

# BOOKSELLER & STATIONER

and  
Canadian Newsdealer

Official Organ of the Booksellers' and Stationers' Association of Ontario

and for Twenty-Four Years the Recognized Organ of the Book, Stationery and Fancy Goods Trades of Canada

MONTREAL, 232 McGill St.

TORONTO, 10 Front St. East.

WINNIPEG, 511 Union Bank Building.

LONDON, ENG., 88 Fleet St. E.C.

PUBLICATION OFFICE: TORONTO, OCTOBER, 1908.

## UNDERWOOD'S INKS

We would especially  
draw attention to our

### 5-oz. Metal Cap Bottle

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The finest package of Writing Inks on the market

Packed in cartons of one dozen, one gross to a case, in Everlasting Bank Ink, Egyptian Black Ink.

— ASK THE TRADE —

### JOHN UNDERWOOD & CO.

Mfg. in Canada for 25 Years

96 Richmond St. E. · Toronto

## "Canada's Pride"

Maple Leaf Lead Pencil has points of superiority that make it a favorite with all users. Its lead is thicker and smoother than in the ordinary pencil. The point is guaranteed never to break. It is a trifle larger than the ordinary pencil, and its round form doesn't cramp the fingers. It is made in six degrees, BBB to HHHH.



"CANADA'S PRIDE" is a pencil that will improve your trade. It retails at five cents with the largest profit known to stationers. Samples sent to the trade cheerfully upon request.

### LIBRAIRIE BEAUCHEMIN, LIMITED

Wholesale Booksellers and Stationers  
256 St. Paul, 18 Notre Dame West,  
26 St. Gabriel  
MONTREAL

# FISHING

**T**HE result of a fishing expedition largely depends on the quality and kind of bait used. In going after fall business see that you have the most attractive lines to be procured. Our new series of Fancy Stationery boxes contains the most up-to-date designs yet produced and a window dressed with an assortment of these new papeteries could not but attract attention.



## SAMPLE PACKAGE No. 29

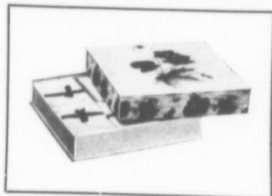
We are making up some sample packages for dealers who have put off buying until now and these packages contain:—



6	designs to retail at 15 cents
16	“ “ “ 25 “
2	“ “ “ 35 “
5	“ “ “ 50 “

WE WILL SEND THE 29 SAMPLES FOR \$5.00

We have eighteen numbers of elegant holiday lines costing from 45 cents to \$1.75 each in addition to the medium price lines included in the assortment and would be glad to include samples of any number of the higher priced lines desired.



ORDER A SAMPLE PACKAGE No. 29

## Warwick Bros. & Rutter, Limited

MAKERS OF FINE STATIONERY, TORONTO

**Avoid the Commonplace**

AND CARRY IN STOCK ONLY

# GOODALL'S ENGLISH PLAYING CARDS

THE DESIGNS ARE EXCLUSIVE.

**Salons      Imperial Clubs      Linettes**

ORDER THROUGH YOUR JOBBER.

**A. O. HURST - 24 Scott Street - TORONTO**

Phone Main 1479



## FOUNTAIN PENS

Under your own imprint.

We are the largest manufacturers of FOUNTAIN PENS for special imprint orders, in AMERICA.

We make only high-grade Fountain Pens—that is, Solid Gold Pens with Iridium points. Any other kind are unsatisfactory.



Any reliable firm cannot be too particular about the kind of a Fountain Pen they place their own name or trade mark upon.

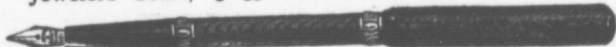
Before you contract for Fountain Pens under your own imprint for the coming holiday trade and for the year 1909, it will certainly pay you to call and see us or have us submit samples.

## SANFORD & BENNETT CO.

Manufacturers of Fountain and Stylographic Pens  
For Foreign and Domestic Trade

Patentees of the "Autopen" (Self Filler), the "Gravity Stylo Pen" and the "Commercial Fountain Pen"

Jewelers' Court, 51-53 Maiden Lane, NEW YORK



# BROWN BROS., Limited

Manufacturers of

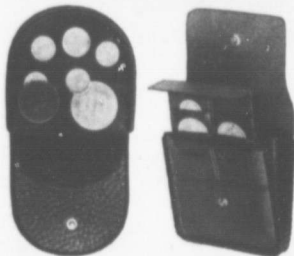
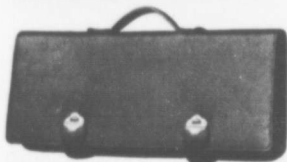
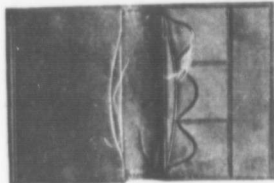
# LEATHER GOODS

This Special Department is fully complete with New Up-to-Date Goods. Not excelled for Quality, Style or Real Value.



**New  
Styles,  
Perfect  
Leather,  
Great  
Variety.**

Ladies'  
Bags,  
Purses,  
Wallets,  
Card  
and Letter  
Cases,  
Bankers'  
Cases,  
Portfolios,  
Music  
Cases,  
Pocket  
Books,  
Memo.  
Books,  
Diaries,  
&c.



**BROWN BROS., LIMITED** (Est. Over Half a Century)

Manufacturing Stationers

51-53 Wellington St. W., Toronto



# THE TELEPHONE

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

## LONG DISTANCE TELEPHONE SERVICE

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

## THE BELL TELEPHONE COMPANY OF CANADA

**WESTERN** Incorporated 1851  
**ASSURANCE**  
**COMPANY.**

**FIRE**  
**AND**  
**MARINE**

HEAD OFFICE—TORONTO, ONT.

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

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

## British America Assurance Company

A. D. 1833

**FIRE & MARINE**

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo. A. Cox, President; W. R. Brock, Vice-President;  
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,  
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.,  
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.,  
Sir Henry M. Pellatt, E. R. Wood.

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

CAPITAL	\$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.85

## THE METROPOLITAN BANK

Capital Paid Up, - - \$1,000,000.00  
Reserve Fund and  
Undivided Profits, - - \$1,241,532.26

### GENERAL BANKING BUSINESS

We  
Solicit  
Your  
Account.

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

### SAVINGS DEPARTMENT

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

BOOKSELLER AND STATIONER

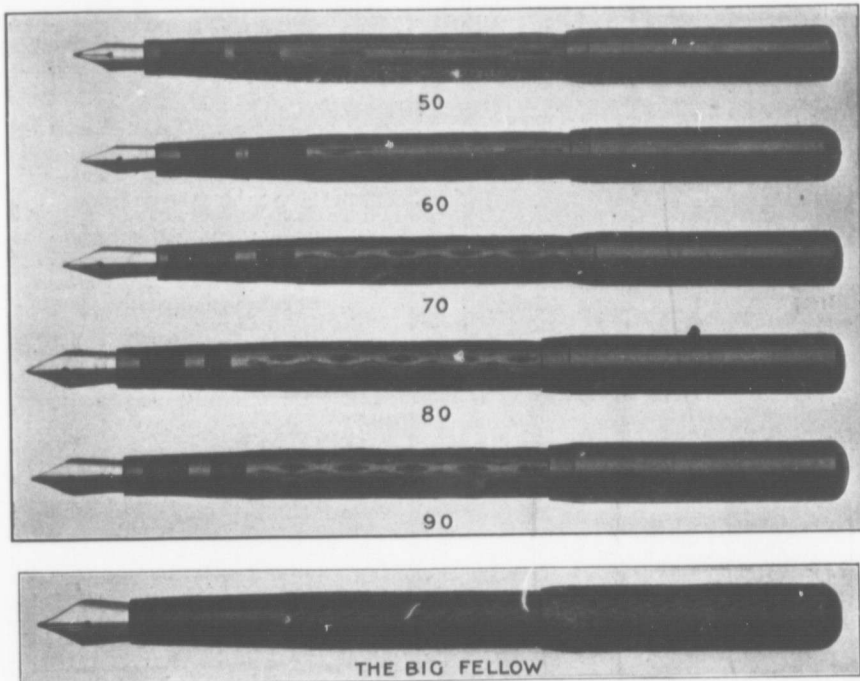
# THE "NATIONAL" FOUNTAIN PENS

THESE PENS ARE MANUFACTURED BY THE LARGEST FOUNTAIN PEN  
MAKERS IN THE WORLD.

MADE IN ENGLAND by Expert Workmen from the Finest Materials. The VULCANITE used is moulded, and the GOLD for Nibs is rolled and finished in their own WORKSHOPS, and every part is minutely INSPECTED and TESTED before the pens are boxed.

**EACH PEN IS ABSOLUTELY PERFECT.**

Guaranteed 14-Kt. GOLD NIB, IRIIDIUM POINTED, and fitted with grooved UNDERFEED.



No. 100, "THE BIG FELLOW" has a specially large RESERVOIR to contain extra ink.

"THE DOCTOR'S"--A perfect Fountain Pen, combined with an accurate CLINICAL THERMOMETER, contained in special receptacle in barrel. MEDICAL MEN and STUDENTS will quickly recognise this very convenient feature. Nibs are made in three grades:--Fine, Medium, and Broad.

Prices of Pens are as follows:--No. 50, 90c. each; No. 60, \$1.10 each; No. 70, \$1.25 each; No. 80, \$1.35 each; No. 90, \$1.50 each; No. 100, "The Big Fellow," \$1.75 each; "The Doctor's," \$1.75 each. Special prices for quantities. Each Pen is put up in a neat and attractive box.

## A HANDSOME DISPLAY CABINET

26½ inches long, 9¾ inches deep, 7¼ inches high, fitted with plush lined trays, having grooves to retain the Pens, supplied free of any charge with orders for 3 dozen Pens.

WE ARE SOLE AGENTS FOR SUPPLYING THE TRADE IN CANADA WITH THESE PENS.

THE COPP, CLARK COMPANY, LIMITED

64 & 66 FRONT STREET WEST, TORONTO

There are many  
good brands of

**INKS and PASTE**

but only one  
BEST



**CARTER'S**

A Synonym for the  
**HIGHEST QUALITY**  
obtainable in

**INKS**

and

**ADHESIVES**

**"Sports" Playing Cards**

THE BEST VALUE  
IN THE MARKET.

ONE OF MANY  
VARIETIES.



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

SPECIAL CARD FOR  
WHIST PLAYERS

**Colonial Whist**

LACROSSE DESIGN.

We are headquarters for PLAYING CARDS  
**MADE IN CANADA.**  
Style and finish equal to Imported Cards.  
Advertising Cards of all sorts—Novel Designs.  
Coated Litho. and Book Papers

FOR SAMPLES AND PRICES APPLY—

**Consolidated Lithographing and  
Manufacturing Company, Limited**

Successors to

**THE UNION CARD AND PAPER CO.**

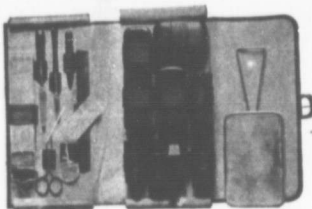
**MONTREAL**

**C. F. RUMPP & SONS**

MANUFACTURERS AND EXPORTERS OF



**Fine Leather Goods**



DRESSING CASE

Writing Cases, Pocket Books, Hand Bags,  
Music Rolls, Cigar Cases,  
Photo Frames, etc.

**Philadelphia, Pa., U.S.A.**

New York Salesrooms, 683 and 685 Broadway



**FANCY  
CALENDAR PADS**

We were the first to place on the  
market a line of Fancy Calendar Pads,  
and because we made something good  
we built up a good trade in them.

Each year we have excelled the  
previous year's line. This year we  
have the best line on the market  
without any exception.

We will cheerfully send you a  
sample folder of these goods if you  
will write us about it.

THE  
**CHAS. H. ELLIOTT  
COMPANY**

17th and Lehigh Avenue,  
No. PHILADELPHIA, PA.

Illustrating a few styles



**STERLING SILVER**  
Removable end to hold eraser with Gem setting. No. 760. \$24.00 per doz. Same style in Gold Plate. Plain No. 765. \$30.00 per doz.

in actual  
size.



**STERLING SILVER**  
Slide end opening to 4 in. Gem setting at end. No. 755. \$20.00 per doz. Same style in Gold Plate. No. 755 P. \$26.00 per doz.

The Up-to-Date Dealer Should See the New  
**CLUTCH PENCIL**

These perfect pencils are the result of 44 years experience in pencil making, and without question are the most serviceable, convenient and practical styles ever produced. Wherever shown they have met with immediate favor.

**SURE TO BECOME THE MOST POPULAR PENCIL IN THE WORLD**

More real value and efficiency in this than any other pencil ever made.  
Fitted with L. & C. Hardmuth Koh-I-Noor Leads, in degrees from 9H to 3B.

**SPECIAL FEATURES :**

- 1—Hold lead perfectly firm and rigid. No wobbling or sliding of point.
- 2—Never requires sharpening, as the lead may be released or secured by a slight turn of the flange end.
- 3—Always the same length; and lead contained will last indefinitely.
- 4—No joint or separate parts at the writing end, so work loose or get out of order.
- 5—Convenient sizes for vest pocket or purse use.
- 6—The perfection in manufacture (the usual A. L. Co. quality).
- 7—The exceptionally low prices and beauty of patterns.

Trade Discount 50% Special Holiday Dating on All Orders.

**Aikin-Lambert Co. NEW YORK, N.Y.**  
CANADIAN AGENCY:  
**138a St. James Street, MONTREAL**

**Scribner Picture Publications**  
**— Fall of 1908 —**

**COLLEGE GIRLS** By Harrison Fisher

Four Pictures in colors, 10½ x 15 inches, on mounts 14 x 21 inches.

The Lady of the Lake      The Study Hour      Basketball      The Fudge Party

List Price per set of four, boxed \$3.00

**CARTOONS** By Alonzo Kimball

Four Pictures in colors, 12 x 16 inches, on mounts 19 x 24 inches.

Homeward Bound      On the Skirmish Line      The Officer of the Day      Here's to Our Wives and Sweethearts

List Price, \$1.00 each; per set of four boxed, \$3.50

**THE HARRISON FISHER CALENDAR** for 1909

Five Pages in Full Colors, size 14 x 22 inches.      List Price, \$3.00 boxed.

Send for Illustrated Catalogue to Sole Agents for Canada

**The Copp, Clark Company, Limited, - Toronto**

# The Power of the Knock

The effect of a knock, whether directed at an individual or a proposition, depends upon the way in which it is delivered. The ultimate result depends upon the strength and persistence with which subsequent knocks are handed out. If at first you don't succeed, knock, knock again.

This does not apply to the man who always has his hammer out ready to put a dent in something or somebody, but to the man of healthy ambition who desires to succeed.

To such a man in our particular line of business we can lend valuable assistance. We make a class of wall papers with which he can do some loud and effective knocking—knocking that, persisted in, will bring him in direct contact with the best trade, a class of trade he must reach before he can hope to secure the best results.

Every man who succeeds will testify to the Power of the Knock. The man who does not do some good, healthy knocking ON HIS OWN ACCOUNT is a likely candidate for the "Hammer Class."

**The Reg. N. Boxer Co., Ltd.**  
New Toronto, Ontario

*You are the "Man from Missouri." Our Travellers will "show" you.*





IRAGUO'S.



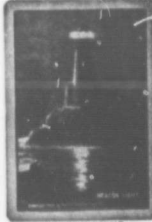
FLIRTATION



CUPID'S SECRET.



HEINIE.



BEACON LIGHT.



OASIS.

New designs in

# Congress Playing Cards

(Gold Edges.)



FRONT OF BOX.



A DEAD HEAT.



FORTUNA.

90 backs in **Congress Cards.**

Each design a miniature art gem, from originals by noted American and European artists.

Printed in dainty colors and gold.

Designs for all occasions.

Aside from the beauty of the backs, the quality is a distinctive feature of **Congress Cards.**

They are **thin**, uniform and perfect in manufacture.

They are smooth, **flexible**, and easy to handle.

They are **durable**—outwear other fancy back cards many times.

**Large Indexes**—A most essential feature in an up-to-date card.

The cost may be slightly higher, but the returns are more in increased sales and satisfied customers.

Order through your jobber. Manufactured only by

The United States Playing Card Company,  
Cincinnati, U. S. A.



BEAUTY'S MIRROR.



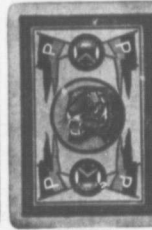
NYMPH.



LA FRANCE.



PETITE.



PRINCETON.



CORNELL.



HARVARD.



YALE.

**In the Service of Saint Nicholas**

That's the Dennison slogan for the Holiday season of 1908. Figuratively we will shout it from the house-tops, for the Dennison Holiday advertising will be read by millions and millions of buyers who *think*—not only of the character and appropriateness of the Christmas Gift, but of its outward appearance and dressing as well. The 1907 line of

**Dennison's Gift Dressings**

won a magnificent victory—the 1908 line promises even greater achievement, as it is more comprehensive than ever, including countless little accessories that have only to be shown to be purchased.

Dennison's Gift Dressings are always conceded the leaders in quality, artistic beauty and variety. Dealers have learned by experience that they are the *best selling and best paying* line of Holiday Goods ever introduced.

Dennison's Goods never imitate. Originality and fine workmanship, with a certain air of common-sense, are evident in every article.

*Our new Christmas Catalogue for dealers illustrates the various lines in full. Send for a copy to-day and prepare for a busy season. A visit to any of our stores or sample offices will repay you.*

**Dennison Manufacturing Company**

BOSTON, 26 FRANKLIN ST.	NEW YORK, 15 JOHN ST. 13 AND 15 27TH ST., WEST (A new Downtown Store)	PHILADELPHIA, 1007 CHESTNUT STREET CHICAGO, 126 FRANKLIN ST. ST. LOUIS, 415 NORTH 4TH ST.
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**The Dealer and Dennison**

Dennison goods are business builders, for Dennison "Quality" maintains a standard of excellence that is everywhere loyally supported by the trade. This close alliance existing between the dealer and Dennison is strikingly indicated below. Read the following brief extracts, showing how dealers appreciate the 1907 Dennison line of Holiday Goods.

- "Sold everything."
  - "Sales far ahead of last year."
  - "Carried over practically nothing in the lines we put in."
  - "Closed out everything in the way of Holiday Goods, and could have sold quantities more had we put in a larger supply."
  - "We know of no other line to equal yours."
  - "Shall increase our stock considerably of your goods the coming year."
  - "Did not have stock enough. Will call at your store for next year's supplies."
  - "Your goods are always the standard and are recognized to be so by our patrons."
  - "Your goods are good salesmen."
  - "Will always make a special table for Dennison goods during the Holidays."
  - "All we had to say was 'Dennison's,' and it sold."
- Don't you think from this evidence that Dennison can help you?

*Write for our Christmas Catalogue and get acquainted with a Holiday line that creates trade.*

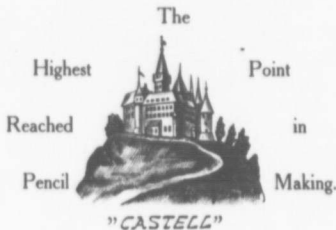
**Dennison Manufacturing Company**

BOSTON, 26 FRANKLIN ST.	NEW YORK, 15 JOHN ST. 13 AND 15 27TH ST., WEST (A new Downtown Store)
PHILADELPHIA 1007 CHESTNUT ST. CHICAGO, 126 FRANKLIN ST. ST. LOUIS, 415 NORTH 4TH ST.	

BOOKSELLER AND STATIONER

# "CASTELL"

## The Finest Pencil in Existence



### DRAWING PENCILS

16 degrees 6 B to 8 H.

Unsurpassed

for

Purity,

Smoothness,

Durability

or Grading.

### COPYING PENCILS

HARD

SOFT

INK

# "CASTELL"

## A. W. FABER

149 Queen Victoria St.  
London, E.C.

Newark, N.J.

## Directory of Western Jobbers

VANCOUVER

### Smith, Davidson & Wright, Limited,

Wholesale Stationers,

Fancy Goods Importers

Vancouver, B. C.

MAIL ORDERS RECEIVE CAREFUL ATTENTION

WINNIPEG

### Western Booksellers and Stationers

Our stock of Books, Stationery and Printers' Supplies is large and well assorted. We can ship promptly. Save time by ordering from us.

**Clark Bros. & Co., Limited, Winnipeg, Can.**

WHOLESALE STATIONERS

## CHRISTMAS CARDS AND CALENDARS

Our stock is now complete.

### ASSORTMENTS

We can make up a nice assortment of ATTRACTIVE SALEABLE DESIGNS to any amount desired. Just state prices at which you wish to sell them. We will please you. This is our SPECIALTY.

ORDER EARLY and secure from THE HOUSE OF CANADA FOR CARDS AND CALENDARS

The Best and Largest Variety.

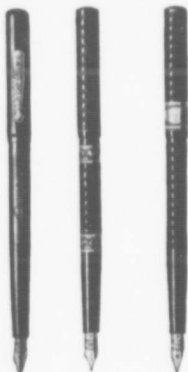
**THE COPP, CLARK COMPANY, LIMITED**

64 and 66 FRONT STREET WEST, - TORONTO

The greatest Fountain Pen Plan, Plant and Policy in the world are back of . . . . .

# Waterman's Ideal Fountain Pen

Find this imprint on a fountain pen and you will find one that is popular for what it does—not for what it is said to do.

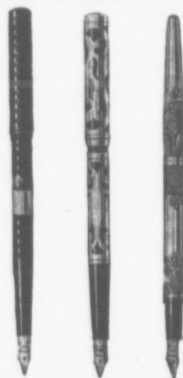


A few of the most popular styles are illustrated below. Each style is made with pen points of every kind, fine, medium, coarse, stub, etc., in order that the requirements of every writer may be fulfilled. The action of any steel pen can be exactly matched. Clip-Cap adds to costs:

German Silver, 25c. Sterling Silver, 50c.  
Gold Filled, \$1.00. Solid Gold, \$2.00.

The styles shown are suggestive of the popular Christmas styles. We suggest a careful inspection of your stock and re-ordering at once any of the styles of which you are low on. Send for complete catalogues, discounts and information.

Remember that our plan and policy guarantees superiority and perfection to every purchaser through you.



No. 12 \$2.50	No.	No.
" 11 1.50	12G.M. \$1.50	12G.M. cap. \$1.50
" 14 4.00	13G.M. 4.50	" 13G.M. " 4.50
" 15 1.00	14G.M. 5.00	" 14G.M. " 5.00
" 16 6.00	15G.M. 6.00	" 15G.M. " 6.00
" 17 7.00	16G.M. 7.00	" 16G.M. " 7.00
" 18 8.00	17G.M. 8.00	" 17G.M. " 8.00
Made in plain, chamel, enameled and oxidized metal.	With plain or checked bands.	18G.M. " 9.00

*W. Waterman & Co., Limited*

136 St. James St. Montreal  
New York London Paris

Gold Middle Band.	Sterling Silver Filigree.	Pinapple Silver Mounted.
No.	No. 412 \$ 5.00	No. 424 \$12.00
12G.M.M. \$1.50	" 414 7.00	" 415 8.50
13G.M.M. 4.50	" 416 9.50	" 417 11.00
14G.M.M. 5.00	" 418 12.00	" 419 15.00
15G.M.M. 6.00	Made in Black or Cardinal.	Solid Gold. " 524 35.00
16G.M.M. 7.00		

## Popular Priced Playing Packs



Playing Card Days are Here and live dealers should aggressively go after the trade of their several localities. Get the players acquainted with your stock and influence them to use new and popular cards.



**Woto** is an ideal ordinary size pack to retail at 25 cents. It has plain or gilt edges. It is made with an exquisite finish, admitting of rapid and correct shuffling.

**No Trump Whist** has been produced especially on account of the great demand for bridge cards. It is the narrow shape with large size index and sells wherever it is shown.

## Warwick Bros. & Rutter, Limited

Manufacturing Stationers . . . . . TORONTO

# Bookseller and Stationer

and Canadian Newsdealer

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

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

Vol. XXIV.

TORONTO, CANADA, OCTOBER, 1908.

No. 10.

## How the National Association of Stationers was Formed in the U.S.

Address of Fletcher B. Gibbs of Chicago before the Canadian Association in Toronto on  
September 9—A Brief Account of the Origin and Progress of a Successful Organization.

Mr. President and Gentlemen,—Aside entirely from the honor and pleasure of being the guest of this association. I am here because I am in hearty accord and sympathy with just such meetings as this, and with the purpose for which I understood this association is organized; and that is the education of manufacturers, jobbers and retailers in the fundamental principles of production and distribution and in the application of those principles to the requirements of profit-making.

The co-operation—through organization—of closely related business interests for the purpose of securing united action upon measures of policy and reform, affecting our mutual advancement and prosperity, has become a recognized and necessary feature of present-day business economy.

I will confess that I am not familiar with commercial conditions as they exist in the Dominion, but presume that they do not differ widely from those in the United States.

### Few Made a Profit.

Through the indiscriminate cutting of prices the stationers in the States, previous to the advent of the association idea, were few of them making a profit. Many were suffering actual loss, and not a few would have been compelled to retire from business, had not other departments of the business come to the rescue.

Few retailers understood what it was actually costing to do business and this lack of knowledge was very largely responsible for the careless throwing away of profits.

While in many respects our form of government is not unlike that of the Dominion of Canada, it is dissimilar in that each province or state can enact laws without power of veto by the central Government at Washington.

### Offence to Combine in U. S.

The result is that the commercial laws in the different states vary widely and in many of the states—Illinois included—it is a criminal offence to engage in any combination to regulate or fix the price on any article of merchandise.

The situation in Chicago had become so distressful that relief was imperative.

Necessity suggested association which was successfully accomplished but when organization was completed, we

found that legal barriers blocked the way to the immediate consummation of our hopes.

The only recourse seemed to be the slow process of education. That is, to teach the inexperienced the cost of doing business and the prices necessary to make in order to insure a net profit.

### Situation in Chicago.

In Chicago the sale of stationery is not entirely confined to those firms known as stationers. It is handled in large quantities by several department stores; the wholesale notion houses; by the notion departments in several of the wholesale dry goods houses; by the wholesale druggists, grocers, hardware merchants and wood and willow ware concerns; by several school supply houses; by the retail dry goods houses; artist's supply houses; by the two great Chicago Grange supply houses, and by numberless small stores who handle such goods in conjunction with periodicals.

To assemble all these varied interests in any plan, requiring a reconstruction of their methods of figuring expense and profit, seemed, after a careful review of the situation, to be impossible of achievement.

We, therefore, concluded to ignore all interests outside of those firms who were recognized as stationers, of which there are about twenty in Chicago.

The department stores constituted the only competition which the retailers had to fear, and this competition would continue to exist, no matter what prices the retailer made.

### The Department Store Principle.

It is the policy of the department store to sell staples under the standard price, and if that price is one dollar, the price of the department store will be ninety-five cents. If the price is cut by the stationer to ninety-five cents, the department store will go down to ninety. If the stationer goes up, the department store follows as the latter will take all the profit it can get, but considers it necessary to be a few cents under the market.

This, you understand, applies only to staples. On other goods, the department store is not so particular and usually makes prices that will help the annual dividend.

### The Chicago Association.

The Chicago Stationers' Association provides for two classes of membership: Firms maintaining business estab-

## BOOKSELLER AND STATIONER

lishments devoted to the manufacture and sale of stationery, who are termed executive members, and firms engaged in manufacturing goods handled by stationers, or the Chicago agents or representatives of such firms, who are termed auxiliary members.

The executive members, to whom are referred all questions of finance and policy, meet once a month around a dinner table at one of the leading hotels.

The association as a whole meets once each quarter; and once each year, in January, we celebrate with an annual banquet, at which we usually have an attendance of about three hundred.

From the beginning of things, man has sought wealth, luxury, power, fame, by means more or less selfish, and the thought of surrendering individualism and entering an association requiring co-operative action has a tendency to jar the man who has been accustomed to independence of thought and movement.

Self interest is apt to be our guiding motive and it is not always easy to adopt a frame of mind that will enable us to subscribe to a movement for the general welfare when we feel that the benefit coming to us will be unimportant as compared with what others will receive.

These and many other obstacles were overcome in the Chicago Stationers' Association in a surprisingly short

other cities and it was not long before it was felt that a demand existed for a national organization.

In response to this demand, the Chicago Stationers invited the stationers of the country and those manufacturers who are making the goods which are handled by the stationery trade, to meet in Chicago for the purpose of considering a project of this kind.

### National Association Formed.

This convention was held in October, 1904, and the National Association of Stationers and Manufacturers of the United States was organized.

Since its organization, the power and influence of the National Association has grown stronger each day

Its field of usefulness has been constantly widening, and the interest felt in its work is general throughout the trade.

The campaign of education begun by the Chicago Stationers' Association has been taken up by the National organization, and has been instrumental in accomplishing far-reaching results.

The addresses and papers delivered at the four national conventions following that held in Chicago, at which the association was organized, have contained much valuable



Selling Books and Magazines in Yukon Territory — Exterior of the Book, Stationery and Fruit Store of J. Zaccarelli, Dawson.

time, enabling us without delay to commence upon our programme of education.

Our members, as individuals, are men of intelligence and business sagacity; we have not been hampered by precedent, and early became impressed with the truth that whatever helps the combined trade will in the end result to the advantage of the individual.

### Enterprise and Unity

The enterprise and commercial unity of our association has excited no little comment in stationery trade circles, and in answer to the frequent inquiries which are made as to the reason for our success, I can only reply that it is the result of unrelenting effort.

We have as members none of that class of men who hesitate to subscribe to a recommended measure because it promises benefit to a weaker competitor.

The unselfishness of our members in this respect has been an important factor in creating that atmosphere of confidence and good fellowship which leads to success.

The success of the Chicago Stationers' Association stimulated the organization of similar associations in

information, gleaned from actual experience carefully studied out and presented in figures, both convincing and impressive.

These addresses have been printed verbatim and scattered broadcast throughout the trade of the entire country and have been the means of correcting many long-established mistakes and abuses.

### One Lesson Learned.

The thinking stationer of to-day who has watched the trend of events as developed by association work, has learned at least one very important lesson.

To win success, he must be a man of liberal education and experience in the lines which he is handling; he must be broad-minded and capable of grasping and utilizing opportunities; self-reliant and the possessor of executive ability; but first of all and above all, he must be honest. Honest with himself; honest with his employes and associates in business; and sincere and trustworthy with his customers upon whose loyalty the structure of his enterprise must be built.

## A Prosperous Bookseller in the Far Off District of Yukon

J. Zaccarelli, who has Been in Business for Three Years in Dawson,  
Has Built up a Large Trade and Carries a Comprehensive Stock.

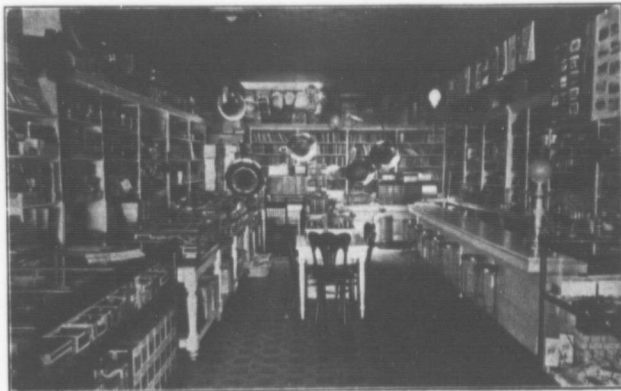
Away up north in the Yukon, known as "the land of the midnight sun," there are many fine stores. Dawson is a progressive business place, being the centre of supply for the whole Yukon Territory. Bookselling and stationery is well represented there, the accompanying views giving the reader some idea of the extent and convenience of the quarters occupied on King Street in that city by J. Zaccarelli.

Before going into business for himself Mr. Zaccarelli was employed in the stationery store of Mr. Smith. The latter having sold out, Mr. Zaccarelli embarked in the trade on his own account and met with gratifying success. He has built up a splendid business and his premises are admirably appointed and attractive from every standpoint.

Mr. Zaccarelli has been in the Yukon for ten years and believes that it is still a great mining centre and

Dawson and the Yukon District. This will be put on the market this Fall. Local view post cards are very popular in that far off region and a big trade has been worked up in that line. Mr. Zaccarelli carries Waterman's Ideal fountain pens, Gillette safety razors, gramophones, Victor, Columbia and Edison records, Peterson's pipes, etc. In the Summer time soft drinks and ice cream are sold by him.

Speaking of the mining and business prospects of the Yukon Mr. Zaccarelli says the Yukon Gold Company, better known as the Guggenheims, have, since they resumed operations, put new life into that territory. At present they have on their payroll no less than 2,500 men who are engaged on the construction work of the water and pipe lines from Twelve Mile River. The company have also several dredges in operation this season as well as an electric elevator, which is the latest sys-



Selling Books and Magazines in Yukon Territory—Interior of J. Zaccarelli's Book Store, Dawson.

that its subterranean riches have by no means been exhausted. He handles books and stationery, souvenir goods, fancy goods, novelties, gramophones, pipes, cigars, tobacco and fruits. The past year has been a very fair one and the outlook for Fall trade is brighter than it has been at any period during the last five years. The enterprising proprietor uses a gramophone in advertising his business and finds that it has been a most successful expedient.

He reports that the best selling books during the past few months have been "The Songs of a Sourdough," "Apostles of the Great North," "The Ancient Law," "The Great Secret," "The Barrier," "The Weavers," "The Spoilers," etc. All the leading magazines and daily papers are sold, and particular attention paid to this end of the business.

Mr. Zaccarelli buys largely from well-known wholesale men and publishers in Toronto and Montreal. With commendable enterprise he is preparing a souvenir view book which will contain no less than 250 pictures of

tem of mining. The electric elevator has been installed on Bonanza Creek. The general feeling is one of great confidence in the future.

It will be noted that Mr. Zaccarelli has introduced into his establishment a soda water fountain, which, while profitable in itself, must also act as a trade bringer for the rest of his store. Several western booksellers and stationers have installed fountains, with gratifying results. There is really no more reason why a stationer should not operate a fountain than any other business man and, if it helps to sell goods in the store, that is all that is necessary.

Mr. Zaccarelli's store is roomy and bright, well-arranged in every particular. The accompanying illustrations give a tolerably good idea of both the exterior and interior arrangements. When it is remembered that this store is away north in the Yukon territory, one wonders how it can be so well maintained. The enterprise of its proprietor must be great.





First Prize Window O. B. Stanton, Toronto.



First Prize Window - O. B. Stanton, Toronto.

## The Award in an Important Stationery Window Dressing Contest

Prize Winners Named in the Recent Waterman Window Display Contest—First Prize Money Goes to a Toronto Clerk—Features of the Prize-Winning Windows.

It was a difficult matter for the L. E. Waterman Co. of Canada, Ltd., to name the prize winners in their recent window dressing contest as a vast number of splendid photographs were entered in the competition. After a careful study of the features desired—simplicity, attractiveness, originality—prizes were awarded:

and joint openers, a large pen appearing at the back, as well as at the side of the display. The globe, with the pen running through it, was a very striking feature.

In writing the Waterman Co., they state that the window display sold a large number of pens, and a large quantity of ink, and that the prize money was given to Mr. Anson Vanzandt the clerk in charge of the pens, and who decorated the window.

The display of W. J. Stephenson, Wetaskiwin, Alta., dressed by G. Hustwayte, winner of the second prize, is an illustration of what can be done with a small window. The display showed Ideal pens and ink, and Mr. Stephenson, in sending his photograph, writes: "This is simply to show you that your advertising matter is not wasted. As our window is not very well adapted to a good display, thought we would reap some benefit from increased sales, and are glad to say that we did."

E. F. Davis, of Tillsonburg, Ont., dressed by W. W. Davis, winner of the third prize, had a very original display which resulted in the sale of a number of pens. The window showed an air-ship which had a red tissue window in the top, with the words, "The Standard of Excellence the



Second Prize Window - W. J. Stephenson, Wetaskiwin, Alta.

1st prize, \$15.00 cash, O. B. Stanton & Wilson Co., Ltd., Stationers, Toronto, Ont., Clerk Mr. Anson Vanzandt.

2nd prize, \$10.00 cash, G. Hustwayte, Clerk with W. J. Stephenson, Stationer, Wetaskiwin, Alta.

3rd prize, \$5.00 cash, W. W. Davis, Clerk with E. F. Davis, Jeweler, Tillsonburg, Ont.

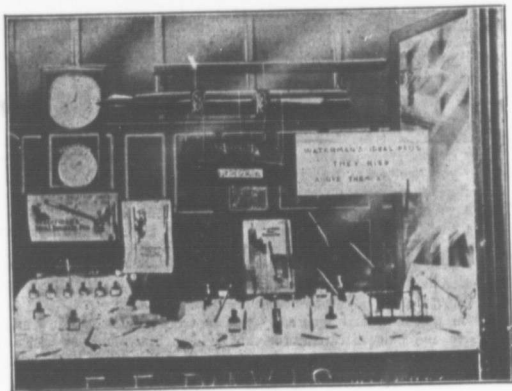
4th prize, \$5.00 cash, E. S. Keith, Clerk with D. J. Young & Co., Ltd., Stationers, Calgary, Alta.

5th prize, \$4.25 pen, Miss Grace Brown, Clerk with A. T. Chapman, Bookseller and Stationer, Montreal, Que.

It is interesting to note that their customers state results were extremely gratifying from a sales viewpoint. Dealers who were not among the prize winners, reaped, nevertheless, a very material benefit in increased sales. Window display advertising is not only one of the cheapest, but one of the best forms of publicity. Doubtless the contest will do much to encourage dealers to more regular displays of Waterman lines.

### Display of O. B. Stanton & Wilson Co., Ltd.

O. B. Stanton & Wilson Co., Ltd., Toronto, first prize winners, had two window displays in the one a display of ink fillers and pen cleaners, and in the other a display of Clip-Caps, Waterman's Ideal Fountain Pens,



Third Prize Window - E. F. Davis, Tillsonburg, Ont.

World Over" on it, and the one in the side, which is white, can be seen in the eut. In the air-ship an electric light was worked by a flasher, and also a couple of lights not seen in the picture were on flashers. With the four lights flashing at different times the effect was very good. Eight pens are tied up along the front of the window by black threads, and these with the air-ship give the rising effect spoken of on the card.

## A Page of Entertaining Anecdotes About Men in the Trade

How a Publisher was Enlightened About the Wants of the Trade—  
Clever Scheme for Selling Valentines—Mistaken for His Grandfather.

### A Noted Family of Booksellers.

The bookselling trade is one often followed by families for generations. M. G. Hay, of St. Thomas, Ont., relates an interesting narrative regarding the first time that he came to Toronto to do business with some of the wholesalers. He walked into the office of that old established house of Brown Bros., Limited, and introduced himself to the venerable head of the firm as "Mr. Hay." "Glad to meet you," was the welcome. "You are M. G. Hay, bookseller, are you not?" was the query fired at the visitor. Mr. Hay modestly confessed that he was. "Well," said Richard Brown, "I know you well. I sold goods to you fifty years ago." "What!" exclaimed the youthful-looking caller, his breath almost taken away, "I scarcely think so. I do not confess to having reached the fiftieth mile stone, not by a long shot." "Oh, yes," persisted Mr. Brown, "I can show you by my books. I am not mistaken." Proceeding to the safe Mr. Brown took out an ancient ledger. Opening it he pointed to the top of a page. "There is the name, M. G. Hay," he declared. "I knew I was not mistaken. I never forget my customers." Now, it so happened that the cognomen was that of M. G. Hay's grandfather who did business in the book line in the town of Port Hope away back in 1858. The name has been connected with the trade over half a century, both the father and grandfather of the visitor being in business. For three generations members of the Hay family have been actively identified with the calling, regarded by grandfather, father and son, as one of the most honorable, upright, and respectable of any in the commercial world.

### A Pointer on Selling Valentines.

"You fellows down east are dreadfully slow," remarked a stationer in the Province of Alberta to H. L. Thompson, president of the Copp, Clark Company, when he was on a visit some time ago to the Western Provinces. "Why I could give you lots of pointers. I do not believe any of you Easterners are anything like up-to-date. Take the selling of valentines, for instance, I will tell you how I manage to boom the trade. Every year a few days before the fourteenth of February I pick out about a dozen of the ugliest, cheapest and homeliest specimens that I have and send one to several prominent citizens. The effect is magical and I never miss getting remunerative returns. In a day or two these men will individually stroll in the store and innocently ask to see the most repulsive and hideous caricatures that I have in stock. After looking them over carefully they will select five or six, hand over the money and, as they walk out, explain confidentially but with a gleam of malice and vengeance, 'I think I know where I can despatch these so that they will do effective work and hit the mark.' That, sir is the way I get rid of my valentines at a good profit. The dozen or so, which I have sent out, cost me on the average, less than half a cent apiece and I charge the buyers, when they saunter in to gratify a feeling of resentment by taking a fling at some supposed enemies, five cents each for the caricatures. So you see that I make a handsome margin and do a large turnover in the cheaper grades." This story was related by Mr. Thomp-

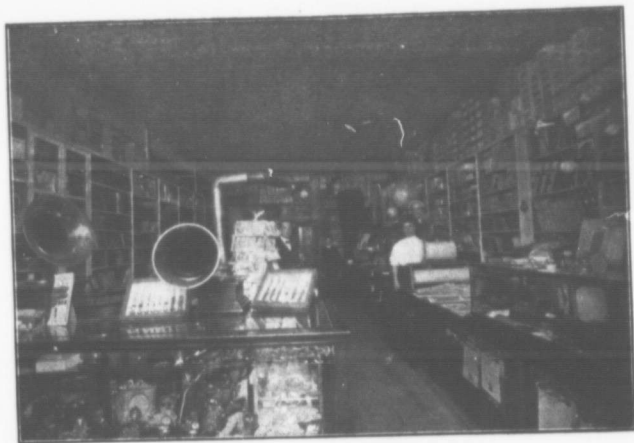
son at the annual banquet of the Booksellers and Stationers of Ontario last month and, needless to add, the point was thoroughly appreciated by all, creating a hearty laugh.

### Not Afraid to Express His Views.

In replying to one of the toasts at the annual banquet of the Booksellers and Stationers of Ontario, held in Toronto last month, M. G. Hay, of St. Thomas, when referring to the proposed action of the Ontario Government to supply text books free to pupils, took strong ground against the move. He characterized the proposal as absurd and added that it would be interfering with a staple line handled by the trade for years, at the same time practically confiscating a perfectly legitimate business. "Why," he exclaimed, as he warmed up to his subject, "I do not see why the Government does not supply pupils with overcoats and jackets as well as boots and shoes. These all cost money and a child cannot go to school decently unless he or she has stockings and shoes. Why do not the powers in Queen's Park interfere with the dry goods men and the shoe merchants? The plan would be just as reasonable. But no! They let them alone and single out the booksellers of the province who make a very small profit in handling text books. In these times of depression and high prices for the ordinary necessities of life it costs a hang sight more to clothe a child than it does to buy him books and yet not a word is heard on this score. No sir! It is the poor bookseller who is singled out for slaughter and why? Simply because we are not properly organized and have not made our influence felt as we should. We should all stand shoulder to shoulder on this question irrespective of party politics."

### A Jibe at the Publishers.

In proposing one of the toasts at the recent banquet of the Bookseller and Stationers' Association of Ontario, Henry Button, manager of Cassell & Co., was speaking of the beneficial effects of co-operation and the advantages of such an association, wishing the organization every success. "I think," he added, "that the publishers and the retail men should get closer together so that we could understand one another and clear up any difficulties that may now exist between us. For my part, I honestly confess that I do not know exactly what you want. If I did I am sure we would make an earnest and honest effort to meet your wishes. If you will only acquaint us with what you desire we will make every reasonable effort to grant it and I hope this association will not be backward in speaking out." The speaker resumed his seat amid a round of applause. Quick as a flash one of the jolliest members of the festive gathering was on his feet. Assuming a serious expression, he gravely said, "I believe that I can answer that question right here and now, thus clearing up any misapprehension. What we want is"—and he paused while the members waited with breathless concern—"eighteen months without interest, and all goods at one third the manufacturers' cost. I think we would be satisfied with these terms—at least, I know that I would." The repartee of the stationer was received with not a little merriment.



A Saskatoon Book Store—Interior of Warners Limited, Store.

## The Reason For and Advantages of an Association

Fletcher B. Gibbs' Remarks at the Annual Trade Dinner in Toronto on September 9—The Good Work of the National Association Outlined.

Eight years ago, when the Chicago Stationers' Association was being organized, I was in the hospital recovering from injuries received in a railway collision which, in less time than I can state it, very nearly converted me from an active business man into a very inactive corpse.

Upon my return to my desk, after an absence of fourteen months, I found the Stationers' Association fully organized and our concern—Shea Smith & Co.—not a member.

Our president, Major Shea Smith, who was then alive, was doubtful as to the advantage of membership, and had declined to join until the matter could be submitted to me for my approval.

In the course of a week or two after my return, a committee of stationers waited upon me; congratulated me upon being alive, and renewed the invitation to our firm to join the association.

I had my own doubts as to the wisdom of our company's becoming identified with the movement, as we had managed for a good many years to conduct a fairly successful business and did not feel the necessity of any outside assistance.

Furthermore, our concern was rather exceptional in its character, as, in addition to a general commercial stationery business we maintain quite an extensive manufacturing plant in which we make a variety of specialties which are distributed throughout a wide territory.

The gentlemen composing the committee were very earnest in their belief that an association could be made helpful to us, as well as to others, and were not only very sure that we would be benefited, but equally certain

that if we refrained from joining the work of the association could not be brought to a successful issue.

### Joins the Association.

Under these circumstances I did not feel that it would be wise or generous for our firm to adopt a position where we would have the appearance of desiring to block a movement designed in good faith to benefit the entire local trade. We therefore concluded to join the ranks of the Chicago Stationers' Association, and I am very glad to be able to say that we have never regretted it.

Realizing that trade associations, organized for mutual benefit, cannot be made successful without each doing his full share of the work, I immediately made a study of the situation, offered a few suggestions and suffered the usual penalty. At the next election I was elevated to the office of president, which position, with the exception of one year, when I was president of the National Association, I have not since been able to evade.

This is the manner in which I became interested in association work.

### Believes in the Association.

I explain it thus fully to convince you that my belief in the advantages to be derived from the co-operative work of trade organization is the result of actual experience and not the visionary illusions of an enthusiast.

Stationers in the States had realized for many years that they were not making from their sales a profit at all adequate to the amount of capital and energy which they were expending in their business.

Alike with many retail merchants in other lines, they had failed to recognize that commercial conditions were

undergoing a revolution which was rapidly rendering inadequate and obsolete many of the accepted methods of conducting business enterprises.

And yet, in no line of industry are there engaged any more intelligent, energetic or enterprising men than can be found in the ranks of this and kindred lines.

The surprising thought is, that we were so slow to discover the advantages of co-operation.

#### First Object—Sociability.

When the Chicago Stationers' Association was organized its object was first given out as sociability—"to promote and foster a feeling of friendship and fraternity among members of the trade"—to which was added for the purpose of paving the way to what its promoters hoped later to accomplish—"and to afford opportunities to discuss topics of business interest."

The framework was thus constructed, as you can readily perceive, with a view to bringing together on a social plane all the varied interests of one of the leading industries of a great city; elements which had been working for years almost elbow to elbow, along practically the same lines and lacking harmony simply for the want of tuning.

Our first endeavor was to become acquainted with each other, that is to say, to become acquainted with that side of our competitor which had previously been hidden from us. We were familiar with one side—the side he had exposed to us in our attacks upon his business. With better acquaintance came a better understanding of conditions.

#### More Respect for Competitors.

We began to regard our competitors with more respect and confidence and to indulge in a certain amount of introspection in relation to some of our own shortcomings; and when this condition had been reached we have arrived at a point where our minds are receptively open to conviction.

To attract and retain membership, an association must offer distinct business advantages sufficient to repay the time and expense incident upon participation.

It, therefore, followed very naturally after a series of very successful and enjoyable social functions that the association began to consider itself seriously and to take up for consideration some of the problems which had so long vexed the trade.

#### The Question of Prices.

The question of prices was one of the first to be debated. In these modern times no merchant expects to make an abnormal profit in marketing staple commodities. Notwithstanding, however, that goods of this class are sold upon such close margins as to make indispensable the closest scrutiny of the expense account in order to earn even a legitimate return upon the capital invested, there are many dealers who will not hesitate to cut established prices to attract custom.

Our first task, therefore, was to educate this class of dealers—and it included every member of the organization.

It was accomplished through an exchange of information and experience. Many interesting surprises were developed.

We had long wondered why it was impossible for us to earn a profit on sales made at prices upon which our competitors seemed to thrive.

We discovered that they had made even less than ourselves.

We found that we had failed to grasp all of the items which were properly chargeable to expense, and had, as a result, improperly figured our costs.

Assisted by the aid of combined experience, we began to discuss and adopt such methods in the conduct of our business as promised to secure the greatest economy of expense with the highest degree of effectiveness.

Those of us who were using carefully thought-out methods, very soon learned that they were susceptible of improvement.

#### Diversified Opinions.

In discussing prices at which staple goods should be sold, widely diversified opinions were expressed; indicating in many instances a total lack of knowledge as to the cost of conducting a retail business.

This necessitated a review of the expense account and it was really surprising to see how closely we were finally able to get together upon this very important item, when studied in detail from the viewpoint of such a varied experience.

The competitive staples were taken up one at a time, carefully discussed and many changes in prices made for the purpose of correcting errors and inequalities.

#### Each Line Considered.

While each line has been thoughtfully considered, the percentage required for expense and profit carefully figured and prices finally determined upon as equitable and just to both dealer and consumer, the members of the association have never entered into any agreement to maintain such prices.

Such a compact has not been necessary, as self-interest combined with the knowledge of the absolute necessity of adherence to figures known to be correct, has been sufficient to keep all our members in line.

The deliberations of our association have not been wholly confined to discussions relative to expense and profit.

There are many other topics of an extremely important character which we have found it profitable to review.

The hours of work; Saturday and holiday closing; the wages of clerks and salesmen; the re-employment of each other's help when discharged for cause, and a large variety of other questions which are so perplexing when considered from a personal viewpoint, but so easy of solution when all who are interested can reach an agreement.

Had I the time and the necessary memoranda and you the patience, I could give many further illustrations of the benefits accruing from co-operative association work. There is really no end to it. One thing leads to another and the benefits come with cumulative force, once the work is organized and pushed.

#### Older Houses Held Back.

In the early days of the work, some of the larger and older established houses were disposed to hold back, being actuated by a disinclination to disclose, for the benefit of their younger competitors, information which had been acquired by costly experience.

Some of the younger houses felt that any readjustment of prices would deflect business to their older competitors; as it might naturally be inferred that customers would prefer where prices were upon an equal basis—to trade where they would have the advantage of a large and experienced sales force and a more varied assortment of goods to select from.

We very soon arrived, however, at the conclusion expounded by "a prominent wholesaler" in the editorial columns of a recent issue of *The Bookseller and Stationer*.

er, that in these days "neither precedence nor capital count for business superiority."

#### Mutual Benefit.

The older houses found that they could profitably learn from their younger competitors quite as much as they could teach, and that by furnishing the younger houses with facts and figures they were overcoming a very troublesome competition which had grown out of lack of experience and knowledge.

The Chicago Stationers' Association does not consist exclusively of stationers.

We have a total membership of a little over fifty. Twenty of these are firms maintaining business establishments devoted to the manufacture and sale of stationery in Chicago. These are termed executive members and to them are referred all questions of finance and policy. The executive meetings are held once a month around a dinner table. Each firm is represented in these meetings by one of its partners or officers, or by a duly accredited employee.

The balance of our membership is made up of Chicago manufacturers making goods which are sold to the stationery trade, or local agents of manufacturers having their factories outside of Chicago. These we term auxiliary members.

While the executive members hold monthly meetings, the association as a whole meets once each quarter, and to these open meetings, for each of which an elaborate programme is prepared, are frequently invited the store and city salesmen of all the interested firms and any traveling salesmen who may happen to be in the city.

Once each year, in January, we celebrate with an annual banquet, at which we usually have an attendance of very close to three hundred.

#### Place Business on High Plane.

The ruling ambition of our association has been a desire to place the business in which we are engaged upon as high a plane among the great commercial industries as to make every individual connected with it feel proud of his vocation.

To accomplish this, the members of the association are working as individuals and are using their combined influence as a body to improve the personnel of each and every establishment by encouraging employees to greater and more intelligently directed efforts.

With this end in view employees are invited to our quarterly meetings.

The programme each evening includes a paper or lecture on a business topic closely related to our daily work; a heart-to-heart talk from the lips of wisdom and experience upon those things which tend to the uplifting of character; one or two numbers of an entertaining feature; and at the close, a half hour of sociability assisted by a luncheon.

Real thinking and knowledge are thus impressed upon the minds of a class of young men whose lack of educational advantages has not taught them to take kindly to mental processes.

The leavening effect of this work is apparent in the increased efficiency of our working forces.

To the short-sighted business man of narrow mind the idea of clerks thinking on their own account may be irritating, but it frequently leads to the making of a good stationer out of a poor socialist.

#### Help the Younger Men.

No work with more far-reaching benefits can be accomplished by an association than the aid which it can render towards the improvement and encouragement of

the younger men in the trade, upon whose wisely directed efforts the success of our business depends.

Here, then, is a field of fruitful endeavor which offers a wide scope for useful and profitable work.

No brighter or more promising young men are employed in any line of business than can be found in the ranks of the stationers, nor are there any greater commercial opportunities than exist right in this line of business.

Remunerative openings can always be found for men of character, capability and experience, and if your younger clerks and salesmen can be helped and encouraged to apply themselves to a widening of their knowledge and a more intelligent application to their duties, you will not only be helping in a worthy work, but assisting to strengthen and broaden that firm foundation of business integrity upon which must rest the rapidly growing commercial fabric of this great Dominion.

The value of the work which was being accomplished by the Chicago Stationers' Association won wide recognition and before long similar associations were formed in other cities.

Representatives from these other associations were frequently guests at our annual banquets, and we in turn were entertained in like manner.

#### National Association.

The present era of commercial advancement is constantly tending to the greater interdependence of communities as well as individuals, and this interchange of social amenities finally led to the suggestion that a National Association be organized.

No sooner was the suggestion made than the project was undertaken by the Chicago stationers.

A general invitation was extended to the manufacturers and dealers throughout the United States to meet for this purpose in Chicago as the guests of the Chicago Stationers' Association.

This convention was held in Chicago in October, 1904.

It was in many ways a remarkable gathering and made a most profound impression upon a majority of those who were fortunate enough to be present, especially upon those thoughtful ones who have acquired the habit of studying conditions which closely affect their interests.

With a unanimity entirely unlooked for by its promoters the organization of a National Association was perfected, which has since gathered to its ranks nearly every leading stationer and manufacturer in the country.

Four successful annual conventions have been held, each more successful than that which preceded it.

The objective of the National Association of Stationers and Manufacturers of the United States of America might be outlined as that of helping to educate manufacturers and dealers in the fundamental principle of "live and let live."

#### Good Results.

The good results accomplished by the National Association cannot be measured in words, but its influence has been felt in nearly every channel of the trade throughout the country.

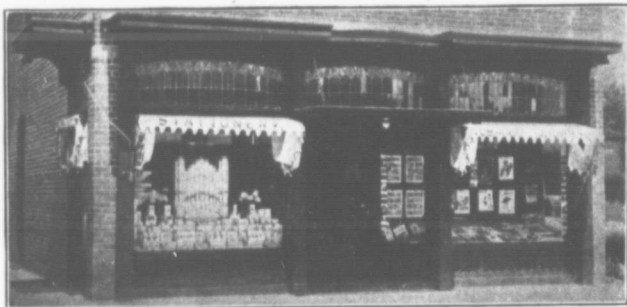
Both stationers and manufacturers are beginning to have a better understanding of the conditions which confront them. We have learned that a net profit is absolutely essential to the successful conduct of our business; that our competitors' cost of doing business is quite as large as our own, and that it has been quite as difficult for him to conduct his business at the prices which have prevailed as it has been for ourselves; that

(Concluded on page 70.)

## How Attractive Store Fronts Are an Invaluable Aid to Business

Stationery and Book Stores May Impress the Public, Draw Custom, and Effectively Advertise their Goods by Having an Artistic and Imposing Exterior—The Views of an Architect.

By Charles P. Band.



A Striking Front—Mrs. D. Ruthven's New Store, Toronto.

What the frame is to the picture so is a store front of unique and striking design to the art of window-dressing and the display of goods.

This is true in all lines of business. A handsome and impressive exterior will not alone draw custom, but when conjoined with appropriate window trimming, the effect is lasting because it is both inviting and pleasing. The impression is retained in the mind, and memory is invariably drawn to that store when a particular line of business is mentioned. A tasty and artistic exterior does not, as many erroneously suppose, mean one of glass and nothing but glass. It is time this idea was shattered and a proper conception realized of what constitutes an up-to-date business front, one designed to arrest attention draw trade and advertise a store.

### A Building Proposition.

In connection with the reproduction of a stationery store in this issue of *Bookseller and Stationer*, the time seems opportune to say a few words in connection with this class of building. The owner of the store represented had only a limited capital with which to build, and as is usually the case, all needless expense was to be eliminated. One of these expenses mentioned was the front. This, as explained, was to be plain and just as simple as the old shop had been.

I took immediate exception to this from a business point of view and strongly advocated a larger expenditure on the front, even if at the expense of some other portion. My advice was taken, and the result is that my client has been complimented many times by her constantly increasing number of customers on the enterprise exhibited in having a unique shop which is advertising the business more than can as yet be estimated.

### A Puzzle.

It has always been a puzzle to me why our shop-keepers who are looked upon as keen business men, can rarely ever be prevailed upon to spend money on the fronts of their stores. I can only attribute this lack of judi-

ment to the fact that stock in trade and window-dressing have been, and still are, to a very large extent, the only occupants of the store man's mind as a medium to attract the public eye, but let me tell these people that here lies a huge mistake. Only a short time ago I tried to persuade a prospective client to erect a good front, but he said all he wanted was glass and lots of it to show his goods. I could not argue him out of it. I pointed out that he might show all the goods in his store in the windows and while gazed at they would no doubt create a good impression, but where is the memory of that impression a block or so farther on when other nice things have been seen and admired?—all forgotten, so far as my experience is concerned. Block after block has the eye been feasted until the mind is incapable of remembering one special store. On the other hand, erect a front which commands attention and the memory of that store and its owner's name will be carried constantly in the mind of the public as well as of the private individual and will be looked upon as a sort of landmark when one is in its vicinity.

### Applied to All Businesses.

This applies to any class of business, but in my opinion the one that has been most neglected up to the present time is the stationery or book store. With few exceptions our book stores are dingy and far from inviting. Just notice how the bars and restaurants and other places which cater to the animal nature have brushed up their premises and compare them with the book stores which cater to the mental, the refined and the educated public. The contrast is quite startling. Why should not the latter wake up to the fact that if only from a business point of view a change in the present condition would repay well in dollars and cents the pioneer who ventures out of the apparent rut into which book stores have fallen? When any change is made the eye seems to be plate glass and plenty of it. That to the storekeeper appears to be the height of beauty, but to my mind, plate glass has no beauty in itself, but depends entirely on its

setting. Take the human eye, for instance. With the many different settings it has there are as many expressions, but cover up these settings and show the eye only, and you have a hard glazed expressionless surface—very uninteresting. So with plate glass. Glass to my mind is firstly a useful article for the purpose of getting light, and secondly artistic only when it takes a subordinate place with other materials.

If two stationery stores be within a block of each other and one owner improves his premises, see how quickly the competitor alters his. Why? Just because he is afraid the other chap will attract the public and so gain an advantage. This, almost everyone can remember seeing done, which bears out my contention that attractive fronts mean better business.

But bear in mind I don't refer to the flashy article. It has its place, certainly, but for the book store we want something quiet, artistic and inviting, making one feel a desire to know what lies behind.

The old book shop calls for a different treatment again to the store where new books only are sold; in fact, each commercial business has its own character of design, so to speak.

#### Interior Arrangement.

Next to the attractive front comes the interior arrangement, which in book stores, to be really successful, should be quiet in design and unpretentious, showing thought for the comfort of the customers and so arranged that they can quietly move about among the books they love or sit in some inviting nook and read, free from the disturbances of the usually cramped, high-shelved walls and counters. The attendants, while always within call should never be constantly at one's elbow. Nothing irritates a book-lover more, or has the tendency of driving him from the store.

I trust these few words will be of benefit to some and cause a change which I am sure will increase business and at the same time increase the pride in the business.

[Editorial Note—The store pictured at the beginning of this article is located at the corner of Dupont and Huron Streets, Toronto, and is owned by Mrs. D. Ruthven. The front is of an imposing and artistic character and at once arrests attention. The width of the premises is 22 feet 10 inches and the depth 20 feet. At the rear are two living rooms while upstairs are four bedrooms and a bath room. The exterior woodwork is of Georgia pine stained a soft brown. There is an overhanging cornice and above the large front windows are several rows of leaded glass which materially add to the impressive effect. Over the door is a hood suspended by chains from two pilasters. The door itself is of unique design with vertical bars of wood in which rows of upright glass are set. Under the plate glass there is a panel of woodwork. Each of the show windows is 5 feet 3 inches high by 6 feet 8 inches wide. The side lights contiguous to the recessed door are each 2 feet 5 inches in width by 5 feet 5 inches in height. The interior fittings of the store are of pine, stained a soft green, the effect being very pleasing. It may be mentioned that there is a window on the Huron Street side which is also used for the advantageous display of goods. This is 5 feet wide by 5 feet 3 inches in height. The establishment is neat and compact in every respect, of solid brick, being not only an excellent and thoroughly up-to-date stationery and book store, but affording splendid living apartments as well. The architect was Charles P. Band, 36 Toronto Street, Toronto.]

## The Music Department

### Business in the Department Improving—New Selections on the Market—Anthem Books—New Patriotic Song.

Music stores and departments are again busy after the summer season and all classes of music are in request. The demand for teaching music is heavy, and some new things have been brought out. One of the best in this class for beginners is "The Circus," a series of teaching pieces by G. A. Grant Schaefer, of Boston, formerly of Montreal.

There are several new selections in both popular and high-class vocal and instrumental music. Among the high-class vocal selections, a few which are proving good sellers are "Recompense," by John W. Metcalfe; "Bony Wee Thing," by Paul Allen; "Wishes," by Henry Halloran and Helen S. Thompson; "Mother Songs," by Mrs. H. H. A. Beach; "The Last Portage," which is Dr. Drummond's poem set to music by Percival J. Hilsley, of Montreal, has been received with favor, and is sure to prove popular. "At the Grave of Robert Schumann," is the translation of the title of a new German song; "Ton Coeur a Pris Mon Coeur," is a popular French song, and "Music's Charms," is a supranote song, the words by S. E. Gregory and the music by Jos. Vezena, published by S. E. Gregory, Quebec, and which is handled in Montreal by Nordheimer's, who predict a good sale for it.

In popular songs some of the new things which are good sellers are "I'm Glad I'm Married," by Jack Norworth and Albert Von Tilzer; "There's No Moon Like the Honey-moon," by Edgar Malone and Albert Gumble; "Don't Go Away," by Kendis and Paley; "Somewhere There is Someone I'd Like to Know," by Joseph Mitenthal and Joseph Daly; "Don't Forget to Drop a Line to Mother," by Williams and Van Alstyne; "Rainbow," by Alfred Bryan and Percy Wenrich; and "I Want Someone to Call Me Dearie," which is a big hit, by Williams and Van Alstyne.

#### Instrumental Selections.

New instrumental selections are "The Shovel Fish Rag," by Harry Cook; "Wild Flower," intermezzo and song, by E. Ray Goetz and Lou A. Hirsch; "Ziz," march and two-step by Alfred Feltman; "The Home Coming," march, by E. F. Pauli; "Twixt Sabre and Sword," and "Vigorous," marches, by F. H. Losey; "Pigtails," a Chinese-American march, by J. Bodewalt Lampe; "Rose Leaves," intermezzo, by Neil Moret; "Hide and Seek," by Reginald de Koven, and four selections by A. J. Stastney entitled "The Motor Boat," a march and two-step; "Cactus and the Rose," a western idyl, also published as a song; "Mephisto Rag" and "High Stepper," a march and two-step.

Music from the different operas are also in active demand, particularly those which have been playing in Canadian cities.

#### Anthem Books.

Attention is directed to the announcement of Novello's "Anthem Book" and "The Village Organist," made in this number of Bookseller and Stationer. The contents are given on page 33 and full particulars as to size and price are supplied by the publishers, Novello & Co., London Eng. With a little enterprise Canadian booksellers could place copies of these books in every church in Canada. They are new, popular and cheap. Show the advertisement to local organists and interest them.



## Aggressiveness Greatly Needed in the Trade this Season

Meet Unfavorable Conditions with Energy—Spend a Little Money to Brighten Up Your Stores — Energetic Salesmanship Required.

While it would be untrue to say that times are bad, it is none the less correct that there is a great deal of apprehension throughout the country. People are nervous and are slow to believe that there has been any radical improvement in conditions.

In face of this it becomes more and more necessary for the trade to take up a confident and aggressive attitude. If sales are to be maintained at anything like satisfactory levels, dealers will have to bestir themselves. The trade is not going to come in this year without an effort.

### The Show Window.

First and foremost spend a little money and brighten up the store, especially the windows. Few booksellers realize the value of their windows. They are not reckoned at their true worth.

A druggist in a suburban part of Toronto has a small

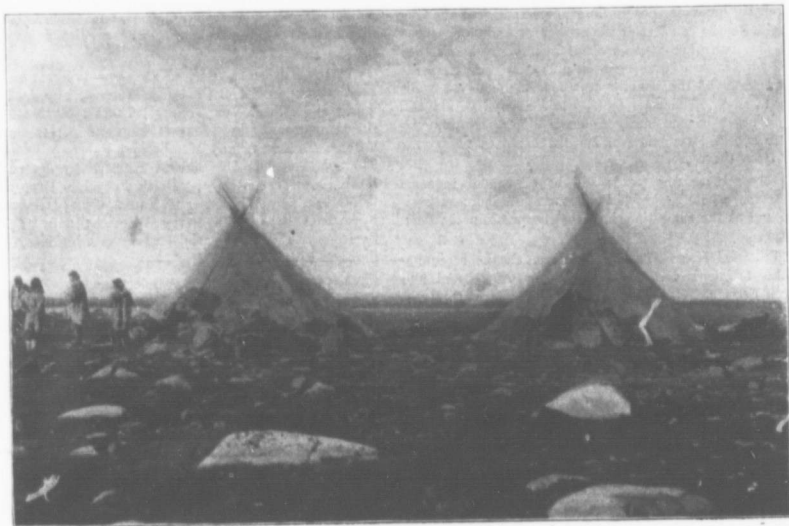
ably the most striking stationery store in the city and once seen it is never forgotten. The proprietor is doing a fine business, which is largely the result of a pleasing appearance.

There is a great deal in a first impression. If your store impresses the public favorably, it naturally follows that the public considers your wares good and, to have the reputation for selling reliable goods, is a great thing in any business. Yes, appearance counts for a great deal.

To prove that appearances help trade, just recall any case you know of where there are competitive stores. One store introduces improvements and immediately the public flock to it. The other store simply has to follow suit or else it loses trade.

### A Problem in Comparisons.

Why is it that the book business is good in some towns and poor in others? Why do publishers say such and



From "Across the Sub-Arctic," by J. W. Tyrrell, C.E.  
Eskimo Camp on the Barren Lands.

store with a single window. He recently stated that he would not be willing to rent that one little window for \$15 a month. It sold goods for him and he realized it.

How thoughtless—nay foolish—it is for dealers to fail to utilize one of the best selling devices they possess. Leaving a conglomeration of dusty goods in a show window for a fortnight is the height of folly. The public instead of being attracted, are repelled.

The store illustrated on page 23 of this issue is located away out in a residential suburb of Toronto. It is in apparently a most unlikely neighborhood. Yet it is prob-

such a town is a good book town, while the next town is a poor one? The difference can generally be traced direct to the character of the booksellers. It's not so much the character of the people, for human nature differs very little from place to place and people will read books, if they are only influenced to do so.

The whole question resolves itself into the presence or absence of that aggressive spirit which creates trade.

There are two kinds of trade—trade that comes in of itself and trade that has to be brought in. The difference between the two really makes up the dealer's profit.

In towns where the book business is good, you will undoubtedly find that the booksellers are aggressive, that they are enthusiasts and that they stretch out after business. They inspire their public with a desire to possess and buy books and they contrive to sell far more books than if they were to depend on the whims of the few booklovers in the locality.

#### The Floor and the Wall.

Here's an example of aggressiveness displayed by a wallpaper dealer: A customer comes in to purchase paper for a room. Instead of being content with selling anything the customer may want, an effort is made to get them to buy high-priced goods. The customer may demur, objecting to paying more than 25 cents a roll. Then the dealer clinches the argument by pointing out that the customer is prepared to spend forty or fifty dollars for a rug for the floor, and wants to cover the walls with cheap paper. The walls are looked at much more than the floor. This argument usually goes down with people.

#### Raise the Standards.

If you can get the people of your locality interested in new lines, you will find that the vogue for them will

and others will follow suit. The habit of using nice things once acquired, is never lost and it is next to impossible to give up using higher-quality goods.

## Notes From Montreal

### Renewed Activity in Trade Circles—New Books Received—New Work on Exploration in Northern Canada.

Montreal, Oct. 6.—There has been a renewed activity in book and stationery circles during the past month. The opening of the schools brought a rush of trade, and this is keeping up to a great extent. All varieties of blank books are selling actively, as well as other school supplies.

Fiction sales have shown an increase, and several new books have been received. It is expected that before this goes to press Dr. W. H. Drummond's posthumous book, "The Great Fight," will be on sale though at present writing it has not been received. Advance orders for it have been heavy, and it is anticipated that when it is in the book stores, there will be an exceptional demand for it.



Mr. Laird Addressing the Beavers and Crees at Fort Vermilion.

From "Through the Mackenzie Basin," by Chas. Mair and R. Macfarlane.

increase like wildfire. Take the item of playing cards. If you can get one society leader in your town to use pretty new packs of cards, you will soon find other ladies asking for them. The fact that Mrs. So and So used "the prettiest cards you ever saw" is told around and "Where did she get them?" naturally follows. This is creative trade and it is a profit-bringing trade. A little reflection on ways and means, will show any dealer how to make use of this method of stirring up emulation among the local society people.

Then consider note paper. Here you have precisely the same story. Create a demand for new and dainty lines. Get one or two ladies to use your best-grade goods

Among the books received during the past month which have met with a ready sale are "Cy Whitaker's Place," by Joseph C. Lincoln; "Comrades Two," a story of Canadian life, by Elizabeth Freemantle; "The Testing of Diana Mallory," by Mrs. Humphry Ward; "The Riverman," by Stewart Edward White; "Peter," by F. Hopkinson Smith; "The Cliff End," by E. C. Booth; "Holy Orders," by Marie Corelli; "The Wild Geese," by Stanley J. Weyman. Others are: "The Servant in the House," by Charles Rann Kennedy; "By Right of Purchase," by Harold Bindloss; "The Wheel o' Fortune," by Louis Tracy; and "The Money Changers," by Upton Sinclair.

## Editorial Chronicle and Comment

### TRADE PROSPECTS ARE ENCOURAGING.

Many of the wholesale stationery and fancy goods houses were interviewed by Bookseller and Stationer during the past week in reference to the prospects for Fall and holiday trade. Without an exception all the heads of the firms reported that the outlook was encouraging and that there had been a considerable increase in business over the corresponding month of last year. True, conditions are not yet normal by any means, but there is a steadily upward tendency and the feeling is hopeful.

Many of the booksellers and fancy goods dealers in the Province had allowed their stocks to run very low during the past few months, not feeling justified in making heavy purchases, but now that a reaction is setting in they are exercising more faith than they have for some time, and are buying accordingly.

The import trade is still backward and orders have not been placed months ahead as was the custom in previous years, but with returning prosperity, engendered by the splendid crop in the West, and the increased purchasing power of the people, matters are righting themselves again and travelers from all over the Province, and particularly the West, are taking larger orders.

While retailers have permitted their stocks to decrease, nearly all the wholesalers are in the same predicament. Owing to the rather sudden demand made upon them by the trade some supply houses have had to stock up from the manufacturers during the past few weeks. While it may be a few months before the total output is equal in value and volume to that of the Spring of last year and the Fall of 1906, still the belief is general that within a comparatively short period the top water mark will be again reached.

### INVESTIGATE OUR LIBRARIES.

Are our public libraries performing the functions which they ought to perform? Or are they simply becoming conveniences for supplying a comparatively small percentage of the public with ephemeral literature at the expense of the ratepayers?

The public library in any town or village should primarily be for the purpose of preserving local records and histories, books of reference and books relating to the history and progress of the country. Its main aim should be education and preservation. The majority of ratepayers would not hesitate to support an institution working along these lines. But why should the public be taxed for an entertainment provider, such as many a library has become?

Again, our libraries should be fostering a love for books as works of literature. They should be enkindling a desire for possession in the reader's mind. In fact, they should be the means of starting many a little private library in the homes of our people. It is not human nature to love the borrowed book as much as the

book we have bought. And the public library, because it is there for the uplifting of the people, should see to it that it does not usurp the place of the home library. We need a few favorite books in the home just as much as a good selection in the public library.

Quoting the words of an English writer: "There is no justification for a library committee expending money raised compulsorily from ratepayers in the purchase of any books which have no definite educational or literary value, and which merely serve to amuse and to kill time. In the end we are rendering the community we serve the truest service if we decline to cater for lower tastes in it than the private person dares to provide for in himself, and if we have faith to believe that if we address ourselves to its slowly evolving higher intelligence and nicer taste there will be a response."

### EDUCATE THE PUBLIC TO BUY BOOKS.

An American advertising journal has been pointing out a fundamental difficulty in the book trade. Each new book as it comes out requires a new advertising campaign to sell it. In this, the selling of books is different from the selling of such a commodity as a breakfast cereal, which requires only one campaign to keep it going. The selling cost is high and each new book costs practically as much to sell as its predecessor.

The aforesaid journal believes that it would be a good thing if publishers would combine their various lists on the lines of the mail order houses and supply a mutual advertising appropriation to educate the public to buy books and possess private libraries.

This is an idea which, with some modifications, might well be considered by Canadian publishers. There are not many Canadian publishers, and it would not be difficult for them to get together and arrange a campaign to boom the sale of books in this country. If the public could only be taught to esteem books as they ought, and to spend money to possess them, the work of such a combination would be valuable.

### BOOK WAR OVER.

According to a cable to the New York Herald, the great book war between the London Times Book Club and the publishers is over, with victory on the side of the publishers. What the terms of capitulation are have not yet been disclosed. The dispute began two years ago, and arose out of The Times refusing to accept the conditions on which the publishers would sell books to the club, the most important of which was that new books issued at a net price should not be sold second hand until six months after their publication. John Murray was the leader of the publishers in the struggle, and to his fairness is largely due the success of their interests.

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- 9 The Adventures of a Brownie
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- 12 Snow White and Rose Red

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- 13 Little Red Riding Hood
- 14 Sleeping Beauty
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- 16 Dick Whittington and His Cat

- 17 Jack and the Bean Stalk
- 18 The Three Bears

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- 20 Through the Looking Glass—Humpty Dumpty
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OF ALL JOBBERS, OR



# Latest News of the Month in the Publishing World

Reports of Best Selling Books — New and Forthcoming Books  
Announced—What Canadian Authors are Doing—Short Book Reviews

As was to be expected, "The Firing Line" has taken first place in the best-selling list for September. This popular book supersedes "Mr. Crewe's Career," which has held first place now for some months and it leads it by a big margin. "Peter," by F. Hopkinson Smith, is the other notable new-comer in the list.

## Canada.

1. Firing Line. By R. W. Chambers.
2. Mr. Crewe's Career. By Winston Churchill.
3. Barrier. By Rex E. Bech.
4. Peter. By F. H. Smith.
5. Lure of the Mask. By Harold MacGrath.
6. Coast of Chance. By E. and L. Chamberlain.

## England.

1. Holy Orders. By Marie Corelli.
2. Wild Geese. By Stanley J. Weyman.
3. Virgin in Judgment. By Eden Phillpotts.
4. Recollections. By David Christie Murray.
5. Victoria Regina. By Fitzgerald Molloy.
6. Empress Josephine. By Philip W. Sargeant.

## United States.

1. Mr. Crewe's Career. By Winston Churchill.
2. Lure of the Mask. By Harold MacGrath.
3. Firing Line. By R. W. Chambers.
4. Together. By Robert Herrick.
5. Halfway House. By Maurice Hewlett.
6. Cliff End. By E. C. Booth.

## Notes From the Publishers.

Henry Frowde announces October 15 as the date of publication of "The Web of Time," by R. E. Knowles.

The Macmillan Co. of Canada have just issued "The Diva's Ruby," by F. Marion Crawford, being a sequel to "Primadonna" and "Fair Margaret."

The publication of "The Wheel o' Fortune," by Louis Tracy, has been delayed but the publishers, McLeod & Allen, will have their edition ready at once.

H. G. Wells' new imaginative novel, "The War in the Air," will be published in Canada by the Macmillan Co. and will be ready about the end of the month.

Miss Lily Dougall's new novel, "Paths of the Righteous," will be published shortly by the Macmillan Co., as will also C. V. Lucas' story, "Over Bemertons."

Norman Duncan's book of short stories, "Every Man for Himself," published by the Musson Book Co., was sold out immediately after publication. A new edition is being secured.

The Musson Book Co. report exceptionally heavy sales for their two leaders, "The Testing of Diana Mallory," by Mrs. Humphrey Ward and "The Riverman" by Stewart Edward White.

McLeod & Allen have just ready Meredith Nicholson's new romance, "The Little Brown Jug at Kildare." They announce for publication this month "A Prisoner of the Sea," by C. C. Hotehikiss.

Henry Frowde has already published this fall "The Binding of the Strong," by Caroline Atwater Mason; "A Soldier of the Future," by W. J. Dawson and "Patsy," by H. de Vere Stackpoole.

Mrs. J. K. Lawson's story, "The Harvest of Moloch" will be ready on October 20, with the Musson Book Co.'s imprint. Their other Canadian novel, "The Master of Life," by W. D. Lighthall, will be published on November 1.

Of their fall fiction list the Macmillan Co. have now ready "Cousin Cinderella," by Mrs. Everard Cotes; "Friendship Village," by Zona Gale; "Helianthus," by Ouida; and "The Sunny Side of the Hill," by Rosa N. Carey.

The Copp, Clark Co. have now ready the following novels on their fall list: "A Spirit in Prison," by Robert Hiehens; "The Wild Geese," by Stanley J. Weyman; "Watchers of the Plains," by Ridgewell Cullum; and "The Soul of Dominic Wildthorne," by Joseph Hoeking.

A steady advance has been noted by the Copp, Clark Co. in the sales of "The Heart of a Child," by Frank Danby. This was one of their spring publications which came out just before the summer dulness set in. As it is becoming better known its sales are increasing.

Towards the end of the month the Copp, Clark Co. will bring out "The Illusive Pimpernel," by the Baroness Oreyz. They will also have ready this month "Purple Love," by Morice Gerard; "The Fighting Lines," by David Lyall; and "The Governors," by E. P. Oppenheim.

Cassel & Co. expect to receive the first consignment of their fall books this month. Among these will be "The Ghost Kings," by H. Rider Haggard; "Sir Richard Escombe," by Max Pemberton; "Miss Fallowfield's Fortune," by Ellen Thorneycroft Fowler; "The Golden Precipice," by H. B. Marriott Watson; and "The Hate of Man," by Headon Hill.

McLeod & Allen report some record-breaking sales for their early fall fiction. The first edition of "The Firing Line," by R. W. Chambers, was exhausted within the first week of publication. Second and third editions were cleared out on back orders, while the fourth edition is now on order. The first edition of "Peter," by F. Hopkinson Smith, was sold out in a few days after publication and a second edition is now ready. "Cy Whittaker," by Joseph C. Lincoln, was sold out in advance of publication and the same was the case with "The Money Changers," by Upton Sinclair. The order for "The Trail of the Lonesome Pine," by John Fox, jr., has been increased to meet the demand. This book will be published on October 17. A fourth edition of "Halfway House," by Maurice Hewlett, has been called for.

(Continued on page 43.)

## A Page About Books by Canadian Authors

## Some New Publications

Those who know Ernest Ingersoll's book, "The Life of Animals," which was published some time ago by the Macmillan's, may be surprised to hear that Mr. Ingersoll is a Canadian. It seems that he was formerly on the staff of the Montreal Star, going from there to New York, where he has since resided.

The sale of F. Basil Tracey's "Tercentenary History of Canada," referred to in last month's issue, is being conducted here by the Macmillan Co. of Canada. The set of three volumes, boxed, sells at \$4. Canadian papers have not been slow in giving praise to this new history, which seems to fill a long-felt want.

A great deal of interest attaches to the recent marriage in Toronto of Mrs. Leonidas Hubbard, who is so well known as the writer of that fascinating book of travel entitled "A Woman's Way Through Unknown Labrador." This account of her plucky trip through Labrador is having a very steady sale.

The Cambridge Corporation, Montreal, have ready the third edition of "The Cradle of New France," by A. G. Doughty, C.M.G., the Dominion Archivist. This valuable work on the history of Quebec contains thirty illustrations from old prints, ten of which are in color, and also a map of Quebec in four colors. It is sold at \$1.50 net.

The Musson Book Co. expect to have ready very soon the two Canadian novels which they are printing and publishing this season. One is W. D. Lighthall's romance of the Five Nation Indians and prehistoric Montreal, entitled "The Master of Life." The other is by a Toronto lady, Mrs. J. K. Lawson, and is called "The Harvest of Moloch." Both are said to be exceptionally good stories.

Emerson Hough, the author of "The Mississippi Bubble" and other popular novels has become so much impressed with the greatness and possibilities of the Canadian West, that he is writing a book dealing with Canadian colonization from the American standpoint. It is called "The Sowing, a Yankee's View of England's Duty to Canada." The work is now appearing serially in "Canada West" Magazine.

A pretty gift book for Christmas, which will interest the trade in the way of holiday books is entitled "The Canadian Book of Months," by Suzanne Maruy, consisting of prose and verse, a prose idyll for each month, sentimental and pastoral, followed by verses delightfully fresh and delicate in their nearness to nature. This book will be interesting souvenir for Canadian buyers who are sending gifts to the Old Land.

The Musson Book Co. are to be the publishers in Canada of Miss Agnes C. Laut's, history of the Hudson's Bay Company, which is to appear with the title "The Conquest of the Great Northwest." It is an extensive work, running into two volumes, the price being \$5 net. Miss Laut has had access to the company's collection of documents in London and for two years has had copyists at work on them. Her book will be unique and in its exhaustiveness will supersede all previous histories of the great company.

A very important announcement to the publishing trade is that made by William Briggs in reference to a new volume by William Wilfrid Campbell, the Canadian poet. This volume is to contain his dramas, and will be published under the title of "The Collected Dramas of William Wilfrid Campbell." The volume will be a companion one to the volume of poems published a couple of years ago by the same house, under the title of "Collected Poems." The intention of the publisher is to have this ready for the holiday trade.

Among the fall books of fiction listed by William Briggs appear the books of two new Canadian writers, one entitled "Na.ey McVeigh of the Monk Road," by R. H. Mainer, a story of Ontario life by a western writer and the other, "G. briclé Amethyst," by Miss F. W. Musgrave. Miss Musgrave is a resident of Nova Scotia and this is her first venture into the world of books. She has, however, written many stories for the newspapers and magazines which have been very well received.

Mrs. Everard Cote's chief claim to fame rests in her inimitable "American Girl in London." Whether its companion volume, "Cousin Cinderella," which was first intended to have the title, "A Canadian Girl in London," will be its equal in popularity remains to be seen. At any rate it is now on the market and according to the publishers the Macmillan Co. is selling well. It is the story of a Canadian girl and her brother who visit London for the first time and become involved in certain adventures which lead up to a very pretty love affair.

"Paths of the Righteous," by Miss L. Dougall, author of "Beggars All," "What Necessity Knows," etc., which is to be published this fall by the Macmillan Co., is a story having religion as its central theme. The scenes are laid in an English rural parish at the time of the last general election and the excited feeling stirred up by the question of religious teaching in the schools enters largely into the thread of the story. The author throughout maintains a detached attitude and describes the various types of village society with keen insight and subtle humor.

The old saying that "A prophet is not without honor save in his own country" does not hold good in the case of Rev. George Jackson, the pastor of Sherbourne Street Methodist Church, Toronto. Mr. Jackson's book, consisting of lectures delivered at Vanderbilt University, has been issued by William Briggs, in Canada, under the title of "The Fact of Conversion," and the surprising sale of 250 copies is reported by this publisher within three weeks. For a theological book this is rather extraordinary. The publisher states that the sale seems to be only just commencing.

Next to the Bible, Shakespeare seems to lead in the number of volumes which are issued in the way of commentaries, expositions, and side-lights. The latest volume in the field of Shakespearean literature to be announced is that of Prof. Wm. F. Osborne, who holds the Chair of Professor of English literature in Wesley College, Winnipeg. His volume is to be entitled "The Genius of Shakespeare and Other Essays," and is to be placed on the market by William Briggs. Professor Osborne is one

"ONE OF THE FEW CANADIAN STORIES THAT APPEAL TO THE WHOLE ENGLISH-SPEAKING WORLD."—The Montreal Herald.

## ANNE OF GREEN GABLES

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A NEW BOOK, by ROBERT NEILSON STEPHENS.

## TALES FROM BOHEMIA

ILLUSTRATED, - \$1.50.

Mr. Stephens first became known to the world as the author of the successful play, AN ENEMY TO THE KING, produced by E. H. Sothern. He had a splendid opportunity to study theatrical life from the inside, and most of the scenes in the present book have theatrical settings.

## THE HOUSE IN THE WATER: A BOOK OF WILD LIFE.

Illustrated, - \$1.50.

BY CHARLES G. D. ROBERTS. Author of "The Heart of the Ancient Wood," etc.

Some of the best nature tales Charles G. D. Roberts has ever written are included in this volume. Of especial interest to Canadians is the opening story, THE HOUSE IN THE WATER, which comprises fully one-third of the book, and which is a close study of the Canadian beaver.

L. C. Page & Company, Publishers, 200 Summer St., Boston, Mass.

of the rising and talented young men in our Western Provinces, and his book is sure to make its mark.

A new departure in Canadian publishing is being made by William Briggs in issuing a book of fiction with colored illustrations. Of course a number of popular books of fiction containing colored illustrations, have been handled by Canadian houses, but the sheets have been imported. In this case the illustrations are drawn by Canadian artists, engraved by a Canadian house, and printed on the presses of William Briggs. This interesting volume is to be entitled "My Lady of the Snows" and is being published by the author under the pseudonym of "A Lady of the Snows."

Certainly the most remarkable book of poetry which has ever been issued in Canada is R. W. Service's "Songs of a Sourdough." The publishers have already sold 17,000 copies and have just put on the press an edition of 7,000 copies, which will bring the total number issued to 24,000. When it is taken into account that a goodly number of these volumes have been sold in the edition de luxe it is certainly a great record. A remarkable review of "Songs of a Sourdough" has just appeared in a monthly magazine entitled "The Triad," published in Wellington, New Zealand. This magazine gives seven columns to the review of Service's book.

"A Canadian Manor and Its Seigneurs," by George M. Wrong, M.A., Professor of History in the University of Toronto, which was announced in these columns several months ago, has at length been published. The Macmillan Co. are undertaking the sale of the book in Canada, listing it at \$3 net. In the book, which, by the way, is a most creditable piece of book manufacture, the

author tells how he was allowed access to the papers of the Nairne family in the fine old Manor House at Murray Bay, near Quebec. These papers have made it possible for him to construct a fascinating narrative of early days in Lower Canada. Professor Wrong is to be commended for undertaking the publication of such a work as this, preserving, as it does, so much valuable historical material.

"Glimpses of Northern Canada," is the title of a very attractive booklet published by the Cambridge Corporation, Montreal. The book contains many half-tone views of the northern part of Canada. These pictures are pictorially eloquent of the wonderful resources of this country and tell of the magnificent possibilities which lie therein. The views are accompanied by descriptive matter, which relates the experiences of two intrepid travelers, W. Tees Curran and H. P. Adams, M.D. It is impossible to read this book without becoming imbued with the vastness of our yet unexploited territory. These pages speak of great iron deposits, forests, water powers and the other natural factors in a great industrial development. Some idea of the impression which this country made on these gentlemen may be best expressed in the closing stanza of the book. "Though it was a pleasure to return to civilization and be once more in an environment of culture and refinement; to be able to turn on the light with a button, to step to a cafe and order lunch, yet a feeling of regret was experienced that the trip was over, and often their thoughts turn wistfully back to the wild and lovely Land O' the Silent North, where amid the stillness of ages they meditated upon the destiny of their beloved country and experienced a patriotic pride and joy in the glory of her future."



## The Autumn Lists of British Publishers are Announced this Month

Some Comments on the Books Offered to the Canadian Trade by leading British Publishers—New Publications of the Old-Established Houses—Juveniles to the Fore.

Once more it becomes our good fortune to refer the Canadian book trade to the lists appearing in this number, containing the announcements of the British publishers for the present season. These lists are as comprehensive as ever and the Canadian buyer will find books to suit all his requirements from the most nonsensical juvenile to the most ponderous theological tome. In juveniles particularly the lists are very strong and this is as it should be for, with but few exceptions, the British publisher has no peer in the publication of this class of book.

### Blackie & Son.

Blackie's beautiful picture books have attained a proud position of merit throughout the world. To be a Blackie, stamps a book as the best of its kind. Particularly suited to the Canadian trade are the series referred to in Blackie & Son's list which are carried in Canada by both William Briggs and the Copp, Clark Co. These books are the work of such artists as John Hassall, who is hailed as the King of all picture-book artists and Helen Stratton. The printing in colors is superb and the designing and manufacture of the books are excellent. There is nothing "cheap" about them, either in appearance or in contents.

### Williams & Norgate.

This house is eminent in the world of letters as publishers of theological works. They have issued at various times many of the most important religious works of the day and, as specialists in their field, they have come to be regarded as authorities. They are probably best known as the publishers of that important theological quarterly, *The Hibbert Journal*.

Their leading book publications fall under the heads of the Crown Theological Library or the Theological Translation Library. The former has been instituted to meet the need of the thinking public for a religious literature abreast of the times. In it this autumn are appearing the following volumes: "Philosophy of the Spiritual Life," by Rudolf, Professor of Philosophy in Jena; Dr. Adolf Harnack's three volumes of *New Testament Studies*; "The Fundamental Truths of the Christian Religion," by R. Seeberg, Professor of Systematic Theology in Berlin; "Anglican Liberalism," by twelve Churchmen; "The Mission and Expansion of Christianity in the First Three Centuries," by Adolf Harnack.

In the Theological Translation Library we find "The Christian Life," by Theodor Haering and "Primitive Christianity," by Otto Pfleiderer.

Williams & Norgate are also publishers of Herbert Spencer's "An Autobiography," which they issue in a reduced edition at 12s. 6d. net; "National Idealism and the Book of Common Prayer," by Stanton Coit; "Democracy and Character," by Reginald Stephen, M.A.; and "National Idealism and a State Church."

### Oliphant, Anderson & Ferrier.

This house also publish many theological works but they branch out into other lines as well, though all their publications are of a high moral tone. This autumn they

announce "A History of Missions in India," by Julius Richter, D.D., at 10s. 6d., which is an authoritative work on a great theme. In travel they publish "The Exploration of Egypt and the Old Testament," a summary of the results obtained up to the present time, by J. Garraw Duncan, B.D.

They have completed the series of "Bunyan Characters," by Dr. Alexander Whyte, by the publication of a fourth volume on "Bunyan Himself as Seen in His Grace Abounding." Among their other publications may be mentioned "The Christian Method of Ethics," by Henry W. Clark; "Pastures of Tender Grass," being short sermons to young people, by Rev. Charles Jordan; "The Resurrection Gospel," by Rev. John Robson; "The Claim of God on Art, Commerce and Literature," by John Kelman, M.A.; "The Path of Life," by W. M. Macpherson; "Thomas à Kempis" by Rev. D. Butler and "The Year of Grace: a History of the Ulster Revival of 1859," by Rev. William Gibson.

### Thomas Nelson & Sons.

No publishers of juveniles have a more varied list than Thomas Nelson & Sons, and their 1908 list is no exception to the rule. A glance at their offerings will indicate the quality and comprehensiveness of their juvenile publications. There is a new "Alice's Adventures in Wonderland," with 12 full-page plates and 80 colored pictures by Harry Rountree. There is a new idea in a juvenile Shakespeare, entitled "The Gateway to Shakespeare," containing Charles and Mary Lamb's "Tales," select passages from the plays and a children's life of the poet by Mrs. Andrew Lang.

"Happy Sunday Hours" contains a story and picture for each Sunday in the year with many colored illustrations by distinguished artists. A somewhat similar book is "Nelson's Nursery Book," with 32 colored illustrations, full of bright stories and bits of verse.

"Victories of the Engineer," by Archibald Williams, will be one of the most successful boys' books of recent years. Many marvellous engineering feats are here described and illustrated.

As for stories for boys and girls, Nelson's list is rich in alluring titles. There are "The Bravest Gentleman in France," by Herbert Hayens; "Gourie's Vengeance," by Evelyn Everett-Green; "The Wizard's Wand," by Harold Avery; "A Prince Errant," by Charles W. Whistler and many more.

Probably the most fascinating book on the Nelson list will prove to be "The Pageant of British History," by J. Edward Parrott. This book is brilliantly illustrated with reproductions of the most famous historical paintings and several black and white plates.

### W. & R. Chambers.

Chambers's books for boys and girls may be safely placed in the hands of Canadian children by the most particular parents. There is nothing about them to harm any child. While this may be considered negative praise, it may also be said in their favor that the Chambers's selection of books possesses qualities that will

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Advent	O King and Desire of all Nations	Stainer	Advent	Hosanna in the Highest	Stainer	Advent	Artis, O Jerusalem	Artis, O Jerusalem	Artis, O Jerusalem	King	
Christmas	Arise, shine, for thy light is come	Elves	Christmas	Sing and rejoice	Barnby	Christmas	Let us now go even unto Bethlehem	Let us now go even unto Bethlehem	Let us now go even unto Bethlehem	Hopkins	
Lent	Lord for thy tender mercies' sake	Farrant	Lent	O Saviour of the world	Gau	Lent	Comfort, O Lord, the soul of Thy servant	Comfort, O Lord, the soul of Thy servant	Comfort, O Lord, the soul of Thy servant	Tour	
"	Enter not into judgment	Arnold	"	Tract me, O Lord	Arnold	"	God so loved the world	God so loved the world	God so loved the world	Crab, arr la Gau	
"	O ye that love the Lord	Caridge-Taylor	"	Jesu, Word of God Incarnate	Gourod	"	Christ our Passover	Christ our Passover	Christ our Passover	Wainor	
Easter	O give thanks	Gau	Easter	Christ is risen	Elves	Easter	Praised be the Lord daily	Praised be the Lord daily	Praised be the Lord daily	Gau	
Whitson	Come, Holy Ghost	Arnold	Harvest	Great is the Lord	Stainer	Whitson	Ye shall dwell in the land	Ye shall dwell in the land	Ye shall dwell in the land	Callin	
Harvest	The Lord is looking into every man	Garrett	General	What are these?	Barnby	Harvest	O how amiable are Thy dwellings	O how amiable are Thy dwellings	O how amiable are Thy dwellings	Stainer	
General	O love the Lord	Sullivan	"	O how amiable	Stainer	General	O taste and see how gracious the Lord is	O taste and see how gracious the Lord is	O taste and see how gracious the Lord is	Barnby	
"	The day Thou gatherest, Lord	Wadward	"	O taste and see	Wainor	"	Thine, O Lord, is the greatness	Thine, O Lord, is the greatness	Thine, O Lord, is the greatness	King	
"	Blessed are they that dwell	Tour	"	The Lord is my shepherd	Macfarren	"	O give thanks unto the Lord	O give thanks unto the Lord	O give thanks unto the Lord	Elves	
"	Thou wilt keep him in perfect peace	Lee Williams	"	God that madest earth and heaven	Ruber	"					

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3. Andante con moto	A. R. Gaul	3. Pastorale March	Schumann	2. " " " " " " " "	Mendelssohn
4. Christmas Bells	G. J. Elvers	4. Concluding Voluntary	Cuthbert Harris	3. Bridal Chorus ("Lobengrin")	Wagner
5. Minuet	Philip Hayes	5. Introductory Voluntary	E. H. Verdin	4. Be thou faithful ("St. Paul")	Mendelssohn
6. Index from "Mors et Vita"	Gourod	6. Solemn March	C. H. Lloyd	5. Wedding Procession	H. Hofman
7. Soft Voluntary	H. A. Harding				
8. Slow March	F. Cunningham Woods				
9. A Song of Praise	J. Stainer				
10. Andante in G minor	E. H. Fellowes				
BOOK 2		BOOK 5		BOOK 18	
1. Allegretto	F. Cunningham Woods	1. Agnus Dei	F. Cunningham Woods	FUNERAL MARCHES	
2. Larghetto	J. Barnby	2. Minuet, from 9th Pt. Sonata	Mozart	1. Funeral March (Sonata Op. 26)	Berthoven
3. Allegro	W. Wandler Harvey	3. Funeral March	Gourod	2. " " " " " " " "	Chopin
4. Concluding Voluntary	A. R. Gaul	4. Andante Grazioso	Kate Bunbury	3. Dead March ("Saul")	Handel
5. Introductory Voluntary	E. F. Rimbaud	5. Allegro con brio	Frederick A. Kerrie	4. Funeral March	A. C. Mackenzie
6. Tempo di Minuetto	Myles B. Foster	6. Communion	W. Wadsworth	5. " " " " " " " "	Mendelssohn
7. Andante (Quartet in D minor)	Schubert	7. Allegro, from 9th Pt. Trio	Haydn		
8. Adagio	W. Sterndale Bennett	8. Concluding Voluntary	Cuthbert Harris		
9. Introductory Voluntary	Daniel McIntyre				
BOOK 3		BOOK 6		BOOK 48	
1. Andante Tranquillo	C. H. Lloyd	1. O Salutaris Hostia	Myles B. Foster	CHRISTMAS MUSIC	
2. The Village March	Ferris Tuzer	2. Slow March, from the 4th Sonata	Boyce	1. Fantasy on old Christmas Carols	Hugh Blair
3. Romance (Terngale for Strings)	Mozart	3. O great is the depth	Mendelssohn	2. Pastoral Symphony ("The Mincal")	Handel
4. Gavotte, from "Sensade"	Handel	4. Processional March	J. Warriner	3. "In dulci jubilo" — Ancient Carol	R. L. de Praetzel
5. An Evening Prayer	Alfred W. Tomlin	5. Largo, from "Xerxes"	Spohr	4. Pastoral (8th Concerto)	Corelli
6. Heaven and the earth display	Mendelssohn	6. Korakae me nos ("Last Judgment")	W. Wandler Harvey	5. Christmas (Op. 205, No. 1)	Max Goetze
		7. Allegro moderato	Sansert Ould	6. Choral ("Christmas Oratorio")	J. S. Bach
		8. Minuet			

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tend to produce good men and women from the boys and girls.

The old favorites for girls, L. T. Meade and Mrs. Molesworth are again to the fore with three titles by the former and one by the latter. May Baldwin, a less known but notwithstanding a brilliant writer, contributes two titles and Grace Squires one.

Then for the boys, there is "A Boy and a Secret," by Raymond Jaegers; "In Texas With Davy Crockett," by Everett McNeil; "The Rebel Cadets," by Chas. Gleig; "Rivals and Chums," by Kent Carr; "Black Partridge," by Colonel Gordon; "Jack the Young Ranchman," by Geo. B. Grinnell.

"Electricity for Young People," and "Photography for Young People," are excellent instructive books by Tudor Jenks, while in "Volcanoes and Earthquakes" and "The Atmosphere," Professor Houston gives interesting information to the young.

**George Bell & Sons.**

George Bell & Sons have made a great success of their Indian and Colonial Library, of which over one million volumes are now in circulation. They publish a list of new and forthcoming volumes, consisting of titles by Annie S. Swan, Justin McCarthy, Robert Barr, Fergus Hume, L. T. Meade and many other popular novelists.

In their Colonial Library of Standard Works they announce "The Making of Carlyle," by R. S. Craig; "The King Who Never Reigned, being Memoirs of Louis XVII," by Eckard and Naundorf; "Problems of the Middle East," by Angus Hamilton; "Madeira, Old and New," by W. H. Koebel, and "The Eye Witness," by Hillaire Belloc.

In their French Classics series they announce three new volumes by George Sand and one by Honore de Balzac. These books are in the original, with many illustrations.

In juveniles they announce three new titles in the Queen's Treasures Series, being "Cousin Phillis," by Mrs. Gaskell; "Six to Sixteen," by Mrs. Ewing, and "A Flat Iron for a Farthing," by Mrs. Ewing.

**A SIGN OF GROWTH.**

Increased business and the need for more warehouse room have led Menzies & Co., manufacturers' agents, to move to larger premises at 152-154 Pearl Street, Toronto. It is not so long ago since a small room on Wellington Street west was big enough to accommodate this young firm. Then a move was made more recently to the corner of Wellington east and Scott Streets. Still later

additional space was taken on Bay Street for storage purposes and now the new premises on Pearl Street have been required to meet the firm's expanding business.

Menzies & Co. are probably best known as the agents for the Savory publications in Canada, the sales of which have reached large proportions. They are also the representatives of Spicer Bros. and several other English houses.

**DR. OSLER'S NEW BOOK.**

One of the most handsome and valuable books of the season is undoubtedly Professor William Osler's collection of biographical essays, entitled "An Alabama Student," which has been published by the Oxford University Press. Apart from its splendid get-up, it is a choice piece of literary workmanship, exhibiting a love for its subject that only an enthusiast is capable of. The thirteen essays which are contained in the book, deal with men, whose title to fame rests on their work for medicine and surgery. They are all doctors and, in writing of them, Dr. Osler has aimed to take from their lives what inspiration he can for the encouragement of the young medicos of America. The book is listed at \$2.

**NEW PATRIOTIC SONG.**

Peter McArthur and Miss M. F. E. Frerichs in collaboration have produced a new patriotic song, entitled "My Home." Mr. McArthur, who is a Canadian journalist of some note, wrote the verses and Miss Frerichs has set them to music.

**SELLING BOOKS BY THE YEAR.**

For several years the London Times Book Club has furnished a circulating library service in Great Britain at so much per year, the subscriber returning books after reading, or buying them for his library at a discount from the published price. Repeated demands have come from the British colonies for some extensions of the service whereby subscribers might obtain current works and keep them. Now the club has a "By Book-post to Outpost" service. Instead of selling one book, as the publisher is doing eternally, the Times Club takes a yearly subscription in any part of the world and mails a certain number of novels or miscellaneous books each month, post free. For twenty-five shillings a year (\$6) one novel a month is mailed. Six novels each month may be had for about \$34 a year, or less than fifty cents apiece. These books are copies that have been used for some weeks in the club's circulating library, but are clean and perfect, and cost much less than they would in London.

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**Religious Tract Society.**

The Religious Tract Society's autumn announcements have been received, and it is interesting to note numerous new publications and new editions of popular books. The annuals and almanacs are also catalogued. It is primarily the object of the R. T. S. publications to make a good impression on the minds of the young, for whom the tales are generally intended and they succeed equally well in winning the favor of the book trade also, by the attractiveness and general style of the volume issued. New publications this fall include additions to several of their popular series and also new editions of standard books for the young, such as "Line Upon Line," "The Dairyman's Daughter," in very attractive form, with colored illustrations. Amongst the three-and-sixpenny books of adventure is a capital story by Dr. Gordon Stables, "From Slum to Quarter-deck," splendidly illustrated. The title is indicative of the narrative, which is full of daring and incident. "The Goldsmith of Chepe," by Tom Bevan, is an exciting and interesting story of the time of London's great plague. "St. Merville's Scholarship Boys" is brisk and humorous, with many dramatic episodes such as boys love.

Two new stories by Amy Le Feuvre are "A Bit of Rough Road," (6s), and "Me and Nobbles," (2s), both of which are captivating volumes and the stories are fresh, wholesome and full of vivacity. Miss Le Feuvre writes with a practised pen and her tales are always full of charm.

Evelyn Everett Green's name stands for a vivid tale of family life, "The Family Next Door," (2s 6d). It con-

tains many lessons in unselfishness and discipline, appealing strongly to what is best in human nature.

In the "Alexandra Library" (3s 6d), a notable story for girls is "Big Game," with a very winsome and entertaining heroine. The authoress, Mrs. Vaizey, has drawn her characters delightfully and the tale abounds in quiet humor, as well as wholesome religious feeling. The narrative is most excellent. "Every Boy's Bookshelf" is enriched by another volume, "The Strange Adventures of a Young Sailor," by John A. Higginson. Encounters with cannibals and kidnapers, experiences of storm and ship-wreck, follow in rapid succession, making an interesting and exciting story of the sea. The "Snow-drop" series (1s 6d) has another volume, "Tessie's Trust," by Amy Whipple, a pretty moral tale inculcating lessons of truthfulness. The R.T.S. have never had a more attractive group of autumn publications.

**TRADE NOTES.**

R. O. Smith, bookseller, of Orillia, has been on a visit to his old home in Downie Township, Perth County.

J. J. W. Simpson, of the Red Front Store, Shelburne, Ont., has sold out the stationery and fancy goods department of his store to Henry Bretz, of Washington, Oxford County, who will carry on the business.

A license has been granted to the Anseo Company, a New York incorporation, to do business in Ontario. They are empowered to do a general photographic and photo engraving business, supplies, manufacture, etc.

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LATEST NEWS OF THE MONTH.

(Continued from page 29.)

William Briggs announces for issue very shortly a new book entitled "The City on the Hill," by the author of "When It Was Dark," which book had such a tremendous sale. It is expected to be on the market early in November.

Mary Johnston's new book "Lewis Rand," which has been long looked for, has just been issued. The author of "To Have and To Hold" certainly increases her reputation in the publication of this book, which is creating a furore in the United States at present. William Briggs has this noted book for Canada and reports a very large advance sale.

The publishers of Clara Louise Burnham's latest book, "The Leaven of Love," are to be congratulated on the beautiful poster which they have issued in connection with the advertising of this volume. The publisher reports that the demand for the posters is becoming so marked that the poster has been put on the saleable list and is being sold at 15 cents.

Notwithstanding the aversion which most critics in the old land have for the writings of Miss Marie Corelli, her books still continue to sell and are in reality the best sellers of the day in England. The English publishers issued, as a first edition of her new book, "Holy Orders," 130,000 copies, which were exhausted within two weeks. The Canadian publisher also reports a remarkable sale for this book, the first edition consisting of 10,000 copies, of which 4,000 were sold within two weeks. In this work Miss Corelli assumes the role of a reformer along temperance lines and this no doubt accounts for the tremendous sale in the Old Country at the present time. The temperance agitation is a very large question just now.

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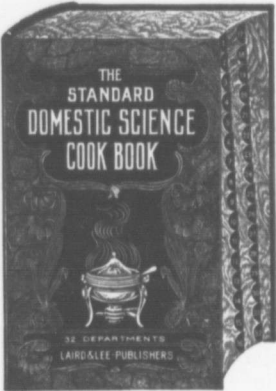
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When the trade wake up to the fact that commercial stationery is a profitable and staple line to carry they will begin to pay more attention to it. They will have to deal with the business men of the community and not with bargain hunters, and that will prove a great advantage.

### Novelties and Helps.

There are constantly being placed on the market helpful devices, small and large, which on account of their novelty and usefulness have a ready sale. Take for example the item of paper fasteners. Few business men can get along now-a-days without a supply of paper fasteners. They have become essentials. Manufacturers have been perfecting these devices until to-day they are turning out most ingenious contrivances, superior to the old-fashioned kind in use only a few years ago. A stationer is not alive to his business if he does not handle these goods,—not merely put them in stock, but use his best salesmanship to sell them. And paper fasteners are only one item. Many other contrivances are being constantly placed on the market which need only be shown and explained to be easily sold. If the stationer reads his trade paper and keeps in touch with the jobbers he will know all about these new lines and be able to get the first supply in his locality.

### Practice What You Preach.

If you are offering for sale loose leaf ledgers, keep your own accounts that way. If you wish to sell vertical letter files, or sectional filing cabinets, be able to show the system in your own office. The same applies to everything you sell; if it is good, show your confidence in it by using it yourself. How can you expect others to believe what you say of your goods unless you show forth your faith by your works?

Harry W. Sully, of L. C. Page & Co., Boston, was in Fredericton, N.B., recently on a business trip. He is the representative of the publishers of the works of Bliss Carman, Dr. C. G. D. Roberts, Theodore Roberts and other Fredericton authors and while in the city placed orders with McMurray & Co., who handle Page & Co.'s publications.

## Your Fountain and Stylographic Pen Trade

We have a new, up-to-date plant, and thoroughly efficient staff of workmen, making nothing but fountain and style pens.

We can make you pens in any pattern or style, bearing your own imprint or trade mark,—pens that will do you credit and secure you permanent customers.

Send particulars of your requirements, enclosing \$2.50 to \$5.00 (or London references) for a sample assortment, and investigate our ability to furnish good articles at

Prices that will make your Fountain and Stylographic Pen Department Profitable

The Alliance Fountain Pen Co., WIESBADEN WORKS,  
STORE, NEWINGTON,  
LONDON, ENGLAND.



**THE NEW**  
**"SPIRO" ALL-STEEL BOARD CLIP**  
**ALL-STEEL ARCH FILE**

If you are not carrying these modern all-steel devices you are missing an opportunity for creating new and awakening old trade. They represent the greatest advance yet made in loose-leaf devices and appeal to every up-to-date business man. Be the first to show them in your vicinity.

*For trade discounts and particulars address*

**SPIRO MFG. CO.,** Sales Office, 45 West 34th Street,  
 NEW YORK CITY



Visit our exhibit, Booth 68 at the National Business Show, New York, October 17th-24th.

**PEERLESS**  
THE BRAND

**CARBON PAPER and TYPEWRITER RIBBONS**

We guarantee the quality to be absolutely uniform.

Always clean, sharp, brilliant, durable, satisfying.

Peerless Carbon and Ribbon Mfg. Co., Ltd.  
 176-178 Richmond Street West - Toronto, Canada

**"SUPERIOR"**

**Paper Fasteners**



**Superior Because**

They have two points which pierce the paper. The papers cannot pivot. They are inexpensive.

Samples and quotations furnished the trade upon request.

Patented July 14, 1918

For sale by all leading stationers.

**Superior Manufacturing Co., Sidney, Ohio**

**Copying Presses** In All Sizes  
**ALSO SCHOOL FURNITURE**



The James Smart  
 Mfg. Co., Limited

Brockville, Ont.,  
 and  
 Winnipeg, Man.

SEND FOR CATALOGUE

Guaranteed by Government Analyst

Write for Catalogue

RELIANCE MUCILAGE

"Reliance"

RELIANCE WRITING FLUID

Non - Corrosive Inks

RELIANCE NON-CORROSIVE INK

All Stationers should stock

The Reliance Ink Co., Montreal & Winnipeg

Gums, Pastes, Endorsing and Showcard Inks.

Our Prices are Right

**The Handy Memorandum Desk Calendar**  
 HELPS YOU TO REMEMBER THINGS

The most complete and practical memorandum pad ever offered to the trade. It is handy because in its daily manipulation all the user has to do is to turn over a new leaf.

It has a larger surface for memorandums than any other calendar.

There is no tearing off the leaf with memorandum on and throwing it away, but memorandums made in January can be preserved until December.

On the main calendar page is the day of the week and day of the month, flanked by calendars of the preceding and succeeding months.

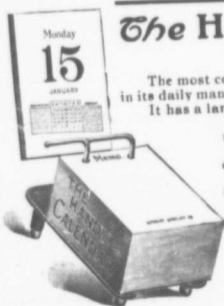
It is mounted on a neat nickel-plated stand, with rubbers on feet to prevent scratching the desk.

Size of sheet, 3x4 inches

**A. A. WEEKS MFG. CO.**

Manufacturers of Stationers' Hardware and Glass Inkstands  
 Calendars and Novelties

554 Broadway : : : Bet. Leonard and Franklin Streets : : : NEW YORK



**The Imperial News Co.**

The Pioneers of the Quick Direct  
Mail Service at Lowest Rates for all

**British Papers and Magazines**

Write for Price List, Etc., to

**91 Church St., - Toronto**

**Would You Know**

More about general dry goods conditions; how to increase your net profits, by modern selling methods, effective store advertising and a thorough knowledge of the markets? The Dry Goods Review will tell you how. Published monthly. 130 to 230 pages.

**Subscription, \$2.00 a year.  
Sample copies, 25 cents.**

**DRY GOODS REVIEW**

10 Front St. East  
TORONTO

**Building a demand**

*A talk to producers*

It is a well established fact, that if you can get the *best class* of people to use your goods, the MASS of the people will speedily follow suit. Consequently it is a very wise policy for manufacturers to HELP RETAIL DEALERS by advertising their products to the best class of consumers. The most reliable advertising medium by which a manufacturer may talk to the LEADING PEOPLE of every community in Canada, is the BUSY MAN'S MAGAZINE. Its circulation is primarily a QUALITY circulation. Every reader is in the "GOOD BUYER" class. There is positively no other publication which so thoroughly covers the Canadian field from one ocean to the other. If you are a manufacturer it will pay you to investigate.

RATES  
are  
very  
moderate

RATE CARD AND SAMPLE COPY  
PROMPTLY MAILED ON REQUEST

**The Busy Man's Magazine**

10 Front Street East, Toronto

## Of Interest to Newsdealers

Possibilities of the Periodical Department—Some Ideas to Work on—Items About New Publications, etc.

The newsdealer who is inclined to feel that there will be some radical changes in the publishing business within the next twelve months has struck the trail, says Tom Wood. If he thinks and acts promptly he will reach the "land of promise" with the advance guard.

Hundreds of wide-awake newsdealers have already broken camp and are on the way. They have read the "signs of the times." Knowing there is no money to be made in simply opening the bundle from the news company, then passively waiting for the public to come and get the goods, they have "passed a few thoughts" in the direction of their periodical-counter, tacked on their salesmanship ability, and are pyramiding the profits.

It means money in the bank for any newsdealer to cut loose from "the purveying-to-the-demand attitude," and join the ranks of sales-producers.

Do as "E-stem" advises.

Get an Idea.

"Have a nose" for ideas. Hunt them out.

Work, strain, struggle—but produce ideas.

If you see a "white light" after reading this, think it over! Then act! If the ideas fail to materialize at first, "Don't let go!" Try out some of the following. They have proven profitable to others, why not to you?

### Advertising Serial Stories.

Whenever a magazine commences publication of a strong serial by a popular author, a successful Albany, N.Y., newsdealer sends out about two hundred postal cards to a list of names selected from his local telephone directory. Within the past week I called on this dealer and found him busy writing the following:

"There is a big demand for this month's American Magazine, occasioned by its containing the opening chapters of William J. Lock's new serial, 'Simple Septimus.'—Shall I save you a copy?"

Signed.....  
Newsdealer.

After mailing the postal cards to a selected list, the dealer mentioned keeps track of the names, and when the second instalment of the serial appears he writes to the magazine requesting that sample copies of issue containing the opening chapters be sent to the parties from whom his postal failed to bring response. The foregoing plan has worked with excellent results on McClure's in connection with the "Carl Schurz" and "Ellea Terry" articles. On Pearson's in connection with the "James Creelman" stories, and is worthy of a try out in any section.

After a dealer once begins to "think ideas" his scope of operations is not limited to the use of post cards. In fact, the nature of his business brings him in daily contact with the best instrument available for catching the public eye, and that is the local newspaper.

### Using Newspapers.

Illustrating the possibilities of using newspapers to promote magazines sales, I recall a plan where a dealer cleaned his news company out of stock on Burr McIntosh by taking two copies of the magazine and cutting out six pictures from each. These he had framed into two sets of uniform size and style at a picture frame maker's,

who was in on the deal, and who placed one set on exhibition in his window, the dealer exhibiting the other.

A friend then posed as having ordered one set of pictures from the dealer and another set "by mistake" from the picture man. When the two sets appeared the friend was supposed to have discovered his mistake and tried to cancel the order of one of them. As both newsdealer and picture-frame maker insisted on payment for the pictures, the matter ended by the customer refusing to take either set. At this stage of the game the dealer consulted an attorney who tried to collect the account under threat of a lawsuit. A reporter, with a "nose for news," heard of the trouble and wrote up a column story for his newspaper, which resulted in people calling to look at the pictures, and, of course, the dealer's salesmanship did the rest.

In presenting the foregoing suggestions for promoting magazine sales, I have scarcely touched on the possibilities of the periodical counter. In fact, had I conveyed a hundred suggestions, the subject would still be practically untouched, as there is absolutely no limit to the development of this asset when brought under the influence of ideas.

#### Imperial News Reaching Out.

The Imperial News Co., Toronto, of which G. A. Parker is manager reports that their present method of direct delivery from London to Canadian newsdealers is meeting with great success. Every Thursday night scores of mail bags are shipped direct from their London depot, containing the latest issues of English papers and magazines.

Mr. Parker has himself visited all parts of Canada within the last six months and everywhere he has gone he has established connections. The result has been a continual increase in the importations of British periodicals.

#### Some English Publications.

The latest English publication is "The Sportsman," a six-penny monthly, which commences its career this month. Besides sports, it deals with fashion and travel considerable space being devoted to frocks and headwear. As the successor to "The Album," it enjoys the patronage of many notable women throughout Great Britain and elsewhere.

The first number of a new English annual for children entitled "The Playbox Annual," will be published early in November. The publisher's price is three shillings. There will be over 200 pages of stories, etc., 300 colored pictures, and many colored plates. This new annual will be especially delightful to children who already know the little magazine entitled "The Playbox," which is issued with every number of the "World & His Wife."

At the end of October a thrilling and striking new serial will commence in "Answers," which is perhaps one of the best known and most popular of home journals. This new serial will be calculated to seize and hold the interest of all readers.

The last number of "The Celtic Review," published by Norman Macleod, of Edinburgh, contains much that is of interest to Celts the world over. An installment of the Rev. Charles M. Robertson's serial article on Scottish Gaelic dialects follows an article on the Clan Cameron, by the Rev. A. MacLean Sinclair, while Highland mythology and some hitherto unpublished Gaelic poems add to a number of more than usual attractiveness.

## Periodicals That Sell

A list of the leading periodical publications of the day with trade particulars about price, return privileges, etc. Readers are requested to give these periodicals a good show.

**Ainslee's Magazine** has always been on the side of the news-trade. It was the first magazine to successfully establish a fifteen cent retail price, for which newsdealers everywhere should be truly grateful. For stories that vibrate with life and vigor, AINSLEE'S has no equal. It is certainly the biggest fifteen cents' worth of entertaining fiction ever offered to the reading public. Trade price 11c. *Fully returnable.* Advertising matter sent free upon request. AINSLEE MAGAZINE COMPANY, 70 Seventh Ave., New York City.

**The Busy Man's Magazine** offers the dealer greater inducements than any other Canadian publication. It is the most popular magazine on the market, fully returnable, and allows the trade the widest margin. It has the bull dog grip; it holds its readers every month, thus enabling the bookseller to build up a substantial business. Price to trade 14 cents; retail 20 cents. Order from your news company. BUSY MAN'S MAGAZINE, Toronto.

**Electrician and Mechanic**—There isn't a Canadian town without a student of electricity. *He wants Electrician and Mechanic.* There isn't a town without a tool user who wants to build a boat, or a mission chair, or a dynamo, or an engine, or a wireless set. *He will buy Electrician and Mechanic at sight.* Therefore, *we want every newsdealer to handle it.* Seven cents to the dealer, ten cents to the public. *Returnable at any time, no matter how old.* Order from your news company. SAMPSON PUBLISHING CO., 6 Beacon St., Boston, Mass.

**Canadian Machinery and Manufacturing News**—The only mechanical paper published in Canada. Of interest to heads of manufacturing concerns, superintendents, foremen, machinists, electricians, engineers, etc. Are there not a large number in your town who would become regular buyers or subscribers? Seven and a half cents to the dealer, ten cents retail. Yearly subscriptions 75 cents to the dealer, \$1.00 to subscriber. *Returnable.* CANADIAN MACHINERY, 10 Front St. East, Toronto.

*The Oldest, Best, Most Widely Circulated and Influential Mining Paper in the World*

## The Mining Journal

(ESTABLISHED 1835)

Annual Subscription, including postage, to Canada, \$6.50

46 Queen Victoria Street, London, E.C., England

## Monthly Talks on Wall Paper

A Series of Articles Written Especially for the Bookseller and Stationer.

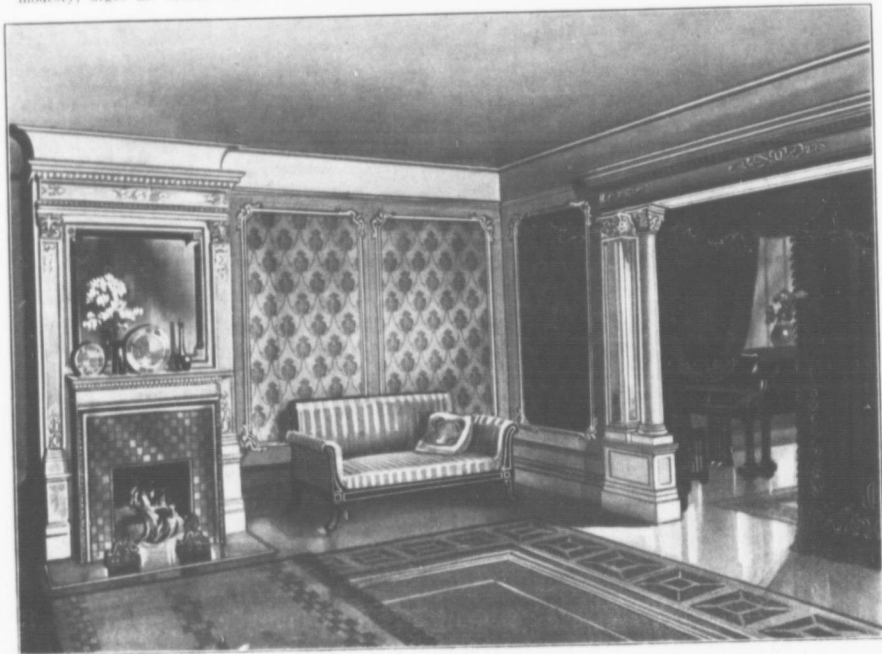
The August number of *The Bookseller* was one of the most interesting, from a wall paper man's standpoint, that has come to my desk during the past year.

When one's sense of perspective is good it is easy to draw the chart of one dealer's success and another's failure—after it is all over. But it takes a degree of the prophetic vision to promise the reward in one case and the disappointment in the other before the actual ultimatum has been pronounced by the old gentleman with the scythe and flowing nightie. The author, with becoming modesty, urges his earnest disclaimer of any such in-

It would seem to me a sort of plagiarism to claim that my "chart" is an original one. Without exception the failures are due to the futile mishandling of the Remnant Problem. (The capitals are a dignity that the failures lend to a simple proposition.) What some of the published interviews fail to state in this connection is nevertheless well known to the manufacturers of wall paper, and to their salesmen who keep in close touch with local conditions throughout the Dominion.

Now this remnant problem is a "charted rock," a shoal which experienced navigators in the business avoid as easily as any other known difficulty in the other branches of their commercial activity. Those who founder on it are either blind or wilfully sail too close.

For the spoon-fed members of the retail wall paper trade a remnant is "too little paper to suffice for a



A PARLOR INTERIOR

From one of the co-operation helps furnished Staunton wall paper dealers, "The Interior Book." This is one of a number of decoration suggestions made for the use of the trade handling the nineteen nine line of Staunton goods. It illustrates a handsome empire design, produced in a strong series of parlor colorings, on silk embossed grounds and the unusually popular "crash print" backgrounds, reds, blues, creams, ecru and tan, and a green, that sets a new standard in the coloring of wall paper. Samples will be sent to interested dealers upon request to Staunton's Limited, 533 Yonge Street, Toronto.

valuable foresight, but does not hesitate to lay claim to a moderate-sized bump of perspective.

So, the interviews published in the August number tempt him to retrospection, marshalling of the causes of the two attitudes evidenced by the dealers toward the question of wall paper as a complementary stock in a book and stationery store. One is so glowingly enthusiastic, the other so helplessly pessimistic, that the contrast makes a good picture. Some of the dealers claim that wall paper is one of the most profitable of lines, while others, and fewer, by the way, are opposed to its presence as part of a book and stationery store.

room, and too much to use as a starter for early Fall fires."

Upon its disposal depends in no small degree the success or failure of the dealer. If it can be moved out at a profit it ceases to be a problem. If it persistently sticks on the shelves it is simply a matter of time when it will cease to be an asset and become a liability, usurping shelf space, arresting attention that should be kept on the main line—selling the goods—and lessening the flexibility of the balance of the stock.

What shall we do with it?

First, paste this motto plainly in view of your mental opties:

Two remnants (within certain defined limits of harmony in color and design), make a combination.

With all the wall paper designer's ingenuity in originating new designs there is very evident a sympathetic relationship between many of the patterns produced by each manufacturer. Accurate knowledge of the condition of your stock—the number of rolls of each pattern remaining unsold—will almost automatically suggest the matching up of those patterns whose stock has reached the remnant stage. Add to this information a conception of the almost innumerable uses to which such informal combinations can be put and you have your Remnant Problem solved.

Dadoes, upper thirds, panel decorations, drop ceilings, all are vehicles for the moving of remnants. The most progressive manufacturers of wall paper supply their customers with suggestions for wall decoration which picture the uses of paper in other than ordinary wall, border and ceiling to match factory-made combinations. A study of the decorative principles involved in the arrangement of these suggestions will give to any wide-awake bookseller an insight into the very interesting uses to which he may put his remnant stock.

Where your regular combinations are incomplete, or the proportion of border or ceiling to sidewall is unusual, the use of one of these decorative schemes will make possible the introduction of your remnants as component parts.

If your efforts along these lines do not meet with entire success, use your remnants as advertising thunder. Quote a bargain-satisfying price on the lot; display it artistically in your window; attract customers into the store. This will give you an opportunity to sell other goods.

There are many other decorative uses to which remnants of wall paper can be put. Screens of light frame work, covered with an artistic piece of wall paper will often sell for much more than the materials and labor represent to you in cost.

It will occur to some dealers that these suggestions for the use of remnants apply mainly to the medium grades and the better classes of goods. This is quite true; and it is also true that the cheaper a paper is the less use is there to worry about a roll or two of remnants. As a matter of fact many dealers "in the know" will laugh at the so-called problem. They simply provide for the profit on the "bundle" in the paper they sell before the stock becomes a remnant. The balance is cleaned out, physically cleaned out through the back door or the furnace route. It's the yearly contribution of a few rolls that finally lead a merchant to think that he has a tremendous stock of remnants.

Buy wisely, advertise persistently, sell faithfully, clean out your remnants every year and in future years your success will be laid to that universal cause: "Oh well, anyone could have succeeded who started when he did." Know your chart and watch your course, 'tis all that is needed to "bring your ship in."

The Ontario Gazette announces the incorporation of the American Hardpaperware Company, Limited, with a capital of \$300,000; head office, Toronto, and the following provisional directors, James Crawford Mitchell, Charles W. Mitchell, William Kelly, George Tillie and James Hopson.

## 500,000 HOUSES

will be decorated this Fall and Spring. This tremendous yearly demand for wall decorations is being coined into "surplus" by many wideawake booksellers.

If you are not acquainted with the ease of handling a wall paper stock and the profit that can be made therefrom, write Stauntons Limited for further information concerning this matter that cannot very well be imparted here.

Your correspondence will be treated as absolutely confidential and our advice will be made with your interests in mind.

Mail coupon to-day cut Delay don't pay  
here

### STAUNTONS LIMITED

933 YONGE STREET, TORONTO

I am a Bookseller and Stationer, but do not handle wall paper. I shall be glad to know what you think of my prospects should I take up the line.

(Sign name and address on margin and mail to-day.)

### The Art of Decorating Show Windows and Interiors

THIS is a complete and up-to-date treatise on dressing of windows and decoration of store interiors. It is the work of not one man but of HUNDREDS OF EXPERTS. Practically every prominent window dresser in America has contributed to it. The instruction may be followed readily—no matter how little experience the decorator may have had. It is absolutely necessary that every window dresser should have this information—especially for his XMAS DECORATION—There is only one way of getting it. GET A COPY. Send us

**\$3.50**

and we will mail you a copy postpaid by return.

410 pages

618 illustrations

**MACLEAN PUBLISHING CO.**

Technical Book Dept.

10 Front Street East,

TORONTO

# What Men and Firms in the Trade are Doing This Month

Members of the Trade Visiting the Wholesalers—Movements of the  
Travelers — Changes in Stores — Assignments and Removals.

David Roche, dealer in wall papers, Halifax, passed away recently.

W. G. Blyth, stationer, Ottawa, has made an assignment to W. A. Cole.

R. O. Smith, of Orillia, was in the city a few days ago calling upon the trade.

J. McL. Holiday, wholesale fancy goods, Winnipeg, has assigned to C. H. Newton.

M. S. Wilson, Chilliwack, B.C., dealer in wall paper, has sold out to R. W. Stevenson.

The Howard Smith Paper Co., Montreal, has opened an office at 26 Adelaide Street West, Toronto.

Clara J. Timbrell, dealer in books and stationery, London, has sold out to Mrs. Madge Darville.

B. M. Sylvester, stationer, of Cobalt, has made an assignment. The assets are advertised for sale.

H. F. McLean has purchased the drug and book business of the Elk Drug & Book Co., Horner, B.C.

The smiling face of R. H. Baxter, of A. A. Weeks & Hoskins Co., New York, was seen in Toronto last week.

R. B. Bond, Methodist Book & Publishing House, Toronto, is at present making his headquarters at the Halifax Hotel, Halifax.

F. A. Clinch, the genial representative of D. Appleton & Co., accompanied by Mrs. Clinch, was in Toronto a week or so ago.

George Porter, of Goderich, and Sam Stedman, of Brantford, were noticed recently doing some hustling around among Toronto publishers.

S. B. Gundy, manager of the Oxford University Press, Toronto, has been away on his annual Fall hunting expedition to the wilds of Northern Ontario.

A. Roy Maedougall, who has been covering the trade in the Maritime Provinces for Stauntons, Limited, this Summer, is expected back at his office in Toronto this week.

During the Exhibition a large number of booksellers from all over the Province visited Toronto and did considerable buying of special lines for the Fall and Christmas trade.

F. Sid. Ewens, of the Methodist Book & Publishing House, Toronto, has been appointed manager of the new publicity department, which will have charge of all the firm's advertising.

J. D. Phillips, director of the educational department of Houghton, Mifflin & Co., Boston, was in Toronto for a day or two recently in connection with the work of his department.

George S. Jacquith, traveler for Brown Bros. left last week on a business trip to the coast. He will be absent several weeks and will visit all the principal towns and cities in the West.

Henry J. Dixon, representing Mabie, Todd & Co., London, England, makers of the Swan fountain pen, is

at present in Canada taking steps to boom the sale of the Swan pen in this country. He has been in Toronto for several days, chaperoned by John B. Mill, of John Haddon & Co., and goes also to Winnipeg and other points.

George R. Warwick, President of Warwick Bros. & Rutter, Toronto, leaves this month on his annual trip to the fancy goods markets of Europe, where he will make his selection of goods for the import season of 1909.

E. H. Harcourt returned last week from a business trip to Montreal and Quebec. He reports trade down east as rather quiet owing to the elections, but is confident that it will revive as soon as the campaign is ended.

J. P. Sharpe has been appointed special representative for The Bookseller and Stationer in Chicago, with headquarters in the Monadnock Building. He will cover Chicago and the Western States for this paper. This is another evidence of the desire of the publishers to serve the trade effectively.

James C. Jannet, manager of the Waterloo Bookstore, owned by F. I. Weaver & Co., of Berlin, has resigned his position to begin business for himself at Watford, where he has purchased a shoe store. Mr. Jannet has managed the Waterloo Bookstore for two years, building up a fine trade.

Like in other towns the practice of bribing school children to buy their supplies at certain stores obtains in Galt. One bookseller there this year advertised that he would give a tall ice cream soda to each purchaser at his store, but what was his dismay when a rival up the street offered two free tall ones to each buyer.

Montague Goodall, senior member of the firm of Charles Goodall & Sons Co., London, England, accompanied by Mrs. Goodall, is at present in Canada on a pleasure trip. They are visiting Quebec, Montreal, Ottawa and Toronto and will return home about the end of the month. Aubrey O. Hurst, the company's Canadian representative, will accompany them back.

F. I. Weaver & Co., who conduct a print shop in connection with their bookstore in Berlin, have brought out a series of post cards dealing with the candidates and questions connected with the political campaign. This is a field open to all booksellers to create new business. Even if they haven't a printing press of their own they can get the work done and still realize a handsome profit.

A charter of incorporation has been granted to the George H. Doran Company by the Ontario Government, empowering them to carry on the business of a book publisher, bookseller, stationer and printer. The incorporators are George H. Doran, Wm. E. Robertson, Joseph Oliver, John Gowans Kent and Mary Noble Doran, and the capital is \$40,000. An important announcement about the operations of this new firm of publishers will be made in the next number of Bookseller and Stationer. The head of the firm, George H. Doran, was formerly connected with the Fleming H. Revell Co. and is well

known in Canadian book circles. W. E. Robertson is the manager of the Westminster Co., Toronto.

In the Chancery Division Court, London, on July 17th, Mr. Justice Warrington gave judgment in the case of Maeniven & Cameron, Ltd., against L. & C. Hardtmuth, agents for the sale of the Waterman Ideal Fountain Pen, ordering an injunction restraining the infringement of Maeniven & Cameron's trade mark, "Waverley," as applied to pens. It seems that the defendants had received from their principals in America in 1906 a parcel of two dozen pens which bore a label having on it the word "Waverley." The manager appears to have at once taken steps to prevent these pens getting on the market, but in some way or other three were disposed of, one going to the plaintiffs. Action was taken for infringement of trade mark but no damages were asked for.

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**THE HANDLING OF ENCLOSURES.**

**Action Taken by a New York House—The Problem Has Reached An Acute Stage—A Nominal Charge to be Made.**

The problem of handling enclosures has reached such an acute stage in New York that one of the big stationery houses has been led to take a somewhat drastic measure to relieve the situation. The forwarding of enclosures has become more and more burdensome and expensive, some of the larger firms being constantly imposed upon, and it is only fair that those who ask (demand) the favor of enclosing packages with larger shipments should bear their share of the cost. The plan of Boorum & Pease Company, as outlined in the following circular, seems a simple and just one.

**Statement From Boorum & Pease Co.**

"The enclosure business with us has grown to such an extent that it is impossible to handle it with our present force. We, therefore, have decided to add sufficient help to properly care for this work, and beg to announce to the trade that on and after September 1 we will be prepared to receive in our shipping department all enclosures that any of our friends want to have forwarded to us, giving proper receipt for same.

"We will arrange to forward these packages in good order, subject, of course, to the regular transportation

risks. For this work we propose to make a nominal charge which, for the present, will be as follows:—Packages about size 8x10, 5 cents; packages about size 10x15, 10 cents; packages about size 15x25, 15 cents; and larger packages 25 cents and up according to size, weight, etc. This will include boxing, cartage, etc.

"If after closely following the cost of handling these enclosures for a given period, it is found that these charges are too high or too low, we will change accordingly, as it is not our intention to make this department a source of profit, but simply an accommodation to the trade, insuring more prompt and careful deliveries than we have heretofore been able to give."

**Complaints in Toronto.**

Toronto publishers and wholesale stationers have for some time felt the need for reforming what has become somewhat of an abuse. The book and stationery business at this point has reached large proportions and especially at this time of the year, the demands on shippers to take enclosures increases to a startling extent. Shipping rooms are inundated with packages from here, there and everywhere, and the work of packing these is quite an imposition on the house making the shipment. The selling house also has the bother of sending the goods to the house making the shipment.

If some united action could be taken along similar lines to those adopted by the Boorum & Pease Co. of New York, the problem might be remedied.

**In the United States.**

The National Association of Stationers in the United States have been considering the question and have appointed a committee on enclosures. At the last annual meeting the chairman of the committee, C. A. Stevens, of Chicago, in his report, said:—

"The suggestion has been made that in order to place the subject of enclosures on a businesslike basis, a system of charges should be established, based on the cost of the service to the jobber or manufacturer. There are packing companies in New York City and other large centres who make a specialty of receiving and forwarding enclosures for a great many merchants in different lines of trade throughout the country. These act as clearing-houses, and an enlargement of this plan and its urgency upon the trade looks like a way to a solution of this vexing problem.

"Some manufacturers are content with present methods, with the exception that they desire enclosure

# Royal White Weddings

made up in our correct sizes, 71-9, 71-8, 71-6½, 71-6¼, 73-10½, and 71-11½ will enable you to supply to your best trade the most fashionable styles. Those enumerated give a wide range in sizes of sheets, yet all in good taste. Samples will be sent for the asking.

We carry other shades and qualities for those who prefer them.

**GEO. B. HURD & CO.**

**Fine Paper Maker**

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





to be signed for, and a uniform method of checking established. The charges for clearing-house service based on the quotations of one of the New York shipping-houses is as follows; limit of weight one hundred pounds:

Per package .....	\$0.05
Per original case .....	.30
Case and cartage .....	1.00

"There is no doubt that by a well considered agitation the clearing-house idea will eventually prevail in the trade."

**A CLEVER ANNOUNCEMENT SCHEME**

One of the cleverest schemes ever devised to inform the trade of the coming of commercial travelers is that being used by the Copp, Clark Co.'s traveling staff, the invention of W. G. Nord. In form it is like a police court summons, printed on the regular blue paper and folded in legal style. On the outside appears the words "Summons to Purchase." On opening it the figure of a policeman or "The Copp" is seen and under the heading of "Headquarters," a despatch is printed informing the recipient that the Copp, Clark Company want "Order." The travelers' name is inserted in a blank and the date of his arrival is indicated. Then he goes on to say "I have been duly authorized to call upon you provided with a good supply of the most effective and up-to-date ammunition to enable me to secure the said desired Order," etc.

The idea is unique and has created quite a stir in the trade.

**POST CARDS AND ART OF WRITING.**

One of the most modern inventions, the picture postal card, is the very potent factor in bringing about a reaction in favor of writing, says a writer in a prominent daily. The desire on the part of the public to write messages on postal cards has become a mania. Wherever you go, evidences are to be seen. Everybody travels somewhere now-a-days, and everybody has friends to whom postals may be sent. There is no place too small to escape the ubiquitous camera, and the farm house as well as the ever-inspiring scenery of the Yellowstone affords a subject that may be perpetuated on a postal card. They are more graphic than spoken words, they have a stronger impression.

The observer can tell at a glance now where the postal counter is located in any store, newstand or bazaar. It is where the largest throng of persons is gathered. Sometimes they are three or four deep, and at resorts they may frequently be seen waiting patiently in line. On a trip from one point to another, the newsdealer on one of the Great Lakes steamships said he had sold five hundred post cards the other day within the space of eighteen hours. This meant \$12.50 receipts, with a fair profit. Long before the end of the voyage not a penny stamp could be secured and the entire stock of post cards had also been exhausted. People waited for hours for an opportunity to find space at the writing tables in order to send messages on these cards.

People rack their brains now-a-days to think of distant friends to whom they can send a picture post card. They would never take the trouble to write letters to many of these absent ones, and thus ties of kinship and memory are being reunited, while the habit of handwriting is resumed.

**Higgins' Inks and Adhesives**



The Higgins Inks and Adhesives are in a class by themselves. They are the best goods that original thought, conscientious workmanship and sustained high ideals can produce. They are largely imitated but never equaled. They give unvarying satisfaction to consumers and dealers, and every one it is backed by our absolute guarantee. PRICE LISTS AND DISCOUNTS ON REQUEST.

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

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

HINKS, WELLS & CO. BIRMINGHAM, ENGLAND

**HAVE YOU TRIED THIS ONE ?**

**JOHN HEATH'S PENS**

Supplied by leading Wholesale Houses in Toronto and Montreal.  
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0278 TELEPHONE PEN. Reg. in Canada

**The TELEPHONE PEN**  
 REG. IN CANADA

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THE CANADIAN PRINTER AND PUBLISHER is the authority on typography in Canada. It will be found very helpful to the ad. writer in giving him information on how to arrange ads. to the best advantage and showing him examples of fine work. A subscription costs \$2 per annum. Write for a sample copy and subscription blank.

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ARTISTS' BRUSHES ARTISTS' BOXES

Brushes, Crayons, Pencils,  
Studies, all Art Goods.

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Pens**

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

**"Boons and Blessings"**

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**SPENCERIAN  
STEEL PENS.**

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

**THE BEST**

Works: **BIRMINGHAM, ENGLAND**

Imported by all the leading stationers in Canada.

Proprietors: **Spencerian Pen Co., New York**

**Boorum  
& Pease Co.**

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Blank  
Books**



Recognized as the leading and most complete line of "BLANK BOOKS" in the market. "STANDARD" in every respect.

**WE NEVER SELL THE CONSUMER  
DIRECT**  
This means protection to the stationer.

**Special Notice**

What better blank book can you procure than a Frey patent, flat opening sewed book, bound sheep ends and bands with Byron Weston's Paper?

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**ESTERBROOK'S**

MADE IN ALL STYLES



Fine Points, A1, 128, 333.

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PAYSON'S INDELIBLE INK



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

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

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Matta's Interest Tables

At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum by NAROLIN MATTE, 364 E. 10th. Price, \$5.00.

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At 3, 3 1/2, 4, 5, 5 1/2, 6, 7 and 8 per cent. per annum. By CHARLES M. C. HUGHES. Price, \$5.00.

Hughes' Supplementary Interest Tables

Comprising a Special Interest Table for daily balances showing interest for one thousand days on any amount, table showing interest for one thousand days at 5 per cent. by means of which in connection with Compound Tables, interest for one thousand days can be obtained at any rate from 4 per cent. to 10 per cent.; inclusive, and COMPARATIVE INTEREST TABLE; inclusive, and obtaining interest on any rate from 4 per cent. to 10 per cent., inclusive, on the basis of 360 days to the year in 4 per cent. rates. By CHARLES M. C. HUGHES. Price, \$2.00.

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At 4 and 7 per cent. per annum (on the basis of 360 days to the year) for one, two, three and four months and days of grace; for use in Discounting and Renewing Promissory Notes. By CHARLES M. C. HUGHES (in folded card, 14x9 1/2), strongly bound. Price, \$1.00.

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At 2 1/2, 3 or 3 1/2 per cent. (each on separate card) on the basis of one month, being 1/12 part of a year. By CHARLES M. C. HUGHES. Price, \$1.00.

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Converting sterling into Canadian currency, and vice versa, embracing by Rhs and 10ths, with other useful tables. By EWING BUCHAN. Second edition. Price, \$4.00.

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Showing the relative value, according to the rate of discount in London, in Canadian and New York systems of quotations, of bills of exchange drawn at any rate, of having any number of days to run, etc. By EWING BUCHAN. Price, \$4.00.

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Giving sterling into dollars and cents and vice versa, from £1 upwards, also sterling equivalents, Canada into New York and vice versa. By EWING BUCHAN. Price, \$1.00.

Import Costs

Showing "laid-down costs" from one-eighth of a penny to one thousand pounds, with advance on sterling costs from five per cent. to fifty per cent., calculated at the Canadian par of Exchange, advancing by two-and-a-half per cent. rates. A separate table for each rate. By H. S. MARTIN. Price, \$1.00. Full bound leather limp. New.

The Importers' Guide

A hand-book of advance of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 120 shillings per piece of 66 yards. By R. CAMPBELL and J. W. LITTLE. Leather, 7s.

The Canadian Customs Tariff

Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, Franco-German Bismarck and Canadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc. etc. P. Cap. 90c, cloth. Price, 90c.

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This house is pleasantly and conveniently located on the East side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Bills clean and Paid. Hot and cold water baths. A. M. HICCOL. Prop.

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

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SQUIBS.

A story is told of an Arkansas circuit judge who found that no pens, ink, or paper had been provided, and upon inquiry it developed that no county funds were available for this purpose. The judge was about to hand the money to the clerk when a visiting lawyer spoke up, in an aside plainly audible over the room. "Well," he remarked, with infinite contempt, "I've seen some pretty bad courts, but this--well, this is the limit." The old judge flushed darkly. "You are fined \$25 for contempt, sir. Hand the money to the clerk," he said, and when the pompous visitor had humbly complied, he continued: "Now, Mr. Clerk, go out and get what pens, ink and paper the court may require, and if there is anything left over, you may give this gentleman his change."

On the way to the office of his publishers one crisp fall morning, James Whitcomb Riley met an unusually large number of acquaintances who commented conventionally upon the fine weather. This unremitting applause amused him. When greeted at the office with, "Nice day, Mr. Riley," he smiled broadly. "Yes," he agreed. "Yes, I've heard it highly spoken of."

"Here, clerk, I'm in a hurry. I want a book for my husband. It's his birthday. And I want it for a present. Show me what you have and be quick about it. Nothing too expensive, mind you, and I don't want anything too cheap, either; do you hear? He's a mild-mannered man, and not fond of sports, so don't show me anything in that line. For goodness' sake, don't offer me any of these trashy novels, and no matter how much you try to persuade me, I won't take anything in the way of history or biography. Come, now, I'm in a dreadful hurry, and I've already wasted too much time here. Of course, you don't know my husband, but from all I've said can't you suggest something appropriate?"

"Yes, ma'am. Here is a little volume entitled 'How to Manage a Talking Machine.'"—Tit-Bits.

"Sir," says the aggrieved customer, approaching the bookseller, "I have called to express my opinion of your business methods." "What is wrong?" deferentially asked the bookseller. "I bought a set of Shakespeares from you last year. It weighed fourteen pounds. Yesterday I ordered a duplicate set for my son's library, and it only weighs 13 pounds, 9 ounces. I'd have you understand, sir, that there is a city ordinance against short weights." Thoroughly humbled, the bookseller made up the shortage with seven ounces of miscellany.

**POST CARDS AND THE REST CURE.**

The much-abused picture postal card has at last found its humanitarian mission, says the New York World. Last Summer it formed part of the rest cure prescribed for the high-strung Summer vacationist.

"Take no stationery with you. Write no letters. Stick to postals and write just your name or a brief greeting on each of these. Forget your friends — and rest."

These were the orders of many up-to-date physicians who thus tried to combat the national nerve evil, high tension and overwork. The average woman off on a vacation once spent several hours a day writing voluminous descriptions of vacation joys to stay-at-homers. The nerve strain of writing a clever, telling letter is tremendous, and so doctors prescribe the postal card, not as an amusement but as a remedy.

At all the resorts immediately surrounding New York the sale of postal cards of a refined, artistic character trebled last season. In the residential districts of the city, where stay-at-homes congregated, the postmen reported the postal card mail from vacationists far surpassed that of letters.

In one resort of 1,000 souls a supply of 25,000 postals, picturing the charms of the neighborhood, was exhausted by July 15, and no more local views could be secured for the Summer trade. In other resorts, like Ocean Grove, N.J., Atlantic City, etc., hundreds of thousands of postal cards were mailed out daily, and at hotels where the fortnight vacation trade was heaviest the postal card mail was three times as heavy as the letter mail.

**Holiday Time Is Spending Time**

Get ready for the holiday rush and its resulting requirements by ordering a supply of seasonable goods.

*Toys, Dolls, Games, Fancy Goods, Etc.*

will be in big demand. Don't let your customers find you asleep. Order your stock now—you stand to lose money by waiting. We give you prompt shipments—close prices—up-to-date goods.

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**Christmas and New Year Cards**

Over one thousand entirely new sets, comprising in the aggregate a wealth and variety of subject adapted to every possible taste

**Valentines Are Now Being Shown**

by our representatives. Their magnificent success of last year, added to the charm of novelty, superiority of reproduction and general excellency of the new collection will ensure them a welcome reception everywhere.

**Toy Books and Juveniles**

In great variety and of unsurpassed beauty and excellence.

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Unapproachable for beauty of design, elegance of finish and appropriateness. Glistening dew effects more beautiful than ever, and bewildering in their variety.

**Holly Specialties**

Such as Seals, Tags, Embossed Greeting Cards, in great variety.

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Complete Descriptive Catalogue Forwarded Free Upon Application.

Full Stock of All Lines Carried



Exhibit of Cassell & Co. at Toronto Exhibition.

**A SPLENDID PUBLICATION.**

**The Copp, Clark Co. Issue a Handsome and Most Comprehensive Catalogue.**

The preparation of a catalogue is a task that requires infinite pains, accuracy and a vast amount of detail. It often means years of work. A severe loss to the Copp, Clark Co. occurred when their big warehouse was destroyed by the disastrous fire of 1904. In that blaze all the sheets, which were in preparation for their large and comprehensive catalogue were also consumed. However, the labor of setting about its preparation was again undertaken and, after much compilation and tabulation,

the production has just appeared. It is admirably printed, strongly bound and splendidly illustrated. No more attractive or complete publication has been issued by any Canadian stationery or book publishing house. It is a valuable work of reference and designed to enable merchants to select on short notice such articles as they require. There are 150 representative pages all filled with clear cuts of the most saleable standard goods in stock.

A copy was forwarded to all the customers and prospective customers of the house, with a card inserted which the recipient was requested to return as an acknowledgment that he had received the catalogue. Many complimentary things were said as to the enterprise and progressive spirit of the firm. The trade certainly was not

# Private Greeting Cards

Our stock of BLANKS is now complete and the collection presents a FINE VARIETY OF DESIGNS (over 130), including the COATS OF ARMS of the various PROVINCES and DOMINION OF CANADA, together with representations of the MAPLE LEAF and other EMBLEMS of our country.

NOW IS THE TIME TO DO  
BUSINESS WITH THESE CARDS

Set of samples, together with all particulars will be sent on application.

## The Copp, Clark Company, Limited

64 and 66 FRONT STREET, W., - - - - TORONTO

slow in expressing its appreciation. Some of the bright words in reference to the catalogue will be read with interest. Here they are:

### Gems of Trade Opinion.

"We wish to compliment you on its arrangement, fine engravings and general appearance."

"This catalogue will prove very useful to me."

"It will prove very useful in making up orders."

"It is highly creditable to the old reliable house."

"Thanks for the nice catalogue, just what I wanted long ago."

"The most useful list ever got out in Canada. No hot air."

"It is the most complete stationery catalogue I have seen and will fill a long-felt want. Many thanks. It is first-class and very useful."

"I have examined it and congratulate you on its completeness. I have placed it in a handy place for reference."

"It will fill a long-felt want."

"Glad to have it for reference."

"It will be of great mutual benefit."

"Find it just what is required."

"O. K."

### REILLY & BRITTON CO.

The Reilly & Britton Co., of Chicago, have for a number of years paid particular attention to juvenile books, and each year have had one or more of the season's successes. This year their leader for the children is "Dorothy and the Wizard in Oz," (price, \$1.25), by L. Frank Baum who is under exclusive contract to the Reilly & Britton Co. for a term of years. "Dorothy and the Wizard in Oz," is the only new Baum book published, or to be published this year. In it the "Wonderful Wizard" reappears for the first time since the publication of the "Wizard of Oz." In point of manufacture and originality in make-up, the new Baum book exceeds any previous book by this author. The pictures, of which there are many, were painted by John R. Neill and are beautifully reproduced in colors.

Under the name of "Children's Stories That Never Grow Old" series, there have been published in abridged

form twenty-four famous classics for children, gorgeously illustrated with wonderful pictures in colors, by John R. Neill. These books are ten-cent sellers and are uniform in size with the famous "Teddy Bears" books issued by Reilly & Britton last year. Nineteen of the twenty-four classics referred to above, are incorporated in one cloth-bound volume under the title of "Children's Stories That Never Grow Old." This book has seventy-eight full-page illustrations in brilliant colors and a pictorial cover design. Price, \$1.00.

Two other books that have attained a large sale are the "Peter Rabbit and Black Sambo Painting Book," bound in boards and illustrated in colors, and "Baby's Childhood Days," a record book, designed, decorated and hand-lettered throughout by Dulah Clarke Kreibiel. This latter book is put up in three editions: Boards, De Luxe and Persian Ooze. There is a new Teddy Bear book entitled "The Teddy Bears in Fun and Frolic," with colored pictures and bright pictorial cover by J. R. Bray, of Judge.

For the boys there is a new series of books by Floyd Akers called "Boy Fortune Hunters' Series," in which three titles are published this year: "The Boy Fortune Hunters in Alaska," "The Boy Fortune Hunters in Panama" and "The Boy Fortune Hunters in Egypt." These stories are full of adventure and excitement, but perfectly clean in tone. Price, 60 cents per volume.

In the successful Aunt Jane Series, by Edith Van Dyne, there is a new title, "Aunt Jane's Nieces at Millville," making three books in this line. All are illustrated by Emile A. Nelson. The list price on these popular books was formerly \$1.25, but has been reduced to 60 cents. The list price of "Annabell" has also been reduced from \$1.25 to 60 cents.

"Johnny Hep," written and pictured by H. L. Saylor, an illustrated book of manners for little folks, in which a wooden soldier does all the posing and supplies each lesson in deportment.

"Toasts You Ought to Know" is a second book by Janet Madison, who compiled that charming book of love poems, "Sweethearts Always." "Toasts You Ought to Know" is printed throughout in two colors and has a capital picture in colors by Manning as the cover inlay. This book is issued both in cloth and Persian ooze binding.

# BETELGUESE

A Trip through Hell

by

JEAN LOUIS De ESQUE

**The following classic lines:**

To muse in goreses dank and bleak  
 'Mid shatter'd mounts that devils split!  
 To mounn in p'asmie Temple's fold  
 With gyving sod no King can shirk!

**Vie with Shakespeare's immortal line:**

To lie in cold obstruction and to rot.

**And these lines:**

Ere long they peer at waters green  
 That pour in forges dank and cold,  
 Whence glare the eyes of Hell in lust  
 As Cyclops stem the pyre's glow,  
 'Mid haunts of sin and purple shien  
 Of shales and husks of monsters told  
 As vultures to both seale and dust,  
 Then witehes in an implex dell  
 With straggling robes and burnished hair,  
 Flee thro' Autumnal shades and dyes,  
 While quickly from the sandaled gloom  
 That struggles at, the pillared light,  
 Provoked by turgid drops of blood,  
 She gleams upon a tower'd home  
 That gyving hands, of crafty imps,  
 Reared for the Vandals of the night,  
 Where seething pores froth devils' flood,  
 And dusky shales leak scarlet foam,  
 Or lightly lifts her feet and skimps  
 Unto a rubie, bower'd vale,  
 To list unto a clanging bell  
 That spells these signs to startled wrocks—  
 Titan's satellites, Hell and Circe!

**Vie with Keats':**

—Magic casements, opening on the foam  
 Of perilous seas, in faery land forlorn—

**Or Coleridge's:**

A savage place! as holy and enchanted  
 As e'er beneath a waning moon was haunted  
 By woman wailing for her demon lover.

**De Esque's:**

And sea-linkt skies of charnel black—  
 A savage dome! streaked scarlet red,

Where maids for demon lovers mourn,  
 And enskets spew a dusky foam—

Without a doubt the most remarkable poem written in a decade. Two editions exhausted before publication date. Half-tone posters, 10 X 14 on request. 12 mo., cloth, gilt top. \$1.25.

**SILENCE**

A Compound Problem Novel, By Stewart.

One of the best sellers in the United States. Third Printing.

12 mo., cloth. REGULAR DISCOUNTS \$1.50

Connoisseur's  
 Press



Jersey City,  
 N.J.

**SOME OF THE SEASON'S JUVENILES.**

**Many Charming Books Published for Children—The Height of Beauty and Attractiveness Attained.**

The season of 1908 will go down as particularly rich in juveniles. Apart from the many titles announced by the British publishers and referred to in earlier pages, there are a great many publications stocked or imported by Canadian wholesale booksellers which require special attention.

"Dorothy and the Wizard in Oz," published by Reilly & Britton Co., of Chicago, and sold in Canada by the Copp, Clark Co., is the new Oz book for 1908. In it we are provided with more delightful adventures in the wonderful land of Oz, with many gorgeous illustrations.

"Toodles and the Snow Man," and "Prince Babilon," are publications of the Copp, Clark Co., with exquisite colored plates.

Millicent Sowerby, one of the foremost illustrators of the day, has three juveniles, "Childhood," "The Bumbletoes" and "Alice in Wonderland," all filled with her pictures in colors. These books are imported by the Copp, Clark Co.

"Babes and Blossoms" is an instructive as well as entertaining little book for young children. A rhyme is printed on each page with a blank at the end into which the name of a flower, also printed on the same page, fits. This is another Copp, Clark importation.

Children's Stories that Never Grow Old Series consists of twenty-four standard juveniles, published by the Reilly & Britton Co., Chicago. They are divided into four sets. Each book contains 32 pages with full-colored end sheets, title page, etc., and sell at 15 cents.

**WINNIPEG STORE BURGLARIZED.**

Russel, Lang & Co.'s Store Entered and Entire Stock of Waterman's Ideal Fountain Pens Stolen—  
 Warning to Trade.

On Friday night, October 2, the book and stationery store of Russel, Lang & Co., Winnipeg, was entered by burglars, who got away with their full stock of Waterman's Ideal fountain pens. These pens have not been recovered and, if pens are offered to any dealer, other than by the L. E. Waterman Co. of Canada, immediate notice should be sent to Montreal.

**RAPHAEL TUCK & SONS CO.**

Raphael Tuck & Sons, Company, Ltd. are showing a wide range of Christmas and New Year cards and calendars, toy books, Christmas and New Year post cards, holly specialties, Christmas tree ornaments, etc. Descriptive catalogues will be furnished upon request, and it is advisable to see these catalogues or samples of the different lines before completing purchases of Christmas goods.

**REILLY & BRITTON CO.**

"Forget-Me-Nots" is described as "an everyday book for everybody in which to make all kinds of memoranda." But for the illustrated department headings in colors, by Clara Powers Wilson, the pages are blank and meant for the recording of personal notes and information; very attractively bound in cloth, boxed; also in Persian ooze, boxed.

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Special Advertisements of Canadian Books  
Including Books by Canadian Authors and Books about Canada

One Inch Space, Two Dollars for Single Insertion and One Dollar for Each Subsequent Insertion

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**ANNE OF GREEN GABLES**

By L. M. MONTGOMERY  
A charming Canadian story by a young Prince Edward Island lady,  
with scene laid in the Maritime Provinces.

CLOTH, ILLUSTRATED, \$1.50

L. C. PAGE & CO. . . . . 200 Summer St., BOSTON

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**CANADIAN TYPES OF THE OLD  
REGIME**

By CHARLES W. COLBY  
Professor of History in McGill University  
A valuable contribution to Canadian history.  
CLOTH - \$3.00 NET

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**SOWING SEEDS IN DANNY**

By NELLIE L. McCLUGG  
An inimitable picture of domestic life, somewhat after the style of "Mrs.  
Wiggs," by a Manitoba lady.

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WILLIAM BRIGGS . . . . . TORONTO

**A CANADIAN MANOR AND ITS  
SEIGNEURS**

THE STORY OF A HUNDRED YEARS—1761-1861  
By GEORGE M. WOOD, M.A.  
Professor of History in the University of Toronto  
The story of the Manor House at Murray Bay, near Quebec.

CLOTH - \$3.00 NET . . . . . TORONTO  
MACMILLAN CO. OF CANADA

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**AN ALABAMA STUDENT  
AND OTHER BIOGRAPHICAL ESSAYS**

By WILLIAM OSLER, M.D., F.R.S.  
Regius Professor of Medicine, Oxford  
Thirteen Essays about Famous Medical Men. CLOTH, \$2.00

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**The Macmillan Co. of Canada, Ltd., - Toronto**



## Interesting Facts and Figures About the Post Card Trade

The Condition of the Trade in Canada—A Report on Conditions in Germany—  
How Post Cards have Affected the Art of Writing—The Origin of Post Cards.

A representative of one of the largest post card publishing houses in the world, makes the statement that the post card business is on the increase. It was suggested to him that some smaller houses were conscious of a falling off in trade. This he said might be so, as certain lines were not so much in demand now, but the post card which depicts scenes, and is used by travelers and tourists as a pictorial record of their travels has, and he maintains, will always have a sale. The post card business has run to all sorts of extremes, many of which were only fads that had their day and have gone the way of all fads, but the better grade of card which deals with the cities, villages and towns, with the country and country life will be in demand as long as people travel, or until some more attractive form is discovered of sending to one's friends a representation of the scenes which have delighted the tourist. This argument appears to be logical, too. With improvements in photography and methods of transferring these photographs to printing presses and various other processes each day being improved upon, the post card is becoming in many instances a thing of genuine artistic value.

Not only are the natural and artificial beauties of a country faithfully reproduced now but series of cards may now be purchased which deal with the native habits and customs of the people, their national costumes. In short, no field seems now to be immune from this comparatively new industry. It is obvious that there is no reason why they should not have come to stay, as it is so easy to despatch a card which will convey infinitely more, than numberless letters would to say nothing of their pictorial value. Taking every thing into consideration, it is plain this business is founded on good solid principles as it fulfills admirably a human want, therefore, it will continue to perform its function for humanity.

### Picture Post Cards in Germany.

Vice-Consul James L. A. Burrell, U.S.A., writing from Magdeburg, gives the following account of the present serious depression in the picture post card business in Germany and elsewhere:

The crisis in the picture post card business is here ascribed to the fact that the "boom" in this business developed later in the United States than in England and on the Continent, which led to heavy speculation on the part of the dealers, who piled up an enormous stock, keeping busy not only the presses in the United States, but also those in England and on the Continent, particularly in Germany. In the latter part of 1907, however, although the falling off in the demand on the part of the American public was not noticeable, came a ca-

tastrophe; the dealers, who could not afford to hold their large supplies, were obliged to get rid of them at any price. The European post card industry lost heavily, sometimes as much as \$20,000 to \$25,000 on a single customer. Part of the supply which was unsalable in America, as well as the Continental overproduction, came into the English market, and to this cause a well-known English firm attributes the decrease in their sales.

The value of post cards exported from the Magdeburg consular district to the United States during the six months ended June 30, 1908, was \$21,078, and for the same period in 1907 was \$26,130. According to the Statistisches Jahrbuch für das Deutsche Reich, the value of picture post cards exported from Germany to the United States during 1907 was 13,190,000 marks (\$3,139,220), as opposed to 4,080,000 marks (\$971,040) in 1906. The total value of the post card export of Germany to all countries is given as 25,835,000 marks.

### How Picture Post Cards Originated.

The following interesting tale of how picture post cards originated has recently been printed:

Not many years ago a French dealer in stationery conceived the idea of printing on postal cards a picture of a famous regiment of soldiery. Little dreaming of the possibilities of the industry he was thus fathering, his cards sold rapidly, and other men, quick to see the selling possibilities of the feature, took the matter up. Germany especially went in for souvenir post cards heavily, and even to-day an immense quantity of the cards sold in America are printed in the land of the Kaiser.

German makers of postals have achieved fame in the industry, and their work evidences a high degree of advancement. Many stationery dealers of Puget Sound send local views to Germany and orders for their reproduction on postals for local sale.

It is ten years since the Germans took hold of the idea in earnest. Since then the craze, if such it may be termed, has spread to all countries, and the trade in souvenir postals has assumed enormous proportions. In one day during the height of the season at Coney Island last Summer no less than 200,000 were mailed. During the year 1906 something like 210,000,000 were mailed in Germany.

## POST CARDS

Brown, Black, Colored, Birthday, Comic.

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## PASSEPARTOUTS, MOUNTED GOODS, CALENDARS and POST CARDS.

## What the Wholesalers and Manufacturers are Offering

New Lines for the Retail Trade—Gummed Labels and Seals  
—Description of the Parker Pen—Art Lines for Christmas.

### The Doctors' Fountain Pen.

The combination of fountain pen and clinical thermometer adapt this pen remarkably well to the requirements of medical practitioners and hence the name. The thermometer, which is the most accurate made, is contained in a special receptacle in the barrel of the pen. The Doctors' is one of the series of "National" fountain pens, for which the Copp, Clark Co. are the sole agents in Canada. These pens are made in England by expert

The Spiro All-Steel Board Clip is finely finished with two coats of Japan and two of nickel plate and always presents a handsome appearance.

### Noted at Warwick Bros. & Rutter.

Novelties every few days are the order of things at Warwick Bros. & Rutter and here are a few of the new attractions noticed since the last issue of this paper.

The "Push-Point" pencil, a new five-center with a



Show Case for National Fountain Pens—Copp, Clark Co., Toronto.

workmen and from the very best materials, each pen being guaranteed perfect. The Doctors' is priced at \$1.75 and the other pens range from 90 cents up to that price. For a first-class pen at a low price it would be hard to beat. Other pens are illustrated on page 3.

### Spiro All-Steel Board Clip.

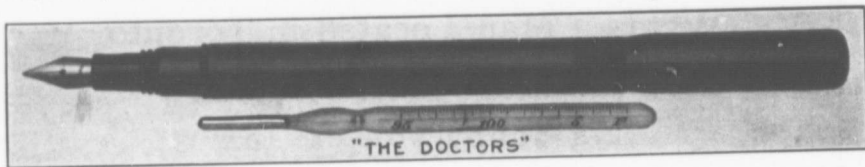
For systematizing the desk and preventing the loss and mislaying of correspondence, bills, orders, etc.; for transferring correspondence from one department to another or from stenographer to employer for signature; for way-billing; for shippers and checkers and for a thousand and one uses to which a big, clumsy basket is put, the neat and compact "Spiro" filing device, an illustration of which is shown herewith, will be found invaluable—a time, worry and money-saver. The board is made en-

most useful and economic contrivance for constantly keeping the lead pushed out for use. It is an ordinary wooden pencil with this additional feature, which does away with any need for sharpening the pencil.

The "Spear" pencil, somewhat similar to the Red Dwarf ink pencil. It is very handy for the vest pocket and sells at 15 cents.

Cardboard wastebaskets. These are a new line which are meeting with a splendid sale. The baskets are square and are covered with bright designs in wall paper. The tops are scalloped. These baskets retail at 25 cents.

The "Grip-Clip" fountain pen-holder is considered one of the safest and most convenient ever invented. It fastens securely to the pocket, holds the pen firmly and takes but little room. It sells at 25 cents also.



The Doctor's Fountain Pen—Copp, Clark Co., Toronto.

tirely of steel and is therefore indestructible. The manufacturers also claim for it the following advantages:

First—Greater capacity than any other clip.

Second—Stronger grip than any.

Third—Automatic stay-up of clip, allowing use of both hands to arrange papers.

Fourth—Interchangeable label, or indicator, to show what class of papers are on file.

Fifth—Sanitary and not affected by the weather. Cannot warp, crack or break apart and is non-inflammable.

The Xmas papereries form a department in themselves and at this time the holly drops are very popular. Attractive window cards are given to purchasers of these goods.

### The Acme of Effectiveness.

The Dennison Manufacturing Co. have, as usual, in their line of Christmas gift dressings and unique gifts, reached the acme of Christmas effectiveness. As examples of thoughtful designing, of careful printing and of the

## BOOKSELLER AND STATIONER

finest product of the embosser's art, Dennison's tags, labels and seals for the season of 1908 are worth the study of any dealer and the admiration which those not interested in the finer details of manufacture will be sure to give. To crown it all, Dennison's labels and seals stick quickly and with great strength, a way Dennison's always have but a way all labels and seals do not have.

Handy boxes, jewelry cabinets, wax caskets, these in a great number of styles, together with many other high quality, common-sense, usable articles form the Dennison

facturing Co. have studied it. The manufacturer desiring a fine advertising label simply has to give them his idea (through his stationer if possible; all stationers in the States and Canada carry Dennison's catalogue), they

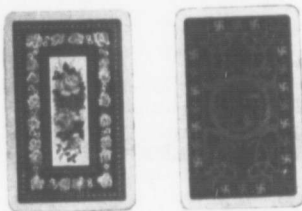


Parisian Lawn Note Paper - Warwick Bros. & Rutter.

gift line, out-of-the-ordinary in its character, large in selling possibilities.

### Playing Cards.

Buntin, Gillies & Co., Hamilton and Montreal, have prepared for the playing card season by adding a number of new lines to their already large assortment. Among others are the new backs in Congress and Goodall lines. These consist of the latest and most attractive



New Playing Cards - Buntin, Gillies & Co.

designs. A new card is the "Society," in two designs, cuts of which are shown. This, as a fifty-cent card, should gain favor with the trade.

### True Advertising Value in Gummed Labels and Seals.

The greatest publicity for the least money—that's every man's advertising problem. An attractive seal or label would seem to solve it. Surely nothing is more quickly noticed, nor more easily remembered. Used on packages, letters, the goods themselves, it carries everywhere advertising value and soon makes of its owner's name an household word.

But the label must be attractive. On its appearance depends the reputation of the business. It must be well gummed,—the longer it sticks the more people will see it.

The making of good gummed labels and seals is a science in itself. For sixty years the Dennison Manu-



Gummed Labels - Dennison Mfg. Co.

will do the rest, submit sketch, quote prices, deliver the goods.

### How Are Your Art Lines?

Taking advantage of the seasons, the trade will find it profitable to stock some Thanksgiving post cards. A choice assortment of these can be secured from the Copp, Clark Co., who make it a point to maintain a front position as purveyors of all kinds of art lines. If you haven't handled Thanksgiving post cards before, have a try at it this year.

And then a most profitable line to take up within the next month is the private greeting cards. The Copp, Clark Co. handle an immense variety of these and the enterprising dealer can readily secure orders from the public, simply by showing the goods and indicating their purpose. The private greeting card is a great institution and will doubtless be a permanent one.

Scribner pictures and calendars are not only readily saleable but they make excellent store decorations. You can't pick anything more attractive and it will repay the trade many times over to stock them.

In general lines of Christmas cards and calendars, the offerings of the Copp, Clark Co. are unexcelled and all requirements can be promptly filled.



New Standard Water Color Paint - Warwick Bros. & Rutter.

### New Box of Paints.

The new color box of paints for children, illustrated herewith, retails at 25 cents. It comes in two styles, each box containing eight pans of paint. Box No. 3 has only the three primary colors, red, yellow and blue, while No. 8 contains eight standard colors. The box is made of

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ELEVATOR**

LOAD,  
1,200 LBS.  
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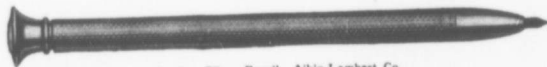
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St. James St. | McRea Block | Alexander St. | O'Connor St.

**Otis-Fensom Elevator Company, Limited**  
HEAD OFFICE - TORONTO, ONTARIO

enameled tin with water pans and brushes and is not only serviceable but quite attractive in get-up and remarkably good value for the price. Warwick Bros. & Rutter, Toronto, are the agents for this line.

**A Sterling Silver Pencil.**

The accompanying illustration shows one of the new Clutch-Point-Pencils made by the Aikin, Lambert Co.,



Sterling Silver Pencil - Aikin-Lambert Co.

New York, and handled in Canada by the L. E. Waterman Pen Co. of Canada. It is of sterling silver, fitted with Koh-I-Noor leads, and firmly constructed. The lead never requires sharpening as it may be released or secured by a slight turn of the flange end. The pencil illustrated is Barleycorn No. 747s, which is listed at \$24 per dozen. Plain No. 739s is \$24 per dozen. Chased, No. 749s is \$30 per dozen, and diced, No. 747s is \$30 per dozen. A trade discount of 50 per cent. is allowed and all orders have special holiday dating.

**Precision Postal Scales.**

The illustration shows the Precision Slanting Dial Postal Scales, a new line offered to the trade by Buntin, Gillies & Co., Hamilton and Montreal. The slanting dial enables one to get the actual weight and cost of mail matter at a glance, without stooping, on all classes of mail matter to all parts of Canada, United States and Mexico. The figures are in two colors, making them distinct and easily read. The index is of a sword shape

and therefore does not cover any of the graduations on the dial. The platform is supported by double steel uprights, distributing weight and insuring accuracy. It is highly finished in black enamel, oxidized copper or full nickel plate.



Precision Scale - Buntin, Gillies & Co.

**The "Why" of the Parker Pen.**

Did you ever have a customer come into your store with a fountain pen that leaked, that had ink on the nozzle every time the cap was removed? If you have you may be sure it was not a Parker Lucky Curve Fountain Pen. But why?

Unscrew the nozzle and you will find the feeder extending for a short distance and in the form of a curve—hence the phrase "Lucky Curve." This curved end is so made that when its face is in position it will just touch against the side of the barrel. This face also has a little slit or mouth which communicates with the main channel of the feeder. Just as soon as the fountain is inverted, as it is when carried in the pocket, the ink passes down through the ink channel, which is a capillary channel, where it is in turn delivered to the side of the barrel and by it carried along to the reservoir, and the feed channel is quickly emptied. Consequently when the cap is next removed from the Parker Pen, the nozzle is found as dry and clean as when the pen was first put in the pocket.

Occasionally ink may be forced out of the feed chan-

nel faster than it is used in writing, either by expansion of air in the reservoir or by a sudden jar, or for any reason whatever. In the Parker Spearhead Ink Controller the feeder is provided with a number of little reservoirs on either side of the ink channel, which act in perfect harmony with the laws of physics, and each little reservoir gathers up the surplus ink and holds on to it so tenaciously that it is almost impossible to



Parker "Lucky Curve" Pen - Buntin, Gillies & Co.

loosen its grasp until drawn up into the ink channel again, which writing will do.

The Canadian agents for the Parker Pen are Buntin, Gillies & Co., Hamilton and Montreal.

Best Selling Books of the Month

**Belleville.**

1. Firing Line. By R. W. Chambers. McLeod.
2. Peter. By F. H. Smith. McLeod.
3. Mr. Crewe's Career. By Winston Churchill. Macmillan.
4. Together. By Robert Herrick. Macmillan.
5. Heart of a Child. By Frank Danby. Copp.
6. Weavers. By Gilbert Parker. Copp.

**Charlottetown.**

1. Anne of Green Gables. By L. M. Montgomery. Page.
2. Firing Line. By R. W. Chambers. McLeod.
3. Some Ladies in Haste. By R. W. Chambers. McLeod.
4. Car of Destiny. By C. N. and A. M. Williamson. Briggs.
5. Shuttle. By F. H. Burnett. Copp.
6. Half Smart Set.

**Edmonton.**

1. Firing Line. By R. W. Chambers. McLeod.
2. Mr. Crewe's Career. By Winston Churchill. Macmillan.
3. Orphan. By C. E. Mulford. Musson.
4. Chaperon. By C. N. and A. M. Williamson. Musson.
5. Heart of a Child. By Frank Danby. Copp.
6. Sowing Seeds. By Mrs. McClung. Briggs.

**Hamilton.**

1. Firing Line. By R. W. Chambers. McLeod.
2. Peter. By F. H. Smith. McLeod.
3. Mr. Crewe's Career. Winston Churchill. Macmillan.
4. Cousin Cinderella. By Mrs. Cotes. Macmillan.
5. Circular Staircase. By Rinehart. McLeod.
6. Missioner. By E. P. Oppenheim. Copp.

**Kingston.**

1. Alice-for-Short. By Wm. De Morgan. Frowde.
2. Joseph Vance. By Wm. De Morgan. Frowde.
3. Firing Line. By R. W. Chambers. McLeod.
4. Dr. Ellen.
5. Heart of a Child. By Frank Danby. Copp.

**Moncton.**

1. Old Allegiance. By H. Wales. Kennerley.
2. Mad Scientist. By R. McDonald. Cochrane.
3. Mr. and Mrs. Villers. By H. Wales. Stuyvesant.
4. Get-Rich-Quick. By G. R. Chester. Frowde.
5. Five Nights. By V. Cross. Kennerley.
6. Somehow Good. By Wm. De Morgan. Copp.

**Montreal.**

1. Firing Line. By R. W. Chambers. McLeod.
2. Diana Mallory. By Mrs. Ward. Musson.
3. Holy Orders. By Marie Corelli. Briggs.
4. Mr. Crewe's Career. By Winston Churchill. Macmillan.
5. Barrier. By Rex Beach. Musson.
6. Lure of the Mask. By Harold MacGrath. McLeod.

**Peterboro'.**

1. Firing Line. By R. W. Chambers. McLeod.
2. Lure of the Mask. By Harold MacGrath. McLeod.
3. Prima Donna. By F. M. Crawford. Macmillan.
4. Coast of Chance. By E. and L. Chamberlain. McLeod.
5. Barrier. By Rex E. Beach. Musson.
6. Mr. Crewe's Career. By Winston Churchill. Macmillan.

**Port Arthur.**

1. Firing Line. By R. W. Chambers. McLeod.
2. Lure of the Mask. By Harold MacGrath. McLeod.
3. Barrier. By Rex E. Beach. Musson.
4. Testing of Diana Mallory. By Mrs. Ward. Musson.
5. Riverman. By S. E. White. Musson.
6. Holy Orders. By Marie Corelli. Briggs.

**Quebec.**

1. Coast of Chance. By E. and L. Chamberlain. McLeod.
2. Delilah of the Snows. By H. Bindloss. McLeod.
3. Somehow Good. By Wm. De Morgan. Copp.
4. Weavers. By Gilbert Parker. Copp.
5. Barrier. By Rex E. Beach. Musson.
6. Crewe's Career. By W. Churchill. Macmillan.

**St. Catharines.**

1. Riverman. By S. E. White. Musson.
2. Lure of the Mask. By Harold MacGrath. McLeod.
3. Mr. Crewe's Career. By W. Churchill. Macmillan.
4. Get-Rich-Quick. By G. R. Chester. Frowde.
5. Firing Line. By R. W. Chambers. McLeod.
6. Barrier. By Rex E. Beach. Musson.

**Stratford.**

1. Metropolis. By Upton Sinclair. McLeod.
2. Money Changers. By Upton Sinclair. McLeod.
3. Leaven of Love. By C. L. Burnham. Briggs.
4. Coast of Chance. By L. and E. Chamberlain. McLeod.
5. Yoke. By H. Wales. Langton.

**Toronto.**

1. Firing Line. By R. W. Chambers. McLeod.
2. Halfway House. By Maurie Hewlett. McLeod.
3. Peter. By F. H. Smith. McLeod.
4. Diana Mallory. By Mrs. Ward. Musson.
5. Cliff End. By E. C. Booth. Macmillan.
6. Deborah of Tod.

**Victoria.**

1. Firing Line. By R. W. Chambers. McLeod.
2. Barrier. By Rex E. Beach. Musson.
3. Some Ladies in Haste. By R. W. Chambers. McLeod.
4. Songs of a Sourdough. By R. W. Service. Briggs.
5. Peter. By F. H. Smith. McLeod.
6. Iron Heel. By Jack London. Macmillan.

**Winnipeg.**

1. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
2. Lure of the Mask. By Harold MacGrath. McLeod.
3. Firing Line. By R. W. Chambers. McLeod.
4. Songs of a Sourdough. By R. W. Service. Briggs.
5. Old Loyalist. By — Davis. Briggs.
6. Mr. Crewe's Career. By W. Churchill. Macmillan.

**Canadian Summary.**

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# BOOKSELLER & STATIONER OF CANADA

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## THE REASON FOR AND ADVANTAGES OF ASSOCIATION.

(Continued from page 19.)

the consumer is perfectly willing to pay the advanced price when he understands the necessity for it, and learns that a portion of it is to come back to him in improved service; that the manufacturer is perfectly willing to readjust his lists and discounts to suit the necessities of the dealer, when such necessities are understood; and moreover is willing to assist the dealer in maintaining just prices; that most manufacturers and jobbers are willing to discontinue selling the consumer, as soon as the dealer can demonstrate his ability to handle the business himself.

All branches of the trade have become united in a common cause, thus making it possible to calmly debate vexatious abuses whose equitable adjustment is only possible through a close affiliation of kindred interests.

Like you gentlemen here in the great Dominion of Canada, we in the United States live in a country whose position among the nations of the world has been won by commercial conquest.

Our supremacy does not depend upon an established and wealthy aristocracy, but rather upon an aristocracy of intellect and ability.

We are compelled to spend the greater portion of our life in the pursuit of business, and it is in the field of our own special endeavor that we instinctively look for those staunch friends who are best fitted by training and experience to most fully sympathize with our aims and ambitions.

Why not then be willing—each and every one of us—to stand shoulder to shoulder in a united effort to raise the standard of the industry in which our life work is engaged.

## RECENT CANADIAN COPYRIGHTS.

Essentials of French Pronunciation. Book. The Copp, Clark Company, Limited, Toronto.

The Sale of Orchardvale. Story. Temporary Copyright. W. Wilson Irwin, New Westminster, B.C.

A Spirit in Prison. By Robert Hichens. Book. Illustrated. The Copp, Clark Company, Limited, Toronto.

Holy Orders: The Tragedy of a Quiet Life. By Marie Corelli. Book. Marie Corelli, Stratford-on-Avon, England.

Map of a Portion of the New Westminster District, British Columbia. The Vancouver Tourist Association, Limited, Vancouver.

Freehand Practice Copy Book. No. 2. By W. A. McIntyre, B.A., LL.D. The Copp, Clark Company, Limited, Toronto.

The Man from Brodney's. By George Barr McCutcheon. With Illustrations by Harrison Fisher. William Briggs, Toronto.

Public School Poetry Book. Part III. Edited with Notes by J. F. White, LL.D., and W. J. Sykes, B.A. Morang Educational Company, Limited, Toronto.

The Public School Graded Speller. A Course of Six Thousand Words. Arranged by a Committee of Ottawa Teachers. Book. The Copp, Clark Company, Limited, Toronto.

Vie de Mere Caron, l'Une des Sept Fondatrices et la Deuxieme Superieure des Soeurs de la Charite de la Providence, 1808-1888. Par l'Abbe Elie J. Auelair. Book. Communaute des Soeurs de la Charite de la Providence, de Montreal, province de Quebec.

Company Law. A Concise Manual of the Law and Practice connected with the Organization, Management and Winding Up of Companies. By W. R. Percival Parker, B.A., LL.B., and George M. Clark, B.A., LL.B. W. R. Percival Parker and George M. Clark, Toronto.

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Methodist Hymn Book. Compiled and Published by Authority of the General Conference of the Methodist Church of Canada. William Briggs, Toronto.

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The Great Amherst Mystery. By Walter Hubbard. (Book.) J. H. Froggatt, Amherst, Nova Scotia.

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Blackie & Sons Co., Glasgow, Scotland  
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Busy Man's Magazine, Toronto.  
Cambridge Corporation, Montreal.  
Cassell & Co., Toronto  
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Imperial News Co., Toronto.  
Laird & Lee, Chicago, Ill.  
Macmillan Co. of Canada, Toronto.  
McClelland & Goodchild, Toronto  
Morton, Phillips & Co., Montreal.  
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Nelson, T., & Sons, London, Eng.  
Novello Co., London, Eng.  
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Page, L. C. Co., Boston, Mass.  
Partridge, S. W. Co., London, Eng.  
"Publisher's Circular", London, Eng.  
Reilly and Britton Co., Chicago, Ill.  
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Peerless Paper & Ribbon Co., Toronto.  
Mittag & Volger, Park Ridge, N. J.

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Boxer, Reg. N., Co., New Toronto.  
Stauntons, Ltd., Toronto.

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