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BOOKSELLER AND STATIONER

APRIL

1906



THE MACLEAN PUBLISHING CO.
MONTREAL TORONTO WINNIPEG

Warwick Bros. & Rutter, Limited

==== FANCY GOODS =====

OUR TRAVELLERS ARE NOW ON
THEIR RESPECTIVE ROUTES,
WITH OUR COMPLETE RANGE
OF NOVELTIES IN HOLIDAY FANCY
GOODS. MAKE IT A POINT TO
SEE THEM. ◊ ◊ ◊ ◊

- OFF -

FOR WINNIPEG, H. C. WOODS,
AND
THE WEST, L. TWISS



FOR MONTREAL,
OTTAWA, J. B. FRASER,
KINGSTON
AND
QUEBEC JOHN ALLEN

FOR NEW BRUNSWICK, GEO. HAZEN,
NOVA SCOTIA
AND
PRINCE EDWARD D. S. BIGGS,
ISLAND E. HAZEN

IMPORT ONLY

Warwick Bros. & Rutter, Limited

TORONTO



The Canadian Trade, when in London or New York, are cordially invited to visit our Establishments in these Metro-poli, where they may place their orders for the "Tuck" publications at the same prices and terms as are quoted by our Canadian Branch.

Raphael Tuck & Sons
Company Ltd.

"Sports" Playing Cards



LACROSSE DESIGN.

THE BEST VALUE
IN THE MARKET.

ONE OF MANY
VARIETIES

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

SPECIAL CARD FOR
WHIST PLAYERS

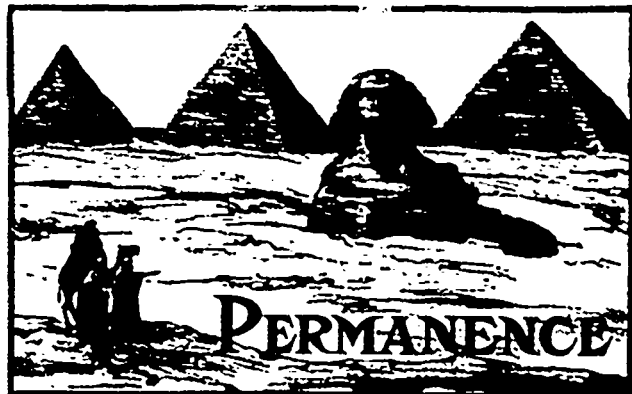
Colonial Whist

We are headquarters for PLAYING CARDS
MADE IN CANADA.

Style and finish equal to Imported Cards.

Advertising Cards of all sorts—Novel Designs.
FOR SAMPLES AND PRICES APPLY—

The UNION CARD & PAPER CO.,
Limited
MONTREAL.



The pyramids are the ancient symbols of
permanence.

The Baltimore Fire

in 1904 revealed a modern example of perma-
nence, in that the books of one company lay in
the water five days, but for all practical purposes
their records were as good as ever. The ink
used on their books was

Carter's Writing Fluid

What's the matter with that for an ink?

THE CARTER'S INK COMPANY

Boston

New York

Montreal

BOOKSELLER AND STATIONER

BROWN BROS.

LIMITED

Manufacturing and Importing
STATIONERS

Stocks in all Departments fully "Up-to-date."

WE HAVE NOW AN EXCEPTIONALLY
FINE LINE OF

ACCOUNT BOOKS

MEDIUM, DEMY, CAP, QUARTO, 8VO, Etc.

OUR SPECIAL **HALF RUSSIA STYLE** IN
ALL SIZES HAS PROVED A GREAT
SUCCESS, WITH INCREASING SALES.

I-P. Loose-Leaf Price Books

Fresh supply just in.

The Complete Paper Warehouse

Every description of **PAPER**—kind, size and weight.

Stationery and Office Supplies

We aim to have the most complete stock.

Ink Stands, Date Cases, Stationery Cabinets, etc.

Our own make are commanding a large demand.

Fountain Pens.

We represent the best.

Paul E. Wirt, A. A. Waterman.
"Strathcona" (most popular \$1 pen.)

New Pencils.

Splendid value.

"OPHIR"

Drawing. H.B., H. H. H., B.

Copying. COMPRESSED LEAD.

Ledger Pencil. ERASES CLEAN

51-53 Wellington Street West, **TORONTO**



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S
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CHRISTMAS CARDS,
"CLIFTON" Series
CALENDARS,
PICTURES

**PRIVATE CHRISTMAS
GREETING CARDS**

**FANCY CARD BOARDS
and BLANK FOLDERS**

**MENUS,
BALL PROGRAMMES,
GUEST CARDS**

BY

E. W. SAVORY, Ltd.
BRISTOL

All Goods Sold F.O.B. Toronto.

We have pleasure in announcing that our samples of Art Publications are rapidly nearing completion and trust to be able to advertise their arrival here at an early date.

Enquiries from the trade who have not hitherto stocked the "Clifton" publications are cordially invited

Our Private Christmas Card Samples are now ready and we will be pleased to send our sample books on request.

We are showing 5 series of Private Cards this year including a very high class of Canadian designs showing Coats-of-Arms of the Dominion and provinces, National Views and Maple Leaf Designs.

HOLD your heaviest order

FOR OUR TRAVELLER



TRADE
MARK

Menzies & Company

SOLE CANADIAN AGENTS

23 Scott Street, TORONTO

Waterman's Ideal Fountain Pen

The pen with the Clip-Cap

To the Consumer:

Waterman's Ideal Fountain Pen is perfect in every detail of construction. It is so simple that it cannot get out of order except by accident or by the tinkering of some one who does not understand it. It contains only selected materials of the highest grade put together and adjusted by workmen skilled and of long experience.

A perfect fountain pen is the greatest boon to those who write. We have made an exhaustive study of the requirements of all writers, and whether pens are intended for personal correspondence, business offices, counting rooms, editorial desks, stenographic reporting or manifold work, we can suit the most exacting.

The Spoon Feed

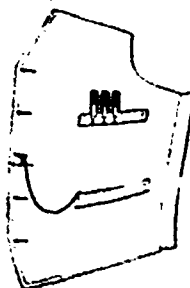


The action of Waterman's Ideal Fountain Pen depends on the Spoon-Feed, a patented device which insures absolute certainty and uniformity of ink to the pen point when writing and prevents blotting or flooding of the last few drops, a common objection to almost all other fountain pens.

The Spoon-Feed, which has cups in the side, cannot be used in any other make than Waterman's Ideal Fountain Pen.

Ideal Clip-Cap

is strong as well as simple. Made usually of German Silver, it is fastened on to the cap in such a way as to make it almost part of the cap itself.



It is permanently secured with a one-piece rivet that leaves no obstruction inside.

It enables one to carry a fountain pen in the coat or vest pocket with an absolute sense of security.

When vests are discarded it is a boon to the man who would carry his pen in his coat pocket.

Clip-Caps are made in German Silver, Sterling Silver, 18-Karat gold filled, and 14-Karat Solid Gold at prices shown in the next column.

Principal Styles

Some of the best-selling commercial lines are shown below. The styles shown here are only a few of the principal kinds in stock.

Our catalogue lists about 110 styles. We have 23 different styles of Emblem Pens alone. These are pens with mounted emblems of different Societies, Fraternal Orders, Clubs, Colleges, etc.

Waterman's Ideal Fountain Pen is useful to all business men, attorneys, physicians, teachers, insurance and other agents, bookkeepers, correspondents, reporters, clerks, and an endless number of others.

Cone Cap Holder, Plain Black (also Mottled or Chased)



Number	12	13	14	15	16	17	18
	\$2.50	\$3.50	\$4.00	\$5.00	\$6.00	\$7.00	\$8.00

Cone Cap Holder, Cold Mounted, Chased



Number	12	13	14	15	16	17
	\$3.50	\$4.50	\$5.00	\$6.00	\$7.00	\$8.00

Taper Cap Holder, Chased (also Plain Black or Mottled)



Number	22	23	24	25	26
	\$2.50	\$3.50	\$4.00	\$5.00	\$6.00

Taper Cap Holder, Cold Mounted, Chased



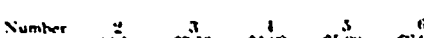
Number	22	23	24	25	26
	\$3.50	\$4.50	\$5.00	\$6.00	\$7.00

Straight Cap Holder, Cold Mounted, Chased



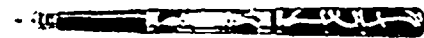
Number	2	3	4	5	6
	\$1.50	\$4.50	\$5.00	\$6.00	\$7.00

Straight Cap Holder, as above, no Mounting Plain Black, Mottled or Chased



Number	2	3	4	5	6
	\$2.50	\$3.50	\$4.00	\$5.00	\$6.00

Cone Cap Holder, Silver Filigree Design



Number	12	14	15	16	17
	\$5.00	\$7.00	\$8.50	\$10.50	\$11.00

Cut showing Clip-Cap Attached



Prices for Clip-Caps are given below:

German Silver Clips	\$.35 extra
Sterling Silver Clips	.50 extra
18-Karat Gold Filled	1.00 extra
14-Karat Solid Gold	2.00 extra

To the Dealer:

Waterman's Ideal Fountain Pen has been the standard fountain pen for twenty-two years or more, because in all that time its manufacturers have stood behind it with a very broad guarantee.

Every pen sold is expected to give perfect satisfaction and there is a pen made for every writer.

Show cases are loaned to dealers who carry a reasonable assortment of pens. Prices are always absolutely uniform.

At your request we will give your pen clerk an education on how to sell pens by familiarizing him with the many different styles of special pens that are made for all purposes.

Our House Organ

The Pen Prophet

This is a little publication issued by us, devoted to the interests of Waterman's Ideal Fountain Pens and circulated principally among our 17,000 customers in the United States and Canada. In it appears from time to time news of the Ideal Pen World and every dealer in this country should receive a copy.

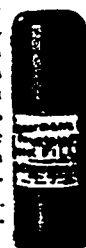
The total circulation of the Pen Prophet is 25,000-3,000 of which are sent to dealers who are fast becoming customers. You should get it.

Fountain Pen Ink

Any good fluid ink may be used with satisfaction in Waterman's Ideal Fountain Pen. Anybody that uses our pens knows that.



There is only one ink, however, on which you can always depend, and that is one which is especially made for fountain pen use. To be always certain, insist on Waterman's.



It sometimes occurs that the use of different kinds of ink results in a chemical action that unfits it for use in any fountain pen, and dealers should not overlook the fact that our ink is an unusually fluid, blue-black, especially adapted to fountain pen use.

It is put up in regular-sized bottles, from two ounces to a quart, as well as in the Desk and Travellers' Filler styles that are now so well known.

L. E. Waterman Co., of Canada, Limited

138 ST. JAMES STREET, MONTREAL

Old Friends

(Davidson Bros.)

with....

New Phases

(This season's lines)



No. 13—Sunshine Calendar

Every phase of Card and Calendar Art finds exemplification in our Sample Book this season, and the new designs stand out transcendently above anything shown elsewhere.

You can make a stronger and better bid for business if you have absolute confidence in the goods you sell, and you can put more vim, vigor and life into your card and calendar display if you

make "DAVIDSON" the keynote of your buying.

Our Five and Ten Cent Calendars

now run into 27 numbers. They are all Flower designs in choicest natural colorings. Showy, not gaudy. Easy Sellers. Sure Winners.

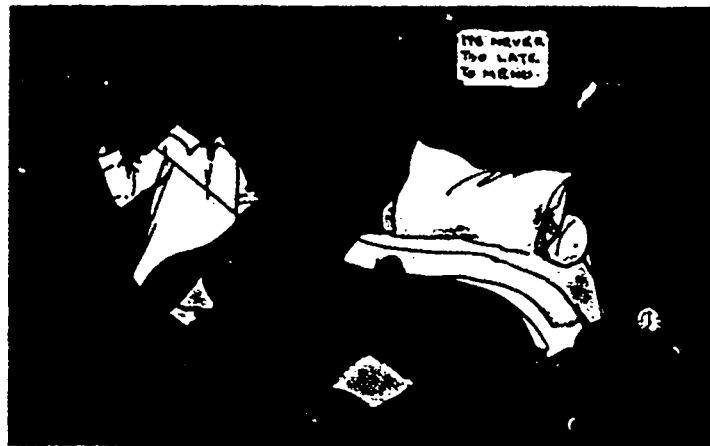
Make up your order list now.

Post Cards

We have the very best and brightest in Humorous, Real Photo, Glossy Plain, Hand Coloured and Jewelled

OUR SPECIALTY

"TOM BROWNE" Comics and Leading Actresses. We have the sole monopoly of designs of Tom Browne R.I.



"WANTED, A WIFE" Post Card, by Tom Browne, R.I.

Let us know your needs

DAVIDSON BROTHERS

Agents for Canada

The Copp, Clark Co., Ltd., Toronto

Basterfield St.

LONDON, ENG.

BOOKSELLER AND STATIONER

C. Brandauer & Co.'s - Limited



CIRCULAR POINTED PENS

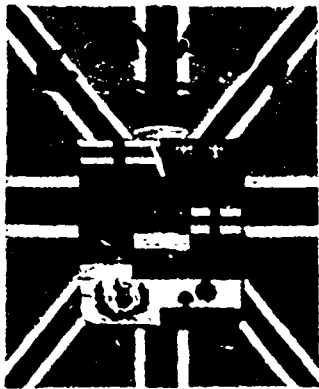
SEVEN PRIZE MEDALS.

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM. Attention is also drawn to our Patent Anti-Blotting Pens.

London Warehouse: 124, NEWGATE STREET, E. C.

Canadian Agents: H. O. KNOWLES CO., 511 Coristine Building, MONTREAL

SCRIBBLERS AND EXERCISE BOOKS



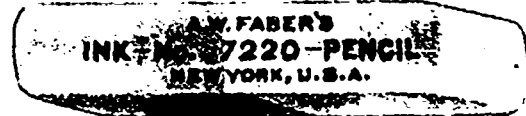
Large Variety of Covers. Historical, attractive and instructive descriptions of subject on back cover.

Samples and prices sent on demand.

Librairie Beauchemin

LIMITED

MONTREAL



A. W. FABER'S

Pure Rubber Bands Rubber Erasers



For Sale by all Leading Stationers

McCAW, STEVENSON & ORR, Ltd.

BELFAST (IRELAND)

And in Succession to Marcus Ward & Co.

WOULD REMIND THE TRADE IN CANADA

That Royal Irish Linen is still the premier notepaper of the world.

That **Seccotine** is yet the *peer* of adhesives (and will be).

That their **Memorial Cards** and **Menus** are the newest and the *most complete* in their range.

That their **Calendars**, so universally admired, are richer in designs this year than ever.

LOOK OUT FOR THEIR REPRESENTATIVE'S VISIT VERY SOON



JOHN HEATH'S
PENS



A good Pen is a good servant, and John Heath's Pens are made to serve!

ALWAYS READY AND ALWAYS WILLING.
They were 'first' 45 years ago, and are still leading the way. British made of British Steel

Write for Sample Card.
and see which suits you best
London Agency: 8, St. Bride St., E.C.



FOR
COPYING PRESSES



ALL SIZES
from Quarto Post to largest Waybill.

Write the
James Smart Mfg. Co., Limited
Brockville, Ont., or Winnipeg, Man. ESTABLISHED 1854

THE IMPERIAL BRANDS OF

Commercial Inks, Mucilage, Etc.

We beg to announce to the trade that we have started the manufacture of all kinds of **Commercial Inks, Mucilage, Etc.**

Our Inks are manufactured on an entirely new and scientific principle, are guaranteed never to corrode or thicken, and superior to any imported ink.

We invite enquiries and will be pleased to send **samples and prices on request.**

The Canadian Ink Mfg. Co.,
37 Wellington St.    **MONTREAL**

Papeteries

Samples of our 1906 series of High - Class Papeteries, for Christmas and Holiday trade, are now in the hands of our travellers. See them before ordering. You will be astonished at their elegance, variety and value.

They are all made in Canada and imported lines cannot compete with them

W. J. GAGE & CO., Limited

Warehouse and Factory, 52-54 SPADINA AVE.
Sample Room, 54 FRONT ST. WEST
Paper Mills, ST. CATHARINES

TORONTO

THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XXII.

MONTREAL AND TORONTO, CANADA, APRIL, 1906.

No. 4.

NOTES FROM THE EDITORIAL SANCTUM

ACCORDING to our custom in past years, we will make the May issue of *Bookseller and Stationer* a Summer Reading number. The usual lists of books suitable for holiday trade will be provided and full information given regarding cheap editions. The number will also pay special attention to souvenir goods. The demand for novelties to attract the tourist trade is always strong, and anything we can do to assist dealers in securing an attractive stock will be done. The number will, of course, be considerably larger than our ordinary issue and will be well illustrated.

• • •

Some complaints have reached us that our reviews of books are not as impartial as they should be, and that, were booksellers to follow our advice, they would make mistakes in their purchases. We protest strongly against any such assertions. In the first place we hold that the bookseller is himself the best judge of the saleable qualities of a book for his particular district. Accordingly, in our reviews we do not express dogmatic opinions, but endeavor to assist the bookseller by telling him what a given book is about. The great bulk of current fiction is mediocre, and we would be the last ones to attempt to magnify the value of a poor book. It is our aim to state briefly what a book is about. If we can conscientiously praise any feature of it we do so. Thereafter we leave it to the intelligence of the bookseller to decide whether or no he can sell the book.

• • •

That the advertising contest which we conducted last Fall was appreciated by our readers is evident. In the course of a letter to *Bookseller and Stationer*, C. L. Nelles, the Guelph bookseller, writes: "I might as well continue and make an observation about the advertising contest held by your good paper some months ago, in which R. A. Land was judged first. This seemed to be (by the ads shown) a decision of a man who approves more of the solid-reading than the display style of advertising. There is a great diversity of opinion amongst expert advertisers, some of them sticking almost exclusively to solid matter, whilst a great many others consider display ads as being more catchy and attractive. However, I hope your contest gave some good result to the trade, as there is no doubt that a number of them require brightening up on the side of advertising."

The special attention of our readers is directed to the offer which we make at greater length in the editorial pages, with regard to sending lists of best-selling books to local newspapers. This is a form of advertising for the retailer that costs nothing, and on the face of it looks to be advantageous. A paragraph in any newspaper giving the names of the six books which are in greatest demand in Canada is certain to arouse some interest and, if we are not mistaken, to lead to an inquiry for the books mentioned. To repeat, we will send to any newspaper with which an arrangement is made by a local bookseller, an advance proof every month of our list of best sellers for the preceding month.

• • •

A department which we hope to be able to place on a permanent footing soon is the department devoted to the interests of the window-dresser. The difficulty in the past has been to secure illustrations, for without an illustration it is almost an impossibility to give a proper lesson in the art. However, it is our hope that soon we shall be in a position to insert an occasional illustration that will be of value to our readers. The department of good advertising will, at the same time, be sedulously cultivated.

• • •

It is gratifying to us to find our readers appealing to us to make public certain grievances which are interfering with the smooth running of their business. This month our attention has been particularly directed by a correspondent in the Northwest to the inadequacy of the news companies' service in that part of the Dominion. On receiving his letter we immediately referred it to our Winnipeg office, and the manager there did the best he could in a short time to size up the situation by interviewing prominent dealers there. We would like any of our readers in the west, who are interested in the matter, to drop us a line, believing that there is a great deal of efficacy in combined action.

• • •

A monthly letter from London is to be a feature of future numbers of *Bookseller and Stationer*. It will be written by a capable correspondent in our London office, and will give a thorough account of trade conditions in the Motherland. A section of the letter will deal with books, and the balance will discuss stationery and fancy goods lines.

THE EDITOR.

PUBLISHERS' ANNOUNCEMENTS

The Musson Book Co., Limited.

"Lady Betty Across the Water" by C. N. and A. M. Williamson, authors of "My Friend the Chauffeur," will be published by the Musson Book Company on May 5. It is a bright and vivacious Anglo-American love story—not an automobile story this time, but with enough of the "bubble" in it to attract the motor lovers. Lady Betty is sure to dance right into popularity, for she is the most fascinating, pert and clever little lady imaginable, and it is no mystery why every man she meets falls in love with

the honor of recognition not accorded to any other writer since 1849, when Froide's famous "Nemesis of Faith" was publicly burned by the Union Society of Oxford. "First it Was Ordained" is a story full of action. This subject, one of vital importance to the state, the church and the home, as shown by the disclosures of the census, treats of the diminishing birth rate. There is absolutely nothing in the story that would offend the susceptibilities of the most captious. The subject has been handled with wonderful care and restraint. In Great Britain "When it Was Dark," by the same author, has reached a sale of 175,000 copies. It is expected this new novel will exceed that.

"Pam Decides," by Bettina Van Hutton, author of "Pam," (cloth, \$1.25) will be ready about the end of April.

"Uncle William," by Jennette Lee, author of "The



Illustration from "Lady Betty" By C. N. and A. M. Williamson. (Musson Book Co.)

her. The book contains eight illustrations in four colors by Orson Lowell. (Cloth, \$1.50.)

"The Truth About Tobia," by Bertha Runkle, author of "The Helmet of Navarre," a highly amusing novel of to-day, is meeting a splendid welcome by the reading public. Frontispiece in four colors by Henry Hutt. (Cloth, 12mo., \$1.50.)

"Kenelen's Desire" by Hughes Cornell (cloth, \$1.50) is now ready. This attractive story of events real and imaginary gives a glimpse into the true character of its hero, Kenelen, who is an Alaska Indian, adopted and educated by a white family of British Columbia. The author has received high praise for his faithful and realistic delineation of the Indian character.

Guy Thorne's latest novel, "First it Was Ordained," (cloth, \$1.25) is now ready. This is the last and undoubtedly the greatest of all the writings of this great author, who because of his criticism of church establishment has

"Son of a Fiddler," (cloth, \$1) is a most entertaining, whimsical and lovable character who has come to refresh a weary world. Uncle William liked to loaf and he loved the sea, like the true Nova Scotia fisherman he was. The tender absurdities of this old man's experiences, and the unfolding of a very pretty love story, make a tale of rare charm.

Rider Haggard's new book, "The Way of the Spirit," will be published by the Musson Book Company about the end of April.

"The Fight for Canada," by William Wood, a navy league secretary, major in the Canadian militia, and president of the Literary and Historical Society of Quebec, (8vo., cloth, \$2.50 net) contains portraits of Wolfe and Montcalm, battle plans and maps. Major Wood views the entire campaign in the aspect of a combined naval and military operation, in which sea power is now made to assume its proper relation to British conquests. He

takes a broad and statesmanlike view of the events, and his brilliant work in the battle of the plains is rendered particularly attractive by his skill in setting forth the situation and the freshness of his illustrations.

The Canadian edition of "Bird Guide," by Chester A. Reed, B.S., author of "North America Birds' Eggs," and Frank M. Chapman, author of "Color Key to North American Birds," in parts I. and II. (cloth, 50c. each part; leather, 75c. each part) will be published by the Musson Book Company on April 20. This work is undoubtedly the best and only book answering all the requirements of teachers, students and beginners in bird study. The volumes are small so as to render the student practical aid in his study and travels.

Two important books just published by the Musson Book Company are "Encyclopaedia of Etiquette," by Emily Holt, containing nine illustrations (net \$2), and "The Complete Housekeeper," by the same author (\$2 net).

William Briggs.

William Briggs announces to the Canadian trade that he is now the agent for the Ernest Thompson Seton books, in succession to Morang & Co., Limited. All the old books on animal life can be procured from him and he will handle all the future work of this author.

William Briggs also announces that all Morang & Co.'s trade editions can in future be bought through him, he having arranged to act as selling agent for the Morang books.

The edition of George Barr McCutcheon's new novel, "Cowardice Court," which has just been placed on the market, is a beautiful example of book-making. The cover is handsomely designed, the illustrations are all choicely colored inserts and each page is elaborately decorated. (Cloth, \$1.25.)

Another paper edition of "A Welsh Singer," by Allen Raine, is ready, and also a second paper edition of "The Garden of Allah," by Robert Hichens. Both books still sell well, and there is also a constant demand for "God's Good Man," by Marie Corelli.

"A Motor Car Divorcee," by Louise Closser Hale, and "An Opal Serpent," by Fergus Hume, are William Briggs' latest fiction publications. Both were issued on April 5 in cloth and paper editions. (\$1.25 and 75c.)

The Oxford University Press.

On April 2 the Oxford University Press moved into their renovated offices on the ground floor of the Clarendon Building, Richmond street, Toronto. Several important changes have been made in the building since the fire, notably the division of the ground floor into two offices. That on the left hand is now occupied by the Oxford Press, while the right hand office will be taken by the Baptist Book Room on May 1. In the opinion of Bookseller and Stationer the change will be advantageous to the Oxford Press, as it concentrates all departments and makes the premises conform better to the modern notion of a publishing house.

To the left of the entrance is located Mr. S. B. Gundy's private office, shut off by a high partition and furnished with hard wood desk, chairs and bookcase. Adjoining it is the business office, also handsomely furnished and conveniently arranged. The door of the office opens into the large sample and stock room. Down the centre on a special sloping stand are spread out the sample books, while to left and right high and deep shelving admits of the storage of an immense stock of books. The depth of the shelves, which furnish room for four, five and six rows of books, make the arrangement

of the stock most convenient. At the rear are the shipping department and freight elevator.

The Oxford Press also use the commodious basement for storage purposes, and they are reserving a large room on the top floor of the building for emergencies. The first floor is occupied by the Macmillan Co., of Canada.

To admit of future enlargement, Mr. Gundy has so arranged the partition on the ground floor that the front portion can be readily removed, thus giving room for a large showroom and more space for storage.

The Copp, Clark Co., Limited.

Within the last few weeks several books have issued from the presses of The Copp, Clark Co. The first to arrive was the £100 prize novel, "Saints in Society," by Mrs. Baillie-Saunders, which has had a splendid reception. The next was "The Corsican Lovers," by Charles Felton Pidgin. Following it came Lilian Bell's much-heralded novel, "Carolina Lee." Max Pemberton's "My Sword for Lafayette," John Oxenham's



Mrs. Baillie-Saunders
Author of "Saints in Society." (Copp, Clark Co.)

"Giant Circumstance," and Mary Dillon's "In Old Bellaire," have just appeared as we go to press.

The volume on "Landscape Painting and Modern Dutch Artists," by E. B. Greenshields, of Montreal, was published last month. It has taken hold well, and its sales have been large, especially in Montreal.

For publication in the immediate future, The Copp, Clark Co. announce the following in the order named: "The Healers," by Maarten Maartens; "The Great Refusal," by Maxwell Gray; "Dearlove," by Frances Campbell; "The Freemasons," by L. S. Gibson; "A Diplomatic Adventure," by Dr. S. Weir Mitchell, and "Kid McGhie," by S. R. Crockett.

The title of E. P. Oppenheim's new book has been changed from "The Malefactor" to "Mr. Wingrave, Millionaire." It will be ready shortly.

The Copp, Clark Co. are now the agents in Canada for the famous John Henry books, of which over half a million copies have been sold. The latest of these humorous productions, "Skiddoo," is announced for early publication.

The Copp, Clark Co. have ready paper editions of "White Fire," by John Oxenham, "Return," by Grace MacGowan Cooke, "The Imperialist," by Mrs. Cotes; "The Household of Peter," by R. N. Carey; "The Spider's Eye," by Wm. le Queux, "The Clansman," by Thomas Dixon, Jr., "Maid Margaret," by S. R. Crockett, and "Jess & Co.," by J. J. Bell (75 cents.)

The Poole Publishing Co.

The Poole Publishing Company have brought out another edition of that long-time favorite "Nancy Stair," both in cloth and paper.

"The Cruise of the Conqueror," in which G. Sidney Paternoster continues his narrative of the career of "The Motor Pirate," will be ready in a few days, both in paper and in cloth editions.

Two shipments of "Silas Strong," by Irving Bacheller, have been placed on the Canadian market already, and the indications are that this new story will rival "Eben Holden" in popular favor.

The Poole Publishing Company will have the Canadian rights for Mrs. Humphry Ward's new novel, "Fenwick's Career," which has been running serially in the Century. The book will probably be published about the middle of May.

So favorable has been the reception accorded to "The Spoilers," by Rex E. Beach, that the Poole Publishing Company will probably bring out a Canadian edition shortly. It is considered quite a remarkable book, having attracted much attention during its serial run in Everybody's Magazine.

McLeod & Allen.

McLeod & Allen have just published the Canadian edition of "Alton of Somasco," by Harold Bindloss. This is a tale of British Columbia, written by a young Englishman, who has grasped the spirit of the Canadian west in a remarkable manner.

A. W. Marchmont's latest novel, "By Wit of Woman," will be ready for the Canadian market shortly. Marchmont is a favorite with a wide circle of readers in this country.

Those who read "The Grafters" a year or so ago, will welcome Francis Lynde's new story, "The Quickening," in which he has introduced again the elements which went to make his earlier work so engrossing. "The Quickening" will be ready this month.

"The Golden Greyhound," by Dwight Tilton, and "The Girl from Tim's Place," by Charles Clark Munn, are now ready in Canadian editions.

"Judith," by Grace Williams, is a strong story of the early days of settlement on the Ohio. It introduces two rather remarkable characters in Judith and her parson lover. It is now ready in a Canadian edition.

To counteract the flood of socialistic and destructive literature that is pouring from the press to-day, D. M. Farry, president of the National Association of Manufacturers of the United States, has written a striking novel, "The Scarlet Empire," in which he endeavors to show what life would be like were the world to accept the tenets of socialism.

Books to be published almost immediately by McLeod & Allen are "The Day Dreamer," by Jesse Lynch Williams, and "The Prisoner of Ormoh Farm," by Frances Powell.

A great stir has been caused by the publication of Lpton Sinclair's novel dealing with the pork-packing industry of Chicago, "The Jungle." It will rank among the most remarkable books of the year. Already the

Canadian edition has been exhausted and a new edition called for.

Morang & Co., Limited.

Four volumes have recently been added to that concise little series of handbooks, Morang's Literature Series. They are "Hawthorne's Wonder Book," edited by J. C. Saul; "Selections from Longfellow," edited by J. C. Saul; "Narrative Poems," edited by J. C. Saul, and "High School Prose, Part II.," edited by O. J. Stevenson.

The Macmillan Co. of Canada.

The Macmillan Company have just published Owen Wister's new novel, "Lady Baltimore." The advance sales have been satisfactorily large and when the merits of the book are grasped by the public it will undoubtedly become highly popular.

"If Youth but Knew," the novel on which Agnes and Egerton Castle have collaborated, is also ready. It has all the lightness and charm of "The Pride of Jennico."

About the end of April the Macmillan Company will have ready "The Vine of Sibtah," by Andrew Macphail.

"Coniston," by Winston Churchill, publication of which has been postponed so many times, will not likely be ready now until the end of June.

The publishers are delighted with the success achieved by "The Portreeve," by Eden Phillpots. Sales have been three times as large as they anticipated.

The Macmillan Company of Canada have added to their list of agencies those of Swan, Sonnenschein & Co., Whitaker & Sons, and James Maclehoose.

Among the many new works arranged for by the Macmillan Company are the following: "Cyclopedia of Education"; "Anthology of French Poetry"; a new series of six shilling color books including "English Gardens," "Norfolk Broads," "Oxford," "The Rhine," "Spain," "Holland," etc.; Crane's "Reminiscences of an Artist"; "Life of Lord Leighton" in two volumes; Curzon's "Speeches in India"; Lord Acton's "Essays" and "Lectures"; Evelyn's "Diary" in three volumes; "The Statesman's Year Book"; "The Writers' and Artists' Year Book, 1906"; "Canada," with 75 colored plates; and a multitude of other color books and a long list of standard works.

STANDARD WEBSTER POCKET DICTIONARY.

TO meet the every day needs of offices, schools, and homes, professional people, business men, writers, stenographers and all who are engaged in educational or literary work, Laird & Lee, Chicago, have issued the "Standard Webster Pocket Dictionary," in flexible black leather binding, gold stamping, gilt edges, indexed, 221 pages, 35 cents. The leading points of the dictionary are as follows: Over 30,000 words and subjects treated, including many new words not found even in the large and expensive dictionaries. The spelling of different participles shown at a glance by a new and original system. Pronunciation clearly marked, the various combinations of consonants being indicated by italics, black face or other styles of type or by regular diacritical markings. Special key to pronunciation. Vocabulary of synonyms especially arranged for business, commercial or social correspondence, dictionary of English rhymes; principal characters in literature, famous and historical allusions, rules for spelling, punctuation and capitalization, signs used in writing and typography, proofreading, abbreviations; Latin phrases, legal forms, notes, bills and receipts; parliamentary law, postage; metric system; perpetual calendar, and concise history of Japanese-Russian war.

Fiction That is Greatly in Demand

Saints in Society

By Margaret Ballie-Saunders

Deservedly popular; over 11,000 copies sold in London within three weeks of publication.

Cloth only, \$1.25

Carolina Lee

By Lillian Bell

"Lillian Bell's Books are entertaining and brilliant."

Cloth, \$1.25; Paper, 75c.

My Sword for Lafayette

By Max Pemberton

Author of "Beatrice of Venice," "The Hundred Days," etc. The characters are life-like and the dialogue decidedly clever.

Illustrated. Cloth, \$1.50; Paper, 75c.

Giant Circumstance

By John Oxenham

Author of "Hearts in Exile," "White Fire," etc. The ever-interesting record of a strong man's fight against adverse circumstances.

Illustrated in colour. Cloth, \$1.50; Paper, 75c.

The Corsican Lovers

By Chas. Felton Pidgin

The popular author of "Quincy Adams Sawyer." A thrilling story of the Vendetta, cleverly written.

Cloth only, \$1.50

In Old Bellaire

By Mary Dillon

A charming love story; scene, Southern Pennsylvania; time, out break of Civil War; unusually fine illustrations by Relyea.

Cloth only, \$1.25

PAPER EDITION, Each 75c.

White Fire

By John Oxenham

A thrilling and inspiring story.

Also Cloth, Illustrated, \$1.50

Return

By Alice MacGowan and Grace MacGowan Cooke

"A story of distinctive value and excellence."—*New York Sun.*

Also Cloth, \$1.50

Maid Margaret

By S. R. Crockett

"One of the best books the author has yet written."—*Montreal Herald.*

Also Cloth, Illustrated, \$1.50

Jess & Co.

By J. J. Bell

(Author of Wee MacGregor)

One of the most interesting novels of Scottish life that has ever been penned.

Illustrated. Also Cloth, \$1.25

Roger Trewinion

By Joseph Hocking

Characterized by a fascinating weirdness that has marked many of his other books.

Illustrated. Also Cloth, \$1.25

The Clansman

By Thomas Dixon, Jr.

A vivid, dramatic and marvellous tale of the Ku Klux Klan.

Illustrated. Also Cloth, \$1.50

The Household of Peter

By Rosa N. Carey

A wholesome, interesting story.

Also Cloth, \$1.25

THE COPP CLARK CO. LIMITED

PUBLISHERS, TORONTO

BOOKS OF THE MONTH

ALEXANDER, GRACE—"Judith." Indianapolis: The Bobbs-Merrill Co. Cloth, \$1.50. The love story of a young and beautiful maiden of Camden, on the Ohio, and a Methodist preacher from New England. The tragic element centres round Judith's betrothal to a playmate of her childhood's days, which causes agony to her and a puritan's remorse to her parson-lover. Several passages in the story are told with uncommon strength. As would naturally be inferred, the ending is made conventional by the death of the third character.

BAILLIE SAUNDERS, MARGARET—"Saints in Society." Toronto: The Copp, Clark Co., Limited. Cloth, \$1.25. Mark Hading, the hero of this book, is a strong portrayal of a man risen from the ranks to high social position. As a labor leader he starts out with high aims, but his over-mastering ambition and self-sufficiency ultimately prove his ruin. Even more interesting as a character study is his young wife, Clo Hading. Less gifted, but with purer motives, she attains to a higher degree of excellence, and remains uncontaminated by the follies of the fashionable world in which her husband's success has placed her.

GARDENHIRE, SAMUEL M.—"The Long Arm." Toronto: The Poole Publishing Co. Cloth, \$1.25. An American Sherlock Holmes, by name Le Droit Corners, occupies the centre of the stage in this volume of short stories. He is very much like Sherlock, possibly a trifle more rapid in his deductions, and his exploits are chronicled by a friend who parallels Dr. Watson. The stories are all absorbing, some like the first "A Brother of the Heart," rather extravagant and others like "The Adventure of the Counterfeiters," quite realistic. There are eight stories in all.

GLASGOW, ELLEN—"The Wheel of Life." Toronto: The Musson Book Co. Cloth, \$1.50. An intense and thrilling story. In Laura Wilde the author has laid bare with wonderful insight the workings of a beautiful human soul in its struggles upward towards light and freedom through the entanglements of the emotions and the poetic temperament. She finds both at last in self-renunciation and conformity to the Divine Will. The other characters are well sustained and interesting in the parts they play, but the absorbing interest of the book centres in the heroine.

HOLMES, GORDON—"The Aenclife Puzzle." Toronto: McLeod & Allen. Cloth, \$1.25; paper, 75c. A pleasing story with a good plot and a well sustained mystery, in which a British lawyer and a Scotland Yard detective are nearly baffled until the situation is relieved by a clever American amateur. The denouement is concerned with the happiness of two pairs of lovers and is quite conventional. The book contains just enough of horror to be thrilling, and just enough of sentiment and humor to be entertaining.

MEMORIALS OF REV. FREDERICK WHITFIELD.—Edited by R. S. B. Whitfield. London: Chas. J. Thynne. Cloth, 2s. 6d. The simple story of the life of an Anglican clergyman, recently deceased, whose

principal work was done at Hastings. His was a great and good life, and his name will be perpetuated in a number of beautiful hymns, which he composed.

MOODY, JOHN. "The Art of Wall Street Investing." New York: The Moody Corporation. Cloth, \$1 net. This is a practical handbook for investors and others which treats the subject of Wall street investing in a simple and sensible manner. The book is made up of ten chapters covering all sides of the stock and bond question, and is written in an attractive and entertaining style. It is useful to almost every business man.

NEULANDS, J. C.—"Voice Production and the Phonetics of Declamation." Edinburgh: Oliphant, Anderson & Ferrier. Cloth, 2s. 6d net. A valuable hand-book for the embryo public speaker, giving instructions that will aid the beginner in the proper development of his powers of oratory. It has been prepared by a noted lecturer on elocution in several Edinburgh colleges.

ORCZY, BARONESS.—"The Scarlet Pimpernel." Toronto: William Briggs. Cloth, \$1.25. Taking as their badge the little flower of the scarlet pimpernel, a band of young Englishmen set themselves the task of saving the lives of French aristocrats doomed to the guillotine in the days of the Revolution. The utmost secrecy is preserved and the identity of the daring leader carefully concealed. Not until the book is more than half read does the hero emerge from the group of characters, which the author has created. The romance is intensely exciting from first to last.

WHITE, FRED. M.—"The Weight of the Crown." Toronto: McLeod & Allen. Cloth, \$1.25; paper, 75c. The interest of this story centres around a political game played between the English Foreign Office and the secret agents of the Russian Government for the possession of a small kingdom in the Balkans. The Russian agents are foiled, the King of Asturias is killed in a railway accident and three pairs of lovers are made happy in orthodox fashion. Intrigue, masquerading and rapid action characterize this very exciting book.

BOOKS AND STATIONERY IN THE WEST INDIES.

MR. F. E. PHELAN, who recently returned from a trip to the West Indies, has many interesting experiences to narrate. Such an old bookman as he, although he did make the trip solely for pleasure, could not help but to observe the condition of the book and stationery trade on the islands. Mr. Phelan says that there are one or two really excellent bookstores in Kingston and St. Thomas. Altogether there are not more than half a dozen good stores scattered over the islands, but there are numerous little depots where every description of oddities may be obtained, and in these stores a few books and magazines are often kept in stock.

In the one or two larger stores, which are owned by Englishmen, the stocks are fairly large and well kept. The clerks, who are natives, are extremely polite, and serve customers most faithfully all the time they are in the store. Books, periodicals and newspapers from New York, Boston and other places, are obtained at a fairly early date after publication—according to the location of the town—in some cases New York papers are obtainable three days after date of publication.

A great business is transacted in all sorts of souvenirs during the tourist season.

POPULAR
AUTHORS

BARONESS ORCZY, the talented authoress of "The Scarlet Pimpernel" and "A Son of the People," is a Hungarian by birth and never came to England or spoke a word of English until she was fifteen. She is the last descendant of an ancient Hungarian aristocratic family. Early developing a taste for art, she devoted herself to painting, producing some pictures which were deemed meritorious enough to be hung in the Royal Academy. While studying art she met her husband, Mr. Montagu Barstow, likewise an artist. Both of them of late years have done considerable work for the magazines.

It was only six years ago that Baroness Orczy discovered that she possessed a literary as well as an artistic gift. Happening to be paying guests with a family, whose chief recreation consisted in writing short stories, she was led to try her hand at short story writing. Her work was accepted by Pearson's Magazine and ever since she has devoted herself to writing.

Her first novel was "The Emperor's Candlesticks," but as it appeared during the Boer War it attracted little



Baroness Orczy

Author of "The Scarlet Pimpernel," "A Son of the People," etc. (Wm. Briggs).

attention. "The Scarlet Pimpernel" was first written as a play, her husband collaborating. It was accepted by the very first management to whom it was submitted. Baroness Orczy's latest novel, "A Son of the People," is a story of her own country, depicting faithfully the crude, half-civilized life of this forgotten corner of Central Europe.

The many friends of Mr. George Porter, the Goderich bookseller, will be glad to know that he is recovering nicely from his long and serious illness. He spent part of the Winter in the south and is now back in Goderich, superintending Spring buying.

Mr. George H. Doran, of the Fleming H. Revell Co., New York, was in Toronto last week. He was present at the convocation of Knox College when the degree of D.D. was conferred on Rev. C. W. Gordon (Ralph Connor).

THE MOST POPULAR
Spring Fiction

The Truth About Tolna

A New Novel by the Author of
"The Helmet of Navarre"

Miss Runkle here prints her first novel since the very successful "Helmet of Navarre." It is a comedietta of New York life of to-day.

With Frontispiece. \$1.50

Uncle William

By Jennette Lee

An old fisherman, a young New York artist, and a girl musician make up the principal characters. Uncle William is a delight.

Frontispiece by Frederick Dorr Steele. \$1.00

The Wheel of Life

By Ellen Glasgow

Author of "THE DELIVERANCE," etc. This is the strongest work of this great author.

Cloth, gift-top, \$1.50

Barbara Winslow

By Elizabeth Ellis

The fact that the *Fifth Edition* was off press within four weeks tells of the popularity of this English novel.

Cloth, \$1.50

Lady Betty

By C. N. and A. M. Williamson

Author of "MY FRIEND THE CHAUFFEUR," etc.

Cloth, \$1.25

First it Was Ordained

By Guy Thorne

Author of "WHEN IT WAS DARK."

A perfect novel dealing with the most serious of Social and National questions, and the latest work by this gifted author. Bound to be a seller.

Cloth, 12mo., \$1.25

THE MUSSON BOOK CO.
TORONTO LIMITED



MAGAZINE COUNTER



NEWS COMPANY SERVICE IN THE WEST

A LETTER from a subscriber in Wetaskiwin, published elsewhere in this issue, raises the question of the character of the service given western booksellers and newsdealers by the Canadian news companies. Inquiry among the trade in Winnipeg reveals general dissatisfaction with the service given, although the booksellers freely acknowledge that the news companies are doing their best with inadequate facilities to supply a rapidly growing trade. The complaint is made that there are delays in delivery of magazines and that it is impracticable to order extra supplies of any magazine on which there is a special run because of the long delay in filling orders. In fact, the leading Winnipeg dealers obtain their supplies almost entirely from New York and St. Paul. Undoubtedly there is a strong feeling in the west that the time is ripe for the opening in Winnipeg of a branch depot of a Canadian news company, or, failing that, for the organization of a distinctively western news company, with headquarters in Winnipeg. It would be no surprise to Bookseller and Stationer to learn of the organization of such a company at an early date.

But while the trade seem unanimous in their opinion that the opening of such a depot in Winnipeg would be a great convenience, some of the shrewdest dealers are doubtful whether the enterprise would be profitable. They point to the large expense of maintaining such a branch or independent concern in Winnipeg, and consider it doubtful whether the field is yet large enough to warrant the expenditure. The general feeling seems to be that the Canadian companies would establish Winnipeg branches if they considered the enterprise profitable and that they are in the best position to know.

W. A. Davis.

W. A. Davis, Winnipeg, when interviewed on the subject by Bookseller and Stationer, said that for some time he had almost entirely discontinued buying from the Canadian news companies because of irritating and costly delays in the delivery of magazines.

"I am buying practically all my magazines now in New York," said he, "and since I made the change I have had very little trouble."

"The Canadian service is not satisfactory," he continued. "Take the case of the Delineators, for which an eastern news company are sole agents in Canada. Of course we have to buy our Delineators from this firm, and what do we find? Very often it happens that the Hudson's Bay Company have their supply a week before I can get mine. Now that isn't right or fair. The Hudson's Bay Co. are agents for the Delineator patterns, but they are not agents for the magazines and the ordinary book stores should be able to get their Delineator magazines as soon as the big department store."

"Did you have any trouble in getting additional supplies of any magazine in special demand?" Mr. Davis was asked.

"Yes, we had a lot of trouble," was the reply. "Sometimes it would take two or three weeks, and occasionally a month, to get a new supply. I find I can

send to New York and get my magazines back in eight or nine days at most."

"Would you favor the establishment of a western news company, or the opening of a branch here by an eastern house?"

"It would be a great convenience to have a wholesale supply here in Winnipeg, but I doubt if the country is large enough to make the enterprise profitable."

Russell, Lang & Co.

Lisgar R. Lang, when questioned on the matter by Bookseller and Stationer, said that his firm get their magazines in St. Paul. A Winnipeg news company would be a great convenience, but he was very doubtful whether it would be a paying venture. The expense would be at least \$4,000 per year, and he doubted whether the business is sufficiently large to warrant it.

John A. Hart Co.

John A. Hart informed Bookseller and Stationer that he gets his magazine supplies in New York. He was disposed to think that there is an opening for a western news company.

CURRENT NUMBERS.

THAT highly artistic publication, the Craftsman, presents a valuable table of contents in its April number. The leading articles are as follows: "Tendency Towards a Distinctly American Style of Architecture," "Making a Modern Stained Glass Window," "A Public Architecture to Meet the Needs of Our Country," "Modern Mural Painting Defined." The number is full of well-executed illustrations.

For May, the publishers of Appleton's Booklovers' Magazine have provided several readable articles, notably "The Morocco Conference," by Ion Perdicaris, "The Unwritten Laws of Annapolis and West Point," "America's New Inland Sea," by Frank G. Martin, "The Ironic Monte Carlo," by Ward Muir, "The Failure of the Educated American Indian," by Francis E. Leupp, "Modern Quarantine," by Alvah H. Doty. There will also be a group of stories and poems.

The May Century will be a garden number. Among the appropriate contents may be noted "An Ancient Garden" by Helen E. Smith, "Where to Plant What" by George W. Cable, "The Old Garden at Mount Vernon" by Francis E. Leupp, "The Gardens of Cornish" by Frances Duncan, "The Architectural Treatment of a Small Garden," "Why do Boys Leave the Farm?" by Prof. Bailey. All these articles are in addition to the serials, poems, pictures, etc., which make the Century so attractive.

A feature of future issues of the Cosmopolitan will be a series of articles by Mr. Jack London, narrating his experiences during a trip around the world in a forty-foot sailboat. To interest women, Gertrude Lynch will contribute an article on yachting for women, to the May Cosmopolitan.

In the May Pall Mall readers will find a long and interesting conversation on art with Josef Israels, the

SPRING NOVELS

THE JUNGLE. **Upton Sinclair**

The unforgettable book of 1906. A novel that is creating a sensation all over the world. Paper 75c., cloth \$1.25.

ALTON OF SOMASCO. **Harold Bindloss**

A novel of Canadian life written by a leading English author. The best picture of life in British Columbia ever presented in fiction. Illustrated; paper 75c., cloth \$1.25.

THE QUICKENING. By the author of "The Grafters.".. .. **Francis Lynde**

"A story of the kind of love that none but cynics ever scoff at; a story of struggle and passion, stirring incident and the nobler womanhood."- NEW YORK TIMES. Illustrated; paper 75c., cloth \$1.25.

BOB AND THE GUIDES. **Mary Raymond Shipman Andrews**

The enlivening adventures of some attractive people in the woods. The best picture of camp life in recent fiction. **CANADIAN STORIES.** Illustrated; cloth only, \$1.25.

THE GOLDEN GREYHOUND. **Dwight Tilton**

Carries you along with a rush that reminds you of "In the Bishop's Carriage" A plot that is entirely new and delightful. Illustrated; paper 75c., cloth \$1.25.

THE DAY DREAMER. **Jesse Lynch Williams**

A story of modern newspaper life. A delightfully interesting story, working up to one of the strongest and most surprising climaxes of late years.

BY WIT OF WOMAN. Paper 75c., cloth \$1.25. **A. W. Marchmont**

KARL GRIER. Paper 75c., cloth \$1.25. **Louis Tracy**

THE CHALLENGE. Paper 75c., cloth \$1.25. **Warren Cheney**

THE EDGE OF HAZARD. Paper 75c., cloth \$1.25. **George Horton**

THE PRISONER OF ORNITH FARM. Paper 75c., cloth \$1.25. **Frances Powell**

JUDITH. Paper 75c., cloth \$1.25. **Grace Alexander**

STILL IN A CLASS BY THEMSELVES

THE HOUSE OF MIRTH. Paper 75c., cloth \$1.25. **Edith Wharton**

THE HOUSE OF A THOUSAND CANDLES. **Meredith Nicholson**
Paper 75c., cloth \$1.25.

A NOVEL THAT WILL LIVE FOR YEARS TO COME

THE DIVINE FIRE. Cloth only, \$1.25. **May Sinclair**

Write for full descriptive
matter on any of these
Titles, and Complete Lists.

McLEOD & ALLEN, PUBLISHERS

37 Melinda St. - TORONTO

famous Dutch painter, who has recently been elected a foreign member of the Royal Academy. Another feature of the number will be a story by Lawrence Mott, "One of Three," depicting the life of the trappers and Indians in the Canadian wilds.

Beginning in the May number of the Canadian Magazine will be the first of a series of six articles by J. E. B. McCready, editor of the Daily Guardian, of Charlotte-town, under the title of "When the Dominion was Young." In the May number will be found "Nova Scotia and Imperialism" by F. Blake Crofton, "Winning a Seat in the Imperial House" by A. C. Forster Boulton, M.P., "One Hundred Years in British Columbia" by Harold Sands, and "The Trent Valley Canal Fishing and Shooting Grounds" by Harold Sands.

The Educational Monthly, heretofore published by Morang & Company, Limited, Toronto, has passed into the hands of the Educational Publishing Company, 36 Shuter street. It will be discontinued by the new proprietors and a new journal, the Teachers' World, will be published in its place about May 15.

In the May issue of the Atlantic Monthly will be found "Man and the Actor" by Richard Mansfield, "Life Insurance House-Cleaning" by C. J. Bullock, "Camping with the President" by John Burroughs, "The Law of Libel" by R. W. Child, "Baedeker in the Making" by J. F. Muirhead, and four stories as well.

The noted Canadian soldier-engineer, Sir Percy Girouard, will contribute an important article on "The Cape-to-Carro Route" to the May number of Scribner's Magazine. This will be the second paper in the series of the "Railways of the Future." In the same number will be found "A Corner of Normandy" by Madame Waddington, "Vanishing Indian Types" by E. S. Curtis, and "General Sam Houston and Secession" by Senator Culbertson.

The May number of Lippincott's Magazine will be a humor number. In "Marked Mit Cats" by Caroline Lockhart, the publishers consider that they have the funniest story of the year. Charles Battell Loomis has also written a laughable advertising tale for this number. In it, too, will be found the first of Lucy Copinger's humorous "Miss Lucy" sketches and Frederick J. Burnett's delightful "Adventures of the White Carnation." The novelette is a detective yarn by Dr. Montoe Hopkins, entitled "The Strange Case of Doctor North."

A novel and striking cover, that is so unusual as to be almost impossible to describe, renders the cover of the April Royal unique. A window-full of these red and black covers would make a strong display.

Fourteen beautiful illustrations of the work of J. C. Dollman, A. R. W. S., appear in the first pages of the April Windsor. This art feature in the Windsor is one of its strongest points. Anthony Hope's serial, "Sophy of Kravonia," is still appearing, as well as a series of stories in the life of Ulysses McCleod, by Justus Miles Forman.

A juvenile's life of Robert Louis Stevenson is to be found in the April number of St. Nicholas, told most entertainingly by Ariadne Gilbert. In the same number appear a sketch by Charles C. Johnson of the manual training and physical culture taught in New York public schools.

Among the illustrations in the April World To-Day are a series of pictures, "In Maple Sugar Time," and excellent portraits of Andrew Carnegie, Grover Cleveland and Joseph G. Cannon.

Chambers's Journal for April contains "The Queer Side of the Cabinet," "Ancient Gems and Precious

Stones," "The Estate Agent," "Why Railways do not Pay Better," "Old Ago Pensions," "Across the Atlantic in an Open Boat," "The Duchy of Cornwall and Estates," "How Jones Collected an Account," etc.

Mr. Lindsay Denison, associate editor of Everybody's Magazine, will write about the Panama Canal in the May number. He has visited the district and knows the ground thoroughly.

In the Critic for April appear interesting portraits of the late William Sharp, Thomas Hardy and Henryk Sienkiewicz. Among the literary contents are "Letters of a Poet to a Musician," "The Russian Players," "James M. Barrie," "The Young Goethe," etc.

REFUSED SECOND-CLASS PRIVILEGES.

A second batch of United States periodicals have been refused second-class mail privileges in Canada, and hereafter will be required to have postage prepaid at the rate of one cent for each two ounces—the rate applicable to third-class matter. The list comprises: Popular Fashions, Social Visitor, New Styles, the Columbian Household Monthly, the Modern Priscilla, Boston, Mass.; Household Gem, Buchanan, Mich.; Homemaking, Chicago Household Guest, Chicago Ledger, Ten Story Book, This for That, White Class Advertising, Chicago, Ill.; Rocky Mountain Magazine, Denver, Colorado; Ladies' Favorite Magazine, Des Moines, Iowa; 20th Century Review, Detroit, Mich.; Youth Companion, Dorchester, Mass.; Woman's Realm, Greenville, Pa.; Home Friend, Western Monthly, Kansas City, Mo.; The Badger, Milwaukee, Wis.; Housekeeper, Home Magazine, Minneapolis, Minn.; New Era Monthly, American Queen, Good Literature, Hearthstone, the Delineator, the Designer, Pocket List of Railroad Officials, Printers' Ink, All Story Magazine, Argosy Magazine, Pluck and Luck, Work and Win, Collector, People's Home Journal, Modern Stories, Illustrated Companion, House Wife, Happy Days, Golden Hours, Sabbath Reading, Le Costume Royal, McCall's Magazine, New York; Star Monthly, Old Park, Ill., Ladies' Magazine, Portland, Me.; Golden Days, Philadelphia, Pa.; Farmer's Wife, St. Paul, Minn.; Farm and Home, Springfield, Mass.; Woman's Home Companion, Springfield, Ohio.; Household, Topeka, Kans.; Clifton Monthly, American Home, Fireside Gem, American Nation, Home Treasury, Waterville, Me.; the Magnet, West Derry, N.H.

This action on the part of the Post Office Department at Ottawa is entirely in keeping with the international law bearing on this subject, which gives Canada the right to decline to transmit through its mails, except when duly prepaid by stamps affixed in the country of origin at the rate applicable to miscellaneous printed matter, such newspapers and periodicals as it would decline to transmit through its mails under the statutory newspaper and periodical privileges accorded to publishers and newsdealers, if such newspapers and periodicals were published in its own country.

VARIED CARDBOARDS.

In their cardboard department, Ferd. Anthony Horle & Co., of Cardinal House, St. John's Lane, London, E.C., are still stocking very extensively their ivory boards, paste still stocking very extensively their ivory boards, paste boards, white ivory pulp, cheap enamel boards, etc. Samples of any or all these lines will be gladly sent to inquirers mentioning this paper.

OUR SPRING BOOKS

Mountain Wild Flowers of Canada.

By JULIA W. HENSHAW. A simple and popular guide to the homes and descriptions of the flowers that bloom above the clouds, with a colored frontispiece and one hundred black and white full-page illustrations, all reproduced from the original photographs taken by the author at high altitudes. With handsome cover design by Chas. W. Jefferys. Cloth, \$2.00 net.

Studies in Plant Life in Canada.

WILD FLOWERS, FLOWERING SHRUBS AND GRASSES. By CATHARINE PARR TRAILL. With eight full-page illustrations in natural colors and twelve in black and white, all reproduced from paintings by Mrs. Chamberlin, the well-known artist of Canadian wild flowers. Cloth, \$2.00 net.

Canadian Literature.

By ARCHIBALD MacMURCHY, M.A., Ex-Principal of Jarvis Street Collegiate Institute, Toronto. A handbook treating of leading Canadian (English) writers and their works. Cloth, \$1.00.

Canadian Nationality, The Cry of Labor, and Other Essays.

By W. FRANK HATHEWAY. Cloth, 75c. net.

Across the Sub-Arctics of Canada.

Narrative of a journey of 2,000 miles by canoe and snowshoes across the Barren Lands. By J. W. TYRRELL, C.E. New edition, with additional chapters on Musk Ox Hunting and on Hudson Bay as a highway to Europe. Cloth, illustrated, net \$1.50.

Wesley and His Century.

By W. H. FITCHETT, D.D., author of "Nelson and His Captains," "Deeds That Won The Empire," etc. Cloth, \$1.50 net.

A Parson's Ponderings.

By REV. CANON LOW, author of "The Old Faith and the New Philosophy." Cloth, 60c.

The Skipper Parson.

On the Banks and Barrens of Newfoundland. By REV. JAMES LUMSDEN. Cloth, illus., \$1.00.

Sankey's Story of the Gospel Hymns and of Sacred Songs and Solos.

By IRA D. SANKEY. Cloth, illustrated, 75c. net.

Our Canadian Heritage.

Its Resources and Possibilities. By FREDERICK A. WIGHTMAN. Cloth, 287 pages, \$1.00.

The Sovereignty of Character.

Lessons from the Life of Jesus. By A. D. WATSON, M.D. Cloth, \$1.00.

The Church of Christ.

New edition, enlarged. By REV. T. A. WATSON, B.D. Cloth, 50c. net.

A Vision of Immanuel.

A Poem. By REV. J. JOHNSTONE, Cloth, 50c. net.

Cowardice Court.

By GEORGE B. McCUTCHEON, author of "Nedra." Cloth, illustrated in colors, \$1.25 net.

A Motor Car Divorce.

By LOUISE CLOSSER HALE. With numerous illustrations. Paper, 75c.; cloth, \$1.25.

Broke of Covenden.

By J. C. SNAITH. Paper, 75c.; cloth, \$1.25.

An Opal Secret.

By FERGUS HUME. Paper, 75c.; cloth, \$1.25.

The Expiation of Eugene.

By FREDERICK H. BALFOUR. Cloth, \$1.25.

The Scarlet Pimpernel.

By BARONESS ORCZY. One of the most popular new books in England. Paper, 75c.; Cloth, \$1.25.

Roland Graeme, Knight.

By AGNES MAULE MACHAR. New Canadian edition, \$1.00.

A Son of the People.

By the author of "The Scarlet Pimpernel." Paper, 75c.; Cloth, \$1.25.

The Mayor of Troy.

By A. T. QUILLER-COUCH. Cloth, \$1.25.

Count Bunker.

By J. S. CLOUSTON, author of "Lunatic at Large." Paper, 75c.; cloth, \$1.25.

When It Was Dark.

By GUY THORNE. Illustrated edition, cloth, \$1.25.

The House With the Green Shutters.

By GEORGE DOUGLAS. Special paper edition 35c.

Sheila's Daughter.

By HAILE BANTER. Cloth, illustrated, \$1.25.

Wacousta.

A tale of Pontiac's Conspiracy. By MAJOR RICHARDSON. A thrilling story of the attack on Fort Detroit in 1763. With five full-page illustrations and cover design in four colors by Chas. W. Jefferys. Cloth, \$1.50.

WILLIAM BRIGGS, PUBLISHER
29-33 RICHMOND ST. W., TORONTO

THE BOOKSELLER AND STATIONER

and Fancy Goods Review.

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Vol. XXII.

APRIL, 1906.

No. 4

NEW ADVERTISERS.

Canadian Ink Manufacturing Co., Montreal.
Bisnaim & Dupont, Paris, France.
European Post Card Co., Montreal.
McLeod & Allen, Toronto.
The Fancy Goods Co., Limited, Toronto.
Gatchell & Manning, Philadelphia.
McCaw, Stevenson & Orr, Limited, Belfast, Ireland.

CATERING TO SCHOOLS.

A COMMON incident in many Canadian towns is to see some city school supply house come along and get the local business in maps, crayons and other necessities. Because they have the latest goods, know their business, are familiar with school affairs and give prompt attention to orders, they are found highly satisfactory, and having secured business once they retain it.

Meanwhile the local dealer sits calmly by, apparently quite indifferent as to the loss of his custom. He may rail at the school people, may call them traitors to the interests of their town, and may make dire threats of revenge, but as for stepping forth from behind his counter and repairing the injury such a thought never seems to enter his mind.

There is a good deal of wisdom in that old remark of the Mohammedan prophet, "If the mountain won't come to Mahomet, then Mahomet will go to the Mountain." Applied to the supply trade it will be found very helpful. If the school authorities won't come to the dealer, then it is up to the dealer to go to the school authorities. The other fellow from the city does that. He comes along with his interesting proposition and he gets the business.

Now, lest we may be accused of talking generalities, let us cite a particular instance where a wide awake

local dealer may do some business. There is a new map of Canada just out, showing the new provinces and the new railways. It is complete in every respect and right up to date. Every school should have one of these maps and every school will possess one sooner or later. The question is: Who will sell this map? We believe if the local dealer will only get after the school authorities and tell them about the map, he should have no difficulty in placing one.

AN IMPORTANT DECISION.

FOR a great many years past it has been the custom of French-Canadian publishers to appropriate the works of French authors and bring them out in Canadian editions, without paying any attention whatever to copyright. The smallness of the market and the insignificance of these pirated editions have led French publishers and authors, up to the present time, to ignore the theft.

But the evil was not to go any longer unchecked. Last year the Parisian Syndicate determined to make an example of the pirates. M. Mary, a noted French novelist, was induced to bring suit against Le Compagnie de Reproduction Litteraire, of Montreal, for the unauthorized publication of one of his works, "Tante Berceuse." In January the case came up before Mr. Justice Fortin, in the Superior Court, and was argued by Mr. Aime Geoffrion, K.C., for the prosecution, and Mr. Pierre Beullac for the defendants.

Judgment was handed out by Mr. Justice Fortin on the 23rd ult. The learned judge ruled that England being one of the contracting nations at the convention at Berne, the international copyright law was applicable to all the British colonies, and that, consequently, the plaintiff was protected in Canada, although he had not conformed with the requirements of the Canadian copyright law.

A SUGGESTION TO BOOKSELLERS.

READERS of this journal, especially those who sell books, are naturally interested in the list of best-selling books which appears monthly in the Bookseller and Stationer. This list is compiled from returns sent in by dealers in the larger centres of the country, and gauges fairly closely the condition of the Canadian book market.

The Bookman, published in New York, originated this scheme several years ago, and its list is accepted as the authoritative list for the United States. The Bookman's list is quoted very extensively in the American press, and many people do their reading of current fiction under its guidance.

It would be to the advantage of Canadian booksellers if they would see that the Canadian list is given as wide a publicity as possible. Apart from the fact that our summary of best sellers for the Dominion is an interesting news item, and consequently of value to the press, booksellers who advertise have a right to ask their local papers to insert it.

WHAT DENNISON IS DOING.

IF every concern adopted the methods followed by the Dennison Manufacturing Company, the path of the stationer would be a rosy one. Here is a company that actually creates new lines of business, putting their time, energy and money into real development. First they invented the shipping tag, after which they sought new uses for it, until to-day Dennison's tags are known and used the world over not only for shipping but in a thousand different ways, most of which were perfected by Dennison.

In the same way Dennison's crepe paper was originated. At first the possibilities of this material were not understood and its use was limited. In ordinary hands it would probably have been but a passing fad, but not so under Dennison direction. Expert decorators were employed, artists retained, money lavishly spent in creating new uses for crepe paper, until now it represents an industry in which every stationer is interested.

The passe-partout method of framing pictures was also a Dennison creation. By demonstration, by the printed word, its merits were made known until there is hardly a home in the land the walls of which are not graced with pictures framed with Dennison's passe-partout binding.

So it was with crepe paper napkins. A few years ago all the paper napkins used in this country—and they were comparatively few—came from Japan. To-day there is hardly a retailer who does not handle quantities of Dennison's crepe paper napkins, the sale running so far into the millions that it is almost beyond belief.

Such success as this can only come where there is a determined disposition to help the dealer, the real clearing house for every article manufactured. If there was any doubt about this being the policy of the Dennison Manufacturing Company, it would be quickly dispelled by the enormous amount of money they are now spending in advertising. All the magazines of importance are carrying full-page announcements of an educational character, the object being to dispense free literature and thus increase the consumption of the Dennison goods.

One noticeable thing about this advertising is its reference to the dealer. Every effort is made to direct the purchaser to the retail store, so that every dealer who handles the Dennison goods may be benefited.

Furthermore, all the replies to the Dennison advertising, numbering over a thousand a day, are immediately turned over to the dealers in the town from which they are received, the inquirer being directed to the nearest dealer.

A NEW INK MANUFACTURING FIRM.

MONTREAL has a new industry in the Canadian Ink Manufacturing Company, 37 Wellington street, which recently opened a factory. The firm is composed of Messrs. J. L. P. Barrie and Andrew Gorrie. Their specialty will be the manufacture of inks for commercial and other purposes, but it is their intention to manufacture also carbon papers, mucilage and other stationery lines of like nature. Samples have been sent out to the trade of blue black writing, blue black copying and red inks. These inks are manufactured on an entirely new and scientific principle, and the firm guarantees their worth. The inks are free from any sediment or dust, and will not thicken. The blue black copying will give from three to five first-class copies which will last forever. The prices of all the inks compare favorably with those of other manufacturers and may be obtained for the asking. Samples are also sent on request.

PERSONAL
GOSSIP

Mr. A. M. Clarke, representing the Dennison Manufacturing Co., with Canadian headquarters at Montreal, left that city the beginning of April for his Western Ontario ground.

Mr. John Morgan has just started out for a tour of Ontario in the interests of Raphael Tuck & Sons Co., Limited. He carries a full line of the Tuck goods for holiday trade.

Mr. "Jack" Hill, representing the Dodge Publishing Company, of New York, has been showing his firm's goods in Toronto recently. He returned to New York on the 7th inst.

Messrs. John Allan and J. B. Fraser are working Montreal, Quebec and Ottawa tandem, in the interests of Warwick Bros. & Rutter. They carry complete lines of the firm's import fancy goods.

Mr. Lorne Twiss, who has been in charge of the sample room at Warwick Bros. & Rutter, Toronto, has gone to Winnipeg to join the company's western traveler, Mr. H. C. Woods, and to assist him in showing import fancy goods.

It is a popular trio who are showing the people of the Maritime Provinces Warwick Bros. & Rutter's import fancy goods—Messrs. George Hazen, Douglas Biggs and Edward Hazen. According to latest advices they were sojourning in Fredericton, N.B.

Mr. George Macdonald, who has for some time been in charge of the school-book department of W. J. Gage & Company, Toronto, has resigned, and will go into business for himself in the Northwest. He has not yet decided where to locate, but it will probably be Calgary or Edmonton.

The English agencies held for so many years by the late W. Macpherson, Toronto, have been transferred to Mr. Hector Prenter, who has been for over twenty years in the employ of Hart & Riddell, Toronto, and who received his early training in the famous house of Marcus Ward & Co., Belfast, Ireland.

Among the out of town buyers noticed in Toronto during the last few days were Messrs. James I. Anderson, London; R. S. Porter, Lindsay; R. J. Soden, Peterboro; Geo. Moore, Parry Sound; R. McLaughlin, St. Thomas; F. J. Weaver, Berlin; F. H. Chapple, Galt; R. J. Craig, Cobourg, and W. H. Kerfoot, Smith's Falls.

Mr. James Eshelby, late of the firm of C. L. Nelles, of Guelph, stationery and wall paper, has joined the staff of A. H. Stratton & Co., Peterboro. Mr. Eshelby is a wall paper expert and thoroughly understands the book trade. Mr. Stratton, it is said, intends to extend his jobbing business, and Mr. Eshelby, in addition to his other duties, will look after the outside trade.

The Art Emporium, 2255 St. Catherine street, Montreal, had an interesting and instructive exhibit of crepe papers the first two weeks in April. The demonstration took the form of the possibilities of making the home beautiful by the judicious use of crepe paper. The exhibit was put in by the Dennison Mfg. Co., and a young lady from New York was in charge. The ingenious airship and a Japanese kimono were the two most notable features. The move is in keeping with the efforts of Dennison's to benefit the retail stationer.

Hills & Co. "For The Empire Series"

—BRITISH MANUFACTURE—

Christmas Cards and Calendars

For Season 1906-1907

We have had sole control of these publications for a number of years, and since we introduced them they have maintained first place against all competitors.

Mr. David Hills, Managing Director, called upon us recently and gave us the pleasing information that our last season's business far surpassed that of any previous year.

CARDS with designs particularly **EMBLEMATIC OF CANADA** will as before be eagerly sought. There are 19 designs of these, all characteristic of **CANADA**, both as to covers, views and verses, and embrace cards with **MAPLE LEAF, BEAVER, PROVINCIAL COAT OF ARMS, DOMINION COAT OF ARMS**, etc., with appropriate greetings. Designs with greetings in **FRENCH** on covers and **FRENCH MOTTOES**.

ALL WILL BE TREASURED WHEREVER SENT

CALENDARS

Designs are entirely new. The **ARTISTIC BEAUTY** is exceedingly effective and **IDEAL**, showing result of much thought and skill. The general **FINE WORKMANSHIP** embodied makes them **IMCOMPARABLE**.

Blanks for Private Greeting Cards

106 different designs to choose from. Some of these with salutations in **FRENCH** printed on covers. All the **CANADIAN EMBLEMATIC** designs can be had in **BLANK** form.

"**FOR THE EMPIRE SERIES**" comprises the most appropriate and up-to-date designs for this **IMPORTANT** branch of the **CHRISTMAS CARD** trade. Our **TRAVELLERS** will explain fully how we purpose having these **CARDS** brought **PROMINENTLY** to the **NOTICE** of the public.

This is the **ONLY LINE OF BLANK CARDS** we could find possessing all the many features **SUITABLE** for **PRIVATE GREETING CARDS**.

The **TRADE** have now an **OPPORTUNITY** of selecting the most **ATTRACTIVE** and **SALEABLE** goods ever offered by

The House of Canada for Cards and Calendars—

THE COPP, CLARK COMPANY, LIMITED

64 and 66 FRONT STREET WEST, - TORONTO, CANADA

CALENDARS AND CHRISTMAS CARDS

THE PRIVATE CHRISTMAS GREETING CARD.

By Thomas E. Menzies, Manager of Menzies & Co., Toronto.

LAST year showed a most gratifying increase over former years in the private Christmas greeting card business, and even at this early date, before samples of general Christmas cards, calendars and pictures are on the road, numerous inquiries for samples and quite a few record sized stock orders have been received by the manufacturers and jobbers.

It has been pointed out before, and one can easily figure it out, that certain ways of handling the private Christmas card business are of doubtful profit, no matter what the percentage may be. For instance:

(1.) To stock only cheap cards, listing under \$10 per hundred retail.

(2.) Selling at less than 50 per cent. profit over all cost.

(3.) Compressing the business into the two or three weeks before Christmas, when it requires all your time to sell staple Christmas lines and general Christmas cards, calendars, etc.

(4.) Having no one in particular looking after this particular business, thereby causing worry to every clerk in the establishment, as well as considerable vexation of spirit, and oftentimes profanity, on the part of the customer (we exclude the ladies here) when disappointed as to time of delivery or detail.

On the other hand, I respectfully submit a few suggestions, and I am writing now for the stationer who wishes to make the private Christmas greeting card trade a profitable venture and a permanent branch of his business, not for the dealer who grudgingly orders thirty dollars worth because he knows he must have them, and piously inserts the parenthesis that he only hopes he may get rid of them all.

Order early for stock and order with an eye to harmony as well as assortment.

Make up a sample book that enhances the appearance of the cards, both by reason of the arrangement and the appearance of the scrap book.

Make a feature of your expensive cards; use the cheap cards more as a foil. It has been demonstrated that selling cheap cards only does not actually result in a profit, and it ruins the business.

Most important of all, start the business early. I can best advance this suggestion by stating that many of our biggest customers are often the small stationers, who send out their salesman off and on during the Summer and Autumn months with his book of samples, when he can easily be spared from the store, and in this way secures business that would not otherwise materialize.

Moreover, it has been proved by experience that the high priced cards (i.e., 25, 30, 40 and 50 cents apiece) are more easily sold early in the year when payment seems distant, than at the last moment, when Christmas expenditure has become a nightmare.

A circular letter is an excellent help, and a few handsome show cards distributed about the store also brings the matter to the customer's mind early in the season.

I am glad to note that the west has taken the private card business up in the right way. Last year nothing was too good for them, while few, if any, cheap lines were ordered in privates.

The private Christmas card business is just catching on as a universal custom. Ten years hence will still find its popularity on the increase, and the stationer who leaves it out of his campaign is simply losing money.

TUCK LINES FOR CANADA.

WITHIN the next few weeks Canadian stationers and fancy goods dealers will have an opportunity of inspecting the 1906-1907 line of Christmas and New Year cards, calendars, pictorial post cards, toy books, etc., which Raphael Tuck & Sons Co., Limited, have prepared for the holiday trade. Their travelers are just starting out to cover the Dominion, each carrying a most comprehensive line of samples.

As usual, the new and elaborate productions of the firm are so numerous as to render a detailed description impossible. In the space of this article attention can only be drawn to a few of the more striking novelties.

A series of celluloid cards in a variety of sizes gives scope for an elaborate floral treatment, producing rich effects. The cards are folded, containing inserts bearing greetings and holiday verses.

For the purchaser of six or more cards, the series of boxed cards will be hailed as a boon. Six, eight, nine, ten or twelve cards are to be had, enclosed in a dainty box, bearing a design in harmony with the general scheme of the cards. The price is so arranged as to be practically uniform, irrespective of the quantity in the box.

"The World's Masterpieces" calendar is a clever conception. Each day of the year the fortunate possessor of this calendar can gaze on a different artistic gem, there being 365 pictures in all. A blank space for "engagements" appears at the bottom of each page.

Upon "The Fool's Calendar" it is said that Sidney Drew has been engaged for three years, with splendid results. The design is a picture of an old-time jester, beneath which hangs the calendar pad. For each day of the year there is a clever little sketch, accompanied by a witty saying. The popularity of this calendar seems to be guaranteed at the outset.

Among the regular Christmas lines the Gem pendants are noteworthy as being a new conception, combining in a novel and attractive way the booklet and the Christmas card.

A calendar that is bound to attract attention has an outer cover with an opening just the size to frame the various colored pictures inside. This gives the effect of a framed picture. When the possessor wishes to consult the calendar the cover can be lifted. For a lady's desk this will be a choice number.

Of the multitude of other lines shown it can but be said that they possess all the excellences of style and finish which distinguish Tuck's goods.

Calendars and Cards

Our Representatives will submit
for your inspection

Newcome's

Justly celebrated Art Calendars. In Sepia and Hand-Color work, by Gilbert and others. Framed and paneled, at prices ranging from 15c. to \$10.00.

Fink, of Boston

A beautiful series of tasteful creations in Calendars and Cards, hand-made, and at popular prices, ranging from 5c. to \$1.00.

Hagelberg's

Calendars, evolving from the flat to a wonderful spread of Tissue Paper effect. Christmas Cards, in Holly and other designs, also a large range of Christmas Post-Cards.

Baird's

Christmas and Birthday Cards. High-class goods, and also supplied as Blanks for Private Greeting Cards.

Dodge's

Stevenson, Brookes, Van Dyke and other specialties in Calendars.

Kaufmann's

Calendars and Christmas Novelties.

Wheeler's

Religious Calendars.

The Musson Book Co.

Christmas Tags, Etc.

THE MUSSON BOOK CO.

TORONTO LIMITED

NEW DISPLAY STAND.

An improved display stand for showing picture post cards is illustrated herewith. The leaves lift up and fit back firmly. The cards are held in place by cross bands, as shown, and the stand is so constructed as to hold a large surplus stock, without relling. It is strongly built. The Copp, Clark Co. handle the stand in Canada.

THE COPP, CLARK LINES.

In the "For the Empire" series of Canadian cards made by Hills & Co., Limited, some choice numbers are to be found. No. 634 shows maple leaves intertwined with a sheaf of wheat; No. 461, the Dominion coat of arms; No. 365, Toronto's coat of arms; No. 364, beaver design; No. 467, Western Canada; No. 360, provincial coats of arms; No. 463, Niagara Falls in Summer and Winter; No. 462, Rocky Mountain scenes.



New Post Card Stand (Copp, Clark Co.)

Some of the numbers exhibit pretty mother-o'-pearl effects.

This year the Copp, Clark Co. are showing the splendid line of calendars made by Charles Scribner's Sons, New York. These are the work of a number of America's cleverest artists, notably Harrison Fisher, Maxfeld Parrish, Howard Chandler Christy, Charles Dana Gibson, A. B. Frost and Frederic Remington.

Then, too, there is the high art line of the Campbell Art Company, for which the Copp, Clark Co. have the exclusive agency in Canada. In all there are about one hundred subjects, on thirty styles of mounts. These are the work of the best modern artists.

In addition, the Copp, Clark Co. represent several other noted publishers of holiday lines, such as Marcus Ward & Co., the Gray Lithograph Co., Geo. W. Capen Co., Castell Bros., and Davidson Bros. Altogether their travelers will show a range that excels in numbers, quality and variety.

WARWICK BROS. & RUTTER, LIMITED

New Souvenir Calendars

A series of ten different styles. Our Special Souvenir Calendar was an immense success last season, and the new numbers will attract more than ever.

New Drop and Fancy Calendars

NEW

In handsome designs of dainty excellence. A complete range of Cards and other Novelties. The goods are the equal of any we ever handled.

E. R. DUTTON & CO.'S CALENDARS

**NEW
RANGES OF**

TOY BOOKS AND

DAINTY GIFT BOOKS

NEW

Hand-Decorated Calendars

NEW

A new line never before shown in Canada, comprising over one hundred styles.

PLEASE NOTE THAT DELIVERY WILL
BE GUARANTEED SATISFACTORY
IN CONNECTION WITH THESE GOODS.

Don't fail to see them.

WARWICK BROS. & RUTTER TORONTO LIMITED

**MONTHLY REPORTS
FROM TRADE CENTRES**

MONTREAL.

**Easter Business Occupying Attention of Retailers at Present—
Several New Books Noticed—Personals
of Interest to the Trade.**

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

April 5, 1906.

EASTER trade is occupying the attention of book-sellers and stationers here at present, and many Easter cards, books, etc., are being displayed. Much better business is expected this year than was transacted during the same season last year, and in consequence Easter stocks have received particular attention. The modes of display adopted to attract the Easter trade are many and varied. Each store is making a specialty of some line. Prayer books, bibles, and hymn books are featured by many. Most have a large table display of Easter cards and illustrated post cards suitable to the season, within the store, and the tying up of handsome leather-bound books with colored ribbons is practiced by nearly all bookstores. These ribbons are of various colors, and the words "Easter Greetings" are generally inscribed upon them. A book fixed up in this manner is very much in demand, as it makes a very dainty gift.

Several new books have found their way onto the counters of Montreal bookstores during the past month. All of these have met with a more or less good sale. Indeed one of them, "Hearts and Creeds," heads the list of best sellers. The authoress of this book is Anna Chapin Ray, who wrote "In the Shrine of Good St. Anne," and this, and the fact that the book deals with a burning question in this province, will tend to make it a good seller.

Among the other new books a new one by Morley Roberts, "The Idlers," has enjoyed a very good sale. "Saints in Society," "The Mayor of Troy," and "The Lady Noggs," are regarded as coming good books. The Copp, Clark Co. have published a beautiful book by E. B. Greenfields, of this city, "Landscape Painting and Modern Dutch Artists." It is selling well.

Montreal booksellers have received a circular letter from a large American magazine publishing house, in which the latter state that dealers will have to make some new arrangements to meet the action of the Canadian post office authorities, who have seen fit to withdraw the second-class matter privilege whereby American houses have been able to send their magazines into Canada at the rate of a cent a pound postage. By the new regulations postage will cost six cents a pound. As the magazines mentioned in the circular retail at ten cents, it would be necessary then to sell them at fifteen cents, which it is not deemed would be a wise policy. To offset the changes in postage, however, dealers will hereafter receive these magazines by express.

The window displays of the Harmsworth Self Educator which were seen in two or three uptown book-

stores during March attracted much favorable comment. The displays were a credit both to the retailers and to the Harmsworth people, who supplied the necessary books, posters, etc., required for the dressing of the window.

Paper editions of the latest fiction are selling well. Many stores are making a special display of these, and are giving such books a share of newspaper advertising.

Mr. E. M. Renouf reports a very good sale of the pamphlet he published, "Science and Religion," by E. W. McBride. This is an address which was delivered by Mr. McBride before the McGill Y.M.C.A. Mr. Renouf has issued a couple of very handsome catalogues. They are neatly prepared and profusely illustrated.

Mr Foster Brown, who recently underwent a serious operation, is almost entirely recovered, and is able to get down to his store every day now.

Mr. R. J. Soden, of Peterboro, and Mr. Stevens, of Ottawa, both of them booksellers and stationers, were in Montreal on business the latter part of March.

Mr. E. J. Kastner, manager of the L. E. Waterman Company, of Canada, Limited, is expected back from Europe the middle of this month.

Mr. W. R. Houston, of Toronto, editor of the Canadian Financial Review, and the "Directory of Directors in Canada," was in the city for a few days week of March 12.

J. J. G.

WINNIPEG.

**The Easter Trade—Sale of Drummond's Books—
Blackwood & Hagel Move—
Popular Fiction.**

Office of BOOKSELLER AND STATIONER,
511 Union Bank Building, Winnipeg, Man.
March 31, 1906.

EASTER novelties are being featured by John A. Hart Co., Russell, Lang & Co., W. A. Davis, and one or two other stores. Results seem to be favorable, although the goods have been displayed only a few days. March business has been fairly active for the season of the year, but none of the local stores have been exceptionally busy. Following the special sales in February, trade has been of moderate volume.

The recent visit to Winnipeg of Dr. W. H. Drummond gave the local stores a good opportunity to push the sale of the "Habitant" sketches. The books were prominently displayed and results were satisfactory.

Blackwood & Hagel have moved from their location on the corner of Portage avenue and Main street to a store on Main street near the C.P.R. tracks. The stores on the corner of Main and Portage are to be removed to make room for a new office building.

"When It Was Dark" and "St. Cuthbert's" seem to be the best sellers among the new fiction.

F. R. M.

"OF MUCH GOOD NEWS"

TO THE TRADE IN ALL PARTS OF CANADA

North, East, West, South,

FROM

THE "HOUSE IN CANADA FOR CARDS and CALENDARS"

Our different representatives will be pleased to have you visit their sample rooms and inspect the very interesting display in endless variety of

**CHRISTMAS CARDS,
CALENDARS, PICTURES, Etc.**

FOR SEASON 1906-1907

We represent only the best publishers and have sole selling rights in CANADA of the productions of the following well-known firms:

THE CAMPBELL ART COMPANY'S HIGH ART CALENDARS. These excel in beauty of subjects, exquisite hand coloring and thoroughly artistic effects anything we have ever offered to the trade.

HILL'S "FOR THE EMPIRE" series BRITISH MANUFACTURE CHRISTMAS CARDS, CALENDARS, ETC. The artistic merits and general fine workmanship give this series a place far in advance of all competitors.

CANADIAN EMBLEMATIC DESIGNS, CARDS WITH CANADIAN VIEWS, DAINTY CALENDARS IN BOOKLET FORM, ART CALENDARS, ETC.

BLANK CARDS for PRIVATE GREETING CARDS, BEAUTIFUL AND APPROPRIATE DESIGNS.

PICTURES AND CALENDARS—Charles Scribner's Sons' publications, representing all the technical skill and refinement of style of the following famous artists: Harrison Fisher, Maxfield Parrish, Alonzo Kimball, Howard Chandler Christy, Jessie Willcox Smith, Charles Dana Gibson, A. B. Frost, Frederic Remington, C. M. Russell.

DAVIDSON BROS.' popular lines of low-priced **CALENDARS.** 12 designs, 5c. line; 15 designs, 10c. line: Christmas Cards, assorted designs. Special Boxed and Autographic Cards; **POST CARDS** by the famous humorous artist, Tom Browne, and the scenic artist, VAN HIER.

ART LITHOGRAPHIC PUBLISHING CO. CALENDARS, BOOKLETS, HOLLY TAGS, HOLLY CHRISTMAS and NEW YEAR'S POST CARDS.

CASTELL BROS.' —Beautiful designs in Calendars, Autographic Christmas Cards in boxes, Assorted Cards in packages.

HULD'S—Boarder, Bachelor and other Novelty Calendars.

GEO. W. CAPEN CO.—Novelty Scratcher Calendars, Pen Wipers, Blotters, etc.

THE GRAY LITHOGRAPH CO.—Artistic Lithographed Calendars, entirely new subjects.

MARCUS WARD—Block **CALENDARS.**

C. C. C.—Maple Leaf Calendars, 100/7 Leaflet, 200/7 Crescent, 300/7 Maple Leaf 3-drop.

ART CALENDAR PADS for Fancy Work, 5 different designs, each in 4 sizes.

THE COPP, CLARK CO., LIMITED

64 and 66 Front St West, . . . TORONTO, CANADA

HERE AND THERE AMONG THE JOBBERS

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

This useful loose-leaf device is the product of the C. E. Sheppard Co., 86 Maiden Lane, New York. It consists of a two-piece metal back—oxidized or nickel-plated—to which is attached two strong board covers attractively bound in corduroy and russia leather, making a pleasing and durable binder. It is constructed with a screw mechanism, and is the latest improved

fully put up in a box of heraldic design. This line will retail at 50c.

The MAPLE LEAF LINEN.—Another particularly attractive papeterie to retail at 25c., made in cloth-finish paper, Oxford size, with wallet flap envelopes. One special feature of the stock used in the contents is that each sheet is water-marked with maple leaves, making it a particularly Canadian article. The design on the box is also brought out in maple leaves done in colors, and I think this line is one which will appeal to the trade very largely.

The VESTER LINEN.—This papeterie has been got up by W. J. Gage & Co. as a leader, to retail at 15c., and as such it is bound to have a very large sale. It contains 24 sheets of fabric-finished white paper in either octavo or Oxford sizes, and 24 envelopes to match, and is handsomely boxed with embossed gold and colored labels. Boxes at this price have been on the market containing 18 sheets and 18 envelopes, but here you get one full count.

• • •

Holiday papeteries are now being shown by Buntin, Gillies & Co., Limited, of Hamilton. Their assortment is very attractive and should interest most stationers. They have none that retail for fancy prices, contenting themselves with an excellent range of the popular-priced papeteries.

• • •

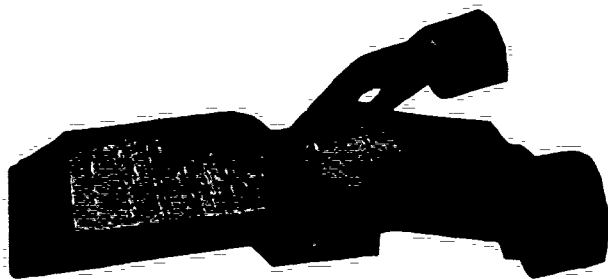
Buntin, Gillies & Co., Limited, Hamilton, have added to their Dutch-fabrik line a wallet-shape, colonial-size envelope. The new shape can also be supplied in their Regent Plate and Charta Damascena envelopes.

• • •

Monogram seals (combinations of any two letters) can be had from Buntin, Gillies & Co., Limited, Hamilton.

• • •

Embossing one's own stationery is something made



Position when Removing or Inserting Leaves.

very easy by the use of Buntin, Gillies & Co.'s initial presses. Any letter can be had.

• • •

The new cover designs shown for the coming school season by Buntin, Gillies & Co., Limited, are much admired and are having a good sale.



Suspended by one Leaf. A vise would not hold the Leaves Tighter.

Correct Position. Locking and Unlocking

model of a loose leaf ledger. It is made on an entirely new and original principle. One of the most important things about this new book is the fact that it has direct power—the motion is regular and there is no lost power or unnecessary mechanism.

The power is applied to the leaves by means of a screw which operates a plate in which slots run diagonally. The upper and lower bars in which the posts are riveted are connected with the slots in the plate by means of metal pieces called lugs. It can readily be seen that the power is applied from the screw directly to the sheet without any lost motion, and as there is no greater method of transmitting power than by a screw it is easy to understand why the leaves could not be held any tighter than the mechanism of the Imperial will hold them.

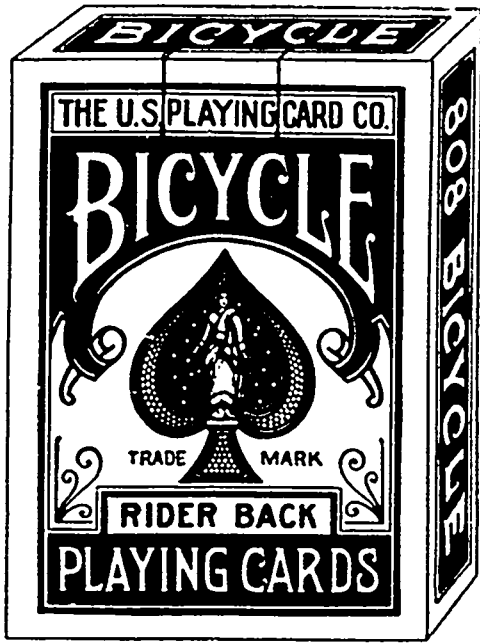
The leaves in the Imperial ledger are held in perfect alignment when the book is expanded, by the posts—5/16 inch in diameter—which are so placed in the top and bottom bars as to bring two large and two small posts in each bar.

The leaves always have a bearing on the large posts, but when the binder is in use the power applied brings such pressure on the sheets that they can in no way work loose and get out of alignment. A test was made with this ledger, and the sheets were held in the book by the pressure without any posts.

• • •

I noticed some new papeteries in the sample room on Front Street, Toronto, of W. J. Gage & Co. which are worthy of special note.

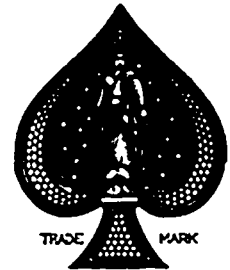
The LONSDALE.—This is put up with deckle-edged paper and envelopes, kid finish in the Royal size, and is the first deckle-edged papeterie turned out by this firm. This is a very aristocratic number and is most taste-



Bicycle Playing Cards, Imitated but never equaled.

Sell the best because
they are the best.

The genuine have King on Bicycle on front of
tuck case and our Trade Mark Ace on back.
The U. S. Playing Card Co., Cincinnati, U. S. A.



"YES"

we have something strictly new
in the Note Paper line.

"TELANIAN"

IN THREE DAINY SHADES

Have you seen our Linen Faced
ONYX Visiting Cards, in the new
shapes? They are creating a large
demand. If our travellers do not
reach you when in want we will
be pleased to forward samples.

McFARLANE, SON & HODGSON

Wholesale Stationers. :: :: MONTREAL

Cole's National Mfg. Co.

WHOLESALE

STATIONERS and BOOKSELLERS

Special Values in  
**PAPETERIES and
Writing Tablets**



STOCK COMPLETE AND WELL ASSORTED

See our samples—Travellers are
now on the road

N.B.—Awnings, Flags and Tents made by us stand
every reasonable test, and the prices are as low as
is consistent with good materials and workmanship

COLE'S NATIONAL MFG. CO.,
CRAWFORD ROSS,
Manager. 101 Queen St.
OTTAWA

LEADING CANADIAN STORES

RYRIE BROS., LIMITED, TORONTO.

WHILE Ryrie Bros., Limited, are primarily jewelers, and have attained an international fame as such, yet in their splendid new store in Toronto stationery and fine leather goods occupy a prominent position. This department was organized some four or five years ago, and it to day has attained important proportions. Specializing in high-grade lines, a reputation for quality has been gained that makes Ryrie stationery the correct thing for Toronto society.

moved to their present premises last August. These are located at the south-west corner of Yonge and Temperance streets.

The store has a frontage of 70 feet on Yonge street, with 156 feet on Temperance street, giving unlimited opportunities for attractive display. Its dignified store front of solid bronze and mahogany, its inviting vestibule, its entire shop fittings of Spanish mahogany, its massive vault and three safes with electric burglary protection, its ornate electric light fixtures, its automatic



Corner in Stationery Department, Ryrie Bros., Limited.

The history of the rise of Ryrie Bros. from humble beginnings is an interesting one. Starting business some thirty five years ago in a little store on the east side of Yonge street, the two brothers by dint of hard work and persistent advertising soon expanded their business to the full capacity of the store, and were compelled to take in an adjoining store to accommodate their increasing stock. In time the double store became too small and negotiations were entered into for the lease of a store on the north west corner of Adelaide and Yonge streets. Subsequent enlargements both to west and north gave them the fine large store from which they re-

fire alarm system, its telephone switchboard with twenty-four long distance phones from the various departments, its handsome offices where the click of the almost miraculous adding machines, the ever welcome sound of the pneumatic cash carrying system and the familiar voice of the typewriters sound like the buzzing of a busy beehive, are all features that make the store one of unusual attractiveness.

Nothing has been overlooked that could tend to make Diamond Hall a pleasure to those who visit it and those who labor in it. In the basement are to be found the receiving rooms, the shipping rooms, the department

**WHY DON'T YOU BUY
"Correct" Canadian Flags,**

printed on the best of cotton in the best of colors
and absolutely correct?

THE COPP, CLARK CO., Limited, TORONTO

The House of Canada for Cards and Calendars
See the **"BUHARO" CALENDARS**

Entirely new Ideas in Brass and Aluminum

GREAT NOVELTIES

REASONABLE PRICES

SOLE AGENTS

The COPP, CLARK CO., Limited, - TORONTO

stock rooms, elevator and heating appliances, all arranged in keeping with the other features of the place. In various parts of the building are to be found the mail order rooms—themselves forming a good size jewelry store—work rooms, engravers' rooms, watch-makers' rooms, designers' rooms, plate printing rooms, stationery rooms, polishing rooms, while the presence of toilet rooms, individual lockers, and lunch rooms with inviting chairs and favorite magazines and books, would indicate that the comfort and convenience of the staff have not been lost sight of.

The stationery and leather goods department, a portion of which is shown in the accompanying illustration, is located to the left of the main entrance. Handsome showcases and cabinets, in which are shown all manner of dainty papeteries, programmes, invitations, cards, etc., brass and bronze goods, leather goods, etc., make this department most inviting to the shopper.

Editorial Note. A capital sketch of the business career of Mr. James Rylie, of Rylie Bros., Limited, will be found in the May number of The Busy Man's Magazine.

NEED OF WESTERN NEWS CO.

Editor Bookseller and Stationer,—I beg to trespass on your time for a few moments to present to your notice a subject of importance to western booksellers and newsdealers, and which I would like to see discussed in some future number of your valuable paper, namely, the establishing of a western news company. A few years ago no doubt the eastern news companies were quite capable of handling the western business. But times have changed, the west has grown, and is still growing at a tremendous pace, and it behooves the newsdealers of the west to keep in step with the advance. The east-

ern news companies are no longer able to do justice to the needs of the western newsdealers, and it is up to us to find some solution of the difficulty.

As conditions are at present, our parcels of magazines are often days late in reaching us, and occasionally lost in transit. With a western news company established at some central point—Winnipeg, Regina, or even as far west as Calgary—much of this would be avoided. Then, again, on account of special articles, there is often an extra large demand for some magazine, and the supply is sold out in a few days. As the dealers are so far from the source of supply it would take too long to re-order copies, and consequently a great deal of business is missed that newsdealers should have, and would have, if the source of supply was nearer and more central.

Surely the time is ripe for the establishment of a western news company. The west is growing rapidly, the centre of population in Canada is moving steadily westward, and before very many years Winnipeg will be the centre of population in Canada. Now is the time for western newsdealers to wake up and look after their own interests.

I would like to see this matter discussed in your columns at some early date, as it is a matter of vital interest to western dealers. It might be a good idea to get some expression of opinion in regard to this from the leading dealers in the west.

Before closing I wish to add a few words in appreciation of your corner on "Good Advertising." I consider these monthly talks one of the most valuable features of your interesting journal. They have helped me, and they will help all who will study them carefully.

Thanking you for your attention to this, and hoping to see a discussion of this matter at an early date, believe me,

Yours very truly,

W. J. STEPHENSON.



PICTURE POST CARDS



THE "OCEAN TO OCEAN" CARDS.

IN the array of popular picture post cards nothing has succeeded in finding a more rapid sale than the "Ocean to Ocean" series published by the well known firm of Warwick Bros. & Rutter, Limited. These beautiful scenic cards depict the wonderful beauty spots, the fertile plains, mountain heights, and Summer haunts of the tourist, besides illustrating the splendid business centres of commerce and manufacture, pretty parks and suburban retreats of Canada's rapidly growing cities and towns. The views are alike educational to the Canadian and a source of national pride, which can be sent abroad as a world-wide testimony of the greatness and possibilities opening up in this wonderful north-country of America. Each card in this series is most beautifully brought out in natural colors, realistic to a degree. Although each box of cards contains one hundred, there

as methodically as conditions permit, covering an area of 180 square feet. We carry in stock not less than \$5,000 worth of cards. A window display will not get the trade unless one has the stock behind it. Invariably collectors coming into the stores for two cards go away with \$1 worth. Our prices range from 5-cents a pair to 15 cents each.

How to systematize the card business is a problem the writer has grappled with for some time. A logical classification seems almost impracticable owing to the superabundance of production. We have a dozen of the largest size whirling racks, and a thousand card cases each with a capacity for 100 cards. These are spread over our tables and silent salesmen.

In each store we employ a lady clerk whose special duty it is to keep the cards properly systematized. This combined with intelligent tact we find has increased our



Specimen from the "Ocean to Ocean" Post Card Series. (Warwick Bros. and Rutter, Limited.)

are no two alike in the lot, and many new views have recently been added to this important series, which speaks much for the enterprise of the publishers, and comprises new views gathered from the Atlantic to the Pacific. No dealer should be without this attractive assortment of cards for the Summer season.

SOME IMPRESSIONS OF THE RETAIL TRADE.

By A. L. Merrill Toronto.

IN response to your request for impressions of the picture post card business, incident to counter sales of Canadian stationers, a few words may be in order. In our two Toronto stores the average weekly counter sales of post cards have exceeded \$150 since last June. Our window display consists of 1,000 cards arranged

daily sales, and we can readily understand how an indifferent clerk or dealer will complain of small sales.

Confident in the Future.

We have every confidence in the future possibilities of the card business. Cheap comics are rapidly becoming a thing of the past and we have decided to cut them out altogether. They appeal to a cheap class of customers who monopolize your time and space, generally making only a five cent purchase.

Cards which are a factor in education will flourish for years to come. Likewise there will always be a demand for reproductions of masterpieces, especially those which when framed take the place of oil paintings.

It is a psychological fact that when a habit is once uniformly established even the lapse of many years will not change that habit or custom.

PICTURE POST CARDS

FAMED FOR ARTISTIC MERIT

NEW SERIES Constantly added

The New Silver Print Cards

In a Picture Series of all the prominent Actors and Actresses of the day (in lots of 100 assorted).

The New Initial Letter Series

includes twenty-three letters of the alphabet, combined with an artistic statuesque figure foreground. (In lots of 100 assorted.)

The New Original Comic Series--No. 1

Consisting of twenty-three numbers, of a most pleasing kind. (In lots of 100 assorted.)

The Ocean to Ocean Series

Something you cannot do without, and which we have augmented with many new subjects, representative of Canada's scenic beauty from Ocean to Ocean.

Warwick Bros. & Rutter

LIMITED

Publishers of
PICTURE POST CARDS

:: ::

TORONTO

The habit of collecting cards is as firmly established as the habit of smoking, church-going or reading the newspapers.

It is a regrettable fact that the average stationer does not carry a sufficiently large assortment of high-class cards to impress and incite customers to make extensive purchases, and we are in doubt as to whether the impressions published in your last issue from one or two prominent dealers will have the necessary effect of a material increase in the volume of wholesale card business. One dealer almost gives the business a black eye by faint praise. He tells us he has given an order for 12,000 cards. Good. We have placed orders for 250,000 cards for the summer of 1906 and expect to double that in 1907. Another dealer sneers at the "phenomenal sales" he has heard of. We can assure him that such sales are the regular thing among those dealers who have the stock.

In conclusion may we ask all dealers to join us in maintaining the dignity of the card business if possible on a level with Great Britain and other lands across the

son. They come in twenty-three letters of the alphabet, each subject being an entirely different pose and effect.

CARDS FOR MEXICO.

A shipment of 60,000 cards was sent to Mexico recently by Warwick Bros. & Rutter, Limited, Toronto. The cards showed pictures of Mexican scenery and other Mexican views, and were made in Toronto. This speaks well for Canadian enterprise.

PEOPLE AND EVENTS.

THAT ever-popular knight of the grip, "Billy" Bell, embarked on a three months' trip to the west last week. He is carrying the line of the Musson Book Company this time and a remarkably fine showing it makes. During the greater part of March Mr. Bell was assisting Mr. C. J. Musson in the sample room at the King Edward in Toronto.



Specimen of Initial Letter Post Cards. (Warwick Bros. & Rutter, Limited.)

seas. Let us taboo every traveler who has the cheapest cards and welcome the man with the costly cards even at \$1 each. If we are ever to accomplish anything in the card trade we must educate the people to the value of the most costly and artistic reproductions.

These are some of my impressions after great expense of time and money and a trip of 10,000 miles to study the conditions of the trade.

INITIAL LETTER CARDS.

INITIAL letter post cards are a new feature with Warwick Bros. & Rutter, Limited, Toronto, and are reproduced in brown and white. Each card has an artistic initial of large dimensions in the rear, with a beautiful, statuesque figure in the foreground, artistically posed, giving a most pleasing effect. The cards are beautifully toned down in shaded effect, and immediately attract the attention. Beyond question this series will have a strong hold on the public during the coming sea-

Mr. T. J. Briggs has opened a wall paper store in the Williams block, Bridgeburg.

Mr. B. W. Garner is now in charge of the stationery department in O. H. Garner's store in Welland.

Mr. I. A. Kirouac, of Pruneau & Kirouac, stationers, Quebec, visited the New York market the last week in March.

Mr. Albert Brown, of Brown Bros., Toronto, visited New York and Atlantic City last month. His wife accompanied him.

Mr. W. J. C. Wilson, vice-president of O. B. Stanton & Co., Yonge street, Toronto, spent a few days in New York City last month.

The engagement of Mr. David S. Gillies, secretary-treasurer of Buntin, Gillies & Co., Limited, Hamilton, to Miss May McGiverin has been announced.

Mr. W. R. Davis, who has represented the Consolidated Stationery Co. of Winnipeg for some time, has gone into the wholesale stationery business in Vancouver.

ONLY FOR WHOLESALE DEALERS

Post Card Albums

Largest Selection (choice) of the Latest Designs, at all prices.
Sample Consignment, consisting of 20 different Albums . . . \$4.00

Post Card Frames

50 Modern Designs in different styles.
Sample Consignment, consisting of 50 different Frames . . . \$1.20

Photo. Mounts

400 Designs of the Latest Style, which have not been offered in such variety and excellence by any other firm.
Sample Consignment . . . \$4.00

Catalogue free upon application. If a larger order is given upon receipt of samples, half the amount which has been paid for the samples will be credited.

Apply at once to the

Leipziger Buchbinderei-Aktiengesellschaft

(FORMERLY GUSTAV FRITSCHKE)
 LEIPZIG . . . GERMANY.

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White

Our Colored Cards

STAND ALONE

MONTREAL TORONTO QUEBEC
 OTTAWA HISTORIC SPORTING
 FISHING HUNTING
 NORTHWEST SCENES

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

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.

GUN METAL POST CARD UNIT HOLDERS



Each metal unit holds 30 cards. Can be used separately or in groups. Made to attach to each other, to display as a hanger or stand as an easel. Permit of most effective displays on counters, walls, rods, show cases. Made of our famous gun metal.

\$5.00 PER HUNDRED
 ORDER AT ONCE.


Ask for our Catalogue, which shows complete line of post card display racks.

S. Heineman, Pres **GREAT WESTERN FIXTURE WORKS**
 C. B. Morrow, Sec.-Treas. 195-B 5th Ave., Chicago, Ill.

500 Funny Post Cards

and this Metal Display Stand for . . .

\$5.00



This offer is made to introduce this new Counter and Wall Rack, which holds 500 Post Cards.

The Post Cards given with this Rack are the Famous A. H. Lane, three colored cards, 50 subjects, which retail

2 for 5 Cents

The Post Card business will be very large this year so get in line

Alfred Holzman

Publisher and Importer of Post Cards, Post Card Albums.
 CHICAGO, - - ILLINOIS



THE TELEPHONE

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

LONG DISTANCE TELEPHONE SERVICE

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

THE BELL TELEPHONE COMPANY OF CANADA

Georg Geier & Garke

ART PRINTERS AND PUBLISHERS
NUERNBERG (BAVARIA)

Esquisite Novelties of

SUN AND MOONSHINE CARDS
REPRODUCTIONS OF GREAT PAINTERS
NATURE AND ART CARDS
ANGEL AND RELIGIOUS CARDS
BRILLIANT CARDS

Cards with English wording can be had if desired.

Full sample assortment can be had by remitting \$3.00.

Souvenir Cards

New arrivals constantly. It will pay to handle a choice assortment. The more you spend—the bigger variety. Prices \$1 to \$100 up. Fancy, Glossy, Handpainted and Artistic Cards, \$2 to \$10 a 100. Job Mixture, \$6 a 1,000, 75c. a 100.

Easter Cards

\$1.50 a 100, and \$5, \$10 \$15 and \$20 a 100. Finest variety in the Dominion.

COMICS—50c., 60c., 75c., \$1 and \$1.50 a 100.

FLYING BUTTERFLY—Great seller—\$7.50 a 100, \$1.10 a doz.

TAG POSTALS—\$2 a 100, Leather, \$40 a 100.

W. R. ADAMS - - 481 YONCE ST., TORONTO
PHONE MAIN 953.

PICTURE POST CARDS

BIENAIMÉ & DUPONT
COLLOTYPE PRINTERS

PRICE AND SPECIMENS FREE BY POST.

REIMS (France)

We offer for this month only

Our Special Bathing Girl Series, \$1.50 per 100 Actor Series, set with stories, \$5.00 per 100
Galce Colored N. P. G., \$4.00 per 100 Comic Series with blow-up openings, 3.75 per 100
Quantities in these Cards limited. Write at once.

THE EUROPEAN POST CARD CO.,
145 St. James Street, Montreal

Pictorial Post Cards

from Customers' own photographs—
printed plain or colored by recently improved processes.

**Exquisite Results
Moderate Quantities
Prompt Execution
Reasonable Prices**

Cards printed by us get the benefit of the rebate of duty allowed on goods of British manufacture.

Samples and Prices from

G. W. WILSON & CO.

Established Over 50 Years

2 St. Swithin Street, Aberdeen
Scotland

W. G. MacFarlane, | POST CARDS | 72 Bay St., Toronto

Headquarters for Souvenir Post Cards and View Books

Largest line of Stock Cards comprising CANADIAN SCENERY, COMICS, FANCY, REAL PHOTOS, MISCELLANEOUS and LEATHER CARDS constantly on hand.

Canadian Views finished in ColloTYPE, NaturoTYPE, Autochrome, etc. All the latest scenes and beautiful new scenes coming in all the time.

Canadian Scenes, real photo, hand colored. These subjects are selected with the utmost care, covering about one hundred of the very finest scenic features of Canada, at \$4.50 per hundred.

Real Photos of the most popular Actresses, beautifully hand colored, jewelled, cameo, sequin'd, from \$1.50 up to \$10.00 per hundred.

Stewart & Woolf Fancy Cards, Fancy Figures, Beautiful Floral Designs, Pets, Landscapes, etc., at 9c. per packet of six cards.

Ramforth Life Model Portraits, Songs, Hymns and Comics. Every subject printed direct from life model originals, with notices or verses, songs, etc., at \$3.50 per hundred.

A good assortment of Comic Post Cards of all kinds, from 50c. a hundred up.

The Scottish Clans, illustrating the whole of the Scottish Clans, Clanswomen of Scotland and Historic Scottish Clans, 10c. per packet.

Valentine's Celebrated Fancy line, at special prices.
Multiple Post Cards—the newest and best post card novelty on the market.

We have a very large shipment of new lines on the way, as well as ~~new~~ **new** Post Cards, reproductions of the world's best art. This is, without exception, the very finest line of post cards that is produced, being the top notch of perfection in lithographic printing.

Transparent Comics—a mirth provoking line.
Hand Colored Alphabet, and Baby Farm Series.
We also have a good assortment of Post Card Racks always in stock.

Our stock of Post Card Albums is large and well assorted. It is not too late to order Contract Editions of View Cards from your own photos, if sent at once.

WRITE FOR OUR FIFTY-PAGE CATALOGUE

GENERAL ASSORTMENTS.

NOW is the time for dealers to look into the matter of general assortments of stock lines of view post cards, fancy comics, real photos, etc., and make sure they have enough ordered for Summer trade. W. G. MacFarlane, 72 Bay street, Toronto, is well equipped now with stock of this nature. He has a large assortment of various lines of stock now in warehouse, and there are large shipments on the way, and dealers may rest assured of having their orders attended to in almost anything in the line of view post cards of Canada, also fancy and comic cards of various natures.

Canadian views, assorted, of all parts of Canada will be a big selling line this year all over Canada, and dealers in every town can sell interesting subjects of the whole country, not only to collectors, but tourists. Mr. MacFarlane is making a specialty of his all-Canada line, covering about 200 of the big selling subjects in Canadian architecture and scenery, the cards being executed in the very best imported collotype and auto-chrome work. He also has an assortment of real photo cards of Canada, beautifully hand-colored.

Dealers who have not ordered editions of multiple post cards for their town, should make inquiries at once. This is one of the greatest novelties on the market in the post card line. It is not too late yet to order contract editions from the dealer's own photos. Editions of collotype cards can be turned out in eight weeks; editions of colored collotype can be turned out in same time.

The old-established Lyman D. Morse Advertising Agency, of New York, has recently altered its designation to the Morse International Agency, and will remove to new and larger offices in the Revillon Building, at 19 West 34th street, on May 1. The personnel of the agency has not been changed nor the policy affected.

A SNAP OPPORTUNITY, FLOURISHING STATIONERY BUSINESS FOR SALE

The Quebec News Company, doing a retail cash business of \$13000 per annum, with only \$1500 expenses can be bought for \$4000 cash. Stock in A1 condition, no odd shelf goods, location unsurpassed in most desirable block in Quebec city. Books open to inspection. Good reason for selling out given on application.

Business can easily be increased to \$21,000. Address for further particulars to

FRANK CARREL,

DAILY TELEGRAPH, QUEBEC

N.B. - Business shows over 50 per cent. increase for every year since established

The Belleville Business College, Limited

Business firms get the best results by applying to us 10 days before vacancies occur in their employ.

See Catalogue pages 21, 27, 33, 41.

J. A. Tousaw } BELLEVILLE, { J. Frith Jeffers, M.A.
Secretary. } ONTARIO { President.

WE HAVE EVERY FACILITY TO TRANSACT
YOUR BANKING BUSINESS
AND INVITE YOUR ACCOUNT

THE METROPOLITAN BANK.

CAPITAL PAID UP. - - \$1,000,000
RESERVE FUND, - - 1,000,000.

SAVINGS DEPARTMENT at all branches.

Interest allowed on deposits of
one dollar and upwards

Picture Post Cards Again!

Royalty and Stage Celebrities-- Retail, 25¢ each.
Embossed, Jewelled and Spangled } Wholesale, \$1.50 per dozen.
Railway Trains, Steamers, Buildings, } Retail, 10¢ each.
Bridges, etc.—Embossed and Tinselled } Wholesale, \$3.50 per 100.

Tuoh's Packages—Unlimited variety, very choice } \$1.50 per dozen pkgs.

Toronto, New York, Chicago, Philadelphia, } \$1.00, \$1.50 and \$3.00 per
Boston, London, Paris, Berlin, etc. } 100.

Comic Cards in Glossy finish - - } \$12.00 per 1000
} \$1.50 per 100

Comic Cards, Colored—\$1.00 per 100 or \$7.00 per 1000

Sample 100 of all kinds, \$1.50

Positively the only Canadian House running a complete line of High-class Cards. No trash. Only cards of quality.

C. R. PARISH & CO., 304 Yonge Street. **TORONTO**
PHONE M. 6128

Your Store Signs

Your store and windows are the most important part of the advertising problem. They furnish reading for the people passing by. All other advertising gets people at a distance and if it interests them enough to come out of their way to buy in your store, how much more will sign advertising attract them on the spot? Why not let us quote you for signs, show cards, and price tickets?

We have the best factory in Canada, devoted entirely to making of art signs.

The Martel-Stewart Co., Limited
Montreal, Canada



EASY SELLING

We have created the demand for Berliner Gramophones and Victor Talking Machines and Records, and all our efforts are constantly bent on increasing it.

1st. By making the finest instruments that skilled workmanship and the highest grade materials can produce.

2nd. By supplying the very records people want.

3rd. By advertising to the buying public liberally and continuously.

All these efforts help YOU: make selling easy for YOU, and make money for YOU—if you are ready to do your part.

LET IT BE KNOWN IN YOUR TOWN

that you have a complete stock of Berliner Gramophones and Victor Talking Machines and Records.

Do a little local advertising; distribute circulars; make an attractive window display to tell people where to buy the Berliner and Victor goods.

All that you will need to do then is to supply the demand.

Send for April list of records and terms to the trade.

The Berliner Gram-o-phon Co. of Canada, Limited
2315 St. Catherine St., MONTREAL.
Toronto Winnipeg Vancouver

OUR PORTRAIT GALLERY.

A NEW PARTNERSHIP.

By the admission of his son, John Bevan Hay, into partnership with him, Mr. M. G. Hay, the St. Thomas bookseller, has not only rewarded a capable and energetic employe, but has materially strengthened his business as well. The new firm of M. G. Hay & Son will undoubtedly continue to develop the business which Mr. Hay, Sr., has so skillfully built up in the four years since he purchased it from W. H. Murch.

Mr. M. G. Hay started business a good many years ago in Ridgeway, and after he had conducted it successfully for several years, he sold out to become collector of customs. In 1902 he resigned this post, came to St. Thomas and purchased the Murch business. With his characteristic push Mr. Hay immediately set about reno-



J. B. Hay

vating the store, putting in modern show windows and improving the interior arrangements. At the same time he gradually cleaned out the old stock and began to specialize on those lines which to-day make his store one of the best in Western Ontario.

Mr. J. B. Hay, prior to entering his father's store, had a serviceable training in the Molsons Bank branch at Kingsville. He is very popular in St. Thomas—a fact which should stand him in good stead in a business way. The active management of the business will gradually devolve upon him.

M. G. Hay & Son carry a splendid stock of books. They also specialize a high-grade stationery, and Mr. Hay, Sr., devotes considerable attention to the wall paper department, which has grown to be an important adjunct to the main business.

THOMAS E. MENZIES.

AMONG the younger men in the stationery trade to-day, Thomas E. Menzies, manager of Menzies & Company, Toronto, is regarded as one of the most aggressive and successful. He is a Torontonian by birth and has always lived in Toronto. Starting in the station-

ery business as a youth, he got a thorough grounding in the elements of the trade and when five years ago he entered into partnership with T. E. Knowlton, as Knowlton & Menzies, he was able to launch a business which has



M. G. Hay

since, under his guidance, developed into a profitable concern. Menzies & Company was formed four years ago on the dissolution of partnership of Messrs. Knowlton & Menzies.

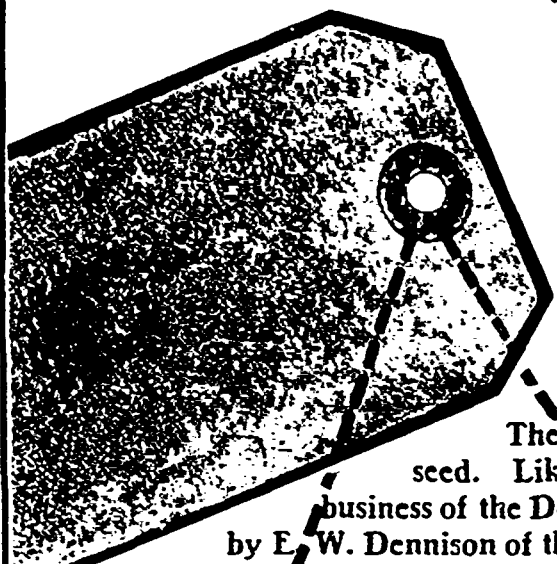
The main agency held by Menzies & Company is that of E. W. Savory & Co., the fine art manufacturers of England. They have specialized in these goods and particularly in the item of private Christmas greeting cards, have built up a big business. Other agencies held by



Thomas E. Menzies

Menzies & Company are for Lyons' inks and Lyons' glue, Dorendoff & Co.'s Xmas card blanks and fancy folders, etc., and Perry's pens, while they have also done a jobbing business on commission for several English manufacturers of fancy leather goods, brass goods, etc.

The Acorn *and* The Oak



The biggest trees in the world grow from the smallest seed. Likewise from a small beginning has grown the great business of the Dennison Manufacturing Company. The invention by E. W. Dennison of the paper eyelet made the shipping tag practicable. The development of the tag business by Dennison methods made possible an industry that has brought millions of dollars to the stationers of America.

And so it was with the creation and expansion of the Dennison Crepe Paper idea; of Dennison's Crepe Napkins and Table Decorations; of Dennison's Passe-Partout Binding; of a thousand things that Dennison has devised and developed to make NEW business for the dealer. Now Dennison is making MORE business for the dealer by an advertising campaign on large and unique lines, the leading magazines of the country being used.

Will you benefit by it? There is room for you in the shade of this great tree. There is always room for more and more because the tree is ever growing.

We welcome your correspondence and inquiries. Let us tell you in detail what we are doing to increase the growth of YOUR business. Let us send you for careful distribution a supply of our educational books. They make more business wherever they go.

Ask us about our souvenir-postal-card plan for turning the local trade your way. It's interesting!

Dennison Manufacturing Company
The Tag Makers

BOSTON, 26 Franklin St.

CHICAGO, 128 Franklin St.

NEW YORK, 15 John St.

MONTREAL, Coriatine Building.

PHILADELPHIA, 1007 Chestnut St.

ST. LOUIS, 413 North Fourth St.

MANUFACTURING PLANT AT SOUTH FRAMINGHAM, MASS.



THE LATE W. MACPHERSON.

A FAMILIAR figure in the Canadian stationery trade passed away on February 19 in the person of Mr. W. Macpherson, of Toronto, Canadian resident agent for several of the large English manufacturing stationers and publishers. Mr. Macpherson was born in Inverness, Scotland, and learned the stationery business in that place, later entering the employ of the great Glasgow house of William Collins, Sons & Co., where he served in the export department under Mr. M. Riddell, now a member of the firm of Hart & Riddell, Toronto.

In due time he was given charge of the Canadian route for his firm, and for some ten years he visited Canada annually. It was about the time the Marquis of Lansdowne was the Queen's representative at Ottawa and, because of a somewhat remarkable resemblance to that nobleman, Mr. Macpherson received the nick-name of "The Markiss."

At the expiration of ten years Mr. Macpherson settled down in Toronto as resident agent for William Collins, retaining the position for several years. It was then that the western fever seized him, and he set out



The late W. Macpherson

for Winnipeg, starting in business there for himself. But he soon had enough of the west and returned to Toronto, to again take up agency work. He first formed a connection with Thos. De La Rue & Co., of London, and later with McCaw, Stevenson & Orr, of Belfast (successors to Marcus Ward & Co.), adding from time to time C. J. Clay & Sons, London, Eyre & Spottiswoode, John S. Downing, Hyde & Co., Chapman & Hall, etc.

His work carried him from Newfoundland to Vancouver every year, he being absent from January to August. Everywhere he was well-known and well-liked, and this year his many friends all over the country will miss his accustomed visit.

A fire in the wholesale stationery warehouse of Grand & Toy, corner of Wellington and Jordan streets, Toronto, on the evening of March 15, damaged the entire stock and caused a loss of \$50,000. Insurance for \$42,000 covered a good portion of the loss. The warehouse was rapidly repaired and was re-opened for business on March 26.

ITEMS OF INTEREST

THE factory of the Canadian Oliver Typewriter Company, Montreal, was partially destroyed by fire last month. Repairs were rapidly made and new machines can now be supplied.

R. L. McKay, druggist and stationer, Stoughton, Man., is dead.

Susan Anderson, fancy goods dealer, Guelph, is selling out her stock by auction.

G. S. Borrowman, druggist and stationer, Leamington, has removed to Guelph.

E. F. Bishop & Co., Vancouver, dealers in wall paper, are going out of business.

E. J. Wood, stationer and fancy goods dealer, Tilsonburg, is offering to compromise with his creditors.

C. R. Stevens has opened a book and stationery store near the corner of Sparks and Bank street, Ottawa.

Harper & Bro., the New York publishers, have increased their capital stock from \$2,000,000 to \$3,000,000.

The Electro Tint Engraving Company, 1227-1229 Race street, Philadelphia, send out catalogues showing samples of their color work, duplicate plates of which are for sale. The subjects cover a wide range of interest.

To more adequately meet the wants of their Canadian business, the Dennison Mfg. Co., with Canadian headquarters at 121 Coristine Building, Montreal, are removing to more commodious premises at 101, in the same building, where, for the convenience of their customers, a complete stock of crepe papers will be carried.

For season 1906, C. F. Rump & Sons, Philadelphia, have sent out a small catalogue of their fine leather goods. A great many articles, particularly interesting to men, are shown in elaborate half-tone illustrations. The Rump stock is a most attractive one, including not only products of their own factory but a great many imported specialties.

An interesting calendar has been issued by N. K. Luxton, manager of the Taxidermy Store at Banff, Alta. It bears pictures of eleven animals' heads mounted, illustrating the class of work done in the store. The Taxidermy Store also deals in all kinds of curios and souvenirs of the Canadian Northwest. A card to Mr. Luxton will bring one of these calendars to any applicant.

The same artistic taste which has made previous catalogues of the Premo camera so attractive is again noticeable in the new 1906 catalogue. The cover design depicts a white-gowned girl sitting on a piece of rock in the foreground of a pretty natural scene. The catalogue supplies full information about the various styles of Premo cameras and outfits, with numerous illustrations.

The offices of the Macmillan Company, of Canada, on the first floor of the Clarendon Building, Richmond street, Toronto, are now inhabited by Manager Wise and his staff. They have been tastily finished in dark-stained wood and dark green paper, with office furniture and rugs to match. The well-filled bookshelves are a delight to the booklover, and Mr. Wise assures the patrons of the company that they will always be welcome to drop in and browse among the literary treasures.

A corporation to be known as Rohde & Haskins Co. has been formed to take over the stock, fixtures, lease and good-will of the firm of Rohde & Haskins, 16 Cortlandt street, New York. The old firm was founded by Mr. Rohde in 1886; Rohde & Haskins was formed in 1898. The new corporation has as its president L. C. Lathrop, Wm. Rohde is vice-president and general manager, and H. S. Haskins secretary and treasurer.

Announcement is made from New York of the merging of the publishing houses of Herbert S. Stone & Company, Chicago, and Fox, Duffield & Company, of New York. The New York firm has purchased the entire good will, assets, plates, sheets and publishing plant of the Stone Company, whose publications will henceforward be catalogued in the Fox, Duffield list. "The House Beautiful," edited by Herbert S. Stone, will be directed, as heretofore, in Chicago.

BEAUTY OF NEW DESIGNS.

SUCH is the excellence of the new lines of Spring wall papers of domestic manufacture that many merchants are drawing attention to the fact by ticketing their window displays with the familiar motto, "Made in Canada." Indeed, the T. Eaton Company went one better in their Toronto windows last week and boldly challenged comparison by showing Canadian-made and imported goods side by side, each ticketed as such.

You often hear the remark, "There is no sentiment in business," and when choice lies between a superior and inferior article sentiment will not go for much. When values are equal I believe that the average customer will only be too glad to give preference to Canadian-made goods.

Wall Paper

Special Designs and Colorings

FOR Churches and Lodge Rooms

For Churches

An effective and suitable Wall Paper, especially designed in a decorative fleur-de-lis pattern in rich, chaste colorings. Prepaid samples on application.

For Masons

For Knights of Pythias

For Odd Fellows

Special and separate designs for lodge rooms, introducing the mystic symbols of each of the three fraternities mentioned above. In four rich shades—blue, green, red and brown. Samples prepaid if you write for them.

TRADE ONLY SUPPLIED

STAUNTONS LIMITED
of Toronto, Ont.

WESTERN Incorporated 1851
ASSURANCE COMPANY.

FIRE AND MARINE

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

HON. GEO. A. COX, President.

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

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, \$850,000.00.

TOTAL ASSETS, \$2,119,347.89.

LOSSES PAID SINCE ORGANIZATION, \$27,383,068.64.

HEAD OFFICE, - BRITISH AMERICA BUILDING,

Cor. Front and Scott Sts., Toronto.

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

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

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

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

Confederation Life ASSOCIATION

W. H. BEATTY, President.

W. O. MACDONALD,

ACTUARY.

J. K. MACDONALD,

MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

GOOD ADVERTISING

The Editor of this Department will Answer Questions on Advertising and will Criticize Advertisements which may be Submitted to Him.

THE NEED FOR GOOD COMPOSITION.

By Arthur Conrad

RECENTLY a writer in this department let fall some words of wisdom about the power of the small advertisement. Few, indeed, after reading his article, would deny that he had made out an excellent case for the small advertisement. But his argument was based on a condition, which does not always prevail. That is, he assumed that the small advertisement was well written and well set.

IF YOU HAVE EVER READ
"Graustark" or
"Beverly of Graustark"
You Will Surely Want to Read
G. B. McCutcheon's Latest Romance
"NEDRA"

The story is based on the experiences of a runaway couple. From an amusing opening it passes on through a soul-stirring tragedy to a joyful closing. Illustrated, Cloth \$1.25

OTHER NEW BOOKS WE HAVE JUST RECEIVED ARE:

"Captains All," by W. W. Jacobs, cloth\$1.50
"Starvecrow Farm," by Stanley J. Weyman, cloth	.81.50
"The House of Mirth," by Edith Wharton, cloth\$1.25

Do You Make it a Point to See Our Weekly Window Displays? BY

ADDRESS HERE

First Prize Book Advertisement.

Passing over the wording of an advertisement for the present, allow me to refer to the composition of the advertisement, by which I mean the putting of the words into type. Composition can spoil the best-written advertisement, and that is why it is important to consider composition first. If a printer can set up a good-looking advertisement from poor copy he can usually be depended on to make a strong ad from good copy.

In order that an advertisement should be powerful, it is essential that the right words should be emphasized or displayed. There are so many advertisements in the average newspaper and they are crowded so closely together that only those which display some striking word or phrase will appeal to the great mass of readers. The advertiser knows the words he wants displayed. The printer cannot be expected to know unless he is told. It follows that the advertiser should indicate the word he desires to have emphasized, and should see to it that the printer follows his instructions.

In order to illustrate just how much good composition helps an advertisement, I am reproducing on this page the first and second prize advertisements in a recent ad setting competition held by The Canadian Printer and Publisher. It happens that a popular novel was the object to be advertised, which makes the illustration much more instructive to readers of Bookseller and Stationer.

The competitor who set the first prize advertisement

has made a correct choice of the words to be displayed. He has noted that "Nedra" is the central word—the keynote of the advertisement—and he has accordingly given it a strong central position. He has gone farther and has observed that the sale of "Nedra" is going to depend largely on the popularity of the author's earlier books, "Graustark" and "Beverly of Graustark." He has, therefore, given a secondary display to these names and has connected the three by a few well-chosen lines of display type. Having accomplished this he felt that he has succeeded in emphasizing the real point of the advertisement and he proceeds to set the description of the book in ordinary type.

The second prize advertisement, it will be observed, differs slightly in the words selected for display. The emphasis is laid entirely on the book itself, while the compositor endeavors to whet the reader's appetite by displaying the expression, "You will surely want to read." The placing of the cut, illustrating the book's cover, is such as to make it stand out clearly among the neighboring advertisements.

While speaking of this ad-setting competition, allow me to refer to one point, and that is the use of the illustration. Glance for a moment at the two prize advertisements and imagine how much their value would be diminished if the cuts were not there. The cover picture lends character to the advertisement; it stamps it as essentially a book advertisement.

There is no reason why any bookseller's advertisement should not have a similar illustration. Publishers are usually only too pleased to supply cuts to their

If you have ever read "Beverly of Graustark," or "Graustark"

You Will Surely Want to Read
G. B. MCCUTCHEON'S
Latest Romance
"NEDRA."

The story is based on the experiences of a runaway couple. From an amusing opening it passes on through a soul-stirring tragedy to a joyful closing.

Illustrated, Cloth, \$1.25.

OTHER NEW BOOKS we have just received are "Captains All," by W. W. Jacobs, cloth, \$1.50, "Starvecrow Farm," by Stanley J. Weyman, cloth, \$1.50, and "The House of Mirth," by Edith Wharton, cloth \$1.25

Do You Make it a Point to See Our Weekly Window Displays?

Second Prize Book Advertisement

patrons. I would advise every dealer to experiment in this direction and see if they cannot improve the appearance of their advertisements.

If readers of this page will consider how much this proper display means in the composition of the advertisement they will then have learned the lesson which I have endeavored to teach in these few words.

THE WAVERLEY
SERIES OF PENS

Imported by all the Leading Stationers
 They come as a Boon and a Blessing to Men.
 The Pickwick, the Owl and the Waverley Pen.


Dealers make money in stocking the "Boons and Blessings." They are popular Pens throughout Canada. They are advertised and they are asked for. They are irreplaceable in quality and give satisfaction to customers. They are asked for again and again.

We make pens to suit every hand—turned-up, turned-down, indented, oblique, square and round points.
 Sample Cards and Trade Price Lists sent by return mail.

MacNiven & Cameron, Limited
 Waverley Works, EDINBURGH

"ROB ROY"
PENS

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



Registered

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 33 years and upwards (prior to Sept., 1901), manufactured for and supplied to the Proprietors thereof.

HINKS, WELLS & Co., Birmingham, Eng.

FINE LEATHER GOODS



MANICURE SETS

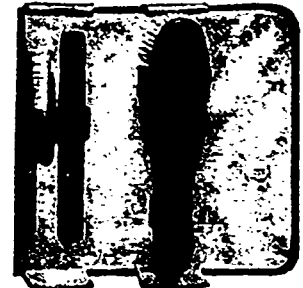
Hand Bags, Writing Cases,
 Cigar Cases, Desk Sets,
 Music Rolls, Etc., Etc.

MANUFACTURED BY _____

 **C. F. RUMPP & SONS** Established 1850
PHILADELPHIA, U.S.A.

NEW YORK SALESROOM,
 653 and 655 BROADWAY.

CHICAGO SALESROOM
 35 RANFOLPH ST.



DRESSING CASES



BASEBALL SUPPLIES

BASEBALLS,
BASEBALL BATS,
BASEBALL MITTS,
BASEBALL GLOVES,
BASEBALL MASKS,
BASEBALL PLATES,

AT VERY SPECIAL PRICES

We are offering some **SPECIAL DISCOUNTS** on the higher priced lines.

The Kelk-Sutcliffe Co.
 76 York St. below King TORONTO

HIGGINS' OFFICE PASTE

A PURE, opalescent, white paste, semi-fluid, or midway between a fluid mucilage and a non-fluid or setpaste. It spreads with great ease and smoothness, catches quickly, dries readily, has great adhesive power, and does not warp the paper. Very popular for general office or home use. The brush-holding device (our own patent) forms an attractive method of holding the brush for display. In use, the brush is withdrawn, the inner disk or lining of the cap removed, and the brush passed up vertically through the cap. In this position it can be adjusted to any desired height with reference to contents, thus always insuring the proper quantity of paste on the brush. It is a splendid general paste, put up in a novel, practical and beautiful manner.



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.

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during March, 1906.

Double Trouble, March and Two-Step. By Albert Gaudin. Soap-Suds. Two-Step. By Irene M. Giblin. Jerome H. Renick & Co., Detroit.

Printing at Banff. Photo. Byron Harmon, Banff, Alberta.

The Long Arm. By Samuel M. Gardenhire. Book. Poole Publishing Co., Limited, Toronto.

Simplex Chord Instructor for Piano and Organ. Chart. T. W. Wallace, Toronto.

The Protection of Vertical Openings and Other Fire Hazards. By John B. Laidlaw. Book. John B. Laidlaw, Toronto.

Christ Our Passover. Easter Anthem. By Will C. Macfarlane. O How Amiable are Thy Dwellings. Anthem. By E. H. Thorne. The John Church Co., Cincinnati Ohio.

Municipal Accounting and Auditing. By F. H. Macpherson, F.C.A. Book. Frank H. Macpherson, Windsor.

The Territories Law Reports. Volume V, and Volume II. Edited by N. D. Beck, K.C., Edmonton. 1893-1897. The Law Society of the Northwest Territories, Regina.

Western Law Reporter (Canada) and Index-Digest. Volume II. Edited by E. B. Brown. August-December, 1905. Book. The Carswell Co., Limited, Toronto.

The Wonder Book. By Nathaniel Hawthorne. Edited with Notes by John C. Saul, M.A. Morang & Co., Limited, Toronto.

A Uniform Patent Act for the British Empire. By Frederick B. Fetherstonhaugh, M.E. Book. Frederick B. Fetherstonhaugh, Toronto.

On the Firing Line. March and Two-Step. By Louis L. Comstock. Sun-Flower. Three-Step. By F. H. Losey. Op. 203. The 74th Regiment Band March. For piano. By F. H. Losey. Op. 202. Vandersloot Music Publishing Co., Williamsport, Pennsylvania.

Night Song. For Piano. Tone Poem No. 3. By Lily T. Strickland. The Wanderer. For piano. Tone Poem No. 2. By Lily T. Strickland. The Shepherd Boy. For Piano. Tone Poem No. 1. Pastorale. By Lily T. Strickland. The John Church Co., Cincinnati, Ohio.

Theorie de la Musique et du Solfege. Livre. Rev. Soeurs de la Congregation de Notre Dame, Montreal.

Code of Building Laws. Code des Lois du Batiment. Par Alcide Chausse. Livre. Alcide Chausse, Montreal.

The Spherical Bacteria Cell, the Constructor of the Earth and Her Life. By Clara E. Speight-Humberstone. Book. Clara E. Speight-Humberstone, Newton Brook, Ont.

Method de Stenographie Ehe. Par W. Elie. Livre. William Ehe, Montreal.

My Ideal. For Piano. By W. H. Hodgins, Toronto.

A Hazy Moon, xLifting of the Clouds, A Cloudy Night, Break of Day, Becalmed, Waiting, Drifting, Entrance to Pictou Harbor. Photos. William M. Munro. Pictou, Nova Scotia.

The Kingdom of Kinkapoo. By Marie Warman. Book. Marie Warman, London.

Each Day. Song. By Will C. Macfarlane. The Mouth of March. Song. Words by Louise Chandler Moulton. Music by Will C. Macfarlane. Shadows. Song. Words by E. R. Foreman. Music by Perley Dunn Aldrich. My Joy of You. Song. Words by Carlton C. Fowler. Music by Florence Newell Barbour. The John Church Co., Cincinnati, Ohio.

Traveling. Son. Words by James Devins. Music by George Botsford. Jerome H. Renick & Co., New York.

Starlight. March Song. Words by Edward Madden. Music by Theodore Morse. Just a Little Rocking Chair and You. Song. Words by Bert Fitzgibbon and Jack Drislane. Music by Theodore Morse. College Life. March and Two-Step. Text by Jack Drislane. Music by Henry Frantzen. F. B. Haviland Publishing Co., incorporated, New York.

Captain J. E. Bernier's Plan for the Conquest of the Pole. Book and map. Captain J. E. Bernier, Montreal.

The Driveway. Muskoka Cottage Sanatorium; Muskoka Cottage Sanatorium and Cottages. Photos. Herbert William Calliehan, Gravenhurst.

Roman Catholic Buildings, Thetford Mines. L'Incendie de l'Eglise Catholique de Thetford. Mosaique. J. E. Gilchrist, Thetford Mines, Que.

Les Diamants de Kruger. Par Gaston Morelles. Livre. Z. Paquet, Quebec.

Narrative Poems. Edited with Notes. By John C. Saul, M.A. Book. Morang & Co., Limited, Toronto.

The Empire Club Speeches: Being Addresses Delivered before the Empire Club of Canada during its Session of 1904-05. Edited by J. Castell Hopkins, E.S.S. Book. The Empire Club of Canada, Toronto.

Park Club Toboggan Slide. Montreal. Photo. Thos. J. Lundrigan, Montreal.

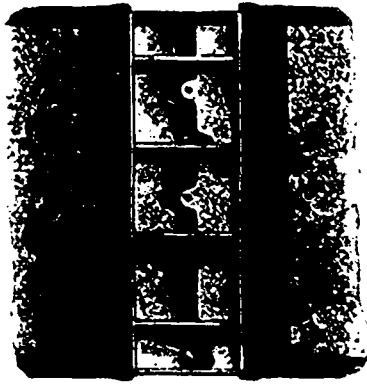
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The Violin. Volume I. No. 1. March, 1906. Edwin R. Parkhurst, Toronto.

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veantes pour la Saison 1905-1906. Photo. Papres et Laverigne, Montreal.

Appendix to the Annual Financial Review, March, 1906. Book. W. R. Houston, Toronto.

A New and Complete Harmony of the Gospel of Jesus Christ. By Rev. John H. Ruttan. Book. Rev. John H. Ruttan. Portage la Prairie, Manitoba.

Champlain's Ship. Painting. By John C. Miles, St. John, New Brunswick.

Brantford City Directory, 1906. Union Publishing Co., Ingersoll.

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CANADIAN SUMMARY.

	Points.
1. "The House of Mirth," by Edith Wharton	42
2. "Karl Grier," by Louis Tracy	41
3. "Barbara Winslow," by Elizabeth Ellis	37
4. "The Conquest of Canaan," by Booth Tarkington	33
5. "The Idlers," by Morley Roberts	28
6. "The House of One Thousand Candles," by M. Nicholson	24

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INDEX TO ADVERTISERS.

	PAGE		PAGE		PAGE
Accountants and Auditors	47	Faber, A. W.	6	Mittag & Volger	outside back cover
Adams, W. R.	36	Fancy Goods Co., Limited	inside back cover	Morton, Phillips & Co.	47
Bell Telephone Co.	57	GAGE, W. J., & Co.	8	Musson Book Co.	15
Belleville Business College	37	Gatchell & Manning	2	Parish, C. R., & Co.	36
Berliner Gram-o-phone Co.	37	Geier, Geo., & Garke	36	Payson's Indelible Ink	47
Bienaime & Dupont	36	Great Western Fixture Works, Inc.	35	Picture Post Card Co.	35
Brandauer, C., & Co.	6	Heath's Pens.	7	Rumpff, C. F., & Sons	43
Briggs, William	19	Higgins, Chas. M., & Co.	43	Sheppard, C. E., Co.	45
British-America Assurance Co.	41	Hinks, Wells & Co.	43	Smart Mfg. Co.	7
Brown Bros., Limited	2	Holzman, Alfred	35	Spencerian Steel Pens	47
Buntin, Gillies & Co.	outside back cover	Hotel Directory	47	Stauntons Limited	41
Canadian Ink Co.	7	Kelk-Sutcliffe Co.	43	Tuck, Raphael, & Sons Co.	1
Canadian Press Clipping Bureau	45	Legal Cards	47	Union Card and Paper Co.	1
Carrell, Frank	37	Leipziger Buckbinderei-Aktiengesellschaft	35	U. S. Playing Card Co.	29
Carter's Ink Co.	1	Librairie Beauchemin, Limited	6	United States Novelty Co.	30
Coles National Mfg. Co.	29	McCaw, Steven-on & Orr	7	Warwick Bros. & Rutter	inside front cover, 25, 33, 47
Confederation Life Association	41	McFarlane, Son & Hodgson	29	Waterman, L. E., Co.	4
Copp, Clark Co.	13, 22, 27, 31	McLeod & Allen	17	Western Assurance Co.	41
Davidson Bros., Limited	5	MacFarlane, W. G.	30	Wilson, G. W., & Co.	36
Dennison Mfg. Co.	39	MacNiven & Cameron	43		
Esterbrook Pen Co.	45	Martel-Stewart Co.	37		
European Post Card Co.	36	Mensies & Co.	3		
		Metropolitan Bank	37		



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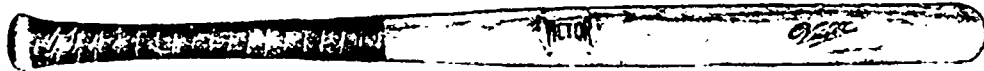
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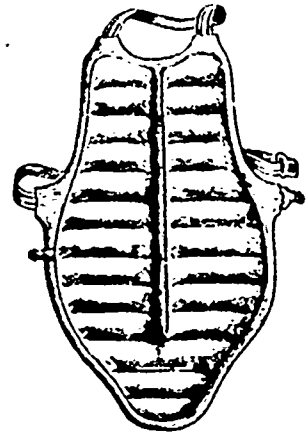


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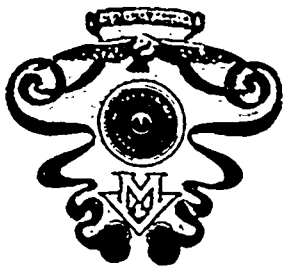
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