

BOOKSELLER & STATIONER

and

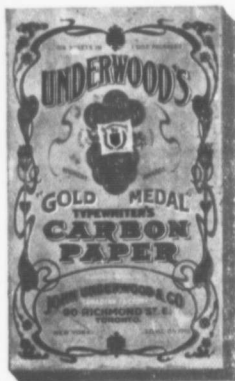
Canadian Newsdealer

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, JULY, 1909

**UNDERWOOD'S GOLD MEDAL
CARBON PAPERS AND RIBBONS**
have outclassed in competition every other
high-grade line in the market.



- 1.—In lasting qualities
the number of
copies made from
one sheet.
2. In clear, clean-cut
work one or ten
copies at once.
- 3.—In permanency—
which is an assur-
ance of the copies
being readable at
any time after.
4. In uniformity of
quality.

We assist our agents in getting business by
maintaining the unusually high standard of
these lines and by the liberal use of adver-
tising. If you desire an agency, write us
about it.

JOHN UNDERWOOD & Co

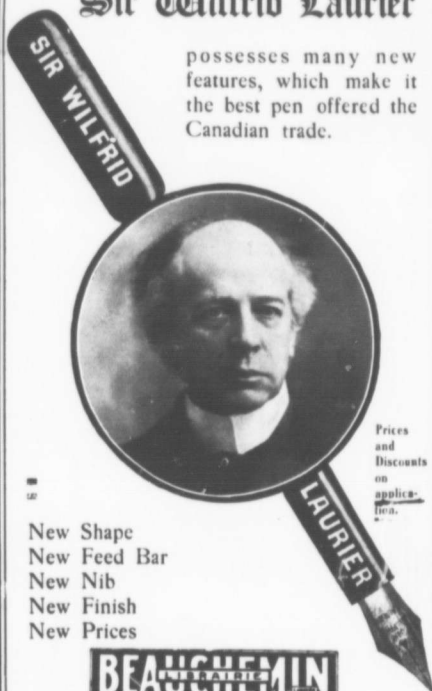
90 Richmond St. East

NEW YORK TORONTO LONDON, ENG.

Underwood's Inks last as long as the paper.

THE NEW MODEL
Sir Wilfrid Laurier

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



Prices
and
Discounts
on
applica-
tion.

New Shape
New Feed Bar
New Nib
New Finish
New Prices

BEAUCHEMIN

79 St. James St. 26 St. Gabriel St.
MONTREAL

Wholesale Books and Stationery

Established in 1842

We Have 157 New Lines

of School Practice Books, Note Books, Exercise Books, Scribblers, College Books, Science Note Books, etc., in a variety of sizes and designs. Beautiful covers, designed by some of Canada's most noted artists, add to the attractiveness and selling qualities of these lines. We have always maintained a considerable lead in the character and quality of our School Supplies, and this season is no exception to the rule. As there is quite a run being made on these lines, the trade generally are advised to order as early as possible. Prompt shipments promised.

All Lines of School Sundries

are included in our assortment. **School Bags, Pencil Boxes, Crayons, Paints, Rulers, Slates, Slate Pencils, etc.**

These goods contain all the latest novelties and are guaranteed to be up to the minute in every respect. Your critical inspection will confirm these statements.

**Do not omit to have a supply
of the New Germ Proof Slates.
Samples and quotations on
application to : : : : :**

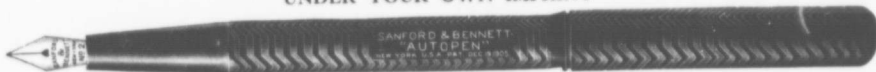
Warwick Bros. & Rutter, Ltd.

Wholesale Manufacturing Stationers

Toronto, Canada

Pens You Can Absolutely Rely On

UNDER YOUR OWN IMPRINT



Aut pen



Gold or Silver Filigree

There is nothing that a man can be fooled on easier than a fountain pen. It is easy to manufacture a *handsome looking* fountain pen, but it is the *wear* that tells the true story. Sanford & Bennett's fountain pens are always reliable. They are made to wear for years. They are all solid 14k gold and iridium pointed. As nothing but the highest grade material is used in their make-up they're bound to last—they simply can't help it—even under extra heavy usage. But besides their extreme durability S. & B. fountain pens have good looks. You won't find a handsomer or more attractive or more convenient pen made. They have got to be. The business which we do with the largest jewelry and stationery houses on the continent demands these qualities. We do the largest imprint fountain pen business in America.

SANFORD & BENNETT CO.



Manufacturers of Fountain, Stylographic and Gold Pens for foreign and domestic trade
 Patentees of the "Autopen" (Self Filler), the "Gravity Stylo Pen" and the "Commercial Fountain Pen."
 JEWELERS' COURT, 51-53 MAIDEN LANE. NEW YORK



Gummed Labels and Tags



Illustrating our 5-storey MODERN
 FIRE-PROOF STRUCTURE

GUMMED LABELS.—Our Catalogue No. 100 illustrates and describes our sizing and pricing gummed labels in boxes and in books, and Lawyers' and Notarial Seals.

TAGS.—Our Catalogue No. 101 shows our shipping and merchandise tags, pin tickets, linen labels and specialties.

We will be glad to send you either or both Catalogues.



SOUTHAM LIMITED

PUBLISHERS AND PRINTERS

TICKET, TAG AND LABEL DEPARTMENT

Southam Building
 63 St. Alexander Street
 Montreal : : : P.O.

Stationery Trade Announcement

OUR SPECIALTIES—
WHERE WE EXCEL

Account Books
Memorandum Books
Loose Leaf Books, Binders, Etc.
Writing and Book Papers
Stationery, Office Supplies
Leather Goods, Ladies' Bags, Etc.
Office and Pocket Diaries
Bookbinders' Material
Printers' Supplies
Wood Base Inkstands
Ophir Lead Pencils and all makes
Esterbrook Steel Pens
O.K. Paper Fasteners
Hunt's Art Goods
David's Celebrated Ink
Fountain and Stylo Pens

Every Department fully stocked
with Up-to-date, Reliable Goods

BROWN BROS., Limited

Wholesale and Manufacturing Stationers
51-53 Wellington St. West, - Toronto

Dail's Magazine Cabinets



¶ The most practical way of handling magazines ever devised.

¶ No. 20 shown here displays 90 magazines and carries a stock of 350 on only 28 inches floor space and makes a handsome display that will increase your sales. Construction of Pressed Steel, no joints or solder.

¶ We build four sizes of cabinets for magazines, combination cabinets for magazines and post cards or

Patents Pending.

dime novels, 4 sizes tablet cabinets and 9 sizes post card cabinets.

Write for Catalog

THE GIER & DAIL MFG. CO.

220 Grand Street

Lansing, Mich.



DAVID'S CELEBRATED INK

Unsurpassed for
Quality and Value

Electro-Chemical
BLUE BLACK
FOUNTAIN PEN
CARMINE

Manufactured by
Thaddeus Davids Co.
New York. Established 1825



BROWNBROS.

Limited
Canadian Agents, Toronto

“Booksellers’ Troubles”



YOU have enough of them — too true — but you can forget most of them if your profit account shows up right at the end of the year.

¶ While we do not support an eleemosynary institution for the care of booksellers who have lost their hold, we have got a proposition for live men that will make the sun shine on that profit account and put a kink in your pessimism.

¶ Drop us a post-card and we'll have one of our men get to you as fast as steam and rails can make it.

¶ He is not an ordinary man---is a Staunton salesman. He's handling an extraordinarily good proposition ---and he knows it---and respects himself, his business and the men who do business with him above the ordinary run.

¶ He'll frame up a plan for the installation of a Wallpaper Depart-

ment in your store and help you pick out just the goods that will best suit your locality. He'll sell these goods to you on a basis that we think will surprise those not acquainted with Staunton methods.

¶ You'll find that your Wallpaper Department can be operated easily on a 100% profit---many do even better.

¶ Doesn't that sound good to you---now?

¶ Write that post-card while your fountain pen is full --- to-morrow never got around yet, and isn't scheduled to change her habits---so do it now?

¶ Just say:

“I'd be interested to know more of your proposition. Send a man.”

¶ We'll do the rest, and we think when you know all the facts you'll join with us in one of the most profitable businesses---better than ever this year.

STAUNTONS LIMITED

MANUFACTURERS

WALL PAPER

933 Yonge Street

-

Toronto, Canada

**A
Counter Display
that
Sells the Goods**



IN "Sealing Wax," as well as in "Tags," the name Dennison stands out alone as purveyor to the world. The perfecting of the wax industry has been accomplished wholly through Dennison effort, and the use of Dennison's Sealing Wax to-day is larger than ever, U. S. Government Departments, National Banks and the great express companies being among the largest consumers. The possibilities of

Dennison's SEALING WAX

as a source of continual profit to the dealer cannot be overestimated. Nearly every business, great and small, uses it. Social correspondence requires it, so that a stationer with a full line of Dennison's Sealing Wax, Commercial and Perfumed, may be assured that it will *sell*. For display purposes we supply dealers with a beautiful leather Counter Cabinet as shown above, holding 72 sticks of Perfumed Wax in four sliding trays, each stick a different color.

Also illustrated on this page are two of our best selling Sealing Wax Outfits. These are in great demand and are made in a variety of shapes and sizes to retail at various prices.

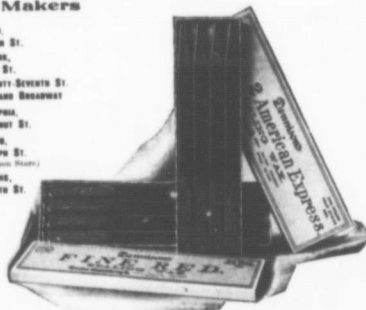
Let us tell you more about the profit-possibilities of Dennison's Sealing Wax. Visit our store—the one nearest you. If this is not possible, write us. Full information and prices on request.

Dennison Manufacturing Company

The Tag Makers

BOSTON
20 FARRIS ST.
NEW YORK
15 JOHN ST.
UPPER ROOM, TWENTY-SEVENTH ST.
BETWEEN 5TH AVE. AND BROADWAY

PHILADELPHIA
1007 CHESTNUT ST.
CHICAGO
23 MADISON ST.
(A NEW DENNISON STORE)
ST. LOUIS
412 No. 4th St.



Every Man with a Fountain Pen

NEEDS THE

Ryman's Clip



The only clip that gives entire satisfaction

Steel, 5 cents

German Silver, 10 cents

Rolled Gold, 25 cents



Show Cards for counter display, 1 doz. to 3 doz. clips on card, according to style of clip. Sells on sight

Discount to the Trade on application.

Consolidated Safety Pin Co.

Department I,

Bloomfield, N.J.

Something New!

CARTER'S SPREADER TUBE

Filled With

Photolibrary Paste

A new paste tube which is sealed with a pin—no threads to become clogged. Has a unique spreader to distribute the paste. Work all done with one hand and the hand kept clean.



Nos. 275 and 275½—"The Tube With the Tongue."

MADE IN TWO SIZES

No. 275.	-	-	3 Oz.
No. 275½.	-	-	1½ Oz.

Both packed one doz. in display box.

Write for prices

HAS ALREADY MADE A HIT

The Carter's Ink Co.

BOSTON NEW YORK CHICAGO MONTREAL

CONDITIONS

A DISCRIMINATING PUBLIC
A PROGRESSIVE STATIONER

RESULTS

A DEMAND FOR

RELIANCE INKS

MADE IN WINNIPEG.

RELIANCE INK CO., Ltd., - Winnipeg

CRAYONS

The "Standard" for quality, quantity, variety, economy, and satisfaction. Can be had only of

The Standard Crayon Mfg. Co.

Danvers, Mass.

Fancy Leather Goods

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

Send for Illustrated Catalogue



Toilet Case



C. F. Rumpff & Sons

PHILADELPHIA, PA., U.S.A.

Established 1850



Auto Lunchbox Outfit

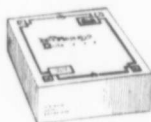
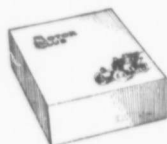
New York Salesrooms

683-685 Broadway

NEW DESIGNS

IN

PAPETERIES



Artistic and Attractive Boxes are necessary for a catchy display, and to a certain extent prove a strong argument for the selling power of your stationery. These lines have

this necessity. But—how often we see quality sacrificed for the sake of a too elaborate box! This deception, of course, only works once.

The assortments shown here, while they are in handsome boxes, have not quality sacrificed for show. They have sufficient ballast for the sail they carry.



The Copp, Clark Co., Limited, Toronto, Canada

Century Series of Tablets

A line of ten Tablets adapted for all requirements which for style, artistic designs and quality are unequalled.

The range covers all grades of paper and each Pad contains 100 sheets.

The Note sizes retail from five cents each upward, and the letter sizes retail from ten cents each upward.

Every Tablet in our Century Series contains 100 sheets.

*SAMPLE BOOK OF THE ABOVE, GIVING
FULL PARTICULARS, SUPPLIED ON REQUEST.*

W. J. Gage & Co., Limited

Manufacturing Stationers

82-94 Spadina Ave.

TORONTO

Paper Mills at St. Catharines.

Subscribers' Free Advertising Service

WITH the intention of assisting those of our subscribers who either because of want of time or lack of knowledge cannot attend properly to their advertising, BOOKSELLER AND STATIONER is willing to undertake this service for them.

As previously pointed out, many retailers require help in the preparation of their advertising copy if it is to achieve the right results. How to make the retailer's copy increase in "pulling" power is our object.

By a close, thoughtful analysis of those qualities which make for good advertising, and applying the successful methods discovered to their own work our advertising men are enabled to produce copy containing the most effective ideas. Influential and persuasive, it helps to create new trade.

A thorough knowledge of the practical resources of the printing offices enables us to obtain results not possible to one who does not understand typography.

For those services there is no charge. The only condition is that you must be a paid-up subscriber. Write us giving a complete description of your requirements.

William G. Colgate

Manager Copy Department.

BOOKSELLER AND STATIONER
10 Front St. East TORONTO, CANADA

National ^{BLANK} BOOKS



MADE in all sizes, rulings and bindings to meet every requirement of the accountant. They contain paper of extra fine quality—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

Higgins' Drawing Board and Library Mucilage



IS everywhere admitted to be the most desirable adhesive, for the uses intended, ever put upon the market. It is a semi fluid, of great strength and body, specially prepared for mounting paper on the drawing-board, for repairing and labeling books, and for wood cloth and leather work generally. Librarians have found it exactly suited to their needs, and it has become recognized as THE ONLY ADHESIVE FOR LIBRARY WORK THAT GIVES PERFECT SATISFACTION. For use as an ordinary mucilage or paste it may be diluted with 25 to 50 per cent. of water.

This article should be carried by every progressive dealer.

HIGGINS' AMERICAN DRAWING INKS
BLACKS AND COLORS
The Standard Liquid Drawing Inks of the World

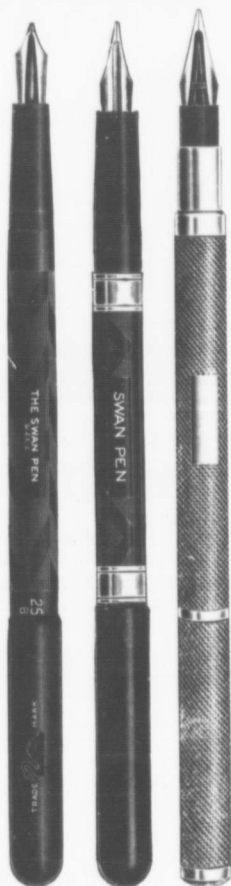
CHAS. M. HIGGINS & CO., Manufacturers.
NEW YORK CHICAGO LONDON
Main Office and Factory, BROOKLYN, N.Y., U.S.A.

MABIE, TODD & Co. GOLD PEN MAKERS. EST. 1843.

PROFIT AND REPUTE YOUR AIM

Profit is not all the benefit derived from the sale of

"SWAN" FOUNTPENS



The satisfaction they give gains for you your customer's confidence and continued trade—in the end worth far more than a single though immediate profit.

LIBERAL DISCOUNT.

FIXED RETAIL PRICES.

NO TROUBLE TO SELL.

THE "SWAN" NIB

is of 14ct. gold, tipped with selected osmium, durable, stout yet easy. The absolute best gold nib of its size ever made.

THE "SWAN" FEED

is simplicity itself—absolutely reliable, made on nature's laws, and starts at once; never blots and doesn't miss.

ARE YOU SELLING

"LONGSHORT" STYLOS

AND "SWAN" INKS?

Write to-day for Catalogues, Discounts, etc.

MABIE, TODD & Co., MANUFACTURERS

Head Office: 79 & 80, High Holborn, LONDON, W.C.

Headquarters for Canada:

124, YORK STREET, TORONTO

and at Manchester, Paris, Brussels, Bale,
New York, Chicago and Sydney.

Feature for the next School Season—the new Crayons called

CRAYOGRAPH

They give Scholars and Teachers absolute satisfaction, and are endorsed by the most discriminating Schools. The makers are in possession of innumerable voluntary testimonials of their superiority over any other Crayons previously put on the market. Be at the front, and have superior goods, and see how your trade will grow.

Obtainable from all Wholesale Houses.

Makers: THE AMERICAN CRAYON CO.

POCKET MAPS

At this time of year many people are travelling and the demand for Maps and Guides is good. The margin of profit is also good.

WE CAN QUOTE YOU—
 RAND & McNALLY POCKET MAPS 25c. at per doz. \$ 1.80
 ONTARIO
 QUEBEC
 MARITIME PROV.
 MANITOBA
 WESTERN CANADA
 BR. COLUMBIA
 CANADA
 ANY STATE IN THE UNION
 UNITED STATES COMPLETE

Handy Guides, with Map and full information of principal American Cities retailing at 25c. Per doz. \$2.40
 Road Map of Western Ontario, 25c. Per doz \$1.80
 Road Map of Eastern Ontario, 25c. Per doz \$1.80

SEND YOUR ORDER NOW FOR WHATEVER ASSORTMENT YOU CAN USE.

The **Geo. M. Hendry Co., Ltd.**
 Wholesale Educational Supplies and Maps.
 20 Temperance St. Toronto

"Sports" Playing Cards

The Best Value in the Market



One of Many Varieties

Leaders in a second grade Good Luck and St. Lawrence

LACROSSE DESIGN

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 MANUFACTURING CO., LIMITED
 Successors to The Union Card and Paper Company, Montreal.

Business Makers— **Kenmare Linen Fabric**

NOTE PAPER PAPETERIES
 ENVELOPES VISITING CARDS
 TABLETS INVITATION CARDS

It will pay you to handle this Standard Brand—the quality is guaranteed. Mail Orders receive special attention.

Smith, Davidson & Wright *Wholesale Stationers and Paper Company* **Vancouver, B.C.**

Limited

SPENCERIAN STEEL PENS.

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

THE BEST

Works: BIRMINGHAM, ENGLAND

Imported by all the leading stationers in Canada.

Proprietors: Spencerian Pen Co., New York

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES



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

CANADIAN AGENTS:
THE BROWN BROS., LIMITED
TORONTO.

Waverley Pens

What makes the Waverley Series of Pens sell so readily is their incomparable and regular good quality. Every pen is selected. They are known all over the world as the "Boons and Blessings"

Sold by the Leading Wholesale Houses
Sample Cards & Trade Prices sent by return mail

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

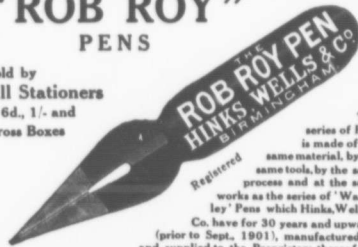
INVALUABLE TO THE AD. WRITER

THE CANADIAN PRINTER AND 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 per annum. Write for a sample copy and subscription blank.

THE CANADIAN PRINTER AND PUBLISHER
Montreal Toronto Winnipeg

"ROB ROY" PENS

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



HINKS, WELLS & CO., - - - BIRMINGHAM, ENGLAND

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

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.
0576 TELEPHONE PEN. Reg. in Canada



The
**TELEPHONE
PEN**
REG. IN CANADA

WESTERN ASSURANCE COMPANY.

Incorporated
1851

**FIRE
AND
MARINE**

HEAD OFFICE—TORONTO, ONT.

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

HON. GEO. A. COX, President,

W. R. BROCK, Vice President

W. B. MEIKLE, General Manager

C. C. FOSTER, Secretary

British America Assurance Company

A. D. 1853

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Gen A. Cox, President W. R. Brock, Vice-President
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Frederic Nicholas, Alsz. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pallitt, E. R. Wood.

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

CAPITAL - - - - - \$1,400,000.00
ASSETS - - - - - 2,182,753.85
LOSSES PAID SINCE ORGANIZATION, 29,833,820.98

**We've Got The Line.
We'll Treat You Right.
We Want Your Order.
Hold It For Us.**

The Reg. N. Boxer Coy., Limited

Manufacturers of

PAPER HANGINGS

Address Correspondence to
Toronto

Works at
New Toronto

BOOKSELLER AND STATIONER

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

PENCILS



Unequaled for
Purity, Smoothness
Durability or Grading

A. W. Faber,

149 Queen Victoria St.
LONDON, E.C.

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

Manufactory
Es. tablished 1761



FACTORY
STEIN, GERMANY
GEROLDSGRUEN
NOISY-LE-SEC
NEWARK, N. J.

A.W. FABER.

ESTABLISHED 1761.

RUBBER WORKS

ELASTIC BANDS ERASIVE RUBBER



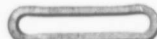
HOUSES
STEIN, GERMANY
NEWARK, N. J.
LONDON
PARIS
BERLIN

41 - 47 DICKERSON STREET AND 68 - 88 HECKER STREET

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



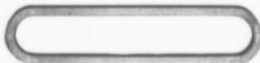
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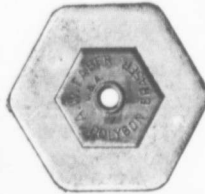
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83



7085



Holly Box Covering

AND WRAPPING PAPERS

The finest line of Paper for Box Covering and Package Wrapping on the market.

Put up in sheets or rolls, also in Envelopes.

Paris Holly Ribbon Crepe, Tri-Color and Plain Ribbon Crepe The Best Ever.

Paris Plain and Decorated Crepe Paper, Paper Napkins, Plain and Crepe Toilet Papers.

The **TUTTLE PRESS Co.** Manufacturers

Appleton, Wis.

Standard Commercial Works

Matto's Interest Tables

At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum by NAPIER. ON MATTO, 3rd Edition. Price, \$3.00

Matto's Three Per Cent. Interest Tables

By the same author. On fine heavy paper and strongly bound. Price, \$3.00

Hughes' Interest Tables and Book of Days Combined

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

Hughes' Supplementary Interest Tables

Comprising a Special Interest Table for daily balances, showing interest for one thousand days on any amount, rates from ¼ per cent. to 5½ per cent., inclusive. Also a table showing interest for one thousand days at ½ per cent. in arrears of which in connection with Comparative Tables interest for one thousand days can be obtained at any rate from ¼ per cent. to 5½ per cent., inclusive, and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from 1 per cent. to 10 per cent., inclusive, on the basis of 360 days to the year to 4 per cent. rates. By CHARLES M. C. HUGHES. Price, \$2.00

Hughes' Interest Tables

At 6 and 7 per cent., per annum on the basis of 360 days to the year, for one, two, three and four months and days of grace, for use in Discounting and Renewing Promissory Notes. By CHARLES M. C. HUGHES (on folded cards, 145 pages, strongly bound). Price, \$1.00

Hughes' Savings Bank Interest Tables

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

Buchan's Sterling Exchange Tables

Converting sterling into Canadian currency, and vice versa, advancing by 5/16 and 16/16, with other useful tables. By ERNEST BUCHAN. Second edition. Price, \$1.50

Buchan's Sterling Equivalents and Exchange Tables

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

Buchan's Par of Exchange (Canadian)

Giving sterling into dollars and cents and vice versa, from £1 upwards, also sterling equivalents, Canada into New York and vice versa. By ERNEST BUCHAN. Price in sheets, each, 25¢; mounted (on board), each, 35¢

Import Costs

Showing "land down costs" from one-eighth of a penny to one thousand pounds, with advance on sterling costs from five per cent. to fifty per cent. calculated at the Canadian par of Exchange, advancing by two and a half per cent. more. A separate table for each rate. By H. K. MARTIN. Price, \$1.50 Full bound leather limp. New.

The Importers' Guide

A hand book of advance of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 100 shillings per piece of 48 yards. By R. CAMPBELL and J. W. LITTLE. Leather, 2s.

The Canadian Customs Tariff

Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, France, German Exchange, and Canadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc. etc. £1.50, cloth. Price, 50¢

MORTON, PHILLIPS & CO.,

PRINTERS

115 and 117 Notre Dame St., West, MONTREAL

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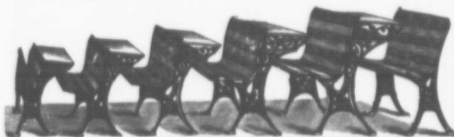
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SEPTEMBER 1st, 1909

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Bookseller and Stationer

and Canadian Newsdealer

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

W. A. CRAICK
Editor

Subscription: One Dollar a Year
Single Copies - - Ten Cents

Vol. XXV.

TORONTO, CANADA, JULY, 1909

No. 7

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 New York Chicago Winnipeg London, England Vancouver

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TASK INTO A DELIGHTFUL OCCUPATION

Three Triumphs in Pen Making

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the Clip-Cap



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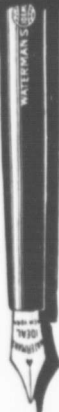


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tions to-day.



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of the Bookselling and Stationery Trades

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

Vol. XXV

TORONTO, CANADA, JULY, 1909.

No. 7.

EDITORIAL COMMENT

The Fall Special of Bookseller and Stationer will be published this year in September. It will be a notable production in view of the fact that it will celebrate the Twenty-Fifth Anniversary of the establishment of the paper. Already advertisers are booking space and the prospects are, that from the point of size, the number will be a record-breaker. Plans are being made to give the editorial end special attention, and numerous articles of value will appear.

At least one Canadian newspaper has had the courage to come out and attack the Eaton school book contract. The Kingston Whig in its issue of June 28, said: "It is dawning on some people that the Whitney government made a mistake in giving to the T. Eaton company a complete contract of the public school books. Cheapness of service is very desirable, but it is not everything. The government should have held the power of distribution and so prevented a departmental house becoming the only medium through which the people and the schools may be supplied with readers. The booksellers make this their chief and distinguishing grievance, and it must be said that it has a reasonable foundation. The sellers have protested against a condition that makes them the suppliants, the sufferers or the victims of the publishers. They must, in the interest of their business, sell school books, and they must do it at the T. Eaton Co.'s prices, without cut in wholesale purchases. This may be a matter of no concern to the Whitney government, but it concerns hundreds of retail merchants and they are entitled to some consideration."

Fancy the ingenuity of Hon. Dr. Pyne in tracing the source of attack on his school book contract to the electrical interests. On another page we give an explicit denial to any such charge on behalf of all the MacLean trade papers. So far as the Bookseller and Stationer is concerned, we took action at the earnest solicitation of the trade, in whose interests we are in duty bound to fight. In fact we were reproached by some people for not getting to work sooner and more vigorously. The trade have undergone a great and grievous injustice.

To say that it required the electrical ring to point that fact out to them is an absurdity.

During the week of July 19, the stationery trade of the United States will assemble in convention at Toledo. We have previously commented on the progress shown by the American organization, which has grown within a few years into a powerful body. In connection with this year's meeting, which takes place so near the Canadian border, we would suggest that some of our stationers should take a trip across to Toledo and see just how the Americans conduct their convention. We have been assured that Canadians would be entirely welcome at the meetings.

Merchants who feel no pleasure in their business should learn what they would rather do and go about it. Too much is heard from the man who thinks the occupation he pursues is the last one on earth. His every action becomes distasteful to those who enter his store. Goods seldom sell themselves. There must be a salesman behind the counter and in order to become one, a merchant must enjoy his business and enjoy talking about the goods he has for sale. They have to be properly presented and the personality of the salesman counts for much. Too frequently merchants complain. Everything seems to go wrong with them and their tempers and attitudes are reflected in their faces when purchasers come into their places of business. To succeed in your business you must enjoy it. You must realize that your business is the source of all your pleasure and you will soon make a pleasure out of your business.

During the past eight years the disastrous effects of trying to manufacture wall paper and selling it at flat prices has caused the failure or abandonment of thirty-two factories in the United States.

It is impossible to estimate the amount of loss incurred by the jobbers and retail dealers during the same period.

There does not seem to be any good reason why the wall paper industry, which is essentially deorative in its character and therefore belongs to the arts as much as it does to the manufactures, should not be a remunera-

tive business; nor is there any good reason why the retail dealer who carries a stock of this decorative material should not demand and obtain a good profit through handling this material, for in many instances his advice is asked and expert knowledge is necessary in order to be a successful vendor of wall paper. In eight cases out of ten he is applied to as to his ideas in regard to certain shades harmonizing blending or contrasting with the carpets or furniture of the room; this advice being given in a conscientious and careful manner. The vendor is certainly entitled to adequate remuneration as on his judgment in many instances the retail customer relies for the charming effect desired in wall paper decoration of the home.

The subject is an important one to merchants who handle wall paper as an integral part of their business. In another column we publish a number of statements from dealers in the U.S. who are tired of the existing conditions and are ready to adopt any plan that will give them fair remuneration for the capital invested, the time and energy necessary, and the artistic knowledge required, in order to make this business a success.

The old saying, "The agitation of thought is the beginning of wisdom," is as true to-day as ever it was, and it is to be hoped that those interested in the sale of wall paper, will, on giving their best thought to the matter, find it possible to do their share in bringing about a reform by heartily supporting the movement should the manufacturers undertake it.

* * *

Owing to the great amount of detail work connected with the compilation of our half-yearly book list, announced for publication in this number of Bookseller and Stationer, we have been compelled to postpone its appearance until the August number. This will give us an opportunity to verify every entry and improve our classification. Meanwhile, if any books have been omitted, publishers have time to notify us and thus make sure of having them inserted. We might add that the project has been very generally approved.

* * *

Advices received from the foreign rubber manufacturers state that at present they are losing money on their exports of manufactured rubber goods and that a stiff increase is likely to go into immediate effect. Pure Para rubber has advanced from 50 to 100 per cent, which means that if the present market conditions continue, toys made of rubber or partly of rubber will advance from 10 to 25 per cent, according to the amount of Para rubber entering into their composition. Nearly all the trade will be directly interested in this, particularly those operating toy departments in connection with their stock. Para rubber is largely used in India rubber balls, mechanical toys, etc., and the price of these will be affected. A prominent wholesaler says if the trade are offered import orders at anything like last year's figures he would consider it a good buy.

SELLING WINDOW SPACE.

One of the developments of unsatisfactory retail business during the last year has been the offer of certain promoters to pay retailers for their window space. In

some cases this has been accepted, as the temporary increase in revenue looked attractive. Across the line the practice has been more prevalent, but stores in some of the larger Canadian centres have also been approached.

The plan appeals to the average retailer. He is offered, if the store has a good location, about \$25.00 a week or \$50 for 10 days some times for the use of one of his windows. He is assured that the display of the article to be exploited will be so attractive that many customers will be brought into the store. In fact from every viewpoint the proposition is made attractive.

The story of how this worked out will serve as a warning to retailers to investigate thoroughly such propositions. One retailer gave his window to a display of fountain pens. The sales for the special period were good and the promoter was prolific in his guaranteeing of the pen. However, trouble came thick and fast as soon as the promoter had folded his tents and gone to fresh fields. The pens were absolutely unsatisfactory and the reputation of the dealer suffered in consequence. Returns were so numerous and customers so dissatisfied that this particular dealer is still wondering why he went into the plan and is figuring out how many people he has antagonized.

PRIVATE GREETING CARDS.

It has been suggested that some retailers are not taking the greatest advantage of the possibilities offered, in the private greeting card business. Most are content to place the book on their counters, and allow people to inspect it or not at their pleasure. In the meantime a canvasser secures a book of samples and canvasses the territory thoroughly, and in this way skims all the cream off the trade, and the retailer is left to take those who have been missed by the canvasser (who as a rule are few) or those whose curiosity has been aroused by him, but who failed to order at the time. After investigating the business from the viewpoint of its profit-getting properties, it is found that it is highly remunerative. To make it so, however, the retailer must get after the business as early as possible and make a thorough canvass of their people.

Christmas greeting cards are not difficult to sell, as it can be pointed out to a purchaser that they are a saving to those who buy them. At Christmas time when there is a multitude of acquaintances, friends and relatives to be remembered, they can to a greater extent be made to take the place of presents, owing to their private character. If a person feels that they must send a small present to someone, it is difficult to find anything which will cost much under one dollar. It is in just such cases as this that a private greeting card can be substituted and give quite as full satisfaction as a present costing much more. Nondescript cards with no individuality could not do this on account of their general character.

From this, then, it seems that it behooves the retailer to get after this business and not let it slip through his fingers any longer.

DR. PYNE'S "RED HERRING" DOES AN INJUSTICE

Minister of Education knows that Eaton Contract was Grave Blunder
—Attack on MacLean Papers Merely an Attempt to Burke the Question—
Will not Satisfy the Retailers— Two Remedies have been Suggested.

HON. Dr. Pyne, Minister of Education for Ontario, has returned to the attack on MacLean's Trade Journals which he began a few weeks ago during a platform address. His latest attack is in a letter to a Hamilton bookseller published in the Herald of that city. He says "There is a criticism arising from certain electric corporations, and through their influence certain trade journals are endeavoring to stir up the retailers of the province by means of circulars. The men who are at the back of this have really no financial interest in the books, and are endeavoring to use the retailers of the province for their own interests."

Hon. Dr. Pyne's statements regarding the influence which induced MacLean's Trade Newspapers to take the stand they have in regard to this matter are most unfair, and what is more they are untrue. The so-called electric ring neither in word or even by suggestion, had anything to do with the articles in question. One who is head of the educational institutions of Ontario should make sure of his facts before he speaks. He should not make wide ventures in speech even if it is for the purpose of "saving his face," as the Chinaman would say. He should be an example for probity as well as for sound logic.

The fact of the matter is that the Education Department has made a grave blunder, and no one knows that better than Dr. Pyne himself. His attack on the MacLean trade papers is merely an attempt to burke the question and to draw a red herring across the track.

No Quarrel with the Government.

MacLean's trade papers have no complaint to make against the Ontario Government because it has brought about cheap readers. One of the planks of the party now in power when it was in opposition was cheaper school books and it was their bounden duty to carry out this policy and to get books as cheaply as possible commensurate with efficiency. We believe it has honestly tried to carry out its pre-election promises in this respect. It is obvious, therefore, that we have no quarrel with the Government on this point. Where we break with them is in regard to method. The T. Eaton Company is not a publishing house in the accepted sense of the term. It has a printing plant employed wholly for printing its own catalogues and other literature. That in itself is perhaps not a serious objection.

Where the Government made the mistake was in giving the contract to the Eaton Company before considering its import. We are not quarrelling with the Government because they made this mistake. Governments as well as individuals err. We only ask, in view of the fact that they did make a mistake, that they take steps whereby the evil wrought the retail trade in Ontario may at least be modified.

How the Evil May Be Modified.

The Government can do this in two ways. They can stipulate that the imprint of the Education Department shall be placed upon the books instead of that of the T. Eaton Company. Furthermore, besides doing this they can distribute the books themselves.

We are not asking them to do something they cannot do, but are merely asking that they do that which under the provisions of the contract they have the power to do. As an act of justice to the retail interests of the country they should not hesitate to move in the matter.

Drawing a red herring across the track will not lead the retail trade to any other conclusion than that the onus of affording relief rests upon the Government. To the retail trade the red herring smells "fishy," and it will not divert retailers from their purpose to secure a remedy.

It is quite true as Dr. Pyne says that MacLean's trade journals are working in the interests of the retail trade. Why shouldn't we? No one knows better than Dr. Pyne the harm the department stores have wrought to the retail trade. In this reader contract the Education Department of Ontario, unknowingly it is true, place in the hands of the T. Eaton Company a weapon more powerful and potent than any yet possessed by that or any other department store to further eripple and maim the retail trade.

Title Page Practically an Ad.

For ten years and perhaps for longer, because the contract is renewable, every reader that leaves the department store will have on its title page what is practically an advertisement for the T. Eaton Company. As pupils requiring a reader can get it from the T. Eaton Company for the same price as the local retail dealer is charged they will only in rare cases be satisfied to pay the higher figure which must necessarily be demanded by the local dealer if he cares to handle the book at all, as the parents of the children are not likely to hesitate as to where they will buy the books. Twenty per cent. is twenty per cent., and they will be as anxious to save that discount as any business man would be on his purchases. Consequently parents will send to the department store for the readers and not only for them but for other school books besides.

But the trouble is they will not stop at school books. When sending for the latter they will naturally order general merchandise—food clothing, house furnishings.

Every Reader an Eaton Agent.

Every reader bearing the imprint of the T. Eaton Co. will be an advance agent for the latter into every home which it enters.

It is these facts which are alarming the retailers of this country and cause them to join with the MacLean trade journals in asking the Government to exercise the privileges it possesses under the terms of the contract.

The Hamilton Herald warmly praises the Government for providing cheap readers but says that the objection to the readers being used for advertising the T. Eaton Co. is a sound one. "No advertising matter" it declares, "ought to be allowed within the covers of these school books." That, in reality, is all that the MacLean trade newspapers are asking for.

Judging from the way in which Dr. Pyne is trying to draw a red herring across the track the Government is not yet disposed to modify the terms of the contract. Until they are persuaded the retail trade should not let up for one moment in their agitation to have the objectionable features of the contract modified.

SELLING MAGAZINES IN THE HEART OF TORONTO

J. P. McKenna Offers Some Suggestions as to How he Does it—Disposes of a Million Post Cards a Year—His Views on Trade Questions.



A LESSON IN DISPLAY

How J. P. McKenna of Toronto arranges his stock to attract custom.

"If you can't get it elsewhere, try McKenna's." For years this has been an accepted business maxim in Toronto with any one in search of something not easily obtained in the reading line.

How many different publications, periodicals and papers do you think Mr. McKenna handles? I asked him the other day and was surprised to find that over 1,000 are represented on his tables and shelves. "Every publication on earth," has been his motto and if he has not got it he will procure it for you on short notice.

The general newsdealer and bookseller carries the regular lines of magazines and daily papers, but Mr. McKenna goes deeply into the periodical business. With him it has always been a hobby. You can obtain any publication in the mechanical, electric, art, motoring, scientific and advertising line. He does not offer to send away for technical or trade papers. He keeps them in stock.

Always in the Centre of Toronto.

For some years John P. McKenna has been in the book business in Toronto. He has always had a stand on Yonge Street. The premises at 169 Yonge Street, which he has occupied for some months, are very central and generous in flooring space when compared with his former quarters a few doors south. His establishment is 100 feet in depth and 15 feet in width. He could secure perhaps even larger quarters, but he wants to be in the thick of the business battle—in the very front of the firing line at the great cross roads of traffic, Yonge and Queen Streets. He catches a large tourist trade

and his store is headquarters not only for news but also for picture post cards.

How many picture, view and souvenir cards does he dispose of every year? The figures are staggering—just one million, that is all. Placing an order for 25,000 Toronto views is almost as common an occurrence as it is for the proprietor to go to his dinner.

"When I began business," he added, "I liked the news end and devoted special attention to it. When picture post cards first came in vogue, I also took up that line and have made a specialty of it. We have over 300 different views of Toronto alone and, as for other ranges represented, we have 2,000 sets. These include patriotic, holiday national and comic cards and views. Several are sold in sets of six each from 15 cents up to 50 cents per set."

Probably in Mr. McKenna's immense selection there are 15,000 designs or ideas embodied. The output of Tuck, Valentine, and Miller & Lang are the principal lines carried.

The Way he Sells Post Cards.

"How do I sell so many cards?" continued Mr. McKenna, "why I make a feature of the business, not a side line. I decorate my windows with St. Patrick's cards on March 17th and for several days previous. During Easter week I make a big display of Easter cards and novelties, and so on at each anniversary. On the occasion of every national holiday or celebration I endeavor to promote the sale of appropriate reminders or souvenirs. I do more than this. On the date of

Taft's inauguration as President of the United States I filled a portion of my windows with pictures of him in various poses and also displayed views of the city of Washington, while I had several small American flags for sale. The result was that I disposed of a great many of these cards to Americans either residing or visiting in Toronto."

The entire depth of Mr. McKenna's store is filled on one side with picture post cards displayed to advantage in wire frames. Many, as already stated, are sold in sets but a large number are individually purchased by the public. This refers to the views of Toronto, Montreal, Halifax, Vancouver and other cities.

"Is their sale declining? Do people buy as many post cards as formerly?" I asked.

"Of course they do and a great deal more," was the response. "The local view card will always command a large and ready market. Anniversary and birthday cards, Easter, Christmas and New Year's, St. Patrick's Day, Victoria Day, etc., are popular and, if featured here or anywhere else, should create a big sale. The so-called funny card, which is often suggestive, if not vile, and the coarse, inartistic, caricature have pretty nearly had their day. The resources and possibilities of picture post cards are wonderful. I do not think the practise of remembering one's friends and the absent members of the family is at all likely to fall into decay. The better class of cards now have a constant response from buyers and the custom of greeting former associates by little tokens through the mails is a pretty one. By window exhibits and other original schemes, picture post cards should make one of the strongest items in any book or stationery business. But I have already talked enough on this line."

How He Built up a News Trade.

Referring to the sale of periodicals Mr. McKenna said that he is always "willing to take a chance." Many periodicals, which he orders, are not returnable and he has, therefore, to be careful and not get loaded up. "If you come in here," he observed, "and ask if I have a copy of some new technical or other publication, I would, if not in stock, order it and have it by such a date. Generally the one who wants it, will call. We are seldom disappointed. If the inquirer does not, we probably sell the magazine to some one else. If a reader desires to get it regularly through us we will take his subscription and deliver the publication at his door for less money than he can obtain it direct from the publisher and pay the postage. We deliver all magazines to our subscribers who live within a reasonable distance from the store."

"When do you decide to regularly carry in stock a monthly publication? What is your rule in this respect?" was next asked.

"You know there are issues of something all the time and the way I decide about carrying anything new in the printed line is this. If an inquiry or two is received for a publication, which is a fresh venture, I send for two or three copies, look it over, and size it up. If, in my judgment, I can sell it, or rather it is likely to sell, I add it to my collection. I have thus followed out the news branch to its legitimate conclusion. I also handle the leading American daily papers. You have to watch the news end of your business intelligently and thoughtfully and stop all leaks but, by featuring certain monthlies in your windows and by other means of advertising, you can make the turn over big enough so that it will pay handsomely. I have by this method sold as many as 500 copies of one journal in two days."

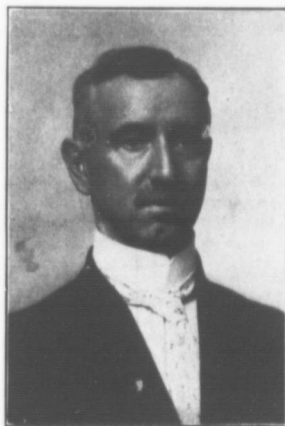
Sale of Copyright Novels.

While devoting particular attention to the news and post card sides Mr. McKenna is not unmindful of the fiction end. He reports that there is in Toronto a constant, continuous demand for all the latest copyright novels. The demand is most pronounced at the Christmas holiday season but there are many purchasers at all times. Standard works and English classics are not carried to any extent as the departmental stores have seriously cut into this trade and so reduced the price that it would not be profitable for booksellers to handle them. No cheap editions of any particular class of books are kept, but any present day novel in either cloth or paper binding is in stock.

The special series of art works and pictures of Harrison Fisher, Henry Hutt, Christie, Gibson, etc., are stocked in large numbers. The art department is well looked after; so are tally cards, playing cards and special pictures for each anniversary.

Postage Stamps.

Mr. McKenna handles postage stamps. Selling them, he says, is a nuisance, but they draw trade to the store



J. P. McKenna

Who has the reputation of handling more different magazines than any other news dealer in Toronto.

especially as many visitors to Toronto come in, buy a picture card and want a stamp to send it away then and there. "You thus see how the selling of stamps fits in" he says. "I do not now do any newspaper advertising, but I formerly spent several thousand dollars a year with good results. I change my window decorations daily and always seek to fill them with something striking and seasonable. Then I have a man walking up and down Yonge Street. He bears aloft a standard about 'McKenna's bookstore, 169 Yonge St.' The reading matter is frequently changed. One day it will read 'Tally cards at McKenna's, etc.' the next day, 'Special Easter novelties,' 'Finest line of stationery, souvenir cards, etc.'"

Mr. McKenna does not have any bargain sales in the sense that this term is usually applied. He has clearing sales and offers special inducements very often putting plain figure tags on the articles that he desires to get rid of. There is no such a thing as tagging and

BOOKSELLER AND STATIONER

bargaining stuff all the time with Mr. McKenna. He can do enough business by maintaining and adopting a dignified yet progressive style of selling books. He has shown by practical means how a bookseller who specializes and concentrates can score a distinct, outstanding success in two or three departments and command a wide trade in these branches. He has evolved the most modern methods of displaying papers, periodicals and magazines, while his post card arrangements are so convenient and his exhibits so attractive that the casual caller is tempted to buy, as there are presented to his or her gaze hundreds of different views.

Other lines in which Mr. McKenna deals extensively are guide maps of the various provinces of Canada and atlases issued by Rand, McNally & Co. He disposes of some 3,000 or 4,000 maps and atlases annually. Guide books to every city of importance in the United States and Canada are also among his specialties, as well as all the plays issued by the Penn Publishing Co. of Philadelphia. He has catalogues printed giving a complete list of all the plays that he carries, and by this means has worked up a large mail order business. He has a full stock of Baedeker's guides to all countries, elocution and recitation books and other miscellaneous lines, among them Zybaek's summer and winter views of Niagara Falls, selling as many as 1,000 of these large pictorial productions a year.

The premises of Mr. McKenna are admirably laid out, the interior is well lighted and the stock neatly and attractively kept. Thirteen electrically lighted silent salesmen show cases on the right of entrance extend the full depth of the store. They serve a double purpose—that of counter and for the display of papeteries, art productions, leather goods, bibles, hymn books, etc.

Mr. McKenna has a second store on the corner of Elm and Yonge Street which looks after all the uptown business.

A NOVELTY INK PENCIL—THE "LONGSHORT."

One of the latest and at the same time most useful and convenient novelties is the "Longshort" style made by Mabie, Todd & Co., London, Eng., who also manufacture the widely-used "Swan" fountain pen. Like the latter article, the "Longshort" is made from the very best material. It has the platurium-iridium point, which ensures long wear; also gold needle in box spring. One

and is always ready to write with a steady, continuous flow of ink. The retail price is \$1.00. The imprint Mabie,



Size Closed 2½ inches.
LONG for Hand; SHORT for Pocket.

Todd & Co., is a sufficient guarantee of the merits of the "Longshort."

TERSELY TRUE.

Suppose your newspaper published the same news items every day. How long would you continue to read that newspaper? How long can you expect people to read your advertising if you continue to use the same old copy day after day, week after week, month after month, year after year?

"Staying qualities" count as much in advertising as they do in the prize ring. Hit a man with your persuasion once and the chances are he won't be impressed. But keep on "landing" judicious publicity in his buying plexus and the battle for his confidence and patronage is yours.—Profitable Advertising.

POST CARDS IN GERMANY.

A correspondent of the *Novelty News*, who has recently returned from Germany, gives some interesting details which go to show the importance of the post card industry in that country.

Every little town has several exclusive post card depots; and some cities have more post card shops than grocery stores. The post card factories are of an enormous size. The buildings look like cotton mills, and one can hardly believe that such large plants are used for making post cards only. One big factory has 112 cylinder printing presses and employs 1,500 hands for making post cards and nothing else. Statistics show that one million people are employed in Germany in the manufacture of post cards, and the factories are unable to fill over 50 per cent of their orders. The secret of this constantly increasing demand lies in the production of high-class goods. The people have gradually been educated to appreciate an artistic post card and they buy them liberally. The very best artists of Europe are now employed in painting post card



Size Open 4¾ inches.

of the most striking features of the "Longshort" is its convenience. Being short when closed it can easily be carried in the vest pocket or ladies' hand bag, and yet when open is a comfortable writing length for the hand. It is safe to say that these useful qualities will be much appreciated by the average customer. There has been since first manufactured an exceptionally large and continuous demand for these pencils on the Continent and in the East and there is an increasing number of sales being experienced in Canada. Business men and office workers find the "Longshort" almost indispensable in their daily work. It never leaks, never gets out of order

pictures. One German painter of international reputation who has become famous for painting historic pictures, says that his orders for pictures from the post card houses will keep him busy for the next two years. The view card factories are all doing a very large business—the output of this class being something enormous.

Lord Northcliffe (Sir Alfred Harmsworth) will personally superintend the inauguration of a big campaign in Western Canada in the interests of all his publications. His headquarters will be at Winnipeg and the campaign will open on August 15.

GERMAN MANUFACTURER VISITS CANADA

Owner of the Great A. W. Faber Concerns Touring America—Something about the Plants he Controls—Of an old and Aristocratic Family.



ALEXANDER, COUNT VON FABER-CASTELL

Owner of A. W. Faber's manufactories in Europe and the United States, who is at present on a visit to America.



ERNEST MEUSEL

General Manager of A. W. Faber's Manufactories.

Vancouver, June 25.—Among the distinguished visitors to this city last week was Count von Faber-Castell, owner of the great pencil manufactories in Europe and America of A. W. Faber. Count and Countess von Castell have been in America since May and are visiting all the principal cities. On his return east the Count hopes to see Toronto, Montreal, Ottawa and other Canadian centres.

The Count, jointly with his wife, Otilie, Countess von Faber-Castell, owns the world famous pencil manufactory of A. W. Faber, in Stein, near Nuremberg, which was established in 1761. Besides this pencil manufactory, the Count owns A. W. Faber's important plant in Geroldsgruen, in which factory, besides pencils and rulers, the calculating rules are manufactured, which for accuracy of division and precise, exact workmanship, stand without superior in the world. The ink and color manufactories in Noisy-le-See, near Paris, are also widely known, owing to the high quality of their products.

The Paramount Rubber Works in Newark, which produces erasers and rubber bands of the highest quality, is likewise owned by the Count. In addition to these manufacturing plants, the Count owns branch houses in Berlin, Paris, London, New York and Newark.

The Count, who is also one of the largest real estate owners in Bavaria, commands a staff of the most competent officials, employes and skilled laborers. The way in which the firm of A. W. Faber has the welfare of its many employes and workmen at heart is illustrated by the fact that a sum of 5,000,000 marks as set aside for pension funds and for the assistance of widows and orphans of all employed by the firm.

It may be of interest to know that in the year 1898 the Count married the grandchild of Baron Lothar von Faber, who may be called the "spiritus rector" of the firm of A. W. Faber, one of the largest concerns in the world, and for this reason the Count affixed the name "Castell" to the name "Faber."

The house of Castell is one of the oldest and most aristocratic of Germany, and its origin can be traced back to the eighth century. The oldest record which the house of Castell has in its archives dates back to the year 1010. Fastrade, the third wife of Charles the Great is said to have been a Countess of Castell. Frederick Barbarossa, the great Hohenstaufen Emperor, was godfather to a Count of Castell, and since then all members of the house of Castell are given the name Frederick as their second name, if not as first one.



New Card Sign.
© E. Waterman Co., Limited

HINTS ON ADVERTISING SUMMER READING

What Class of Books Sell Best—Largest Sales in the Paper-Covered Lines—Tourist Trade and Holiday Travel Create Big Demand—
By William G. Colgate.

"Funny thing," said a bookseller and stationer the other day, "that you can scarcely sell a cloth-bound book in the summer or a paper covered one in the winter. The season apparently has a great deal to do with influencing people as to the kind of books they buy—I mean the recognized writers. In the hot weather a paper copy of a good novel sells much better, and in the winter a cloth-

bound volume, showing that during the heated months, readers prefer their literature like themselves in a garb which is light and airy. Economical reasons I suppose have something to do with this prejudice. A paper-covered book, being cheap can be left behind or thrown away, while the reader is loth to part with a more expensive volume. Whatever may be the reason I know we have the greatest demand for paper covered novels during the warm months of the year."

conjure up dreams of pleasant shady nooks, a cool verandah or a comfortable hammock swung beneath the old apple tree in the orchard. What else would the cloth bound book with its uncomfortable stiff board covers bring to mind but the library with its upholstered easy chair and warm interior furnishings, pleasant and cosy in the winter no doubt, but how hot and stifling in the summer.

Naturally the bulk of the demand for the popular class of reading comes from those going away on vacation trips, although those who remain at home comprise a by no means small number, of the total purchasers of the paper covered books, and magazines.

The bookseller who studies his business and the requirements of his customers knows enough to relegate the heavy reading to the top shelves in the summer while he brings to bear his faculty for attractive design in the inviting arrangement of his stock where it can be readily seen and inspected. While he must not forget his regular customers, the bookseller and stationer cannot afford to overlook the transient trade which comprises a large proportion of his summer business.

Some dealers in making window trims, have found that a combination display of magazines and books can be arranged into an effective design which will draw the attention of the public and tend to increased receipts in these lines.

Last month's Bookseller and Stationer told about an Ottawa newsdealer who had made a unique display of magazines in his window. The centre object was a wind mill

POPULAR SUMMER READING

Paper covered books covering a wide range of subjects, including the ever popular fiction and travel stories by the best known authors. Just the thing to take away with you on your trip, or if you're staying at home, handy to have for Saturday afternoons and Sundays when you're lounging around the verandah or under a shady tree.

The special price which we offer them is bound to induce you to buy several. You'll have plenty of chances to read them.

Price 20 cents per copy or 3 for 50 cents. Regular price 50c. per copy

Drop in and see them. We have a large table full convenient for your inspection.

RICHARD G. STERLING & CO.
SHADSW RIVER ONTARIO

Ready-Made Ad.

There is a good deal of advertising value in this observation. The predilection of the public taste for anything in particular should be taken into account by the advertiser when preparing his copy. He should ask the "why for" of public prejudice and where he discovers it he will usually find that his road to advertising success is thus clearly indicated.

Tourists and holiday travelers generally want everything they take with them to be of an inexpensive nature. "Something," they say, "that if it gets lost or spoiled, I won't need to worry much." They are out for pleasure and they don't want anything to interfere with their good time. Similarly the idea prevails when buying reading matter. It is either paper covered books or magazines. If they are lost or left behind the loss is trifling. Besides this, there is a psychological reason, which the average seeker after recreation does not realize. Paper covered books appear cool and inviting. They look "summery."

Perhaps the purchaser would laugh at the thought, but it's a fact, nevertheless. Paper covered books

IN THE SHADE OF THE OLD APPLE TREE

in a hammock in a cool verandah, boating or traveling, you will find a copy of one of the current magazines a most entertaining companion. In it a variety of topics are interestingly covered from science to fiction. Something to suit everyone and the price is cheap.

The articles and stories are just the right length. They don't tire you out and they make pleasant and profitable recreation during a time when you need it most. Magazines now have the call. Inspect our large assortment. We keep all the popular periodicals besides the high-priced magazines. Kept handy for your convenience.

JAMES SIMPSON

Bookseller and Stationer

TORRANCE ONTARIO

Ready-Made Ad.

driven by electric power and supposed to be grinding out copies for the public. A neatly lettered card bore the inscription "We are grinding for you at moderate toll." The attraction created a great deal of interest, and as a result the sale of the magazine increased fully one hundred per cent., and other periodicals shared in the increased

sales. This concrete example shows that effective window publicity pays the dealer—and pays him well.

It isn't every bookseller who has the means or the time to devote to elaborate displays. But one thing he can do by the exercise of a little thought and observation. He can soon learn the principles of effective window trimming and apply them to the displaying of the lines in all his departments. The most essential thing in window dressing is catchiness. A display must have qualities which will attract attention. No matter what class of goods a dealer may place in his window or how carefully he may arrange them, if he doesn't adopt some striking design or outstanding feature the display will be flat and uninteresting, and its value as an advertising medium rendered nil.

A good idea in getting up a magazine or summer fiction trim is to write to the publishers for copies of the window hangers which they have printed whenever a new book or anything specially interesting in a magazine is published. As these hangers are usually drawn and designed in colors by the most noted artists it will be easily seen how they will enhance the general effectiveness of a display and greatly increase its attractiveness and drawing power.

A Good Book Ad.

One of the best bookstore ads I have seen in a long time comes from the Mallagh Bookshop, London, Ont. I do not know who is responsible for the arrangement of the ad., but whoever is, seems to understand his business. One big advantage the ad. has is large space. It was set four columns wide and the full length of the page. The outstanding points of the ad. are the striking arrangement of the display, a well-balanced and symmetrical lay out and logical selling arguments, strongly persuasive in tone, backed up by special-price inducements. Timeliness was another good feature in view of the fact that with holiday time commencing, there arises a noticeable demand for cheap or low priced books. The border of books helped

AN INTERESTING MEMENTO

of your trip is something that your wife, family, or friend would appreciate. Besides it would be nice to have something yourself as a pleasant reminder of your holiday.

Our stock of mementos includes a wide range of novelties, among them—Leather or Whisk Holders in burnt wood effects, Paper Weights with local views attached, Post Card Albums, Ink Stands, Indian Work, Cushion Taps, Picture Post Cards, etc.

Prices from 15c. to \$4.50

Call and see them. You will be pleased with what we have.

THOMAS F. RICHARDSON

Stephen's Block

SWALLOW LAKE ONTARIO

Ready-Made Ad.

the artistic appearance of the ad. and lent effectiveness to the catchlines. I regret that I cannot reproduce the announcement here as it contains many valuable suggestions to those booksellers who are striving to get the best results from their publicity.

NEW BUILDING FOR POWERS.

The Powers Paper Company are to build an immense new factory in Springfield, Mass. The building will have a frontage of 206 feet on Wason avenue and will be 300 feet deep. It will be a three-storey structure about 60 feet high to the top of the skylights, and will be of the solidest

**NEW BOOKS
Just Arrived**

The big book this month is Marion Crawford's
White Sister

In this story the reader is taken back to Rome, the scene of so many of the late Marion Crawford's best stories.

Another good one is Robert Grant's
Chippendales

A story of old Boston, also Thorne's "Retribution," Philipott's "Three Brothers," Danby's "Sebastian," Booth's "Cliff End."

The members of our
Reading Circle

have the reading of these new books at very little cost.

Little's Book Store

Successor to M. G. Hay

mill construction with floors five inches thick and beams 16 inches square. This is very slow burning, and the factory will in addition be thoroughly equipped with automatic sprinklers, supplied from a spherical steel tank on the roof holding 60,000 gallons, supported on a steel frame reaching to the ground. The first floor will be 14 feet high, starting three feet below the ground level. The second floor will be 16 feet high, and the third 18. The factory will have 180,000 square feet of floor surface, a little over four acres, which can be increased by 40,000 feet by the introduction of mezzanine floors.

The products of the Powers Company will be all kinds of envelopes, papereries and tablets. They are represented in Canada by A. Roy Macdougall, Toronto.

IMPORTANT COPYRIGHT NOTICE.

Toronto, June 18th, 1909.

The Editor, Bookseller and Stationer,—

In your June issue of *The Bookseller and Stationer*, we notice a reference on page 26 to Sir Gilbert Parker's "The Lane that had no Turning." You enter this among other books, of which you say cheap American imprints may be freely imported as far as Canadian publishers are concerned. Will you kindly draw the attention of your readers to the fact that "The Lane that had no Turning" is copyrighted by Gilbert Parker; that the book is printed by us, and has been obtainable from us since we first published the book some years ago. It will be therefore necessary in the interests of the Canadian copyright edition that booksellers be duly warned against importation of illegal editions.

Yours faithfully,

THE COPP, CLARK COMPANY.

PERSONAL AND TRADE ITEMS OF SPECIAL INTEREST

News From the Trade Centres—Some Assignments—Thomas Todhunter Goes to New Westminster—Change in A. A. Weeks Hoskins Co.

F. W. Campbell has disposed of his book and stationery business in Forest, to R. B. Crosbie.

F. G. Dean is now covering Ontario for the Chaudiere Supply Co., makers of Bankers' Protective Ink.

The book and stationery stock of Thomas Wheatley, Sarina, was sold by auction in Toronto, on July 11.

Mr. Peel, of the Red Star News Co., is now the wholesale agent for Harnsworth publications in London, Ont.

Harry Anderson with Arthur Anderson, stationer and printer, York, England, is at present on a visit to Canada.

John Mills, Wendell Holmes, and J. Robertson, booksellers, of London, Ont., had all displays of the Red Magazine last month.

L. J. Gundry, bookseller and stationer, Avimer, has assigned to W. Watnock. Mr. Gundry is one of Avimer's oldest business men.

The T. Eaton Co. secured the contract for supplying 25,000 new public school readers to the schools of Toronto. Their tender was \$2,300.

W. H. Smith & Sons, of London, Eng., have their book department manager, J. E. Metcalf, looking over the ground in Canada at present.

Geo. Spence, the vice-president of W. J. Gage & Co., has left for his summer residence at Port Carling, Muskoka, and will be away a couple of months.

John Neilson, an old resident of Hamilton, and for many years in the employ of Buntin Gillies & Co., wholesale stationers, passed away last month. At one time he was precursor in Knox Presbyterian Church.

M. G. Hay, St. Thomas, who disposed of his book and stationery business last spring to R. A. J. Little, expects to sail for England on the 17th inst., on the S.S. "Baltic." Mr. Hay will be accompanied by Mrs. Hay.

W. J. Stephenson, Wetaskiwin, has sold his book and stationery business to Edgar A. Hutchins, Neepawa, Man., who takes possession on August 1. Mr. Stephenson intends to go to the coast where he will look for an opening.

According to Canadian reports the sales of "The Budget and Family Journal," the latest Harnsworth paper, have fully come up to the expectations of the publishers, and a special effort will be made to boost it still further this fall.

George R. Sparks, representing A. C. McClurg & Co., Chicago, will be in Toronto during the week commencing July 26, staying at the King Edward Hotel, where a complete line of the fall publications of this firm will be on exhibition.

F. H. Chapple, Galt, has secured possession of the store lately occupied by Deans & Walker and will move in shortly. He will occupy the full three stories and basement. When alterations are completed, Mr. Chapple will have one of the best and largest stores in Galt.

J. W. Johnston, representing the E. Morris Co., of Vancouver, B.C., recently returned to headquarters, after

spending 5 months in his territory, Alberta and Saskatchewan. Mr. Johnston, whose headquarters are at Calgary, reports business in the two provinces as being distinctly good.

A. H. Stratton, Peterboro, has received the appointment of postmaster of his home city. "Ab's" abilities at selling postage stamps in his book store have at length received their just recognition. He is meanwhile on the look-out for a capable man to take the management of his store.

Thos. Todhunter, a successful business man, late of Portage la Prairie, in the same lines, has purchased the book and stationery business carried on for some years by J. J. MacKay, New Westminster. The name under which the business will now be conducted will be the Todhunter Book and Stationery Co. Mr. Burr and Miss Digby will remain with the new firm.

J. R. Irwin, of Harnsworth Publications, sailed on board the "Canada" last month (June), for England, for two months' holidays, although part of the time he will be with his firm in London planning his campaign for next season. James Sommerville, his assistant, who was at one time the Scottish representative of Sir Wm. Leng & Co., proprietors of the Sheffield Weekly Telegraph, has full control during Mr. Irwin's absence.

The A. A. Weeks Hoskins Co., of New York, has been placed by the courts in the hands of a receiver in bankruptcy. The receiver has been authorized to continue the business and it is his intention to do so with renewed energy. Steps towards reorganization have been taken which will place the firm in a better position than ever before. C. H. Numan, who is well known in Canada, will be in charge of the wholesale and retail departments during the existence of the receivership. All orders will receive immediate attention and prompt shipment will be made as heretofore.

MONTREAL

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Montreal, July 10.—Throughout the past month booksellers have found the sale of current fiction moving somewhat slowly. However when the tourist trade comes on with a rush a little later things are bound to brighten up and it is generally expected that when this time arrives the book part of this trade will come into its own again.

Some booksellers have already been visited by a number of tourists but up to the time of going to press most St. Catherine Street merchants find that the tourist trade, experienced so early last year, is arriving a little later than usual. However window displays are prominent in historical books such as "Historic Quebec," "Wonderland of Canada," "Among the Thousand Islands," "Views of Montreal," "Winter in Canada," etc., etc.

Post cards are running along as usual with the public showing preference to view cards of Montreal. Souvenir frames carrying Montreal views are also prominent and are being taken up by the public rapidly.

Among current fiction, "The White Sister," by F. Marion Crawford, published by Macmillan, is meeting with

BOOKSELLER AND STATIONER

great success and throughout the month of June held first position in Montreal as the leading seller.

"Tono Bungay," another book published by this firm, written by H. G. Wells, is also selling well. Another book prominent at present is "The Inner Shrine," of Harper's, as is also Mrs. Humphry Ward's "Marriage a la Mode," published by Musson. Reinhardt's "The Man in Lower Ten," published by McLeod, is also a good seller. Briggs is the publisher of "Mr. Opp," by Alice Hegan Rice. This book has created quite a demand, as has Elinor Glyn's "Elizabeth Visits America," published by Duffield.

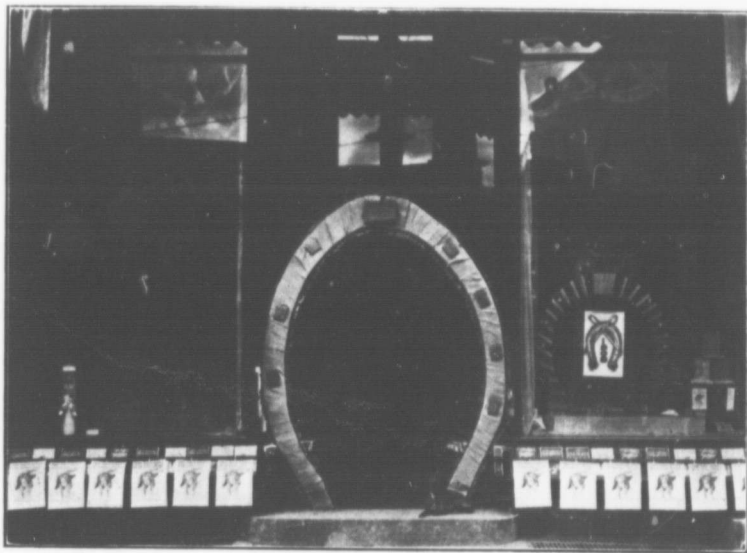
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WINNIPEG.

Winnipeg, July 8.—The local jobbing houses are preparing for a very heavy trade in school supplies for the autumn term. Clark Bros. have just received two car

noticeable that little thought was taken by the average citizens to commemorate the birth of our Dominion in 1867. The patriotic spirit of American citizens resident with us usually asserts itself on July 4, and it is understood that elaborate plans are prepared for a gala day on that date. In fact the city for many years has witnessed some unique demonstration on American day and many true born Britishers look forward to the fourth of July rather than the first, as demonstration day.

The Canadian club have taken active steps to change the unconscious perversion of the public mind, and have put into the hands of the stationery and novelty retailers, myriads of Union Jacks and flags, which sell at a low figure to the public. These stores at present are literally covered with flags, and the windows present a gorgeous display. The window of John A. Hart is distinctly unique in that everything displayed is of Canadian manufacture. The display is not only beautiful but instructive.



AN ATTENTION COMPELLING STORE FRONT

The way W. A. Davis, Winnipeg, honored the Horse Show.

loads of scribblers imported from Scotland. For this line alone orders have already been received for three times the quantity ordered last year.

The beautiful landscape scenery in and about Winnipeg, and in the various parts of western Canada, is quite conducive for the development of a kodak trade in this city. This season, particularly, the kodak business has been very heavy. Tourists, picnickers and campers all equip themselves with cameras before starting on their expedition. It is estimated that about \$30,000 has been paid to kodak manufacturers from Winnipeg retailers alone since April 1.

The retail stationers and booksellers have endeavored to emphasize as much as possible the celebration of Dominion Day. In previous years it has been decidedly

It would be well if more retailers would emphasize Canadian manufactured goods by placing them in stock, and selling them every day in the year. Mr. Hart is to be commended for his idea which shows what Canada stands for, in a commercial sense, after forty-two years' experience.

Ernest A. Martin, formerly representative here for Brown & Bigelow, returned from New York a few days ago and has been appointed sales manager for western Canada for the Sackett & Wilhelm Co., of New York, calendar and lithography manufacturers. This firm has only been doing business through jobbers, but realizing the great possibilities in Canada, have opened a branch factory in Toronto. Mr. Martin will occupy offices in the Canada Permanent block where he has been

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for the past three years for Brown & Bigelow, and is showing an attractive line of new goods.

An important change has been made by Richardson & Bishop, of this city in their removal from the old stand on McDermot Street where they have catered to the public for many years. The new store is in the Canada Life block on Main Street. They have rented the whole building, using the basement and ground floor themselves, and subletting the second floor. The new store is 120 feet by 33 feet in dimensions, making an area of about 3,600 square feet. The old apartments were too small to permit any effective display of goods or to allow large stocks to be shelved in order to keep in touch with the rapidly growing trade. The management were not aware of the great value of the adequate facilities for window display until they moved into their new quarters. Not only is the window more serviceable for decoration purposes, but the spacious interior makes it possible to carry massive cabinets and voluminous ledgers always in stock without

die class add a touch of realism which is further heightened by the tiny electric lights and the spectators in the "bleachers" of a year ago. In the other window is a miniature of the show building of to-day, complete in every detail. Placards at the back show that this change has been but the matter of a single year.

W. A. Davis and Russell Lang Co., have been awarded the contract to supply British publications to the Carnegie Library, while John A. Hart will supply the major part of the fiction. Some of those who tendered for these contracts did so at a ridiculously low and unprofitable figure. It is not generally known whether the lowest tenderer was given the contracts in each case. It is hoped however that this was not so. It is absurd that retailers should lose money on contracts in order to secure business from competitors. The library fund is large enough to pay for its stock of books, and there is no reason why the retail trade should not be strengthened rather than weakened by the library trade.



Special Display of Artists' and Architects' Supplies.

the appearance of overcrowding. The firm may lose some catch trade which they were used to in the old stand, being, as they were, in a fortunate wholesale centre, but the new attractive front, and the agreeable display of goods inside will be a means of developing the trade in a manner that was hopeless in the old quarters. The firm have made a speciality of architects' and engineers' supplies; one window of their store is filled with these goods at present. They have also the exclusive agency in western Canada for the L. C. Smith's typewriter.

The formal opening of the store has been postponed until the fall.

The book and stationery store of W. A. Davis was decorated beautifully during horse show week. In the east window was a miniature of the show of 1908 when the association was quartered in an open field, wind swept and with no protection from the fierce Manitoba climate. Real turf and several toy horses being shown in the sad-

The wholesale book and stationery houses report the wholesale trade rather quiet at present. Outside merchants are ordering carefully and in limited quantities. The wholesalers are not discouraged by this condition, but are rather pleased that retailers are not overstocking and running risks of failure to make returns.

+

OTTAWA.

Ottawa, July 10.—Business is none too brisk just now and commercial men report trade as medium.

Geo. A. Abbott, of James Ogilvy, has issued his guide book to Ottawa and a very creditable and instructive work it is. Besides containing full particulars regarding the points of interests and how to best reach and see them, it provides a map of the city and several splendid half tones of the present and of the early capital.

The book and stationery stock of E. W. Martin who assigned to G. I. Gogo, Cornwall, was purchased by L. Gulbrandsen, 280 Dalhousie Street, for 31½ cents on the dollar.

Metcalf Co. experienced some loss occasioned by a fire in their block on the 16th of June. Their stock was valued at \$3,000, but was covered by only \$500 insurance. They are occupying temporary quarters with W. H. Fligg & Co., bicycles and safes.

Mr. Hitchcock, representing Eaton-Dyckman Co., manufacturers of blotting paper was in the capital last week.

✦
FORT WILLIAM.

Fort William, July 5.—All booksellers and stationers report good business this month. The trade is picking up better every week. The tourists have begun to pass through this point and souvenirs are in great demand. There are many souvenirs sold here each year, partly because all boat passengers are detained here for a few hours to make connections with their trains. This offers a good opportunity to the hustling stationer who keeps on hand a fine assortment of souvenirs.

The postcard trade is very brisk at present, and is likely to keep getting better. Town views have been selling the best lately, but more recently all classes of cards are selling well. The kodak postcards of the new passenger boat "Hamonic" had a big sale. Books are selling fairly well. Stewart & Thompson have had a big sale of "Grosset & Dunlop's Popular Copyright Series."

Mr. Hebb, L. E. Waterman Co.'s western traveler, was in the city around June 25 and we believe left with a happy smile, which perhaps, signifies good orders. Mr. Hebb is an old friend of Fort William people and is always welcomed.

Mr. Thompson, of Stewart & Thompson, of this city, has returned with his bride from an extended honeymoon. Mr. and Mrs. Thompson had a lovely trip in the States going to Minneapolis, St. Paul, St. Louis and other cities. It seems rather difficult for Mr. Thompson to get down to real work once more.

John Hill, of the Central Book store, is making a specialty of postcards this month and has a beautiful display. It is "taking" well.

The joyous first was loyally observed by Fort Williamites, all but the stationers who were kept busy dispensing ice cream and ice cream soda to the heated crowds.

✦
ST. JOHN.

St. John, N.B., July 10.—Souvenir goods, magazines and new books, photo supplies, etc., are to the front now and the booksellers and stationers are looking forward to a very profitable summer season. The warm weather in the New England States has driven the tourists down this way "where breezes blow," and every boat and train is bringing large passenger lists.

The new premises of J. M. Roche & Co., on King Street, opposite the Royal Hotel, are very attractive. The store is large and roomy and is fitted up in the most modern way with glass front wall cases, silent salesmen counters and the two large windows afford an excellent opportunity for displaying souvenir and photo goods. The firm makes a specialty of developing and printing photos for amateurs and they find it a very profitable branch of work. E. G. Nelson & Co. also do this class of work and it is a great aid in pushing the sale of photographic supplies.

The wallpaper season is pretty well over now, at least the rush part of it, and the dealers report that business has been very satisfactory.

The picture post card craze seems to be as strong as ever and with new lines being constantly added, sales are keeping pretty level.

Hall's bookstore has inaugurated a "magazine exchange" which is proving a popular feature. For a small fee patrons can exchange for different magazines each month.

✦
VICTORIA.

Victoria, June 30.—The new order of things in Victoria is to be responsible for the removal of another business landmark. T. N. Hibben & Co., who for over forty years have been located in the same premises, are to move out. Hy. Young & Co., the large dry goods dealers have acquired the lease of the Hibben premises in order to extend their already large store. Hibben & Co. some years ago bought the old Colonist building, with the idea of having a place to go to in just such a situation as at present obtains. They are to put a three storey addition on the Langly Street side of the property and the dividing wall between the two stores at present occupying the premises is to be pulled down and the store fitted out in up-to-date style. The new store will be 132 feet deep by 45 feet wide. The two large stores, when completed will give a smart appearance to the part of Government St. they occupy.



A SPECIAL MAGAZINE DISPLAY
Arranged for an Ottawa store by Oliver Combridge.

A PRIZE WINDOW.

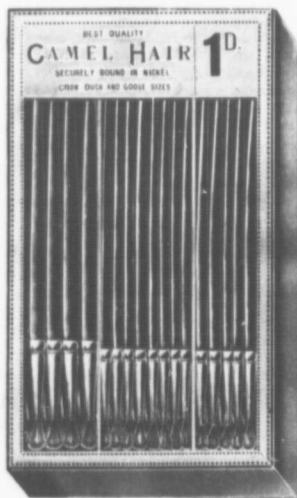
The window shown in the accompanying illustration won one of the Ladies' Home Journal's cash prizes recently. It was dressed for C. R. Stephen, of Ottawa, by Oliver Combridge, an example of whose work as a window-decorator was shown last month. Mr. Combridge writes, "I put red tissue paper behind the lattice work, which made it appear like red glass and produced a striking effect at eventide."

WHAT MANUFACTURERS AND JOBBERS OFFER

More About School Lines—Development of an Art in Wax—Loose Leaf Note Books—New Wallpaper—Additional Items About School Supplies.

Paint Brushes.

A new line of camel's hair paint brushes, a large number of which will be required for the school trade, is being shown by Buntin, Gillies & Co., Hamilton. The brush-



(Buntin-Gillies & Co.)

es contain the best quality of hair, securely bound in nickel and fitted with wooden handles. They can be supplied in two styles as follows: No. 682, three sizes assorted, one dozen on a card, and No. 716, six dozen, three sizes assorted in a glass top display box.

The Development of an Art in Wax.

One of the most fascinating of fads, and one sure to result in profit to the stationer is that of art work in sealing wax. Not only hat-pin heads are made in prac-



The New Art in Sealing Wax.
(Dennison Mfg. Co.)

tically every shape, as shown by the illustration, but heads, pins, buckles, etc. In making a sealing wax hat-pin head of the simplest style, a common black-headed pin can be used for the foundation. A stick of commercial wax is heated over an alcohol lamp and the pin head covered. Over this is spread fine perfumed sealing wax of the basic color desired, and the head is made round, smooth and shining by much heating and twirling over the flame. On this are then dropped spots of fine sealing

wax in harmonizing colors. When the pin is again heated over the lamp and slowly twirled, the melting wax will run around and around in ever-varying curves and designs.

These pin heads are practically unbreakable. They will not melt except under the most intense heat, and they are certainly beautiful, being a close imitation of enamel. Hats and gowns may be matched in color, a desirable point in this year of fashion, and it is no wonder that in many cities in the States the fad has grown to large proportions and stationers are profiting by selling quantities of the necessary wax.

The Dennison Manufacturing Co., Boston, have published an attractive booklet giving directions and many little desirable suggestions as to the best manner to work in wax, which they are glad to send to all interested.

Cards and Programmes.

The Copp, Clark Co., have an artistic line of place, score and tally cards, and dance programmes, comprising a wide assortment of numerous designs in photogravure and hand-colored effects. They constitute an assortment abounding in original designs, beautiful colors, and dainty ideas tastefully arranged. They possess the quality which lends warmth and color to the fleeting hours of a social evening, and should prove strong favorites with all who cater to this class of trade.

Germ-Proof Slates.

W. J. Gage & Co. report that the advance orders for this brand of slates have been far ahead of their anticipation. Every germ proof slate, whether cloth bound, wire bound or "D" style is "First Quality," and has these words stamped on the frame. The trade have been very quick to adopt and purchase a series of slates that are actually "First Quality" in name as well as in nature, and although the ordinary old style slate is carried by the Gage Co. and can be bought at a lower price, the almost unanimous demand is for "Germ Proof First Quality" goods.

New Catalogues.

W. J. Gage & Co. have just prepared a new revised handsomely printed and illustrated catalog of their lines of manufactured goods. This is their catalog No. 1 and will be followed next month with a new catalog No. 3 of Stationers' Sundries. A copy of No. 1 has been sent to the trade and should any dealer by any cause not have received one, a post card to the firm will bring

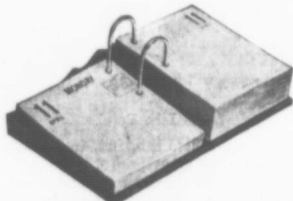
it. This catalog has been most carefully prepared and is an invaluable aid in making up orders for stationery.

A Demonstration Booklet.

A tastily made booklet has been prepared by W. J. Gage & Co. to demonstrate their Century Series of writing tablets. The covers of the tablets are shown in their finished form and to each is attached one sheet of the paper used in that particular tablet. Each tablet contains 100 sheets and is padded by the Perfect process, with Hutter attached. Every stationer should have one of these booklets at hand for reference.

1910 Gem Desk Calendar Pads.

One of the most popular desk calendars on the market is the "Gem." It has twice the writing space for memoranda, and occupies less desk room than others. The "Gem" is manufactured by The Sam'l. C. Tatum



(Sam'l. C. Tatum Co.)

Co., Cincinnati, Ohio, who report many advance orders for 1910 pads, which are now ready for shipment.

The New Staunton Lines.

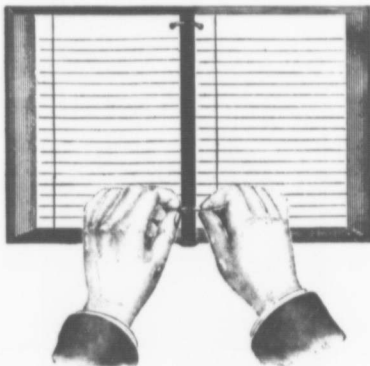
In the Staunton line of wall paper for 1910, while due consideration is given to the fact that a large section of the trade requires goods that will suit the popular taste and sell rapidly, it has been borne in mind that highly artistic effects have been steadily growing in favor. In the development of this tendency it must be stated that Stauntons have done a great deal. Many patterns in Art Nouveau styles are shown, the deeper tones and colorings being employed. Weave and fabric effects are well represented, and there is a good showing of Jasper grounds in medium and high grades. An assortment of oatmeal ingrains is another feature. These have already met with a very large sale. A unique and what promises to be a very acceptable introduction is a line of "Engravures," printed from copper rollers in oil colors. By this means effects impossible with the ordinary printing presses are obtained.

Through their connection with the Imperial Wall Paper Co., of Glens Falls, N.Y., and the Wm. Campbell Co., of Hackensack, N.J., Stauntons are enabled to give an unprecedented variety of designs and colorings. While they manufacture in Toronto all of those grades which can economically be printed here for the Canadian trade,

those lines which can more advantageously be produced in the States are manufactured in the plants referred to. Stauntons are the sole representatives in Canada for the Campbell and Imperial people, and goods selected from these two "Import" lines will be shipped to customers on regular wall paper terms. They will continue to handle the Sanitas waterproof cloth wall coverings, and with a rich assortment of tiles and burlaps are in a particularly strong position to serve every need of the Canadian trade.

Twin Ring Loose Leaf Note Book.

W. J. Gage & Co. are bringing out a series of loose leaf note books for students' use called the "Twin Ring." The binding mechanism consists of two rings which open with a slight pull on either ring. They can be closed by a slight pressure on either ring. The books



(W. J. Gage & Co.)

are bound in extra quality black cloth and contain 100 loose leaf sheets, ruled faint and margin line. All sheets can be inserted or taken out as desired and extra fillers are supplied as wanted. This series of loose leaf note books which are made by W. J. Gage & Co., in their own factory can be retailed at prices which will make them popular with students and scholars.

LET OUR PAPERS ARGUE

their own case. Put them in stock, examine them point by point, their quality, their writing surface, their manufacture, their putting up. Each will be an argument for you. Show them to your discriminating customers, and the sale is made. Your profits on satisfactory papers are continuous. Put us to the proof.

Herring Bone is one of our most fashionable papers. It is different from anything ever made. It is popular wherever shown. Everyone should have it.

GEO. B. HURD & CO.
Fine Paper Makers

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



CHANGE IN PRICING OF WALL PAPERS —Samples Priced Separately for Borders and Side Walls—A Return to the Old System—Prophetic Utterance of S. S. Boxer Six Years Ago.

Apart from the marked improvements in designs of Canadian wall paper, as described in part, the outstanding feature of the 1910 range is the new scale of prices adopted by Canadian manufacturers. Samples now being shown by travelers are priced separately for borders and side walls. It is well known that it costs more to manufacture borders, and the prices of borders for 1910 de-



S. S. BOXER

livery are based upon this fact. For the last three years since flat prices have been in force for borders and side wall, results have been unsatisfactory to manufacturer and retailer alike. Canadian manufacturers have wisely decided that their prices must be based upon the standard of four years ago.

A glance through the lines of Canadian manufacturers is evidence, however, that the prices for the season of 1910 are not on the same scale as four years ago. Roughly speaking, the total advance does not exceed 10 per cent. over the cost of border and side wall of a similar line a year ago and this is not as high as formerly before the change to flat prices.

It is not expected that retailers will find it difficult to obtain from their customers the new scale of prices.

Many lines of merchandise have advanced in recent years, and the public is well educated to expect higher prices. Further it means additional profit for the retailer.

Canadian wall paper manufacturers have taken retailers into their confidence, and have issued a very neat booklet on the border price question. This booklet states their position fairly and effectively and makes clear that the interests of manufacturer and retailer are mutual. To those who have not received a copy, any Canadian wall paper factory will be glad to supply one.

Looks Like Prophecy.

The article reproduced hereafter, from *Bookseller and Stationer* of July, 1903, is reprinted because it reads like a prophecy. At that time it was pointed out that the change to a flat price would be detrimental to the interests of all concerned in the wall paper trade, especially the retailer, and in view of the restoration of the border price to an ordinary paying basis as far as the manufacturer is concerned this article seems to be worthy of reproduction.

"Two years ago, when the Continental Wall Paper Co., of the United States ceased to exist the American manufacturers began to sell at what are known as flat prices, that is, side wall, ceiling and border all at equal price. S. S. Boxer, vice-president and managing director of the Watson, Foster Co., Montreal, saw at once that this would seriously harm, if not ruin, the retail wall paper trade not only of the United States, but of Canada also. Many retail dealers in Canada, without going into the matter, came to the conclusion that if they bought their borders at the same price as side walls from American factories, they would be buying their goods cheaper than if they bought from Canadian factories, paying the usual advance price for borders. Mr. Boxer knew that this was not the case, but that the retailer, in reality paid from 15 to 25 per cent. more for his American goods on a flat price than he would pay for Canadian goods with a border price and he issued a most comprehensive comparative statement to the wall paper trade of Canada, which clearly showed that American wall papers at a flat price, cost, as before stated, considerably more than Canadian. This comparative statement was so thoroughly correct that it was at once appreciated by the Canadian wall paper trade, and Mr. Boxer received letters from buyers from all parts of Canada thanking him for putting the case clearly before them.

Had the Canadian manufacturers followed the idea of flat prices inaugurated in the United States, the retail wall paper dealers of Canada would today be selling their borders at the same price as side walls, and their business would have become as unprofitable as it has in the United States, as every dealer knows that the bulk of his profit lies in the borders.

No one can overestimate the credit due to Mr. Boxer for his foresight in this matter. He is probably without a superior on this continent in his knowledge of the wall paper business, and is personally and favorably known to nearly all the wholesale and retail trade of Canada, and the company with which he is connected has prospered under his management."

THE MUSIC SECTION DURING THE SUMMER Months—Sheet Music Still to the Fore—Not Affected by the Public Leaving the Cities and Towns for the Summer Resorts—New Songs for the Fall Being Arranged for.

Sheet Music.

The sale of sheet music is just as strong as ever notwithstanding the fact that the music loving public are either preparing or have already gone to the country. The fact of people going away does not very materially affect the sale of sheet music, as in most of the country here's is to be found a piano, and what would the holidays be like without music.

Publishers are already preparing their list of new songs for the fall theatrical season and booksellers who get in on this trade now and stock sheet music, no matter how small the quantity to start with, will reap the benefit later. The fact of a merchant being able to get a copy of a song asked for by a customer from one of the jobbers within a day or so shows at once that a large stock of sheet music is not necessary. The merchant making a display of about ten of the latest songs in his window and carrying a stock of a similar number in his shelves is bound to make a good turnover every six months. Try it, Mr. Bookseller.

A few of the vocal pieces that are new to Canada are "Stingy Kid," "Dublin Daisies," "Mandy Lane," "My Pony Boy," "Naughty Eyes," and "Shine on, Harvest Moon." The above are published by Jerome H. Remick Co., Detroit.

A song which is making quite a hit in Montreal at present is "Cribbirin." The words are in Italian and English. Arnett Delonais Co., Chicago are the publishers.

Shapiro Music Publishers, New York, have two good vocal pieces in "Tittle Tattle, Tattle Tale," by Herbert Ingraham, and "The Billiken Man," by Goetz & Gideon. The last mentioned song has been featured by Miss Blanche Ring.

"Yip-I-addy-I-ay," song published by Cobb & Flynn, is characterized as the song sensation of London and Paris. "Shapiro" is the sole selling agent.

"In Sunny Italy," written by Fred Fischer and published by Fred Fischer, continues to hold its own. It is a good song.

When We Two Were in Love.

"When We Two Were in Love" is the inspiring title of a daintily written ballad by Phillip E. Netten, a well-known and accomplished Montreal musician. Mr. Netten has composed both words and music and the piece is published in good form by the Nordheimer Piano & Music Co., Montreal. The music is considerably above the ordinary, while the words are genuine poetry that would remind one of Clifton Bingham or others of the popular ballad writers of the Old Land. Here in a stanza:

"When we were only sixteen, dearie,
Those happy days when all the world seemed fair,
The sun shone bright and sweet, the birds were singing,
And breath of fairest flowers filled the air,
Then came a day, my life's one day, dear,
The sun still shone, but it was clear forgot;
The birds still sang, but only in your voice, dear,
Ah! we two were in love and knew it not."

The technique of the song is attractively simple and perfect. It will no doubt have a large sale among the lovers of high class expression of the "Greatest thing in the world." Mr. Netten has composed other work and his arrangement of some of the finer compositions are known in the most exclusive circles. He has conducted

TAKE ADVANTAGE OF THE
**Victor Berliner
Treatment**



Every dealer gets a square deal

Just sit down and write a card and let us tell you about the square treatment all Berliner Victor dealers are accorded.

Berliner Gram-o-phone Company
MONTREAL Limited

**Lonsdale &
Bartholomew**

Limited

Bradford and Accrington, England

Publishers of

"Art Series" Christmas Cards and Permanent Carbon Pictures

We have recently opened an office at 300 St. James St., Montreal. We intend to introduce in Canada the highly profitable line, and travellers will cover the Dominion shortly.

Sample Albums Free, showing cards, printed complete, in exact state as delivered to customer

Lonsdale & Bartholomew, Limited
300 ST. JAMES STREET, MONTREAL.

We supply Advertising Matter for Window Display

sarred concerts with great success in Montreal and Laehine, where he is best known in the Angliean choirs.

Mr. Netten is a native of Newfoundland where his father is a well-known elergyman. It is not surprising that Mr. Netten should be so prominent a figure in Angliean church affairs considering that he grew under the very shadow of its beauties.

Among the instrumental pieces to the fore is "The Harvest Hop." It is published by Chas. L. Johnson, Kansas City, Mo., and composed by himself.

"Remick" has three good things in "Under the Tents," by Chas. N. Daniels'; "Sweet Violets," by W. C. Powell and "Poker," by Charlotte Blake. The three are quite worthy of mention.

"Stability" by Al Brown is good instrumental music. It is published by Shapiro Music Publisher.

White Chapman Music Co., Troy, N.Y., have a good thing in "Happy Hank." It is written by Leslie Moore.

ON THE ROAD AND OFF

Interviews with Traveling Men and Personal Items About Their Doings.

Charles Burton, manager of the Fancy Goods Co., of Canada, Toronto, has just returned from a two months' trip to British Columbia and the West. He looks much improved as a result of his travels. A gain of over twelve pounds in weight, a healthy looking coat of tan and a generally alert appearance are some of the outward indications which testify to the invigorating effect of the western climate.

"Business in Vancouver and in the whole Province of British Columbia is exceedingly brisk," said Mr. Burton, "and their trade is growing enormously. The eastern section simply cannot have any adequate idea of the way things are shaping themselves out there. Conditions have never been so good in the history of the province. Take the town of Fernie, which was burned out not long ago; the people there are using every possible means to rebuild, and in order to do so, are assuming obligations which most easterners would hesitate some time before accepting. The town shows evidence of its progressiveness in the number of new buildings which have been put up since the fire and the building operations which are now under way. The mining fields are more active than they have been for some time past. I believe that Alberta will become the banner province of the West. There is a fine class of people going into that section of the country. Most of them are farmers and they understand how to work the ground to the best advantage. A good percentage of them have plenty of money. Yes, and they're spending it, too. It's a fine country to do business in.

"Crops? The prospects are excellent for a good crop. I believe if climatic conditions continue favorable they will harvest the best crop they have ever had. This year, the whole country generally experienced the effects of a backward spring. Out west, however, they seem to have caught up, for the grain is further advanced now than it was for the corresponding period last year. Judging from the genuine optimistic feeling which prevails out west, there ought to be developed some exceptionally good business prospects for the trade this year. Personally, I am extremely well satisfied with the results of my trip, and that's about all one can expect, isn't it?"

Of Individual Interest.

A. Roy MacDougall, Toronto, is at present scouring the maritime provinces for orders for Staunton's wall paper.

R. H. Vogdes, representing the White & Wyckoff Manufacturing Co., Holyoke, Mass., has just returned east from a western trip, during which he visited Winnipeg. He reports having done a nice trade with the Winnipeg jobbers in high-class stationery, and new "Arts and Crafts'" goods, including calendars, handwrought brass writing desk sets and novelties.

W. C. Bell, of the Musson Book Co., arrived back in Toronto from his annual coast trip about the first of the month. He was delighted with business done.

Mr. Holding, representing the Brower & Barse Co., publishers of juvenile and gift books, is expected in Toronto during the course of the next few days.

Sam M. Loweree, who was for many years connected with the publishing house of Harper & Bros., New York, and who is now a partner in the firm of Duffield & Co., was in Toronto last week. Mr. Loweree thinks a lot of Toronto, as who wouldn't after being shown round by George McLeod?

F. H. Clinch, of D. Appleton & Co., New York, was in Toronto recently negotiating with the Canadian publishers for the placing of Canadian editions of his firm's new fall novels. To Bookseller and Stationer, Mr. Clinch remarked that the Appleton Co. were this season going on the policy of issuing only a few titles of exceptional merit. They will not have over half a dozen novels on their fall list, which is in marked contrast with the score or more books of previous seasons. From Toronto, Mr. Clinch goes to Barneget Beach, N. J., for his summer vacation.

W. F. Thomas, of the Copp, Clark Co., was married on June 23, at St. Paul's Church, Toronto, to Miss May Sale, daughter of Julian Sale. A reception was held afterwards at the residence of the bride's parents in Rosedale. The honeymoon was spent at Lake of Bays. Mr. Thomas holds a responsible position in the book department of the Copp, Clark Co. and is on the directorate of the company.

THINGS I HAVE NOT SEEN.

When in Calgary recently, Mr. and Mrs. W. C. Bell and H. C. Woods, had a visit from N. E. Suddaby, of Fernie. In addition to possessing one of the finest stores in B.C., this gentleman has the reputation of being a fine shot, and had in fact, a few days previously, bagged a splendid specimen of the black bear. In relating this encounter, Mr. Suddaby told of other experiences, and much information was gained of the peculiar zoology of British Columbia. One quadruped, the Side Hill Gouger, deserves special mention, owing to the peculiar formation of the legs which are long on one side and short on the other. It is presumed that the original Gouger "took" to the hills, as a protection from his predatory foes, and long custom and constant feeding in one spiral upward direction had the effect of elongating the pedal extremities of one side, and reducing the length of the others, the bills are high and cone shaped. Even so, we had not the bad taste to enquire what became of the animal when it reached the apex.

EDITH LILIAN BELL.

DO YOU HEAR THE CAMERAS CLICK?
 —Thousands of Amateur Photographers Invade
 Canada during the Summer — Local Enthusiasts Get
 Busy — The Supply Business Grows More and More
 Profitable.

Did you ever figure out the possibilities of the photo supply business? It won't take you long.

Just as a starter look through the magazines on your counter and see in how many of them camera and kodak advertisements appear. Practically every magazine contains one or more and they are just about the most attractive and convincing ads in these publications. Somebody is spending thousands and thousands of dollars to influence the public to go into the picture-taking business for pleasure.

That these large sums are not being expended in vain is evident from one or two facts. There is the prosperity of the firms making the cameras,—prosperity reflected in fine plants, cheerful employes and satisfactory dividends,—which means large sales. There is the ever-present camera, wherever a few people are seen together.

A Million Tourists.

It is estimated on credible authority that the number of tourists and summer boarders who come into Canada every summer from the United States, approximates one million. Of this number it is safe to say that at least one-tenth go in for amateur photography. The click of the camera is heard from one end of Canada to the other all the time they are in the country. Now, it is true they may bring their cameras and kodaks with them, but they buy their films, plates and other supplies here. It is in this department that the big profit to the retailer lies.

Easy Line to Handle.

There can be no easier line of goods to handle than photo supplies. Now-a-days the manufacturers do nearly everything. The goods are put up in neat, compact form, full directions are given and all the dealer has to do is to sell them over the counter. It is a clean trade. It brings the best custom into the store. It is a profitable trade, for the goods sell at standard prices.

With the ever-increasing number of people who take photographs and with the popularity of Canada as a summer playground, the future of the photo supply business is assured. In every town or city, one store usually gets the name for being headquarters for photo supplies. It might just as well be the book-store. That

is where the tourist buys his magazines, his souvenir post-cards, his stationery and while he's there, he can purchase films or plates or printing paper at the same time.

Accessories.

A dark room for the convenience of customers is a good thing to have if you are going into the business with determination. It will bring in the trade as nothing else would. It is also worth while stocking a few cameras, for the sale of a camera is at the basis of all future supply business. One camera in constant use will soon consume many times its own value in supplies.

Advertising is, of course, essential. Unless the public are advised that you handle photo supplies, you won't do much. Hang out a sign, put some supplies in your window, advertise in the hotels and at the depots and wharfs, and for local business utilize the local newspaper.

BOOKS.

Out-of-print books supplied. No matter what subject. Can supply any book ever published. We have 20,000 rare books.

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

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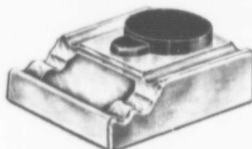
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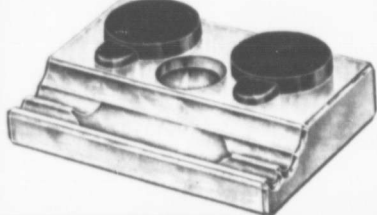
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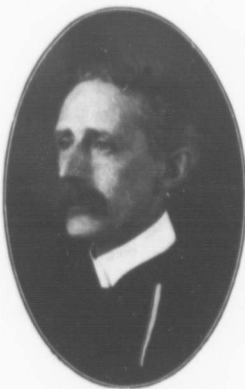
Activities of the Month in the Canadian Literary Field

Some Important Announcements of Forthcoming Books—Several New Titles.

Dr. Arthur G. Doughty, Dominion Archivist, is to undertake the compilation of an exhaustive history of Canada, which may run to the extent of twelve volumes. His position and abilities eminently qualify him for this work.

A second edition of Byron Nicholson's "In Old Quebec, and Other Sketches" is announced for early publication.

Dr. J. D. Logan, of Toronto, has published in pamphlet form, under the title "The Making of New Ireland," two lectures which he recently delivered, one before the literary Society of McMaster University, and the other before the Catholic Young Ladies' Literary Society.



T. HERBERT CHESTNUT (Allan Douglas Brodie)
Author of "Chicoutimi: A Romance of the Saguenay Country,"
to be published shortly by William Briggs.

A second and cheaper edition of "The Tragedy of Quebec," by Robert Sellar, has been issued by the Ontario Press, Limited, Toronto. In it the author deals with the disappearance of the Protestant farming population from the Province of Quebec.

The William Weld Company, of London, are the publishers of "The Vision of His Face," a religious work by Dora Farncomb. The author conducted for many years the Quiet Hour department in the Farmer's Advocate.

In connection with the recent ter-centenary celebrations at Lake Champlain, mention might be made of "A History of Lake Champlain," by Walter Hill-Crookett, published by Hobart J. Shanley & Co., Burlington.

A notable book to be issued shortly by William Briggs is "Three Premiers of Nova Scotia," by Edward Manning Saunders. This book promises to be one of the most important publications of the year. The three premiers are Hon. Judge Johnstone, Hon. James Howe, and Hon.

Charles Tupper. Dr. Saunders is a brother of Marshall Saunders, author, of "Beautiful Joe." He dedicates his volume "To the memory of Sir Fenwick Williams, a native of Nova Scotia, hero of Kars, and Lieutenant-Governor of his native province at the time of the Confederation, and an intimate friend through life of Hon. Judge Johnstone." The author in his preface writes, "With many others I have waited for years for the appearance of a biography of the Hon. Judge Johnstone. This distinguished jurist, peerless advocate, able and eminent statesman ought not to be forgotten. Indeed he was one of Nova Scotia's greatest men throughout his professional life, but in every way more than any man of his day wrought his province lasting good and should be classed with the makers of Canada." It was Dr. Saunders' first intention to write the life of Judge Johnstone separately, but he found that his life was so interwoven with that of Mr. Howe, and that Mr. Tupper was so prominently connected with the political life of the province at the time, that sketches of the lives and labors of Mr. Tupper and Mr. Howe apart from that of Dr. Johnstone were not practicable. He therefore aptly entitles his volume "The Three Premiers of Nova Scotia."

An important contribution to the literature of Canadian agriculture is about to be issued by William Briggs. It is to be entitled "The Canadian Apple Grower's Guide," by Linus Woolverton, M.A., author of "Fruits of Ontario," editor of the Canadian Horticulturist, and Secretary of the Ontario Fruit Growers' Association, Inspector of the Ontario Fruit Experiment Stations, 1886 to 1903, and Secretary of the Board of Control, Judge in Pomology and Superintendent of Horticulture for the Dominion of Canada at the World's Columbian Exposition, Chicago, 1893. It covers the whole subject from the planting of the tree to the harvesting and selling of the fruit, and contains full particulars about pruning, spraying, and packing, and is written in such a clear and concise manner that even a novice should be able to make a success of apple growing.

"Chicoutimi, a Romance of the Saguenay Country, and Other Tales," by the Canadian story writer, T. Herbert Chestnut, is announced by William Briggs. Mr. Chestnut is better known under the pen name of Allen Douglas Brodie, and is at present news editor of the Montreal Witness. The book will contain a number of Mr. Chestnut's most popular stories.

Charles Sparrow, Balgonie, Sask., who has already issued two books entitled, "Shadows of the Deep," and "A Doomed Mansion," from the press of William Briggs, is to issue a volume very shortly through the same publisher, to be entitled, "The House on the Cliff."

A little story in pamphlet form has just come from the presses of William Briggs, entitled "In Dixie and Manitoba," by Rev. J. A. Murray.

"Opinions of Mary" by Alice Ashworth Townley, which has just been issued by William Briggs is being very well received by the press and critics, and promises to be one of the big sellers during the summer and fall

BOOKSELLER AND STATIONER

months. Mrs. Townley, the author, was formerly Miss Alice Ashworth, and was born in the City of Quebec. She was a resident of Toronto for a number of years, until her marriage five years ago. Since then she has lived in British Columbia and now resides in Vancouver. Her first work was accepted by "Grip," Mr. Bengough thinking very highly of her abilities. Her stories for children are particularly clever and so well suited to youthful readers that a child's book of hers entitled "Just a Little Girl" has been authorized for supplementary reading among public schools. Mrs. Townley has the gift of humor to an unusual degree, along with a deep insight into the foibles and frailties of human nature.

"The Imperial Anniversary Book" to be issued soon by William Briggs promises to be one of the gift books of the coming season. It is beautifully gotten up and is creating quite an interest amongst those who have had the opportunity of seeing the advance sheets and the dummy copies. The author is already receiving orders from all parts of the British Empire, thus demonstrating the fact that a Canadian book will sell outside of Canada, if it contains the right kind of material.

"The People of the Plains" by Amelia M. Paget is to be issued now very shortly from the press of William Briggs. The book is to be beautifully illustrated.

The new volume of poems by Donald A. Fraser, which we mentioned in our last issue, entitled "Pebbles and Shiels," is now off the press of William Briggs, who reports considerable advance demand in Victoria for this volume.

The issue by William Briggs of "The Story of Isaac Brock," by Walter R. Nursey, being the first volume in a newly projected Canadian Hero Series, has proved to be a great success; a second edition of 2,000 copies having been called for. Arrangements are being made for the publication of an edition in the United States, through A. C. McClurg & Co., Chicago. Orders are being received from the Continent and the booksellers in the Island of Guernsey, General Brock's birth place, are taking up the sale of the book with enthusiasm.

William Briggs announces an edition of "Adrift on an Ice Pan," by Dr. Greuffell, in which that famous medical missionary narrates a thrilling experience which befell him recently. The little book is to be illustrated and will sell at 90 cents.

A second edition of "Five Thousand Facts About Canada" has already been called for, making nearly ten thousand already issued for the year. The demand for it, from all parts of the continent continues brisk and dealers who feature or push it report highly satisfactory sales. The book is compiled by Mr. Frank Yeigh, and published by the Canadian Facts Publishing Co., 667 Spadina avenue, Toronto.

On the 13th of September occurs the 150th anniversary of the capture of Quebec. In anticipation of the occasion a Life of General Wolfe has been added to the "Makers of National History" Series, which Sir Isaac Pitman & Sons, are quickly extending. The author of "General Wolfe" is Mr. Edward Salmon, who has gathered from authentic sources many new materia's, and claims to have cleared up certain points that were previously obscure. Previous accounts of this famous soldier and accomplished man have been written without reference to facts and documents that are now accessible.

Mitchell Kennerley, New York, announces a new volume of poems by Bliss Carman to be published in

September, with the title, "The Rough Rider and Other Poems."

The first volume of a projected series of "Acts of the Privy Council of England, Colonial" (London: Wyman & Sons) is edited by W. L. Grant and James Munro, under the General supervision of Almerie W. Fitz Roy, Clerk of the Privy Council. It is a government publication to be completed in five volumes, bringing the subject to 1783.

Mrs. Humphry Ward's next novel will have the title "Canadian Born." It is to appear serially in the Cornhill Magazine during the balance of the year.

A second and enlarged edition of Professor Goldwin Smith's "No Refuge but in Truth" has been published by G. P. Putnam's Sons, New York, at \$1.00 net.

Rev. P. W. Browne's "Where the Fishers Go: the Story of Labrador" has been published by the Coleridge Publishing Co., New York. It gives a general survey of Labrador, its history, people, scenery and fisheries. (\$1.75).

The Fleming H. Revell Co. announce a new novel by Rev. R. E. Knowles, of Galt, to be entitled "The Attie Guest." It will likely be published during the first week of September.



EDWARD W. THOMSON

Whose new book, "The Many Mansioned House," is to be published early this fall by William Briggs.

Edward W. Thomson, the Canadian journalist and writer, will issue very shortly, through William Briggs, a new volume of poems to be entitled "The Many Mansioned House." This volume contains the poem "Peter Ottawa," which created a good deal of stir when it was published in the journals of this country and the United States. Mr. Thomson had an idea of calling his new book "Peter Ottawa and Other Poems," but finally decided on the above title. In the United States his volume is issued under the title of "When Lincoln Died and Other Poems."

Ever since Nellie L. McClung's first book, "Sowing Seeds in Danny," became known, people have been writing her from all over Canada and the United States, calling for more. Mrs. McClung has just about finished a new story which she is calling "The Second Chance." In this new book the author introduces some of the characters who figured so prominently in "Sowing Seeds." The book is to be issued early this fall by William Briggs.

WILFRED CAMPBELL, CANADA'S POET LAUREATE

An Interview with the Poet—His Career and Achievements.

"The greatest of all studies is that concerning the mystery of life. The origin of man and his destiny is a tremendous problem. A stream can never rise higher than its source, and man can never get higher than the source of his origin."

So spoke Wilfred Campbell, the Canadian dramatic and lyric poet, novelist and thinker, as we sat before a roaring grate fire in the old-world-looking library of his comfortable home on Lisgar Street, in the capital city of the Dominion.

Campbell is a deep student of ethnology and loves to discuss matters affecting mankind. He believes that humanity every now and then should take stock of its ethical assets as well as its assets generally. In his opinion the nineteenth century was an age rather of mind and matter in which man got too much away from the idea of the soul. On all great moral and patriotic issues Campbell possesses rare courage and intense conviction. He is never afraid to give expression to his views—either by voice or pen. His attitude is steadfast as a rock; he does not trim his sails to catch a passing breeze of applause or approval. He is deeply interested in the life of the nation; and has frequently lectured, laying stress on the importance of the ethical side of our life. Literature, he considers, belongs to a race rather than to a place.

His Every Day Life

The tastes of the poet are simple, his home life is quiet and happy and his desires are few.

Next to Shakespeare, the poetry simple, true and natural of Robert Burns appeals to Dr. Campbell. He is fond of the classics. Homer, Virgil and the Greek drama being his favorites. Filled with intense dramatic feeling which he inherits from his mother who is devoted to art and music, as a boy his great ambition was to become a landscape painter or a sculptor. His highest ideals in literature, are the people who afford a revelation of mankind. Of the eighteenth century poets, for Shelley, Byron and Coleridge he has a great love.

He is fond of an open grate fire. Rarely does he go out in the evening. He is a strong believer and supporter of home life and family associations. He loves his study and his books, and pictures and there he spends his happiest hours writing, reading or studying, frequently until a late hour, although he always tries to get seven hours of uninterrupted sleep. He believes in the great restorative and recuperative power of Morpheus.

He admires the mountains and the valleys—nature in her wide, open, diversified spaces. A dull monotonous country has no charm for him. Nearly all his life he has dwelt in rugged regions. His impressions are formed after deep feeling, much study, thought and conviction.

The poet is a mixture of Scotch and English in his ancestry, and in sentiment is British to the core. His grandfather was a cadet of the house of Argyll, of which the present Duke (better known to Canadians, as the Marquis of Lorne) is the head; blood of the same strain courses through their veins.

His Youth and School Days.

Mr. Campbell's grandfather, who was born in the north of Ireland, was a graduate of Glasgow—the great

Campbell University—and was also the founder and first rector of St. Thomas church, Belleville, Ont. The poet's father is the Rev. Thomas Swainston Campbell, of Wiar-ton, Ont. Wilfred Campbell himself was in holy orders in the Anglican church for several years. He spent his boyhood days in the northern town on Colpoys Bay, known by the Indian name of Nama-way-qua-donk, the Bay of sturgeons, although the place of his nativity was Berlin, Ontario. He was educated at home and at the Owen Sound High School, Toronto University and Wy-cliffe College, but graduated at the Episcopal Divinity School, Cambridge, Mass. The atmosphere around Cambridge is fragrant to-day with the memories of Long-fellow, Emerson, Bayard Taylor, John Russell Lowell and Oliver Wendell Holmes, the latter of whom the young poet met. The encouragement of Holmes stirred and strengthened the literary spirit within him. Ordained to the priesthood by the Bishop of New Hampshire, Campbell began the work of the ministry in a quaint, old historic church at Claremont, New Hampshire. The edifice was built two years before the American Revolution and still stands. But he soon returned to Canada, where his sympathies, ideals, thoughts and desires as a patriotic Briton were more at home. He began writing for the Atlantic Monthly and the Century. A very considerable portion of his poems have been published in these magazines as well as in Scribner's and Harper's, the London (England) Spectator, and other leading periodicals, where, by their unusual qualities, they have attracted an attention rarely commanded by poetry on this continent.

His Ministerial Movements.

He was appointed rector of St. Stephen, N.B., where he published a book of lyrics, descriptive of the lake country of his early days. After a residence of two years in the pretty town at the head of the St. Croix river, he was given the parish of Southampton on Lake Huron where he remained only a few months. Finding that his heart was in literary work, he courageously resigned his charge and entered exclusively upon a literary career. He had many friends and admirers who recognized his poetic gifts, among them Sir John A. Macdonald and Sir Wilfrid Laurier. Mr. Campbell came to Ottawa in the spring of 1901 to take a position in the civil service. He at first became known as the "laureate of the lakes" when he began to contribute lake lyrics to the Atlantic Monthly, the Century and other magazines. He issued his first volume in 1889 entitled "Lake Lyrics and Other Poems" just one year after the late Archibald Lampman had published his volume "Among the Millet." The London Athenaeum spoke in the highest terms of Mr. Campbell's volume and William Dean Howells pointed out its qualities in Harper's Magazine. But the poet's note was growing deeper and seeking its true place in poems of the universally human; and though Howells had spoken of the remarkable qualities of "Lazarus," yet two poems, which had appeared, one in the Atlantic Monthly in December, 1891 and the other in Harper's in April, 1891, evidenced the poet's fame and attracted attention for their human qualities. These were "Pass tho' Fallen" and "The Mother." Both were mythological in their origin and both struck the universally human note.

"The Mother" received more favorable comment than any single poem that ever appeared in the American press.

Many of Campbell's plays and poems have been suggested by mythology. In all of his verse there is a deep undercurrent of subtle human teaching. "The Mother"—the one accorded such high recognition, is a dramatic pastoral.

His next volume, "The Dread Voyage," appeared in 1893, and Mordred and Hildebrand, two poetical tragedies were issued in 1895. The first volume contained among other verse a poem "Unabsolved,"—which has been considered the most dramatic poem ever written by a Canadian. Its theme was the far Canadian north. But the subject was that of the human conscience. Another poem, "The Dreamers," added to his growing reputation. From this out his poems—England, Scotland, and his elegy on Lamplman, "Bereavement of the Fields," appeared.

Of the Poetical Dramas, since incorporated in his new volume of "Poetical Tragedies," much has been said on both sides of the Atlantic, and Campbell has been compared to Shakespeare, Shelley and hailed as an Elizabethan.

Next in order come his volume of verse, "Beyond the Hills of Dream," and in 1905 his collected verse, containing his "Sagas of Vaster Britain." Of this volume, Andrew Carnegie issued a special edition of five hundred copies to his libraries throughout the world.

Last year the Poetical Tragedies appeared, and with the collected verse, gives, up to the present, the bulk of his output in poetry.

As a Novelist.

Dr. Campbell's first essay into the field of novel writing was in 1906 when his volume "Ivan of the Oreades," a Scottish romance appeared. A Canadian historical novel entitled "In 1812," deal with that stirring period. It has been running as a serial story in the Westminster. One of his ambitions has been to re-create, in romantic form the vicissitudes, tragedies and struggles of that period in which Sir Isaac Brock and others saved the country.

In 1907, Campbell produced his book, "Canada," descriptive of the beauty of the country; woods and other scenery of the Dominion from ocean to ocean, and of the Canadian people. The work, which was issued by Adam Black, is a handsomely bound and artistic volume illustrated by colored plates all made from actual paintings by the noted Canadian artist, Mower Hartin. In this work the poet gives an optimistic picture of our country, and prophecy of its great future.

In 1894, Mr. Campbell was elected a member of the Royal Society of Canada. In 1906, at the 40th anniversary of the foundation of Aberdeen University, the famous Scottish seat of learning conferred the degree of LL.D. upon some eighty persons distinguished in various avenues of endeavor and achievement throughout the world including R. Hon. James Bryce, Andrew Carnegie and Guglielmo Marconi. Mr. Campbell was among those honored and spent a week there as the guest of the University. In the exercises the President quoted his verse and the silk hood was presented to him by the Chancellor. Dr. Campbell was among the very few presented to the King and Queen on that occasion, and "By command" attended a reception held by their Majesties.

Dr. Campbell is a hard-worked officer of the Canadian Archives—where he is engaged in helping to make our history. He is deeply interested in all historical problems, and he therefore finds the work congenial in every way.

TRADE NEWS FROM THE PUBLISHERS

The Quiet Season Now On A Few Fall Announcements.

Henry Frowde has taken over the Westminster Co.'s edition of "Oh, Christina," by J. J. Bell.

Henry Frowde is to issue shortly a Canadian edition of "The Old Wives' Tale," by Arnold Bennett, which was so well received in England.

Henry Frowde announces the early publication of "Theodore Roosevelt: Dynamic Geographer," by Vrooman, in paper and cloth editions, (70 cents and \$1).

The samples of the new English Church Hymnal will be in the hands of the travelers on July 26. The publishers expect a big sale, as they have been receiving many inquiries.

A large line of cheap paper novels, with picture covers, has been stocked by the Copp, Clark Co. Among them is "The Heart of a Child," by Frank Danby. They all sell at 30 cents each.

The Copp, Clark Co. announce for early fall publication "Knock on the Door," by Robert Hiebens, author of "The Garden of Allah," and "John Marvel, Assistant," by Thomas Nelson Page.

"The Frontiersman's Pocket Book," by Roger Pocock, is a valuable little compendium of information, published in Canada by Henry Frowde. It is issued on behalf of the Council of the Legion of Frontiersmen.

In the series of joint publications with Hodder & Stoughton, Henry Frowde has already published "A Fair Refugee," by Morice Gerard; "The First Stone," by Mary Stuart Boyd; "Rose of the Wilderness," by S. R. Crockett; "Magie Love," by Annie S. Swan, and "The Compact," by Ridgwell Cullum.

Cassell & Co. have received recently their stock of "The Royal Ward," by Percy Brebner; "Sir Gregory's Silence," by A. W. Marchmont, and "A Daughter of the Storm," by Captain Shaw, in fiction, and in general works: "Adventures in London," by James Douglas, and "Beautiful Gardens," by Walter P. Wright.

Rider Haggard, the popular author of "She," seems to be able to interest the public as well now as he did in his early days. In order to meet the large demand for his book entitled, "Fair Margaret," William Briggs has placed a paper edition on the market at 18 cents wholesale. This ought to be a good seller.

A book which had a very large run when it was first issued was "The Scarlet Pimpernel." The publisher, William Briggs, wishing to meet the extraordinary demand for a book in cheaper form, has placed an edition on the market at 10 cents wholesale, in paper binding. This will in all probability be a good variation seller.

The Macmillan Co. have now in stock, "Spies of the Kaiser," by William Le Queux, and "The Bride of the Mistletree," by James Lane Allen, and will issue immediately, "The Heart of a Gypsy," by Napier; "The Veil," by E. S. Stevens; "The Marriage of Hilary Carden," by Hyatt; "Antonio," by Ernest Oldmeadow; "A Knight of Old Brandenburg," by Charles Major, and "A Certain Rich Man," by William Allen White. They have also issued a 50-cent edition of "The Nun," by Rene Bazin.

The Canadian Bookman

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The MacLean Publishing Co., Limited

Toronto Montreal Winnipeg
New York Chicago London

BEST SELLING BOOKS FOR JUNE

Belleville.

1. *Katrine*, Elinor Macartney Lane, Musson.
2. *Mr. Opp*, Alice Hegan Rice, Briggs.
3. *A Million a Minute*, Hudson Douglas, McLeod.
4. *Special Messenger*, R. W. Chambers, McLeod.
5. *Web of the Golden Spider*, F. Bartlett, McLeod.
6. *Trail of the Lonesome Pine*, John Fox, Jr., McLeod.

Brantford.

1. *Sword of the Lord*, Joseph Hoeking, Cassell.
2. *Mr. Opp*, Alice Hegan Rice, Briggs.
3. *Anne of Green Gables*, L. M. Montgomery, Page.
4. *Katrine*, Elinor Macartney Lane, Musson.
5. *Glory of the Conquered*, S. Gaspell, Stokes.
6. *Chrysalis*, H. M. Kramer, Lathrop.

Calgary.

1. *White Mice*, R. H. Davis, McLeod.
2. *White Sister*, F. M. Crawford, Macmillan.
3. *Together*, Robert Houck, Macmillan.
4. *Inner Shrine*, Anonymous, Musson.
5. *Katrine*, Elinor Macartney Lane, Musson.
6. *Tono Bungay*, H. G. Wells, Macmillan.

Charlottetown.

1. *Anne of Green Gables*, L. M. Montgomery, Page.
2. *Inner Shrine*, Anonymous, Musson.
3. *White Sister*, F. M. Crawford, Macmillan.
4. *Marriage a la Mode*, Mrs. Humphry Ward, Musson.
5. *Miss Betty of New York*, DeLand.
6. *Actress*, L. C. Hale, Harper.

Chatham.

1. *Gun Runner*, Arthur Stringer, Langton.
2. *Elizabeth Visits America*, Elinor Glyn, Duffield.
3. *Marriage a la Mode*, Mrs. Humphry Ward, Musson.
4. *Sowing Seeds in Danny*, Mrs. McClung, Briggs.
5. *Man in Lower Ten*, Rinehart, McLeod.
6. *Lady of the Decoration*, Frances Little, Musson.

Fort William.

1. *Where the Billows Roll*, I. Rain.
2. *Lost Cabin Mine*, F. Niven, Lane.
3. *Compact*, R. Cullum.
4. *Songs of a Sourdough*, R. W. Service, Briggs.
5. *Barrier*, R. Beach, Musson.
6. *Mad Barbara*, W. Deeping, Musson.

Guelph.

1. *Septimus*, W. J. Locke, Frowde.
2. *Anne of Green Gables*, L. M. Montgomery, Page.
3. *White Sister*, F. M. Crawford, Macmillan.
4. *Marriage a la Mode*, Mrs. Humphry Ward, Musson.

5. *Climbing Courvatsels*, Ed. W. Townsend, Copp.
6. *King in Khaki*, H. K. Webster, Appleton.

Hamilton.

1. *Inner Shrine*, Anonymous, Musson.
2. *Marriage a la Mode*, Mrs. Humphry Ward, Musson.
3. *Man in Lower Ten*, Rinehart, McLeod.
4. *Katrine*, Elinor Macartney Lane, Musson.
5. *White Mice*, R. H. Davis, McLeod.
6. *White Sister*, F. M. Crawford, Macmillan.

Kingston.

1. *Katrine*, Elinor Macartney Lane, Musson.
2. *White Mice*, R. H. Davis, McLeod.
3. *White Sister*, F. M. Crawford, Macmillan.
4. *Inner Shrine*, Anonymous, Musson.
5. *Marriage a la Mode*, Mrs. Humphry Ward, Musson.
6. *Wood Carvers of Lempus*,—Musson.

Moncton.

1. *Man in Lower Ten*, Rinehart, McLeod.
2. *Septimus*, W. J. Locke, Frowde.
3. *White Mice*, R. H. Davis, McLeod.
4. *Mr. Opp*, Alice Hegan Rice, Briggs.
5. *Inner Shrine*, Anonymous, Musson.
6. *Delafield Affair*, F. F. Kelly, McClung.

Montreal.

1. *White Sister*, F. Marion Crawford, Macmillan.
2. *Inner Shrine*, Anonymous, Harpers.
3. *Marriage a la Mode*, Mrs. Humphry Ward, Musson.
4. *Man in Lower Ten*, Rinehart, McLeod.
5. *Mr. Opp*, Alice Hegan Rice, Briggs.
6. *Fraternity*, Galsworthy, Copp.

Peterborough.

1. *Anne of Green Gables*, L. M. Montgomery, Page.
2. *Mr. Opp*, Alice Hegan Rice, Briggs.
3. *Septimus*, W. J. Locke, Frowde.
4. *Katrine*, Elinor Macartney Lane, Musson.
5. *Man in Lower Ten*, Rinehart, McLeod.
6. *Message*, Louis Tracy, McLeod.

Quebec.

1. *Bridge Builders*, Anna Chopin Ray, Musson.
2. *Old Man in Corner*, Baroness Oreyz, Briggs.
3. *Marriage a la Mode*, Mrs. Humphry Ward, Musson.
4. *Rose of the Wilderness*, S. R. Crockett, Frowde.
5. *Mr. Opp*, Alice Hegan Rice, Briggs.
6. *Ezekiel*, I. Pratt, Doubleday.

St. Catharines.

1. *Marriage a la Mode*, Mrs. Humphry Ward, Musson.
2. *The Other Side of the Door*, Lucia Chamberlain, Bobbs.
3. *Man in Lower Ten*, Rinehart, McLeod.
4. *Thrice Armed*, Harold Bindloss, McLeod.
5. *King of Arcadia*, Francis Lynde, McLeod.
6. *Elusive Isabel*, J. Futrelle, McLeod.

St. Thomas.

1. *Man in Lower Ten*, Rinehart, McLeod.
2. *Other Side of the Door*, Lucia Chamberlain, Bobbs.
3. *Retribution*.
4. *White Sister*, F. M. Crawford, Macmillan.
5. *Romance Plain Man*, F. A. Glasgow, Macmillan.
6. *Thrice Armed*, Harold Bindloss, Stokes.

Stratford.

1. *Mr. Opp*, Alice Hegan Rice, Briggs.
2. *Man in Lower Ten*, Rinehart, McLeod.

BOOKSELLER AND STATIONER

3. Silver Fox. E. S. Thompson. Copp.
4. Joshua Craig. D. G. Phillips. Briggs.
5. 54-40 or Fight. Emerson Hough. McLeod.
6. Princess Zara. E. Beckman. McLeod.

Toronto.

1. White Sister. F. Marion Crawford. Macmillan.
2. Elizabeth Visits America. Elinor Glyn. Duffield.
3. Marriage a la Mode. Mrs. Humphry Ward. Mussion.
4. Inner Shrine. Anonymous. Harper.
5. Sebastian. Frank Dauby. Macmillan.
6. White Mice. R. H. Davis. McLeod.

Vancouver.

1. White Sister. F. M. Crawford. Macmillan.
2. Marriage a la Mode. Mrs. Humphrey Ward. Mussion.
3. Yellow God. H. R. Haggard. Cassell.
4. Quest. Justice Miles Forman. Harpers.
5. Delatfield Affair. F. F. Kelly. McClung.
6. Mr. Opp. Alice Hegan Rice. Briggs.

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1. Inner Shrine. Anonymous. Harpers.
2. Katrine. Elinor M. Lane. Harpers.
3. Man in Lower Ten. Rinehart. Bobbs-Merrill.
4. Mr. Opp. Alice Hegan Rice. Century.
5. White Sister. F. M. Crawford. Macmillan.
6. 54-40 or Fight. E. Hough. Bobbs-Merrill.

DEATH OF A POET.

The death occurred in Montreal on June 20 of Nelson C. Gray, a business man, who also made a name for himself in literature. Mr. Gray was for many years associated with his father, the late Nelson Gray, lumber merchant, whom he succeeded in the conduct of the business. Three years ago he left the lumber business, and established himself in the line of grocers' supplies, which he conducted successfully until his retirement in 1907, owing to ill health. For twenty years he had devoted his leisure moments to literary pursuits, but he did not publish any of his compositions until about a year ago. His most popular production is a volume of verses entitled "Patriotic Poems." Among his other production which are about to be given into the hands of the publisher is a lengthy poem entitled, "Whither Art Thou Going, Pilgrim," and a prose work of a philosophical nature. Besides these there is another volume of poems, and minor writings which are likely to be given to the public shortly.

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20937. The Pilgrim. A Bear Story of the Canadian Rockies. By Edward Cave. (Book.) The Dominion Cart-ridge Company, Limited, Montreal, Que., 27th May, 1909.
20939. Brantford City Directory, 1909. (Book.) Union Publishing Company of Ingersoll, Ingersoll, Ont., 29th May, 1909.

20940. Essex, Kent and Lambton Directory, 1909. (Book.) Union Publishing Company of Ingersoll, Ingersoll, Ont., 29th May, 1909.

20941. Canadian Civics. (Ontario Edition.) By R. S. Jenkins, M.A. (Book.) The Copp, Clark Company, Limited, Toronto, Ont., 29th May, 1909.

20942. Canadian Official Railway Guide, with Gazetteer, May 1909. (Book.) The International Railway Publishing Company, Limited, Montreal, Que., 29th May, 1909.

20943. Official Telephone Directory, Toronto and Suburbs, May, 1909. (Book.) The Bell Telephone Company of Canada, Limited, Montreal, Que., 29th May, 1909.

20945. Essays: Literary, Critical and Historical. By Thomas O'Hagan, M.A., Ph.D. (Book.) Thomas O'Hagan, Rockland, Ont., 31st May, 1909.

20948. La Poule qu'on doit Elever dans la Region Nord-Est de la Province de Quebec. Par J. B. Plante. Avec preface de M. P. G. Laessle. (Livre.) J. B. Plante, Stadacona, Que., 1er juin, 1909.

20949. Le Premier Concile Plenier du Canada. Notices Sommaires sur les Conclaves, Devoirs des Fideles et Prieres a cette occasion. Par A. L. Mangin, Pretre de Marie. (Livre.) La Congregation des Servantes de Jesus-Marie, Hull, Que., 1er juin, 1909.

20955. Le Verre d'Eau, Exercises and Vocabulary. By W. C. Ferguson, B.A. (Book.) The Copp, Clark Company, Toronto, 4th June.

20956. Tennyson's Select Poems, with Brief Notes. By W. J. Alexander, Ph.D. Ontario Edition. (Book.) The Copp, Clark Company, Toronto, 4th June.

20958. A Cause for Divorce. (Book.) John Cottan, London, Ont., 4th June.

20963. Autour du Clocher Natal. Notes Historiques sur la Paroisse de Saint-Prospere, Comte de Champlain. Par E. Talusier. (Livre.) Fabrique de Saint-Prospere, Saint-Prospere, Que., 5 juin.

20967. L'Annuaire des Adresses de Quebec et Levis, 1909-1910. (Quebec and Levis Directory.) Boulanger & Marcotte, Quebec, Que., 7 juin.

20968. Power or Poverty; or, Cakes and Cream or Crumbs. By G. R. E. Kennedy. (Book.) G. R. E. Kennedy, Sherbrooke, Que., 7th June.

20969. A Commentary on the Bills of Exchange Act, Chapter 119 of the Revised Statutes of Canada, 1906, with References to English, Canadian and American Cases, and the Opinions of Eminent Jurists. By The Hon. Benjamin Russell, M.A., D.C.L. (Book.) Benjamin Russell, Halifax, Nova Scotia, 7th June.

20970. The Montreal A.B.C. Railway and Steamship Guide. (Book.) Wm. Alex. McKay, Montreal, 7th June.

20971. The Practice of the Eschequer Court of Canada. Second Edition. By Louis Arthur Audette, K.C. (Book.) Louis Arthur Audette, Ottawa, 8th June.

20978. Genealogie de la Famille Poissant depuis son origine en Canada jusqu'a nos jours, 1684-1909. Par le Docteur J. C. Poissant. (Livre.) J. C. Poissant, Montreal, 10 juin.

20979. Map of Prince Rupert, British Columbia. The Grand Trunk Pacific Town and Development Company, Limited, Montreal, 10th June.

20981. Poems. By Daniel Crawford Matheson. (Book.) Donald Matheson, Hullear, British Columbia, 11th June.

20982. Opinions of Mary. By Alice Ashworth Townley. (Book.) Alice Ashworth Townley, Vancouver, British Columbia, 11th June.

20983. Twentieth Century Map of the City of Ottawa. (Guide Map.) Basil Reid, Ottawa, 12th June.

BOOKSELLER AND STATIONER

20984. Matriculation Caesar. By John Henderson, M.A., and R. A. Little, B.A. (Book.) The Copp, Clark Company, Limited, 12th June.
20990. Patriotic Poem. By Wm. Dalrymple. (Poem.) William Dalrymple, Tilsonburg, Ont., 14th June.
20991. Elementary Agriculture and Nature Study. By John Brittain, D. Sc. With Supplementary Chapter on Fruit Raising, by Martin Burrell, M.P.; an Article on Irrigation, by H. W. E. Canavan, C.E.; and The Physics of Some Common Tools, by Carleton J. Lynde, Ph.D. (Book.) The Educational Book Company of Toronto, Limited, Toronto, 15th June.
21001. Canadian Lacrosse Association Rule Book, 1909. (Book.) Harold A. Wilson, Toronto, 18th June.
21002. Aid to Obtaining an Infantry Certificate. By Capt. A. P. B. Nagle, R.C.R. (Third Edition.) (Book.) Harold A. Wilson, Toronto, 18th June.
21003. Map of the Gowanda, Elk City and Cobalt Silver Districts. (Map.) Arneibald Cabritze, Montreal, 21st June.
21007. Programme des Fetes du 75e Anniversaire de l'Association Saint-Jean-Baptiste de Montreal, 24 juin 1909. (Livre.) L'Association Saint-Jean-Baptiste de Montreal, Montreal, 23 juin.
21008. L'Association Saint-Jean-Baptiste de Montreal, Album Souvenir du 75e Anniversaire, 24 juin 1909. L'Association Saint-Jean-Baptiste de Montreal, Montreal, 23 juin.
21009. The Ontario Law Reports, Vol. XVII, 1909. Editor: James F. Smith, K.C. (Book.) The Law Society of Upper Canada, Toronto, 23rd June.
21015. A Trip to Niagara. By Agnes Fitzgibbon. (Book.) M. Agnes Fitzgibbon, Toronto, 24th June.
21016. The Canadian Annual Review of Public Affairs, 1908. By J. Castell Hopkins. (Eighth Year of Issue, Illustrated.) The Annual Review Publishing Company, Limited, Toronto, 24th June.
21017. A Canadian National Anthem. By Arthur Davies. (Poem.) Arthur Davies, Victoria, British Columbia, 24th June.
21018. The Lill of Love. By Arthur Davies. (Poem.) Arthur Davies, Victoria, British Columbia, 24th June.
21019. Le Manuel des Parents Chretiens. Par l'Abbe Alexis Mailloux. (Livre.) L'Action Sociale Catholique, Quebec, 25 juin.
21021. The White Plague and Other Poems. By Thaddeus A. Browne. With Illustrations by L. Revera and A. Gay. (Book.) Thaddeus A. Browne, Ottawa, 26th June.
21022. Bills, Notes and Cheques: The Bills of Exchange Act, with Notes and Illustrations from Canadian, English and American Decisions, and References to Ancient and Modern French Law. By The Hon. J. J. Macbrien, D.C.L., LL.D. Fourth Edition. Enlarged and Revised. (Book.) The Carswell Company, Limited, Toronto, 26th June.
21027. New Ideas in Fashions. (Book.) The New Idea Pattern Company, Toronto, 28th June.
21028. Plan of the City of Vancouver. (Map.) The Vancouver Information and Tourist Association, Vancouver, British Columbia, 28th June.
21029. Life and Sport on the North Shore of the Lower St. Lawrence and Gulf. By Napoleon A. Comeau. (Book.) Napoleon A. Comeau, Godbout, Que., 28th June.
21030. Journal of an American Prisoner at Fort Malden and Quebec in the War of 1812. Edited by G. M. Fairchild, Jr. (Book.) G. M. Fairchild, Jr., Quebec, 28th June.
21032. An Important Unusual Offer. (Book.) P. H. Allman & Company, Vancouver, British Columbia, 28th June.
21035. All the French Verbs in one Table. Arranged by M. Blanche Bishop. (Book.) M. Blanche Bishop, Greenwich, Nova Scotia, 30th June.
21038. Abbott's Guide to Ottawa and Vicinity, with Map and Illustrations. (Book.) Geo. F. Abbott, Ottawa, 5th July.
21039. The Old Timer and Other Poems. By Robert T. Anderson. (Book.) Robert T. Anderson, Edmonton, Alberta, 6th July.

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1131. Le Roy des Tenebres, (Grand Drame Fantastique en 5 Actes et 12 Tableaux.) Par Arthur Tremblay et J. Eugene Corriveau. Arthur Tremblay et J. Eugene Corriveau, Quebec, 19 avril.
1133. The Montreal A. B. C. Railway and Steamship Guide. Wm. Alexander McKay, Montreal, 24th April.
1134. The Toronto A.B.C. Railway and Steamship Guide. W. Alexander McKay, Montreal, 24th April.
1135. The Canadian National Hymn. (Poem.) M. J. Keane, M.D., Brantford, 27th April.
1136. Handicapping at a Glance. (Book.) James B. McMahon, Oakland, California, U.S.A., 1st May.
1137. Association St. Jean-Baptiste de Montreal, Album Souvenir du 75eme Anniversaire, 24 Juin, 1909. L'Association St. Jean-Baptiste, Montreal, 3 mai.
1138. Programme des Fetes du 75eme Anniversaire de l'Association St. Jean-Baptiste de Montreal, 24 Juin 1909. L'Association St. Jean-Baptiste, Montreal, 3 mai.
1139. Cartes des Quatre Operations Fondamentales de l'Arithmetique avec Alphabet ecrit et Dessin. Marie S. Josephine Proulx, Montreal, 10 mai.
1141. Canadian National Anthem. (Poem.) M. J. Keane, Brantford, 12th May.
1142. The Franco-Canadian Commercial Guide. (Book.) J. d'Estimauville Clement, Montreal, 17th May.
1143. Carte de l'Historie du Canada avec Details et Geographie dressée pour l'Intelligence de l'Historie, Marie Josephine Proulx, Montreal, 18 mai.
1144. Carte de l'Historie Sainte avec Details et Geographie des Hebreux dressée pour l'Intelligence de l'Historie Sainte, Marie Josephine Proulx, Montreal, 18 mai.
1151. Carte de l'Ancien Testament et du Nouveau Testament preparee par l'Etude de l'Historie Sainte, avec Details, Illustrations et Geographie, Dressée pour l'Intelligence de l'Historie. M. S. Josephine Proulx, (Raoul Andre), Montreal, 28 juin.
1152. Carte du peuple de Dieu Avant et Apres la Venue de Jesus-Christ, Avec Details, Illustrations et Geographie Dressée pour l'Intelligence de l'Historie M. S. Josephine Proulx, (Raoul Andre), Montreal, 28 juin.
1153. Dans les Griffes de Bigot. Grand drame Canadien Historique et Patriotique en Quatre Actes et Cinq Tableaux. Par Arthur Tremblay et Eugene Corriveau. Arthur Tremblay et Eugene Corriveau, Quebec, 28 juin.
1154. Johnson's Hand Saw Dictionary. (Scientific work.) George H. Grant, Vancouver, 2nd July.
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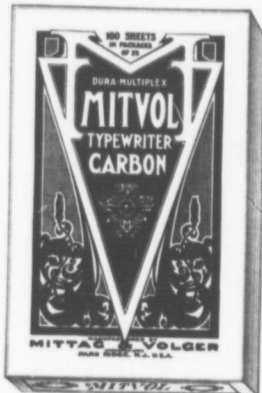


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