St. Bride St., London, E.C.
 0276 TELEPHONE PER. Reg. in Canada

The TELEPHONE PEN
 REG. IN CANADA

SPENCERIAN STEEL PENS.

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

THE BEST

Works: **BIRMINGHAM, ENGLAND**

Imported by all the leading stationers in Canada.

Proprietors: Spencerian Pen Co., New York

Macniven & Cameron

Limited

Steel, Gold and Fountain Pen Makers to the Trade

Invite enquiries from Canadian Stationers for samples and prices of their manufactures. Their list includes the Waverley, Pickwick, Owl and other Steel Pens, Waverley and other Fountain Pens at various prices, and they are large makers of imprint Steel and Fountain Pens to the Trade.

Waverley Works
 EDINBURGH

Pen Factory
 BIRMINGHAM

Information Supplied

The Editor of The Canadian Bookman is prepared to supply any information desired about whose books mentioned in the paper are to be procured and the price at which they are sold. He will also supply publishers' names to authors desirous of having manuscript published in book form.

Back Numbers Wanted

Holders of back numbers of THE CANADIAN BOOKMAN are invited to correspond with the publishers, stating the numbers in their possession, the condition in which the numbers are and the terms on which they are prepared to dispose of them.
 MACLEAN PUBLISHING CO., Toronto.

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Gen. A. Cox, President W. R. Brock, Vice President
 Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Marrow,
 D. B. Hazen, Augustus Myers, John Hoskin, K.C., L.L.D.
 Frederic Nicholls, Alza Laird, James Kerr Osborne, Z. A. Lash, K.C.
 Sir Henry M. Pallant, E. R. Wood.

W. B. Meikle, General Manager; F. N. Sims, Secretary

CAPITAL	\$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.88

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

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

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

C. C. FOSTER, Secretary

Appreciation of Dr. Harper's Book

The "Battle of the Plains" Receives a Favorable Review from David Russell Jack, of St. John, N.B., who was Editor of "Acadiensis."

As are the plays of Aeschylus and Shakespeare's Henry VI, so is this latest literary production from the pen of Dr. J. M. Harper, a trilogy. Though written in the ballad form of verse, the book may be said to comprise three distinct bits of dramatization, which, although each of them is complete in itself, bear a mutual relation to one another, and form the several parts of a complete historical picture.

A life devoted to literary work of various kinds, a thorough knowledge of our Canadianism in its ethical and historical aspects, not to speak of a love of the beautiful, whether in music, in painting, in grace of language, or in natural scenery, of which the country around Quebec forms a notable example of what is to be met with elsewhere in Canada—these have equipped Dr. Harper for the task which he has just completed and which is the occasion of our present review.

The writer of history usually deals with his topic in the plainest and most direct English he has at command. But when he have a man of Dr. Harper's literary attainments combining the love of history with the love of verse, the result of his labors is usually far from being the dry reading which has led history to be looked upon by many of our modern readers of books as something to be avoided, rather than to be run after. Indeed, in taking up with "The Battle of the Plains," all classes of readers may feel assured of coming in touch not only with the plain food of stern facts and grim realities, but an intellectual feast worthy appreciation by the most fastidious literary palate.

The world's readers are all now pretty well familiar with the story of old Quebec, and of the death of Wolfe and Montcalm out on the Plains of Abraham. We are beginning to have our household words in the stories of our past; and the effort of Dr. Harper to make such a household word of the story of the taking of Quebec can hardly miss being appreciated by every Canadian, whatever be the views he may entertain as to the ultimate political destiny of the land that is his. For, of a certainty, the story is told by him so graphically that we all but forget that it is fact and not fiction that is engrossing our attention, when we are reading this latest splendid addition to our Canadian literature.

Whether one's sympathies are with the French or with the British, while tracing the details of the terrible struggle in which Wolfe and Montcalm figured so prominently, we must admit, on laying Dr. Harper's latest book aside, after a careful perusal of it, that the author has dealt faithfully and impartially to a fault with his subject.

From the city end of the Dufferin Terrace, the author patiently lays before us, as a preliminary to the proper understanding of the story he has to tell, the whole plan of Wolfe's first attempt to bring Montcalm out into the open, beginning with the little parish church of Ste. Petronille, on the Island of Orleans, where was the first camping ground of the British troops and where the British general first directed his field-glass against the long line of the city's defenses up from the Beauport beach. Thereafter, the story of the unsuccessful assault made by General Wolfe at the eastern end of General Montcalm's line of defence, which extended all the way

from the city to Montmorency river, as the first event of the siege is treated of. Then are depicted the various scenes connected with the preliminary driftings of the fleet up and down the river, as well as the main event of the battle after Wolfe and his army had arrived on the battlefield proper, to the rear of the town. And lastly, the battle of Sainte-Foye is admirably and graphically dealt with, the poem in connection with which concluding with the following stirring lines:

'Twas a victory say you; nay, a rout—the brave against the brave;
The vanquished now in full pursuit of their victors' broken wave;
The carnage left to be enhanced by the devil and his mates,
With an only refuge near at hand within the city's gates;



DR. J. M. HARPER

'Twas a victory say you; nay, a rout—the brave against the brave;
The baptism of blood, alas! our brotherhood to save.
And still the brooklet wakes our pride, on the spot where nations bled,
Where the monument stands sentinel near the brooklet's narrow bed;
Ay, here we eon our heroes' names and read tradition's praise,
With no ceasing in the soul's refrain, as still we stand and gaze;
Alas! how strange the blending of the best and worst in man,
When the victor and the vanquished pause, war's cruelties to scan.

The book, it may finally be said, is copiously supplied with biographical and other notes, which aid in giving a

clearer understanding of the story itself and the part played by the several heroes, now all our own, who took part in the struggle for the supremacy of a continent. The illustrations are appropriate and attractive, as is also the binding, in which this choice sample of the latest of Canadian historical literature is encaased.

D. R. JACK.

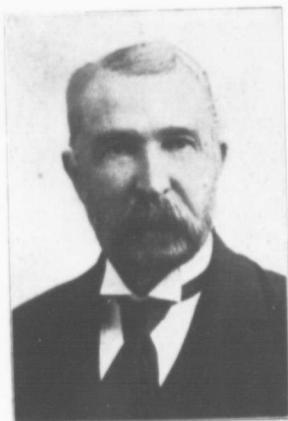
Forthcoming Books by Canadians

With Some Mention also of Books about Canada by Other Authors, Appearing Here and Elsewhere.

A third volume of verse by R. W. Service, he of Sourdough fame, is reported by William Briggs to be in preparation. The title has not yet been selected.

Professor Osborne, of Winnipeg, has an important book entitled, "The Religion of a Layman," coming out in March, through Cassell & Co. Those who have seen it state that it is a very strong piece of work. (\$1.00 net).

Mrs. Arthur Murphy, of Edmonton, who is well known as a clever newspaper writer, has written a book of im-



DR. J. H. O'DONNELL
Author of "Manitoba as I Saw It."
(Musson Book Co.)

pressions, entitled, "Janey Cannek in the West," which will be published in April by Cassell & Co. (\$1.75 net).

Nellie I. McClung's new story, "The Second Chance," which was announced for publication last fall, will not appear until the summer. It is to be published by William Briggs.

L. C. Page & Co., Boston, promise a new Montgomery book some time during the summer of 1910. Miss Montgomery has created for her new book another unusual heroine, "Kilmenny," a young Scotch girl, who promises to out rival the irresistible Anne herself.

Father A. G. Morice's "History of the Catholic Church in Western Canada," which was to have appeared last

fall, will soon be ready. The first volume is complete and the publishers, the Musson Book Co., expect to have the second volume shortly.

John M. Copeland, Toronto, has issued in booklet form his article on "The Crusade of United States Railway Interests in Canada," which appeared originally in Busy Man's Magazine.

An important two-volume work on which Dr. George Bryce, of Winnipeg, and Dr. Wilfred Campbell, of Ottawa, are collaborating, is to be issued this year by the Musson Book Co. The book will deal with "The Scot in Canada," Dr. Bryce taking western Canada, and Dr. Campbell, eastern Canada.

Frank Wise, president of the Macmillan Co. of Canada, has compiled an interesting little book called, "The Empire Day by Day," which contains a calendar record of British valor and achievement on five continents and on the seven seas. It will be issued shortly by the Macmillan Co. (25 cents).

The Westminster Co., Toronto, will publish in the spring, Marian Keith's new novel. The title has not yet been selected.

A small volume on "Canadian Etiquette," showing what is good form in Canadian society, compiled by Mrs. Forsyth Grant, is among this year's Canadian publications of the Musson Book Co.

"Boyish Reminiscences of H. M. the King's Visit to Canada in 1861," is the title of a volume to be published this spring by John Murray, London. The book is by Lieutenant Thomas Bunbury, who at the time was a midshipman on H.M.S. Hero.

Dr. Wilfred Campbell, of Ottawa, has in preparation a volume dealing with the Great Lakes. The title has not yet been definitely decided upon, but it will likely be "Our Great Lakes," and the book will appear in the spring through the Musson Book Co.

A. C. Nash, M.D., of Peachland, B.C., has collected a volume of verse, which will be published in February by William Briggs, Toronto, under the title, "An Ode to Canada and Other Poems."

"The Canadian Apple Growers' Guide," by Linus Woolverton, M.D., announced for publication last year, will be ready about the middle of February.

This month William Briggs publishes "Reminiscences and Incidents Connected with the Life and Pastoral Labors of the Rev. John Anderson," by Rev. J. D. Anderson, B.A., of Beauharnois, which will be issued in very handsome form.

NEW EDITIONS.

McLeod & Allen will publish on February 1, popular editions (cloth 50c, paper 25c.), of the following copyright novels: "Whispering Smith," "The Lightning Conductor," "The Princess Passes" and "The Message."

Something special in the way of sets of the works of Dickens, Thackeray, George Eliot, Stevenson, etc., is being offered to the trade this spring by McLeod & Allen, who will show samples a little later.

The Copp, Clark Co. have brought out a new edition of "The Elusive Pimpernel," with several half-tone illustrations. The original edition had no illustrations. (\$1.25).

Notable Books Appearing in England

Some Interesting Particulars About the New Productions of English Publishing Houses in all Departments of Literary Activity.

After an autumn season, in which there was a litude of all classes of books, the volume of book publishing has dwindled to very small dimensions for the first month of the year. However, there are a few titles worthy of consideration.

Fiction.

Gertrude Atherton is bringing out through John Murray, her new novel, "Tower of Ivory."

William Le Queux's new romance, which Eveleigh Nash is to publish, has the title, "The Treasure of Israel."

Quiller Couch has collected a volume of short stories of adventure, to be called, "Corporal Sam and other Stories," and this, Smith, Elder & Co. are to bring out.

"A Winter's Comedy" is the title of Halliwell Sutcliffe's new story, to be published by Werner Laurie. It is concerned with the intrusion of Saul Dene, a nouveau riche, into a Yorkshire county set.

John Murray announces "The Luck of the Lantern," by Robert Aitken and "Outland" by an anonymous writer.

Werner Laurie publishes this month, "Master John," the story of an Irish cardriver, by Shan F. Bullock; "Black Sheep," by Portal Hayatt, and "Eternal Fires," by "Victoria Cross."

Chatto & Windus issue "The Stone Ezel," by Mrs. Antrobus, "Opportunity," by Margaret B. Cross, "A Call," by Ford Madox Hueffer, and "Service," by Constance Smedley.

Allen Raine's posthumous novel, "Under the Thatch" is to appear through Hutchinson & Co.

Blackwood & Co. publish "Major Owen and Other Tales," by Dr. Christopher N. Johnston.

Chapman & Hall announce the publication of "The End of the Rainbow," by Stella M. Doring.

H. de Vere Staepoole's new novel, "Garryowen," comes from the publishing house of T. Fisher Unwin.

History and Biography.

"Emerson's Journals," containing the diary which he kept all his life, is to be published early in the new year, by Chapman & Hall.

Two additional volumes of Hon. John W. Fortescue's "History of the British Army," covering the period from 1802-1809, are announced by the Macmillan Co.

The life of George Sand, the French novelist, by Rene Dumie, translated by Alys Hallard, is to appear through Chapman & Hall.

Cassell & Co. publish a small volume by A. McKilliam, entitled "Makers of History."

The Macmillan Co. have two books on India, ready for publication: "The Gates of India," by Sir Thomas Holdich, and "Administrative Problems of British India," by Monsieur Chailley.

Blackwood & Co. announce, "The Life and Times of Akhnaton, Pharaoh of Egypt," by Arther E. P. Weigall.

An interesting story of an artist's life is to be published by Longmans. The artist was Monsieur Rodolphe Christen, who was born in a remote valley of Switzerland, but who eventually became a naturalized British subject and settled in the Scottish Highlands. The book is by his wife.

Lord Acton's "Lectures on the French Revolution" are to be brought out this month by Macmillan & Co.

"Events of the Indian Mutiny at Ferozepore and Through the Siege of Delhi," being the personal memories of Captain Griffiths, is announced by John Murray.

"England Before the Conquest," a history of the country from the days of the Celts to the time of the Norman Invasion, by Professor Oman, is to appear from the publishing house of Methuen & Co.

Williams & Norgate announce a critical study of the life and works of Lawrence Sterne, by Walter Siebel.

A monograph on that interesting man, John Lyly, is announced by the Cambridge University Press for early publication. It is the work of Professor Feuillerat.

Nature and Travel.

"Travels in Spain," by Philip Sanford Marden, who has already issued a pleasing book on "Greece," is to come from Constable & Co.

"Leaves from an Afghan Scrap-Book," an account of a residence of some length in Afghanistan, by Mr. and Mrs. Thornton, is announced by John Murray.

"Travel and Sport in Turkestan," by Captain Price Wood, is an imposing book, which Chapman & Hall are to publish.

"In the Torrid Soudan," a book of travel, by H. Lincoln Taugye, is announced by John Murray.

Political and Social.

"Through Afro-America" is the title of William Archers' study of the race problem in America. Chapman & Hall are to be the publishers.

Booker T. Washington's "The Story of the Negro" is about to be issued by T. Fisher Unwin.

An important book announced by Longmans & Co. is



Illustration from "Old Burgundy."
(L. C. Page & Co.)

"History of the Irish Parliamentary Party from 1870 to 1890," by F. Hugh O'Donnell.

"The Governance of Empire," a work by Major P. A. Sibbarn, D.S.O., Member of the Legislative Assembly of Natal, is to be published shortly by Longmans & Co.

Professor Lees Smith is issuing through Constable &



WILLIAM WATSON

Co. a book based on a series of lectures which he delivered in India on the tariff question.

"Ancient and Modern Imperialism," an address delivered by Lord Cromer before the Classical Association, is being issued in book form by John Murray.

"Health Progress and Administration in the West Indies," by Sir Robert Boyce, is on John Murray's list for early publication.

"The Passing of the Shereefian Empire," by Ellis Ashmead-Bartlett, is to appear through Blackwood & Co.

Faith and Knowledge.

"Science from an Easy Chair," a popular treatise on a large variety of subjects by Sir E. Ray Lankester, is to appear with Methuen & Co.

T. & T. Clark are issuing the second volume of "The Encyclopedia of Religion and Ethics" (Arthur to Bunyan), which Dr. James Hastings is editing, with the assistance of one hundred and sixty-nine contributors.

"The Conquest of Consumption," a work by Dr. Arthur Latham and Dr. C. H. Garland, is announced by T. Fisher Irwin.



E. P. OPPENHEIM

The Clarendon Press is publishing an "Atlas of Economics," by J. G. Bartholomew.

Edward Stanford is publishing in four parts a work designed to celebrate the jubilee of the Geologists' As-

sociation. It is entitled "Geology in the Field," and consists of a series of articles by competent authorities on the various districts in England and Wales, visited by the association on their excursions during the last fifty years.

Early Announcements of Spring Lists

Several Novels by Noted Writers to Appear During the Approaching Spring Season—Other Books.

That there is to be a new novel by Marie Corelli this year is an interesting piece of information brought home from England, by E. W. Walker, of the Methodist Book & Publishing Co., who publish all her works in Canada. The title has not yet been announced.

G. B. McCutcheon's contribution to the spring list will be a novel entitled, "The Butterfly Man," which William Briggs will publish in Canada.

Louis Joseph Vance, author of "The Brass Bowl," "The Bronze Bell," etc., will depart from his usual custom of giving his books titles beginning with B., and will give us this spring a story entitled "The Fortune Hunter." William Briggs will issue the Canadian edition.

McLeod & Allen will have ready early in February a new novel by Hallie Erminie Rives, author of "Satan Sanderson," which will have the title, "The Kingdom of Slender Swords."

A new British Columbia story by Harold Bindloss will appear in February through McLeod & Allen. It will be entitled "Thurston of Orchard Valley."

The Copp, Clark Co. will publish early in the year, a new novel by Baroness Orey, the title of which has not yet been fixed upon.

Winston Churchill's new novel is definitely announced by the Macmillan Co., for February publication. Its title will be "A Modern Chronicle," and it is a love story of modern life in the outwardly prosaic surroundings of the big cities of the twentieth century. (\$1.50).

Cassell & Co. announce a long list of fiction for spring publication. For February they will have, "The Rust of Rome," by Warwick Deeping and "The Goddess Girl," by Dorothea Denkin. For March, "The Girl With the Red Hair," by Max Pemberton, "Our Flat," by A. W. Barrett and "The Morning Star," by Rider Haggard. For April, "A Strong Man's Love," by Walter Wood, "The Road Back," by Sydney Warwick, "The Mystery of Barry Ingram," by Annie S. Swan, "The Brown Mask," by Percy Brebner. For May, "At the Call of Honor," by A. W. Marchmont, "London and a Girl," by Alfred Gibson and "Fate and the Man," by T. Hanshew. For June, "Freda," by Katharine Tynan.

Yet another posthumous novel by Marion Crawford is to appear this season. It will be published in February by the Macmillan Co. with the title "The Undesirable Governess." (\$1.50).

Three novels announced for February publication: by the Macmillan Co., of Canada, are: "A Life for a Life," by Roger Herriek, "An Interrupted Friendship," by Mrs. Voynich, and "Nathan Burke," by Watts. All three will be published at \$1.25.

Importations by Canadian Publishers

Books of English and American Publishers, which will be Shown this Spring by Canadian Publishers.

William Briggs has arranged for the Canadian market for the new Memorial Edition of the works of George Meredith, which Archibald Constable & Co. are to issue. The edition will comprise twenty-six or twenty-seven volumes and will contain all Meredith's writings. It will be sold by the set only.

Books for boy scouts have now become quite a feature, and William Briggs announces that he will carry a stock



Illustration from "Flying Plover," by Theodore Roberts, (L. C. Page & Co.)

of several titles—"Scouting for Boys," by Lt.-General Baden Powell, "Yarns for Boy Scouts" and "Scouting Games," by the same author, "Boys of the Otter Patrol," by Breton-Martin, "Things all Scouts Must Know," "Camping Out," by Victor Bridges, and "The Phantom Battleship," by Rupert Chesterton.

Dent's Bible Dictionary, a comprehensive one-volume dictionary, will be carried in Canada by William Briggs, (\$3.50).

A remarkable series of reprint copyright fiction is being imported by the Canadian branch of the Oxford Press. These books are published by Henry Frowde in conjunction with Hodder & Stoughton, and are to be called the "Oxford Copyright Fiction Series." They are admirably printed, with attractive three-color illustrated jackets, and include the most popular works of Joseph Hoeking, David Lyall, Ian Maelaren, J. M. Barrie, John Oxenham, Max Pemberton, S. R. Crockett, Anthony Hope, etc. They can be sold profitably at 35 cents, and at this price are remarkable value.

An array of juveniles surpassing in interest the splendid line of 1909 will be shown this season by Henry Frowde. The books are published in England in conjunction with Hodder & Stoughton. At their head comes a superb edition of "Robinson Crusoe," in two cloth bindings and one leather binding, illustrated in color by

Noel Pooock (7s. 6d. net and 10s. 6d. net). Three more books compiled by the inimitable Cecil Aldin follow, these are: "The Twins," a companion volume to last year's "Pickles," "Farm Babies," along the line of "Zoo Babies," and "The White Kitten Book," recalling the "White Puppy Book" and "Black Puppy Book." All three are profusely illustrated in color. "Locomotives of the World," by J. R. Howden, is an interesting and instructive book. Other strong titles are "The Bird Book," "Ballads of Famous Fights," and "Sheaves of Gold." There is also an admirable series of six-penny juveniles with color frontispiece, including such popular titles as "Robinson Crusoe," "Tales from Shakespeare," "Coral Island," "Little Women," "Andersen's Fairy Tales," etc.

Henry Frowde supplies "The People's Budget," by Rt. Hon. David Lloyd George, published in England by Hodder & Stoughton. (30 cents).

Maemillan's Library of Foreign Travel is being made up by the Maemillan Co. It will include such books as Sven Hedin's "Trans-Himalaya," Col. Patterson's "In the Grip of the Nyika," etc.

The Maemillan Co. of Canada are importing a series of recent copyright novels in decorated cloth bindings, which they call Maemillan's Dollar Library. Among the titles received are: "White Fang," by Jack London, "Antonio," by Ernest Oldmeadow, "A Lady of Rome," by Marion Crawford, "Sebastian," by Frank Danby, "The Heart of a Gypsy," by Rosamond Napier, "Chateau Royal," by J. H. Yoxall, "Spies of the Kaiser," by William Le Queux, etc.

A cheap edition of Sven Hedin's splendid book of travel, "Trans-Himalaya," will be issued in February by the Maemillan Co. of Canada. It will come in two volumes, at \$2.50.

"Games for the Playground, Home, School and Gymnasium," by Jessie H. Baneroff, containing a collection of 400 games, is announced by the Maemillan Co. (Cloth, \$1.50 net).

The Maemillan Co. offer this month "A Book of Operas, Their Histories, Their Plots and Their Music," by Henry Edward Krebhiel. (\$1.75 net).

"The People's Law or Popular Participation in Law Making," by Charles Sumner Lobingier, Ph.D., is an important compendium published by the Maemillan Co. (\$4.00 net).

The Maemillan Co. will bring out this month "Child's World in Picture," containing story-like descriptions, illustrated by pictures of life in far-away and unknown lands. (\$1.00 net).



The Art of the Belgian Galleries, (L. C. Page & Co.)

The Canadian Monthly List of Books for December

Containing a Record of Books Published in Canada,
Books by Canadian Authors and Books About
Canada Issued During the Month of December.

- Allison, W. T.** The Amber Army and Other Poems. Toronto: Briggs. 85 pages, 5½x8 inches. Cloth, \$1.00.
- Bancroft, Jessie H.** Games for the Playground, Home, School and Gymnasium. Toronto: Macmillan. Cloth, \$1.50 net.
- Blackwood, A.** The Education of Uncle Paul. Toronto: Macmillan. Cloth, \$1.25.
- Browne, Edith A.** Greece. Peeps at Many Lands Series. Illustrated. Toronto: Macmillan. 50 cents net.
- Buckley, Arabella B.** Wild Life in Woods and Fields. Toronto: McClelland & Goodchild. Limp cloth, 15 cents.
- By Pond and River. Toronto: McClelland & Goodchild. Limp cloth, 15 cents.
- Plant Life in Field and Garden. Toronto: McClelland & Goodchild. Limp cloth, 15 cents.
- Birds of the Air. Toronto: McClelland & Goodchild. Limp cloth, 15 cents.
- Trees and Shrubs. Toronto: McClelland & Goodchild. Limp cloth, 15 cents.
- Insect Life. Toronto: McClelland & Goodchild. Limp cloth, 15 cents.
- Cambridge Modern History. Planned by the late Lord Acton, LL.D. Vol. VI. The Eighteenth Century. Toronto: Macmillan. Cloth, \$4.00 net.
- Canadian Almanac, 1910.** Edited by Arnold Thomas. Toronto: Copp, Clark. 496 pages, 6x9 inches. Cloth, 75 cents; paper, 50 cents.
- Church, A. J.** Stories of King Arthur. Toronto: McClelland & Goodchild. Limp cloth, 15 cents.
- Stories from Ancient Greece. Toronto: McClelland & Goodchild. Limp cloth, 15 cents.
- Stories from Ancient Rome. Toronto: McClelland & Goodchild. Limp cloth, 15 cents.
- C. nyngton, M.** How to Help: A Manual of Practical Charity. Toronto: Macmillan. Cloth, \$1.50 net.
- Cumberland, F. Barlow.** History of the Union Jack and Flags of the Empire: Their Origin, Proportions and Meanings as Tracing the Constitutional Development of the British Realm and with References to Other National Ensigns. Third edition, new and enlarged, with index, 69 illustrations and 9 colored plates. Toronto: William Briggs. 329 pages, 5½x7¾ inches. Cloth, \$1.50 net.
- De Morgan, William.** It Never Can Happen Again. Toronto: Henry Frowde. 2 volumes. Cloth, \$1.75.
- English Men of Letters. New Pocket Edition. Sterne, Thackeray, Wordsworth. Toronto: Macmillan. Each 25 cents net.
- Emerson, F. U.** Manual of Physical Geography. Toronto: Macmillan. Cloth, \$1.40.
- Gale, Zona.** Friendship Village Love Stories. Toronto: Macmillan. Cloth, \$1.25.
- Gwynn, Stephen.** Robert Emmet (An Historical Romance). Toronto: Macmillan. Cloth, \$1.25.
- Hedin, Sven.** Trans-Himalaya (Discoveries and Adventures in Tibet). 2 volumes. Toronto: Macmillan. Cloth, \$7.50 net.
- Herrington, W. S.** Martyrs of New France. Toronto: William Briggs. 159 pages, 5¼x7½ inches. Cloth, 60 cents net.
- Housman, Lawrence.** Stories from the Arabian Nights, 50 plates in color, by Edmund Dulac. Toronto: Mussen. Boxed, \$5.00.
- Krehbiel, Henry E.** A Book of Operas. Toronto: Macmillan. Cloth, \$1.75 net.
- Lobingier, Chas. S.** The People's Law. Toronto: Macmillan. Cloth, \$4.00 net.
- Lowell, Percival.** The Evolution of Worlds. Toronto: Macmillan. Cloth, \$2.50 net.
- Lyon and Pippin.** Principles of Soil Management. Rural Science Series. Toronto: Macmillan. Cloth, \$1.75 net.
- McClung, Rev. J. A.** In Dixie and Manitoba: A true story of real life. Second Edition (Originally published as being by Rev. J. A. Murray), 5x7½ inches, 13 pages, paper covers. Toronto: Briggs. 15 cents.
- McIsaac, Isabel.** Bacteriology for Nurses. Toronto: Macmillan. Cloth, \$1.25 net.
- Machray, Robert.** Life of Robert Machray, D.D., LL.D., D.C.L., Archbishop of Rupert's Land, Primate of all Canada, Prelate of the Order of St. Michael and St. George. Toronto: Macmillan. Cloth, \$5 net.
- Mackaye, Percy.** Poems. Toronto: Macmillan. Cloth, \$1.25 net.
- Mackeracher, W. M.** Jean Bateese at the Carnival. Toronto: Briggs. 16 pages, 5¼x7½ inches. Paper cover, 35 cents.
- Memoirs of the Late Sandy Stewart.** By a Friend of His Youth. Toronto: Briggs. Published privately, 49 pages, 5x7½ inches. Paper cover.
- Nesbit, E.** Harding's Luck. Toronto: Henry Frowde. Cloth, \$1.25.
- Patterson, Lt.-Col. J. H.** In the Grip of the Nyika. Toronto: Macmillan. Cloth, \$2 net.
- Peabody, Francis G.** The Approach of the Social Question. Toronto: Macmillan. Cloth, \$1.25 net.
- Ramsay, Dean.** Reminiscences of Scottish Life and Character. Latest edition, containing author's final additions and corrections. 16 illustrations in color by Henry W. Kerr. Toronto: Mussen. \$1.50.
- Shakespeare, William.** Merchant of Venice. 36 plates in color by Sir James D. Linton, R.I. Toronto: Mussen. Boxed, \$3.50.
- Smith, Gipsy.** The Lost Christ. Toronto: Henry Frowde. Paper, 30 cents.
- Thompson, G. B.** The Kulturkampf. Toronto: Macmillan. VII.+141 pages. Cloth, \$1.25 net.

The Macmillan Co. of Canada are bringing together a number of their old and new books about Canada, and making up a Library of Canadian Travel. So far this library will consist of Dr. Grenfell's "Labrador," Miss Higginson's "Alaska," Outram's "In the Heart of the Canadian Rockies," General Sir W. Butler's "The Wild North Land" and "The Great Lone Land," "The Northwest Passage by Land," by Viscount Milton and Dr. Cheadle, "Vancouver's Discovery of Puget Sound," by Edmund S. Meany, "The Western Avernus," by Morley Roberts, and the new "Life of Archbishop Machray."

BOOKSELLER AND STATIONER

WE ARE MAKING THE DEMAND
WE ASK YOU TO MAKE THE SALES



Stationery

There is nothing that is stronger than the truth, than honest intentions, expressed by honest words, stating honest facts ; therefore, in our introduction of

Scotch Plaid Stationery

to the trade, we are depending on a straightforward statement of the merits of this new Line, simply because it is a commodity whose good qualities are so apparent that it does not feel the need of any statement other than the truth.

In the first place we want to impress you with the fact that **Scotch Plaid Stationery** is not a bargain ; that is, in the ordinary use of the word "bargain." Consequently, we are not going to launch out into a lengthy price argument, except to declare that you will have room for a satisfactory profit, and to remind you that the sweetness of low prices is nothing compared to the bitterness of poor quality.

The Paper and Envelopes present a finished linen surface, most agreeable to the pen touch, with none of that disagreeable fuzziness so detrimental to neat, non-ink-splattered correspondence.

The variety of forms in which you may offer this Line to the consumer are sure to make it a strong favourite, as it comes in every form suitable for business and private correspondence, viz :—

Note—Boxed in quarter reams, Salisbury size.

Envelopes—Boxed in hundreds, Salisbury size.

Papeterie—Cabinet contains 24 sheets Paper and 24 Envelopes.

Tablets—Salisbury, Large Octavo, Large Quarto.

The design shown on other page is lithographed on boxes and tablets.

For advertising purposes, we supply a handsome DISPLAY CARD, 18 x 12 inches, lithographed in colours, also very pretty and attractive CIRCULARS, printed on Scotch Plaid paper, lithographed in colours, and containing your own imprint.

THE COPP, CLARK COMPANY, LIMITED
64 & 66 FRONT STREET WEST
TORONTO, CANADA

Copyrights Recorded in December

A List of Books Entered During the Month at the Copyright Branch of the Department of Agriculture, Ottawa.

21647. McAlpine's Prince Edward Island Directory, 1909. McAlpine Publishing Company, Limited, Halifax, 25th November.
21652. Illustrated Chart of Canadian History. By John C. Saul, M.A. United Editors Limited, Toronto, 26th November.
21655. The Broken Trail. Pages from a Pastor's Experience in Western Canada. By George W. Kerby, B.A. (Book.) George W. Kerby, Calgary, Alberta, 27th November.
21677. The Canadian Men and Women of the Time. Part One. Illustrated with Portraits. Second Edition. Edited by Henry James Morgan, LL.D., D.C.L., F.R.S.C. (Book.) Albert Henry Proctor Morgan, New Liskeard, Ont., 1st December.
21678. A History of Simcoe County. By Andrew F. Hunter. In Two Volumes. Andrew F. Hunter, Barrie, 1st December.
21679. The Kulturkampf. An Essay. By Gordon Boyce Thompson, M.A. With a Prefatory Note by George M. Wrong, M.A. (Book.) The Macmillan Company of Canada, Limited, Toronto, 2nd December.
21685. Canadian Patent Office Practice. By W. J. Lynch, Chief Clerk of the Canadian Patent Office. (Book.) William Joseph Lynch, Ottawa, 3rd December.
21692. History of the Union Jack and Flags of the Empire. By Barlow Cumberland, M.A. Third Edition. (Book.) Barlow Cumberland, Port Hope, 7th December.
21700. Stories from Prairie and Mountain. By Margaret Benister. (Book.) The Copp, Clark Company, Limited, Toronto, 9th December.
21704. Verse from a Western Isle. By Frederic Phillips. (Book.) Frederic Phillips, Ganges, British Columbia, 9th December.
21715. Tarn Wellandward. (Book.) Louis Blake Duff, Welland, Ont., 13th December.
21716. History of New Brunswick. By James Hannay, D.C.L. Volumes I and II. James Hannay, Oak Point, Ont., 13th December.
21731. A Funny Mouse Trap and Other Rhymes. By Mary Whiting Bullis. (Booklet.) Mary Whiting Bullis, Emerson Manitoba, 16th December.
21732. Ontario High School Laboratory Manual in Chemistry. By Ellis and MacClement. (Book.) The Macmillan Company of Canada, Limited, Toronto, 16th December.
21733. Ontario High School Chemistry. By Ellis and MacClement. Pupils' Text Book. The Macmillan Company of Canada, Limited, Toronto, 16th December.
21746. Choix de Chansons. (Livre.) C. B. Perreault, Montreal, 20th December.
21747. The Martyrs of New France. By W. S. Herrington. (Book.) W. S. Herrington, Nanapanee Ont., 20th December.
21756. Casselman Consolidated Business Accounting System. (Book.) Chester Casselman, Chesterville, Ont., 22nd December.
21757. English Accentuation. By Rev. F. T. Barre, C.S.C. (Livre.) T. Theophile Barre, C.S.C., Saint-Laurent, Que. 22nd December
21763. A Gazetteer of British Columbia. (Book.)

Provincial Publishing Company, Vancouver, British Columbia, 22nd December.

21764. An Introductory English Grammar. By S. E. Lang, Winnipeg. The Copp, Clark Company, Limited, Toronto, 22nd December.

21765. Le Roi des Tenebres. Grand Drame. Par Arthur Tremblay et J. E. Corriveau. (Livre.) Arthur Tremblay et J. Eugene Corriveau, Quebec, Que., 22nd December.

21767. Historie Prince Edward. By Maude Benson. (Temporary Copyright.) (Book.) Mrs. Maude Benson, Picton, 23rd December.

21768. The Township of Sandwich, Past and Present. By Frederick Neal. Illustrated. (Book.) Frederick Neal, Sandwich, Ont., 23rd December.

21777. The Canadian Almanac, 1910. (Book.) The Copp, Clark Company, Limited, Toronto, 27th December.

21778. Prairie Patchwork; or, Western Poems for Western People. By Cecil E. Selwyn. Illustrated by Ryal W. Hathway. (Book.) Cecil Edward Selwyn, Winnipeg, 27th December.

THE INVALUABLE CANADIAN ALMANAC.

Once again, and this time for the sixty-third year, the Canadian Almanac makes its appearance. It has now attained such proportions, it covers so much ground, and its information is so complete, that it has become indispensable to its regular subscribers, and invaluable to any one desirous of getting facts and figures about Canada. There is hardly a phase of life which is not touched on. The Governments of the Dominion and the provinces, with the names of officials, the clergy of all denominations, the barristers and solicitors, the county and township officers, the militia list, post offices, newspapers, books, etc., etc. With every copy of the 1910 issue is supplied a large map of the Nipissing district. (Copp, Clark Co. 50 cents).

JANUARY FICTION APPEARING IN CANADA.

Anthony Partridge, author of "The Kingdom of Earth," has written another romance entitled "Passers-by," which the Mussen Book Co. publish on or about January 12. It has London as its scene. Its heroine is a street singer, Christine, who comes to London, accompanied by Ambrose Drake, a hunchback, with a piano and a monkey. The fortunes of these two are strangely linked with those of an English statesman, who in his youth led a wild and criminal career in Paris, as the leader of a band of thieves and gamblers. Here is material for a thrilling tale. (Cloth, \$1.25).

"The Up Grade," a story by a new author, Wilder Goodwin, will be published by the Mussen Book Co., on January 12. It is a strong story of the southwest, having for its theme a man's regeneration from weakness and failure. Stephen Loring, who has thrown away every advantage of birth, education and friends, is started on the up grade by his love for the daughter of the manager of the San Quentin mines, and how he finally wins his way to the top, is related in a succession of dramatic incidents. (\$1.25).

William Briggs announces five novels for January publication. They are Baroness Orey's story, "The Nest of the Sparrowhawk," "In the Shade," by Valentina Hawtrey, "Mary up at Gaffries," by S. C. Nethersole, "The Man Outside," by Wyndham Martyn and "Gloria," by G. Frederick Turner.

Best Sellers During December

Reports from the Leading Centres of Trade in Canada, with a Summary Showing the Most Popular Books of the Month.

Brantford.

- 1 Attie Guest. R. E. Knowles. Westminster.
- 2 Foreigner. Ralph Connor. Westminster.
- 3 Silver Horde. Rex Beach. Harper.
- 4 Inner Shrine. Anonymous. Mussen.
- 5 New North. A. D. Cameron. Mussen.
- 6 Northern Lights. Sir Gilbert Parker. Copp.

Chatham.

- 1 Foreigner. Ralph Connor. Westminster.
- 2 Attie Guest. R. E. Knowles. Westminster.
- 3 Truxton King. G. B. McCutcheon. Briggs.
- 4 Anne of Green Gables. L. M. Montgomery. Page.
- 5 Anne of Avonlea. L. M. Montgomery. Page.
- 6 Ballads of a Cheechako. R. W. Service. Briggs.

Edmonton.

- 1 Foreigner. Ralph Connor. Westminster.
- 2 Northern Lights. Gilbert Parker. Copp.
- 3 Ballads of a Cheechako. R. W. Service. Briggs.
- 4 Broken Trail. R. W. Kerby. Briggs.
- 5 New North. A. D. Cameron. Appleton.
- 6 Anne of Avonlea. L. M. Montgomery. Page.

Guelph.

- 1 Foreigner. Ralph Connor. Westminster.
- 2 Calling of Dan Matthews. H. B. Wright. McLeod.
- 3 Attie Guest. R. E. Knowles. Westminster.
- 4 John Marvel. T. N. Page. Copp.
- 5 Ballads of a Cheechako. R. W. Service. Briggs.
- 6 Songs of a Sourdough. R. W. Service. Briggs.

Hamilton.

- 1 Foreigner. Ralph Connor. Westminster.
- 2 Attie Guest. R. E. Knowles. Westminster.
- 3 When a Man Marries. Rinehart. McLeod.
- 4 Actions and Reactions. Rudyard Kipling. Macmillan.
- 5 Northern Lights. Sir Gilbert Parker. Copp.
- 6 It Never Can Happen Again. Wm. De Morgan. Frowde.

London.

- 1 Foreigner. Ralph Connor. Westminster.
- 2 Calling of Dan Matthews. H. B. Wright. McLeod.
- 3 Silver Horde. Rex Beach. Harper.
- 4 Old Rose and Silver. Myrtle Reed. Putnam.
- 5 Attie Guest. R. E. Knowles. Westminster.
- 6 John Marvel. Assistant. T. N. Page. Copp.

Moncton.

- 1 Ballads of a Cheechako. R. W. Service. Briggs.
- 2 Foreigner. Ralph Connor. Westminster.
- 3 Songs of a Sourdough. R. W. Service. Briggs.
- 4 Truxton King. G. B. McCutcheon. Briggs.
- 5 Attie Guest. R. E. Knowles. Westminster.
- 6 Danger Mark. R. W. Chambers. McLeod.

Montreal.

- 1 Foreigner. Ralph Connor. Westminster.
- 2 Anne of Avonlea. L. M. Montgomery. Page.
- 3 Anne of Green Gables. L. M. Montgomery. Page.
- 4 Silver Horde. Rex Beach. Harper.
- 5 It Can Never Happen Again. Wm. De Morgan. Frowde.
- 6 John Marvel. Assistant. T. N. Page. Copp.

Ottawa.

- 1 Foreigner. Ralph Connor. Westminster.
- 2 Stradella. F. M. Crawford. Macmillan.
- 3 Northern Lights. Sir Gilbert Parker. Copp.
- 4 Silver Horde. Rex Beach. Harper.
- 5 Anne of Avonlea. L. M. Montgomery. Page.
- 6 Attie Guest. R. E. Knowles. Westminster.

Peterborough.

- 1 Foreigner. Ralph Connor. Westminster.
- 2 Attie Guest. R. E. Knowles. Frowde.
- 3 Old Rose and Silver. Myrtle Reed. Putnam.
- 4 Northern Lights. Sir Gilbert Parker. Copp.
- 5 Goose Girl. Harold MacGrath. Westminster.
- 6 Ballads of a Cheechako. R. W. Service. Briggs.

Port Arthur.

- 1 Foreigner. Ralph Connor. Westminster.
- 2 Attie Guest. R. E. Knowles. Frowde.
- 3 Silver Horde. Rex Beach. Harper.
- 4 Ballads of a Cheechako. R. W. Service. Briggs.
- 5 Anne of Avonlea. L. M. Montgomery. Page.
- 6 Round the Fire Stones. Conan Doyle. Copp.

Quebec.

- 1 Attie Guest. R. E. Knowles. Frowde.
- 2 Foreigner. Ralph Connor. Westminster.
- 3 Bridge Builders. A. C. Ray. Mussen.
- 4 Little Sister Snow. Frances Little. Mussen.
- 5 Going Down From Jerusalem. Norman Duncan. Harper.
- 6 Anne of Avonlea. L. M. Montgomery. Page.

St. John, N.B.

- 1 Foreigner. Ralph Connor. Westminster.
- 2 Attie Guest. R. E. Knowles. Frowde.
- 3 Anne of Green Gables. L. M. Montgomery. Page.
- 4 Anne of Avonlea. L. M. Montgomery. Page.
- 5 Songs of a Sourdough. R. W. Service. Briggs.
- 6 Old Rose and Silver. Myrtle Reed. Putnam.

Stratford.

- 1 Foreigner. Ralph Connor. Westminster.
- 2 Attie Guest. R. E. Knowles. Frowde.
- 3 Truxton King. G. B. McCutcheon. Briggs.
- 4 Little Sister Snow. Frances Little. Mussen.
- 5 Northern Lights. Sir Gilbert Parker. Copp.
- 6 Anne of Green Gables. L. M. Montgomery. Page.

Toronto.

- 1 Attie Guest. R. E. Knowles. Frowde.
- 2 New North. A. D. Cameron. Briggs.
- 3 Bella Donna. R. Hiehins. Copp.
- 4 Foreigner. Ralph Connor. Westminster.
- 5 Cardillac. Robert Barr. McLeod.
- 6 Northern Lights. Sir Gilbert Parker. Copp.

Winnipeg.

- 1 Foreigner. Ralph Connor. Westminster.
- 2 Ballads of a Cheechako. R. W. Service. Briggs.
- 3 Anne of Avonlea. L. M. Montgomery. Page.
- 4 Anne of Green Gables. L. M. Montgomery. Page.
- 5 Northern Lights. Sir Gilbert Parker. Copp.
- 6 Suitable Child. Norman Duncan. Frowde.

Canadian Summary.

	Points.
1 Foreigner. Ralph Connor	150
2 Attie Guest. R. E. Knowles.	99
3 Anne of Avonlea. L. M. Montgomery	44
4 Ballads of a Cheechako. R. W. Service.	44
5 Northern Lights. Gilbert Parker	44
6 Silver Horde. Rex Beach	33

Conducting a Circulating Library

A Librarian Tells Some of Her Experiences and How She Has Solved Some of the Problems That Have Confronted Her

By Mrs. Marvin, Before the American Booksellers' Association

Let him who thinks the duties of the librarian are simply to stamp and hand books across the desk pause, ere he chooses this for a profession. She must know her books and study her people, making them feel she takes a personal interest in them and the books they read.

Only the librarian knows too well the problems are many which confront her. If she has solved the greatest problem of all, how to keep her temper amid the many trials and provocations of the day, she has gained a victory not to be lightly esteemed.

It was nearly three years ago I sent out my first library book, explaining to the people the books were loaned for two cents a day, no deposit required, the rental to be paid when the book was returned. I was asked, of course, how we dared take the risk. I answered, "We trust in the honor of the New Haven people." It is to their credit, I can say, only in a few cases has the trust been misplaced.

Keeping Records.

We tried many methods for keeping our records, but they were cumbersome and not suited for rapid work. It was a happy day when the firm consented to buy me a card filing cabinet. This, I think, is the quickest and most accurate system for library use. Our books are catalogued by author, each with their own number, and easily found on the shelves. They are neatly covered with a paper cover; this is removed when the book is returned and replaced with a fresh one. It means work, but the clean appearance of our books pays for the extra trouble.

The library had only been running a short time when we were besieged to reserve books. This we decided would only lead to dissatisfaction in the end. We have, therefore, adhered strictly to the rule, "No books reserved." To this fact I attribute in a great measure our success. Every one, no matter what his station in life, has the same opportunity to obtain the new books. I have been offered money, candy, flowers, etc., to break the rule, but our absolute refusal to do so, I feel sure, has been of no loss to us, rather a gain.

Shall we deliver books? This we debated for some time, finally deciding it would be a saving of both time and money to refuse this request also. We are sincerely thankful we kept out of this pitfall. It would have taken one person's time the entire day to wrap, address books and receive telephone orders.

The Over-time Problem.

What to do about books that are not returned promptly soon became a problem that needed careful consideration. How to approach the delinquent and yet not offend. If the book has been out for three weeks we send a postal card with this formula printed on it: "We beg to remind you that a copy of _____ which you took out on _____ has not yet been returned." This in most cases has proved sufficient, still in all folds there are some black sheep. If after three notices have been

sent the book has not been brought back, we put it in the hands of our collector. That his pathway is not strewn with roses he could tell you better than I.

Some of the excuses given why the books have not been returned are unique, to say the least. Our store was closed Washington's birthday. About three weeks afterward a book was brought in by a young lady, who said, "I tried to return this book on Washington's birthday, but could not get in the store. Must I pay the extra fine?" When I called her attention to the fact that quite a time had elapsed since the 22nd of February and the 15th of March, she still could not see why she was expected to pay the full amount. Another patron, after keeping out a book for over a month, returned it with this excuse: "I went to New York just after I took out this book, the maid put it in the bookcase, and I supposed it had been returned, until I received your notice this morning. You surely do not intend to charge me a month's dues." The fact that had the book been returned promptly, it would have been paying for itself, does not seem to occur to them.

Is a Catalogue Advisable?

The "pros and cons" of a catalogue were discussed at length. The library grew to such an extent it seemed wise to publish one. We do not regret the expense. Books that have been standing on our shelves for months have taken a new lease of life, many people saying, "I did not know you had that book in the library until I saw it in your catalogue."

How many copies of the popular books to put in the library each librarian must judge for herself. It depends upon the demand and the number of patrons. We put in from ten to thirty copies, these more than pay for themselves.

As the books in the library became soiled and the demand for others dropped off the question arose what to do with them. We clean these and put them on sale for 25 cents a copy. We are always able to sell them, people coming in every day to see what I have on hand. Many libraries throughout the state buy these books in large quantities. So until the last our library book brings in an income.

In my opinion the circulating library, when properly managed, is a paying adjunct to any bookstore. The public library does not put in a large supply of fiction and it is new fiction the public taste craves. This want the circulating library fills at a small expense. Our experience has been that the profits from the library far exceed the profits from the sale of books. Whether the sale of fiction has decreased since the library opened we have not decided. This fact I do know—many books have been read from the library and afterwards copies bought to keep or give to friends.

Do Libraries Stimulate Trade?

Has trade in other parts of the store been stimulated since opening the library? This is a point on which

BOOKSELLER AND STATIONER

we differ. I can only speak from a personal standpoint. I do know people have come into the store since the library was established who never entered it before. Many of them stop to buy things from departments near the library; there my point of view ends.

For fear I ride my hobby too long and so become tiresome, I will relate a few amusing incidents that have come under my notice.

One Saturday night a young lady rushed in and breathlessly asked if I had a Scuttle in the library. I went to the shelf, took down the "Shuttle," stamped and gave it to her. I have often wondered if she ever awoke to her mistake. A few minutes afterwards a girl came in and asked for "Jim Crow's Daughter." This was too much for my assistants, they started to laugh; so when I handed her "The Daughter of Anderson Crow" she quickly saw her mistake and laughed with us. But best of all was the request for "The Splinter's Farm"; just for a second I hesitated, then realized the "Spin-Morgan's" books one day I said: "Some people compare him to Dickens." The person asked: "Has Dickens written anything new lately?" And this the 20th century's Farm" was wanted. In recommending one of De tury.

Thus goes the day's work, much that annoys mingled with much that amuses, and I am glad to say the bright spots far outnumber the dark ones.



Illustration from "Seymour Charlton" by W. B. Maxwell.
(Copp, Clark Co.)

SEYMOUR CHARLTON.

The Canadian publishers of "Seymour Charlton," by W. B. Maxwell, (The Copp, Clark Co.), intend to start a special campaign to introduce this book more intimately to the attention of Canadian readers. The novel is undoubtedly one of the most important of the day. It has been highly praised by the most discriminating critics and has had a great reception in England. Now that the public are having a little leisure to pick out novels worth while, from the avalanche of last fall, this book will undoubtedly come to its own.

ROYAL USERS OF IDEAL PENS.

The Daily Mail, of London, recently contained an advertisement of the London house of the L. E. Waterman Co. There was a noticeable list of users of Waterman's Ideal fountain pens, as follows. His Majesty the King of England, His Majesty the King of Italy, His Majesty the King of Spain, His Majesty the King of Greece, Her Majesty the Queen of Greece, and the President of the United States.

AMONG THE PUBLISHERS.

A new firm, composed of William J. Barse and John H. Hopkins, to be known as Barse & Hopkins, has been established at 296 Broadway, New York. They have purchased the entire publishing business of Brewer, Barse & Co., Chicago. It is the purpose of the firm to carry on a general publishing business along original and popular lines.

J. M. Dent & Co., London, have been turned into a private company, under the title of J. M. Dent & Sons, Ltd. J. M. Dent, as chairman of directors, will continue to guide the policy of the business, while Hugh Railton Dent becomes managing director.

On December 10 the centenary of the establishment of the firm of Blackie & Sons, Limited, was celebrated by a complimentary soiree and concert, given by the employes in the city hall, Glasgow.

TRADE CHANGES.

G. P. Minaker, publisher of the Gladstone (Man.) Age, has opened a book and stationery store in connection with the Age Publishing Co.'s business.

Stewart & Thomas, 61 Albert Street, Toronto, stationers and bookbinders, have dissolved partnership. The business will be continued by F. S. Thomas, under the style of F. S. Thomas & Co.

The partnership heretofore subsisting between Alvin Grigg and Percy C. Doran, as the Grigg Book & Stationery Company, Pembroke, has been dissolved. Alvin Grigg will continue the business under the old name.

W. B. W. Armstrong, Parry Sound, has sold his book and stationery business to his brother, J. E. T. Armstrong, of Toronto, and will give his whole time and attention to the C.P.R. ticket, telegraph and express agency in Parry Sound.

The item in November Bookseller and Stationer to the effect that W. A. Douglas, of Edmonton, had secured the business of R. J. Stephenson, late of Wetaskiwin, was incorrect. The change that did take place was that Mr. Stephenson became manager of the wholesale and retail departments of the Douglas Co., Edmonton. His Wetaskiwin business was sold to E. A. Hutchins in August, and then Mr. Stephenson took a trip to the coast.

**NOW IS THE TIME FOR
CHEAP EDITIONS**

SEE OUR LISTS

OF
Paper Novels . . . 15c
Board Novels . . . 30c
People's Library, cloth, 25c

Technical Handbooks, nearly
100 different titles, edited
by Paul N. Harwick, 30c up

Cassell & Company

Limited

42 Adelaide Street West - Toronto
LONDON NEW YORK TORONTO MELBOURNE

**The Financial Post
of Canada**

TORONTO MONTREAL WINNIPEG
VANCOUVER LONDON, ENG.

the authoritative financial journal of the Dominion

**Annual Review and
Statistical Number**

was issued on Saturday, Jan. 8th

Special articles by eminent
authorities.

Opinions by financial and
business leaders.

Tables of all important
statistics.

10c. per copy. \$3.00 per annum

Oxford University Press CANADIAN
BRANCH

**JANUARY SALES OF
DeMorgan's "It Never Can Happen Again"
and Knowles' "The Attic Guest"**

indicate that these books move and are in demand. There are few modern authors whose first stories still sell. Joseph Vance and St. Cuthbert's are in constant demand. Keep your eye on ROBERT E. KNOWLES, Up-to-date Bookseller. At the present rate of progress, his books will soon be one of your best assets.

Our travellers now beginning their trips, among many wonderful Juveniles will show you the Grandest Edition of ROBINSON CRUSOE, embellished with plates after designs by Noel Pocock; Hodder and Stoughton and Henry Frowde combination in EASTER BOOKLETS, CHRISTMAS BOOKLETS and CALENDARS.

STRANG BOOKS and a host of NEW JUVENILES with colored plates cannot be approached.

Keep a corner of your store near the front for OXFORD GOODS. Others find it a paying plan. It's the QUALITY that makes OXFORD FAMOUS. The new Prayer and Hymnal in Oxford Bindings has swept the country, and the Booksellers in every town are making profitable sales.

HENRY FROWDE, - TORONTO

A Capital Selection of Books

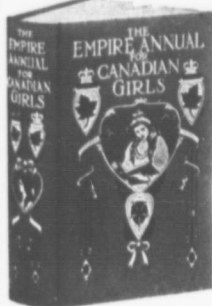
Theodore Roosevelt's Pigskin Library
Contains the Cream of the World's
Literature—A Simple and Service-
able List of Books.

Theodore Roosevelt, big game hunter, took with him on his African journey a small library of books, the titles of which are given in his first contribution to Scribner's Magazine, recounting his adventures in Africa. "The books," says Mr. Roosevelt, "were carried in a light aluminum and oilcloth case, which, with its contents, weighed a little less than sixty pounds, making a load for one porter. Including a few volumes carried in the various bags, so that I might be sure always to have one with me, and Gregorovius, read on the voyage outward, the list was as printed below. It represents in part Kermit's taste, in part mine; and, I need hardly say, it also represents in no way all the books we most care for, but merely those which, for one reason or another, we thought we should like to take on this particular trip."

Bible	
Apocrypha	
Borrow	"Bible in Spans" "Zingali" "L'Avengro" "Wild Wales" "The Romany Rye."
Shakespeare	
Spenser	"Faerie Queen."
Marlowe	
Mahan	"Sea Power."
Macaulay	History Essays Poems
Homer	"Iliad." "Odyssey"

La Chanson de Roland	
"Nibelungenlied"	
Carlyle	"Frederick the Great."
Shelley	Poems.
Bacon	Essays.
Lowell	Literary Essays. "Biglow Papers."
Emerson	Poems.
Longfellow	
Tennyson	
Poe	Tales. Poems.
Kent	
Milton	"Paradise Lost" (Books I and II)
Dante	"Inferno" (Carlyle's translation)
Holmes	"Autoerast." "Over the Tencapus."
Bret Harte	Poems. "Tales of the Argonauts." "Luck of Roaring Camp."
Browning	Selections.
Crothers	"Gentle Reader"
Mark Twain	"Huckleberry Finn." "Tom Sawyer."
Bunyan's	"Pilgrim's Progress."
Euripides (Murray's translation)	"Hippolytus."
The Federalist	"Racine."
Gregorovius	"Rome."
Scott	"Legend of Montrose." "Guy Mannerling" "Waverley." "Rob Roy." "Antiquary." "Pilot." "Two Admirals."
Cooper	
Froissart	
Percy's Reliques	
Thackeray's	"Vanity Fair" and "Pendennis"
Dickens	"Mutual Friend." "Pickwick."

The list is a good one, as any sensible person must admit. It is simple in its character, and yet most comprehensive. The ex-president has demonstrated his ability to discern true values in literature. The pigskin library will become famous.



The Empire Annual for Canadian Boys
The Empire Annual for Canadian Girls
Each 384 pages, with 8 coloured and many other illustrations. These volumes contain a series of stories and articles of absorbing interest to all Canadian Boys and Girls.

THE BOUVERIE COLONIAL LIBRARY
(A) Stiff Paper Covers. (B) Cloth Gilt.

The authors whose works appear in the series include:
S. R. Crockett, Silas K. Hocking, David Lyall,
Amy Le Feuvre, J. Bloundelle Burton
and many others.

THE RELIGIOUS TRACT SOCIETY

(LONDON, ENGLAND)

The many popular works published by this firm are fast becoming household favorites in the Dominion.

TWO NEW IMPORT.
ANT ANNUALS

Price
84 cents each.

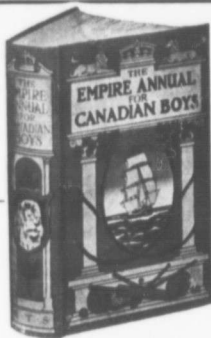
The R. T. S. has on it
List
OVER 1000 PRIZE
and
REWARD BOOKS

(All copyright stories)
Ranging in price from 8 cents to \$1.50. The authors include such well-known names as **Talbot, Baines Reed, Amy Le Feuvre, Heba Stretten, Mrs. O. F. Walton, E. Everett Green, Rosa N. Carey, Mrs. de Horne Vaisey,** and many others.

The R. T. S. List also includes many volumes in the following departments:

DEVOTIONAL
BIOGRAPHICAL
MISSIONARY
NATURAL HISTORY
THEOLOGICAL, ETC., ETC.

All Booksellers who have not hitherto carried the publications of the R. T. S. should at once send for complete catalogue and particulars of terms. **Address, 4 Bouverie Street, London, England.**





Buy from the actual Manufacturer

SOME OF OUR LINES:

CREPE PAPER NAPKINS in sanitary packages

A Protection and Convenience to both dealer and consumer

PARIS TRI-COLOR and PLAIN RIBBON CREPE PAPER

The great convenience and time-saver in decorating. Fifty varieties.

Decorated and Plain Crepe Papers and Paper Napkins in endless varieties

Milk Bottle Caps, Holly Papers, Fine Toilet Papers. Send for Prices

THE TUTTLE PRESS CO., Manufacturers, Appleton, Wis.



Standard Commercial Works

Matte's Interest Tables
at 4 to 16 per cent. Price, \$3.00

Matte's Interest Tables
at 3 per cent. Price, \$3.00

Hughes' Interest Tables
and book of days combined at 3 to 8 per cent. Price, \$5.00

Hughes' Supplementary Interest Tables Price, \$2.00

Hughes' Interest Tables
at 6 and 7 per cent., on folded card. Price, \$1.00

Hughes' Savings Bank Interest Tables
at 2½, 3 or 3½ per cent., each on separate card. Price, \$1.00

Buchan's Sterling Exchange Tables Price, \$4.00

Buchan's Sterling Equivalents and Exchange Tables. Price, \$4.00

Buchan's Par of Exchange (Canadian)
Mounted on card Price, 35c

Import Costs
A new Advance Table Price, \$1.50

The Importer's Guide
Advance Table Price, 75c

The Canadian Customs Tariff Price, 50c

A complete catalogue of all the above publications sent free upon application.

Morton, Phillips & Co.

PUBLISHERS
115 and 117 Notre Dame St. West, MONTREAL.

N.B.—The BROWN BROS. Ltd. Toronto, carry a full line of our publications.

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.

The Topaz Pencil

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

HB, H, with rubber tips,
HB, H, 2H, 3H, 4H, B, 2B
without rubbers.

INDELIBLE COPYING
Medium and Hard.

Write for Samples to
Warwick Bros. & Rutter, Limited
Wholesale Stationers, TORONTO.

INVALUABLE TO THE AD. WRIETR

The Canadian Printer & Publisher

is the authority on typography in Canada. It will be found very helpful to the ad. writer in giving him information on how to arrange ads. to the best advantage, and showing him examples of fine work. A subscription costs \$2.00 per annum, but you get back that amount several times over in profitable ideas. Write for sample copy and subscription blank.

THE CANADIAN PRINTER AND PUBLISHER
Montreal Toronto Winnipeg

HOTEL DIRECTORY.

THE GRAND UNION

The most popular hotel in
OTTAWA, ONT.

JAMES K. PAISLEY, Proprietor

HALIFAX HOTEL

HALIFAX, N.S.

COLLECTIONS, ETC.

THE MERCHANTS MERCANTILE CO.

380 St. James St., Montreal
MERCANTILE REPORTS AND COLLECTIONS
Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1985

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY
Assigned, Chartered Accountants, Estate and
Fire Insurance Agents
13½ Toronto St. 465 Temple Bldg.
Toronto Montreal

UNSALEABLE SCHOOL BOOKS

EVERY Bookseller must have on his shelves a number of copies of school texts, no longer in use in local schools. Some other Bookseller may require these books and will pay you something for them. Why not let the trade know you have them by advertising them in BOOKSELLER AND STATIONER? We will allow a special low rate for the purpose. Write us about it.



A Pen You Can Honestly Recommend "SWAN"

*The Double-Feed, Reliable,
Simple, Fountain.*

SHOW PROMINENTLY

Electric Signs, Artistic Showcards
and Other Window Aids
to Selling.

Prices \$2.50 to \$50.00

The "SWAN'S" claims to consideration are: Usefulness, Durability, Reasonable Cost and Attractiveness. To the dealers they give a good margin of profit, no trouble to sell, and **satisfied customers.**



"SWAN" INK TABLETS

Invaluable to Travellers



A good writing fluid obtained by filling reservoir of pen with water and dropping in one tablet. Black, Red, Green and Violet. Put up in nickel-plated tubes with screw cover. Two sizes, selling at 25c. and 35c. A year's ink supply in the vest pocket.

All enquiries re fountain pens gladly attended to. Write us.

MABIE, TODD & CO.

"Swan" Fountpens, "Longshort" Stylos, Gold Pens, Pencils, Etc.

124 York St. - - - - TORONTO

Headquarters—79 and 80, High Holborn, London, W.C., England

Here's Wishing All a Prosperous 1910

Here's Your Safest Insurance on Success

FOR SPRING



The Victor Sporting and
Athletic Goods

The goods which after years of continuous trial and use have proven most dependable.

**The
Canadian
Line**

The Only Line
to insure success.
At once the

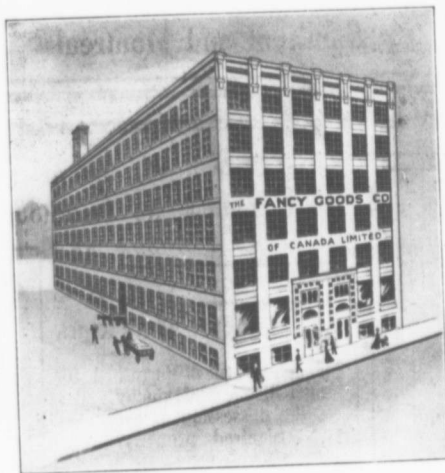
Most
Satisfactory to
the player.

Most Profitable
to the Dealer.

FOR FALL

Dolls, Toys,
Fancy Goods

The successful, up-to-date merchant buys



IMPORT

Our Import propaganda means holiday trade success in 1910.

Thousands of
New Lines

Lots of
"Specials"

Ready first of March
Arrange Visit to
Toronto

Showing Unique
in Canadian
Business

A card will bring you
particulars of plan.

*Travellers now on the road with Spring Samples and to
Arrange Import Appointments.*

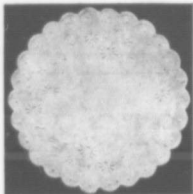
The Fancy Goods Co. of Canada, Limited

156 Front Street West, Opposite Union Station. Toronto

Seasonable Goods



Playing Cards, Tally and Place Cards, At-Home Cards, "Bridge" and "500" Score Pads, Lace Paper Doilies, Japanese Napkins, Valentine and Easter Post Cards.



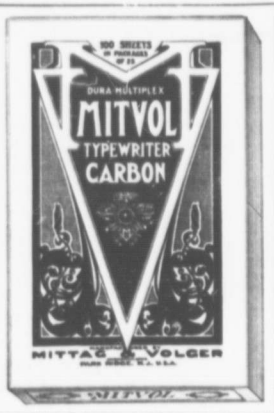
Made from solid steel



Has no equal

HOLDS LIKE A VISE from two to sixty papers. It grips both ways—lengthwise and sideways. Papers cannot slip; does not mutilate the papers; no points to catch; easy to put on and to take off. A perfect paper clip. Send for samples and prices.

Buntin, Gillies & Company, Limited
Hamilton and Montreal



It is "our line" that must *forever* impress itself among the fastidious users of *Type-writer Ribbons* and *Carbon Papers*, as it is the aristocrat of its kind.

Our goods are distinguished for their Richness of quality and the possession of every required property.

BRANCHES—New York, N.Y., 280 Broadway
Chicago, Ill., 200 Monroe St.
London, 7 & 8 Dyer's Bldg., Holborn, E.C.

AGENCIES—In every part of the world
in every city of prominence



MITTAG & VOLGER, Inc. Send for Our New Catalogue
Principal Office and Factories, Park Ridge, N.J., U.S.A.

MANUFACTURERS FOR THE TRADE ONLY.