

Technical and Bibliographic Notes / Notes techniques et bibliographiques

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

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

Coloured covers/
Couverture de couleur

Coloured pages/
Pages de couleur

Covers damaged/
Couverture endommagée

Pages damaged/
Pages endommagées

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

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

Cover title missing/
Le titre de couverture manque

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

Coloured maps/
Cartes géographiques en couleur

Pages detached/
Pages détachées

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

Showthrough/
Transparence

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

Quality of print varies/
Qualité inégale de l'impression

Bound with other material/
Relié avec d'autres documents

Continuous pagination/
Pagination continue

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

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

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

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

Title page of issue/
Page de titre de la livraison


Caption of issue/
Titre de départ de la livraison

Masthead/
Générique (périodiques) de la livraison

Additional comments: /
Commentaires supplémentaires:

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

10X	11X	12X	13X	14X	15X	16X	17X	18X	19X	20X	21X	22X	23X	24X	25X	26X	27X	28X	29X	30X	31X	32X
																<input checked="" type="checkbox"/>						



VOL. XXII, No. 5

Price \$1.00 per year

Bookseller and Stationer

Spring Number
MAY, 1906

The MacLean Pub. Co., Limited
MONTREAL TORONTO WINNIPEG



SCHOOL GOODS

Our range of new School Practice Books and Sundries is complete, and includes a variety of attractive designs such as will appeal to all school children. See them before placing orders.



FALL PAPETERIES

Dainty new saleable boxes are what the trade are annually searching for. We have just what is wanted and samples will be shown by our travellers shortly.



Warwick Bros. & Rutter

LIMITED

Wholesale Manufacturing Stationers

TORONTO

A "SELLING" FAME

Goodall's English Playing Cards
ARE STEADY SELLERS. THEIR FAME HAS SPREAD FAR AND WIDE



NOW IS THE TIME TO STOCK UP
**GOODALL'S ENGLISH
PLAYING CARDS**

AMERICAN TOURIST TRADE IS ON

Many new backs this season.

All cards gilt-edged and handsomely boxed.

ORDER FROM YOUR JOBBER AT ONCE

A. O. HURST, 24 Scott St., Toronto, Canada

"Sports" Playing Cards



LACROSSE DESIGN.

THE BEST VALUE
IN THE MARKET.
ONE OF MANY
VARIETIES

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

SPECIAL CARD FOR
WHIST PLAYERS

Colonial Whist

We are headquarters for PLAYING CARDS
MADE IN CANADA.

Style and finish equal to Imported Cards.

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

The UNION CARD & PAPER CO.,
Limited
MONTREAL.

It Pays to Think Twice

when a customer asks for "a bottle of good ink." What you want is a *satisfied customer*. You insure satisfaction by giving the *best goods*. As to *quality* and *attractiveness* it can be proven that

CARTER'S INKS

ARE THE BEST

You can prove it yourself by selling your next customer a bottle of our

WRITING FLUID

He will come back like Oliver Twist and ask for more. The rest of the *sixteen different kinds* are just as good.

THE CARTER'S INK CO.

BOSTON NEW YORK MONTREAL CHICAGO

BROWN BROS.

LIMITED

WHOLESALE and MANUFACTURING STATIONERS

51-53 Wellington St. West, - - TORONTO

Have pleasure in announcing that our

STOCK in EVERY DEPARTMENT

Is very complete and "Up-to-Date."

DEPARTMENTS

PAPER Every make—Writing, Bond, Linen, Ledger Printing, Cover, Tissue, Copying, etc.
Our latest "ORIENT" New Bond, specially good.

STATIONERY and OFFICE SUPPLIES

Every requirement for Bank, Office or Home.
Our new make **INKSTANDS** having a big sale.

ACCOUNT BOOKS

All kinds and sizes.

From the smallest Pass Book to the largest Ledger. Special lines "Loose Leaf" and Loose Leaf Price Books. Memorandum Books, an exceptionally complete line.

LEATHER GOODS

Purses, Bags, Cases, etc.

We guarantee superiority of goods. Latest and finest make of leather—newest designs and styles.

PRINTERS' and BINDERS' SUPPLIES

FOUNTAIN PENS—"Get the Best"

CREPE TISSUE, Napkins, Lunch Sets

OPHIR PENCILS

-Drawing, Copying, Office.

HUNT'S

Art Calendars, Cards, Pictures, etc.

FINEST YET. SAMPLES NOW SHOWING.

We endeavour to have the **MOST COMPLETE STATIONERY HOUSE** in the Dominion.

BROWN BROS., Limited, 51-53 Wellington St. W., TORONTO



SELL ON EASY PAYMENTS

You can make more money by selling Berliner Gram-ophones and Victor Talking Machines on instalments than for cash.

A great many sales can be made on the easy-payment plan to people who are good pay, but who would be scared off by a cash transaction.

Thus you increase your sales of machines.

Then every time your customers come in to pay another instalment you get an opening to talk about, show off and sell the new Records which are issued every month.

In this way your Sales of Records are also much increased, and you keep in close touch with your customers.

We are presenting this month a new and exclusive feature:

EIGHT-INCH RECORDS at 40 cents

Much superior to the seven-inch, on account of the larger circles of sound waves. Twelve of these Records are being issued this month; more will follow.

Distributors for Berliner Gramophones and Victor Talking Machines:

Nova Scotia and P. E. Island—Maritime Gram. Co.—Truro, N.S.
New Brunswick—J. & A. McMillan—St. John.

Manitoba, Alberta and Saskatchewan—Clark Bros. Co., Ltd.

—Winnipeg;

British Columbia—Dyke, Evans and Callaghan—Vancouver.

Ontario and Quebec—Berliner Gram. Co.—Montreal, P.Q.

Send to nearest distributor for full lists of Instruments and Records, with terms to the trade.

The Berliner Gram-ophone Co. of Canada, Limited
2315 St. Catherine St., MONTREAL.

To Our Friends and Prospective Customers in Canada

We beg to announce that our Mr. Cosans, a direct representative of Our House, is now in Canada, and will have pleasure in calling on the Trade with a complete set of our samples from our Fine Art, Picture Post Card, Artists' Colors and Mathematical Instrumental Departments.

Our Series of Post Cards comprise reproductions in Collotype, Color, and P.O.P. of The Walker Art Gallery, Wallace Collection, World's Greatest Pictures, Cathedrals and Churches of England, Actors and Actresses, Comic Cards, etc., etc.

We make a Specialty of Printing Local View Post Cards from your own photos—in Collotype or in Color.

The Finest Collection of Post Card Albums on the Market.

Every variety of Artists' Materials and Mathematical Instruments supplies.

Your enquiries will be much esteemed.

EYRE & SPOTTISWOODE

His Majesty's Printers,

Great New Street, LONDON, E.C., ENGLAND

Their Home's on the Ocean Wave

Just at present, but our

SAVORY SAMPLES

OF

CALENDARS, CHRISTMAS CARDS, PICTURES AND PRIVATE CHRISTMAS GREETING CARDS

Will arrive in Toronto about *May 15th.*

Sample Books of "Clifton," "Diamond" and "Graphic" Private Xmas Cards Now Ready

We have just made arrangements to take up the Canadian agency for
Messrs. FREDERICK A. STOKES CO., Art Publishers, NEW YORK

CALENDARS AND PICTURES

These will be shown along with our Savory Samples in all the towns and cities of Canada.

MENZIES & COMPANY

23 SCOTT STREET, TORONTO

Sole Canadian Agents E. W. SAVORY, LTD., Bristol; PERRY & CO., London; LYONS INKS, Ltd., Manchester;
DORENDORFF & CO., London, England

MONTREAL OFFICE:
Room F, Temp's Building
GEO. F. HOBART, Representative

WINNIPEG OFFICE:
Cor. Maple and Higgin Sts.
T. O. MACKEY, Representative

VANCOUVER OFFICE
W. H. BOYCOTT, Representative
Temporary—Sample Room, Hotel Badminton

Post Cards

OF

every description,
Post Card Albums,
Post Card Rocks.

Our Fine Assortment of All-
Canada Post Cards Comes
in a Handsome Cabinet.

View Books

OF ALL KINDS

Letter Cards,
Multiple Cards,
Burnt Leather
Novelties

There is a big demand for All-Canada Post Cards of the right kind. We have them in Autochrome, a beautiful colored card; Collotype, the best selling black and white card made; and a new and strikingly fine card, until now unknown to America, known as the Photogloss. We sort up these three lines—800 Autochrome, and 500 Collotype and Photogloss, and put them in a handsome cabinet at \$12.00 per 1,000. A cabinet double the size and holding 2,000 cards, we quote at \$22.00. Every dealer in Canada should have one of these cabinets, the cards being particularly saleable, and the cabinet a handsome addition to any store.

In general lines of Post Cards, including Comics, Fancies, Actors and Actresses in dull and glazed finish; Cats; Dogs and Statuary; Life Model, plain and colored; Cameos, plain and colored, colored and jewelled; Leather Post Cards and Post Card Novelties of every description, such as Floral, Automobile, Baby Farm, Love Series, Birthday, Hunting, etc., etc., we are fully stocked. In View Cards, we have the biggest and best assortment in the country.

Wait for our traveller to show you our lines of Xmas Cards, the biggest and best, \$9.00 per 1,000 up.

Send for our Catalogue and also our new Circular, to be issued immediately.

"Canada's Greatest Post Card House"

W. G. MacFARLANE

(NEW ADDRESS)
60-62 Front Street West

TORONTO, ONT.

WATERMAN'S Ideal Fountain Pen Ink Fillers and Ink



2 oz.



Size F. 4 oz.



Desk Filler



Travelers' Filler
Wood or Nickel



Half Pint



Pint



Quart

All good ink may be used with satisfaction in WATERMAN'S IDEAL FOUNTAIN PENS. Every Dip-no-more knows that, but mixing different inks generally results in a chemical action that unfits them for use in any fountain pen. Therefore, make it a point to carry one ink on which you can always depend.

Providing suitable ink for our own pens, we are in a position to offer a fluid that can be depended upon under all circumstances and at prices that compete with those who are not compelled by circumstances, as we are, to make one that is always perfectly uniform.

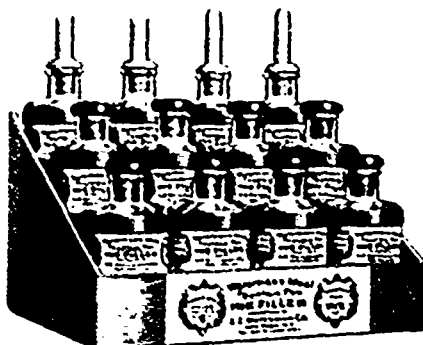
Waterman's Ideal Fountain Pen Ink Writing - Copying

Bottled in All Different Sizes

We give special long discounts on quantity orders and ship f.o.b. from the address mentioned below.

In many instances, all things considered, our ink will be found not only better but cheaper than the ordinary.

Write for special ink circular and suggested quantity assortments.



Desk Fillers with drawer at back

DESK FILLERS carry a one dozen counter display case with three dozen lots. Weight, boxed, 32 lbs.

TRAVELERS' FILLERS are furnished by the dozen with counter display case. Weight, 6 lbs.



Wood or Nickel Travelers' Fillers

L. E. WATERMAN CO. OF CANADA, LIMITED

Waterman's Ideal Fountain Pens and Accessories
L. & C. Hardtmuth's Koh-I-Noor and Mephisto Pencils and Sundries

136 ST. JAMES STREET, - MONTREAL

The "MILKY-WAY" of CHRISTMAS CARDS!

Each card a star — a lucky star — forming a galaxy of brightness and beauty. Ours is a constellation that will influence the life and character of your card counter—if you will let it.



One of our "monopoly" cards.

We'll have something to say about Post Cards later on. Our new factory is turning them out at the rate of 250,000 weekly.

There's no Limit to the variety of design and beauty in our cards for coming season. We've provided for every taste and have combined the ornamental and the artistic, with the result that, from our cheapest line upwards, there is a long array of dazzling delights.

Our "Celluloids"— cut out, embossed, and hand-colored, are more tempting than ever. These are in all prices and every card is a fascination. With ribbon bow, or cord and tassel. A strong feature of this season's cards is the hand coloring. The effect is far beyond ordinary color work. Don't fail to run through our sample books as soon as you can.

Our Motto Cards are in their second season. Last year's success foreshadows big demand this year. We have 8 designs—4 oblong and 4 upright (about 8 x 12). All cut out designs, floral and otherwise, with wish or motto in gilt. Suitable for New Year, Birthday or any event. Sell all the year round at five cents.

DAVIDSON BROS. LONDON
ENGLAND

Agents in Canada: THE COPP, CLARK CO., Limited

BOOKSELLER AND STATIONER

C. Brandauer & Co.'s - Limited



CIRCULAR POINTED PENS

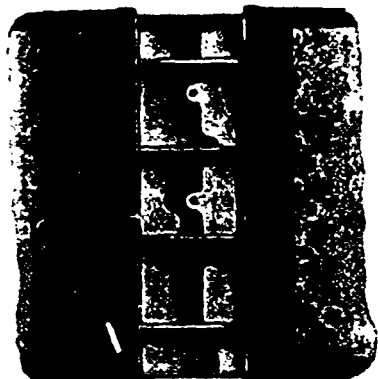
SEVEN PRIZE MEDALS.

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

London Warehouse :

124, NEWGATE STREET, E. C.

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



Mechanism of Expanding Book Ledger.

LOOSE LEAF LEDGERS

Are you interested in connecting with one of the oldest and most successful lines in the United States?

You can do the Binding there, and a few stock sizes of Metals will make many sizes of Finished Books.

We have a special Export Proposition on the Metal Parts for our Ledgers. NO EXPERIMENT. We are sending them to all parts of the world.

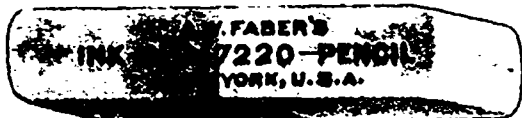
We give you the benefit of our ten years' experience in the business, and put you in position of a Manufacturer.

Send for our Special Export Proposition.

THE C. E. SHEPPARD CO.

Manufacturers Loose Leaf Devices

80 MAIDEN LANE, NEW YORK CITY, U.S.A.



A. W. FABER'S

Pure Rubber Bands Rubber Erasers



For Sale by all Leading Stationers

BOOKSELLER AND STATIONER

Is recognized throughout Canada as the authority on Books, Stationery and Fancy Goods

McCAW, STEVENSON & ORR, Ld.

BELFAST. (IRELAND)

And in Succession to Marcus Ward & Co.

Would remind the Trade in Canada

Look out
for their
Representative's
visit very soon.

That **Royal Irish Linen** is still the premier notepaper of the world.
That **Secotine** is yet the **peer** of adhesives (and will be).
That their **Memorial Cards** and **Menus** are the newest and the **most complete** in their range.
That their **Calendars**, so universally admired, are richer in designs this year than ever.



JOHN HEATH'S PENS

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

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

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



FOR
COPYING PRESSES

ALL SIZES
from Quarto Post to
largest Waybill.

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




Fulton Specialties



ought to be on the shelf of every stationer, as there is a ready demand for them, and they are sold in all parts of the world. They are profitable to handle and are used in every office or store, whether large or small, to great advantage.



- The Fulton Business and Office Printing Outfits
- The Fulton Movable Rubber Type
- The Fulton Sign and Price Markers
- The Fulton Self-Inking Stamp Pade (Patented)
- The Fulton Self-Inking, Non-Blurring Pade
- The Fulton Self-Inking, Quikok Drying Pade
- The Fulton Daters and Numberers
- The Fulton Juvenile Printer's and Toy Sets

Send for Catalogues and Discount Sheet

Fulton Rubber Type, Ink & Pad Co.

128-142 Fulton St., Elizabeth, N.J., U.S.A.



Xmas Papeteries

Travellers are reporting large sales of our High-Class Papeteries for the Christmas and Holiday trade. "The finest and most beautiful collection ever produced in Canada" is the unanimous verdict everywhere they have shown them.

See them before placing orders. You will be surprised at their elegance, variety and value.

They are all made in Canada. Imported lines cannot possibly compete with them.

W. J. GAGE & CO., LIMITED

Warehouse and Factory: 82-94 Spadina Ave., TORONTO

Sample Room: 54 Front St. West

Paper Mills: St. Catharines

THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XXII.

MONTREAL AND TORONTO, CANADA, MAY, 1906.

No. 5.

PUBLISHERS' ANNOUNCEMENTS

Advance orders taken by the Oxford University Press for "The Doctor," by Ralph Connor, are very large.

The sale of Torrey-Alexander hymn books has reached 50,000 in Canada, according to reports furnished by the Oxford University Press.

The Musson Book Company will shortly place on the market an edition of that inimitable story, "Pig," by Ellis Parker Butler.

"The Way of the Gods," by John Luther Long, and "In Quest of Light," by Professor Goldwin Smith, have just been published by the Macmillan Company of Canada.

S. B. Gundy, manager of the Oxford University Press, will have ready a paper edition of "The Gambler," by Katharine Cecil Thurston, about May 20. (75 cents).

In "The Wire Tappers" Arthur Stringer, the Canadian novelist, has done some very effective work. The book will be issued this month by the Musson Book Company.

The new Norman Duncan book, called "Adventures of Billy Topsail," will be published in September by S. B. Gundy. Like "Dr. Luke," it, too, is a story of the Labrador.

"The Vine of Sibmah," a fine story of the days of the Puritans, by Dr. McPhail, of Montreal, will be ready soon. It is being published by the Macmillan Company of Canada.

About the end of May the Macmillan Company will bring out the new book by the author of "The Garden of a Commuter's Wife." It will be called "The Garden, You and I."

The Oxford Press reports that the demand for "Jackson's System of Upright Penmanship" is on the increase. This system is employed largely in New Brunswick and Nova Scotia.

Twenty-five cent paper editions of "When it Was Dark," by Guy Thorne, and "The Purple Robe," by Joseph Hocking, are being placed on the Canadian market by William Briggs.

Another novel by Le Queux will be ready early in the Summer. It will be entitled "The Woman at Kensington," and will be issued by The Copp, Clark Co. in cloth at \$1.25, and paper at 75 cents.

Paper editions of "In the Brooding Wild," by Ridge-

well Cullum; "The Flight of Georgiana," by Robert N. Stephens; "The Edge of Circumstance," by Edward Noble, and "Roger Trewinion," by Joseph Hocking, are now ready. (Copp, Clark).

A new dollar edition of "The Lure of the Labrador Wild," by Dillon Wallace, is announced by the Oxford Press. It is expected that the author will add new material to this edition relative to the completion of his exploration work in Labrador.

Most flattering reviews of "The Secret of Heroism," in which W. L. MacKenzie King pays a tribute to the late Henry Albert Harper, of Ottawa, have appeared in various English reviews. The Spectator gave the book a long and commendatory notice.

William Briggs has had the good fortune to secure Mrs. Humphry Ward's new story, "Fenwick's Career," for the Canadian market. It is being published early this month, an interim copyright meanwhile securing the market against outside editions.

The first edition of Ralph Connor's new book, "The Doctor," will number 25,000 copies. This figure is far in excess of that of any other first edition ever published in Canada. October 18 is the date announced for its publication by the Westminster Co.

The Copp, Clark Co. have secured the rights for a Canadian edition of Miss L. Dougall's new novel, "The Spanish Dowry." It will be published in the early Summer. Miss Dougall is the author of "Beggars All," "What Necessity Knows," etc. (Cloth, \$1.25).

A second edition of Rev. T. A. Watson's brochure on "The Church of Christ" will be published this month by William Briggs. New chapters contribute a thoughtful study of the present-day movement toward organic union of some of the Protestant churches in Canada.

The new novel, on which Rev. R. E. Knowles, of Galt, has been engaged for some time, will be published about the end of August by S. B. Gundy in Canada, Fleming H. Revell Co. in the United States, and Oliphant, Anderson & Ferrier in Britain. It will be called "The Undertow."

Since our last issue the following books published by The Copp, Clark Co. have been issued: "Dearlove," by Frances Campbell; "The Heritage of the Free," by David Lyall; "The Healers," by Maarten Maartens; "The Great Refusal," by Maxwell Gray, and "Kid McGhie," by S. R. Crockett.

William Briggs has just issued "Fenwick's Career," by Mrs. Humphry Ward. A large demand is anticipated.

The Macmillan Company of Canada are delighted with the sale of "Lady Baltimore," by Owen Wister. One Toronto bookseller said he had never handled a novel that went off with such a vim.

Arrangements have been made by which The Copp, Clark Co. will publish the future works of F. M. White in Canada. Mr. White is the author of those popular books, "The Crimson Blind" and "The Weight of the Crown." His new story, "The Corner House," will be ready in the early Summer.

E. P. Oppenheim's story, announced as "The Malefactor," will be published as "Mr. Wingrave, Millionaire." Other books to be issued shortly by The Copp, Clark Co. are, "On Common Ground," by Sydney Preston, "Made in His Image," by Guy Thorne, "The Voyage of the Arrow," by T. Jenkins Hains, and "Henry Northcote," by J. C. Snaith.

"That Preposterous Will" is the title of a new story by Miss L. G. Moberley, an English writer who has achieved some fame as a writer of magazine stories. She belongs to the same class as Rosa N. Carey, but is claimed to write a better story. The book will be issued early in the Summer by The Copp, Clark Co., who will in future publish her stories in Canada.

"A Vision of Immanuel," is the title of a poem of some 120 stanzas from the pen of the Rev. John Johnstone, of Napinka, Man., published in a tasteful little volume by William Briggs. As the title suggests, the book is an effort to present in verse the life and work of Jesus Christ. The composition is said to be marked by great dignity and beauty; a really remarkable poem.

"Canadian Nationality, the Cry of Labor and Other Essays," a collection of bright and clever essays by Mr. W. Frank Hatheway, of St. John, N.B., is announced for issue by William Briggs during the present month. As the title suggests, Mr. Hatheway is an intense patriot and a keen sympathizer with the working classes. His book is well worth reading and deserves a large sale.

A new Canadian edition of "Roland Graeme, Knight," by Agnes Maule Machan, has just been published by William Briggs. This wholesome story should find its way into Sunday and day school libraries throughout the length and breadth of Canada. Like the same writer's "Marjorie's Canadian Winter," it should be read by Canadian boys and girls for long generations to come.

An innovation, being made by the Macmillan Company of Canada, is the supplying to the Canadian trade of fine illustrated editions of standard books at popular prices. These are collected into uniform series—Macmillan's Dollar Juveniles, Macmillan's Dollar Library, Macmillan's Globe Library, etc. A list of these books has just been issued. It deserves the careful consideration of all Canadian booksellers.

Rev. Canon Low's racy volume of essays or sketches, entitled "A Parson's Ponderings," is now ready and being placed on the market by William Briggs. Among the topics dealt with in the fresh, vigorous and always interesting style of the worthy canon, are theosophy, higher criticism, philosophy and the faith, the wise men of the east, etc. The chapters originally were contributed as sketches to the Toronto Week and the Ottawa Commonwealth.

A work long needed in Canada is happily being supplied by Mr. Archibald MacMurchy, at one time rector of the Collegiate Institute, Toronto, in a compact handbook of "Canadian Literature." Mr. MacMurchy treats only of English-Canadian writers and their works, but

concerning these he has accumulated and presented a great deal of interesting information. The results of his research will be hailed with satisfaction by instructors in public and high schools, who long have felt the need of such a work.

Mrs. Henshaw's work on "Mountain Wild Flowers" promises to be in every respect a handsome volume. An exceptionally fine series of engravings (over one hundred in all) from photographs taken at high altitudes by the author himself, will make this one of the most attractive nature books on the market. In typography and binding also, the book will be well representative of the progress of modern art in book manufacture. Messrs. Ginn & Co., of Boston, who control the American market, regard the work as one of the best of recent works on the wild flowers. William Briggs expects to have the Canadian edition ready early in June.

Another notable work undertaken by William Briggs this Spring is a re-issue in sumptuous form of Mrs. Catharine Parr Traill's "Studies in Plant Life in Canada." The volume will contain those parts of the original work dealing with the native wild flowers, flowering shrubs and grasses. It will make a book of some 250 pages in large, clear type, and it will be embellished by eight full-page plates of flowers in their natural colors, and twelve in black and white, all reproductions of Mrs. Chamberlin's exquisite paintings. Lovers of the wild flowers will be fortunate in having this fine old Canadian nature classic placed within their reach in such elegant form.

RETURNED

MAY 10 1906

To owner
Cut Book's
Page 23.
W. S. E.

"Skiddoo," the new John Henry book, has just appeared with the imprint of The Copp, Clark Co. This firm are now Canadian publishers of all the John Henry books, including "John Henry," "Down the Line with John Henry," "It's Up to You," "Back to the Woods," "Out For the Coin," "I Need the Money," "I'm From Missouri," "You Can Search Me," "Get Next," etc. Half a million copies of these books have been sold in Canada and the United States.

After a protracted delay in publication in England, William Briggs has at length secured the plates of Dr. Fitchett's new life of John Wesley, entitled "Wesley and His Country: A Study in Spiritual Forces," and will have the Canadian edition ready before the close of this month. A fine portrait engraving of Wesley, in mezzotint, will form a frontispiece to the volume. Other illustrations show reproductions of autograph letters and pages from Wesley's journals. One's expectations are aroused by the thought of a personality such as that of the great founder of Methodism, presented by the pen that gave us such works as "Nelson and His Captains," "Deeds that Won the Empire," "How England Saved Europe," etc. It is almost certain to be the most popular of all the biographies of Wesley.



FICTION FOR SUMMER READING



IN quantity and in quality the output of novels for Spring, 1906, is quite up to the standard of past years. True, there are few outstanding productions, but at the same time there are few poor productions. The general average of merit is good, and dealers should find no difficulty in disposing of large quantities to the public.

At the time of writing the great bulk of the Spring publications are on the market. The balance will nearly all be brought out this month. This will give dealers a good opportunity to stock up for the Summer months.

The Copp, Clark Co., Limited.

A long list of fiction is provided by The Copp, Clark Co. this season. Among the favorite authors are Max Pemberton, John Oxenham, S. R. Crockett, E. P. Oppenheim and Lillian Bell, who have all written characteristic stories. Nearly all the books on the list are now out and the balance will appear this month.

SAINTS IN SOCIETY, by Mrs. Baillie-Saunders. Cloth, \$1.25. The story of a man and his wife who have risen from the ranks to a high social position, showing the influence of place and power on their natures.

MY SWORD FOR LAFAYETTE, by Max Pemberton. Cloth, \$1.50. Paper, 75c. A swift-moving story of the days of the American and French Revolutions, with the action passing back and forth across the Atlantic.

GIANT CIRCUMSTANCE, by John Oxenham. Cloth, \$1.25. Paper, 75c. The misfortunes of a young British officer eventually turn out to his advantage. A sensible story with a warm human interest.

CAROLINA LEE, by Lillian Bell. Cloth, \$1.25. Paper, 75c. A plea for the Christian Scientist. The story centres around a Southern girl who embraces its tenets.

THE HEALERS, by Maarten Maartens. Cloth, \$1.25. Paper, 75c. A quaint story of a young Dutch doctor, the son of a professor, who has given his life to the study of disease germs. The son becomes interested in telepathy. The style is light and humorous.

KID MCGHIE, by S. R. Crockett. Cloth, \$1.25. This book introduces a character which reminds one of Clegg Kelly. The scene is laid in darkest Edinburgh, and several city missionaries are introduced.

THE CORSICAN LOVERS, by Charles Felton Pidgin. Cloth, \$1.25. All the essentials for a first-rate sensational story are introduced into this tale of the vendetta. The hero saves the lady from a sad plight and carries her safely through many stirring scenes.

THE GOLDEN ARROW, by T. Jenkins Hains. Cloth, \$1.25. Paper, 75c. This is another of Captain Hains' inimitable sea stories, in which piracy, storm and shipwreck are cleverly intermingled with love and romance.

ON COMMON GROUND, by Sydney Preston. Cloth, \$1.25. The idyl of a gentle bachelor, who, in the pursuit of happiness, retires to a small farm and

raises chickens, with unexpected results. Mr. Preston is a Canadian, author of "The Abandoned Farmer."

A DIPLOMATIC ADVENTURE, by S. Weir Mitchell. Cloth, \$1. The story of a pretty woman, who seeks protection in a strange gentleman's cab, three Frenchmen and two clever young Americans, combined with diplomatic mysteries and possible duels.

IN OLD BELLAIRE, by Mary Dillon. Cloth, \$1.25. Old Bellaire is a college and barracks town in Southern Pennsylvania, to which the reader is introduced just before the Civil War. It is a fresh and wholesome book.

THE GREAT REFUSAL, by Maxwell Gray. Cloth, \$1.25. The fundamental injustices of the present social system are touched off in this novel very shillfully. The hero is a millionaire's son, who renounces his paternal inheritance rather than prove false to his convictions.

HENRY NORTHCOTE, by J. C. Snaith. Cloth, \$1.25. This book has as its hero a poor but rising young barrister, who, after long waiting for briefs, at last dramatically seizes his opportunity and secures a verdict for his client in a very sensational trial.

Musson Book Company.

The Musson Book Company have made a careful selection of Spring fiction, with the result that every one of their books is bound to become popular. They have on their list a new Guy Thorne book, books by C. N. and A. M. Williamson and the Baroness von Hutton and a new story by the Canadian author, Arthur Stringer.

FIRST IT WAS ORDAINED, by Guy Thorne. Cloth, \$1.50. The title of the book is taken from the marriage service, and its contents deal largely with the problem of the decreased birth rate. It is a most readable book, though not suitable for the young.

THE TRUTH ABOUT TOLNA, by Bertha Runkle. Cloth, \$1.50. A five-sided battle-royal between three men for the hearts of two bewitching American girls. Interest is kept at a high pitch throughout.

THE WHEEL OF LIFE, by Ellen Glasgow. Cloth, \$1.50. The story gives an insight into the workings of a beautiful human soul in its struggles upward towards light and freedom through the entanglements of the emotions.

LADY BETTY ACROSS THE WATER, by C. N. and A. M. Williamson. Cloth, \$1.25. This is a bright and vivacious Anglo-American love story, with a very fascinating heroine, who captivates the heart of every man she meets.

KENELM'S DESIRE, by Hughes Cornell. Cloth, \$1.50. This is the story of an Alaska Indian who is adopted by a white family of British Columbia. The author gives a faithful delineation of the Indian character.

PAM DECIDES, by Bettina Van Hutton. Cloth, \$1.25. This is a sequel to this author's previous story, "Pam."

UNCLE WILLIAM, by Jennette Lee Cloth, \$1. The hero is an entertaining, whimsical and yet lovable character, a Nova Scotia fisherman, who relates some queer experiences.

BARBARA WINSLOW, REBEL, by Elizabeth Ellis Cloth, \$1.50. A tale of adventure founded on incidents in the Monmouth Rebellion, with a bewitching heroine, who is brought safely through many narrow escapes.

THE WIRE TAPPERS, by Arthur Stringer. Cloth, \$1.50. This is the second novel by the young Canadian poet and author. It concerns the fortunes of an English girl and an electrical inventor, and has an absorbing plot. Ready April 20.

FOLLY, by Edith Rickert. Cloth, \$1.50. A much-discussed novel, with a discontented woman as its heroine.

HAZEL OF HEATHERLAND, by Mabel Barnes-Grundy. Cloth, \$1.50. A book with a quaint style

A MOTOR CAR DIVORCE, by Louise Closser Hale. Illustrated. Cloth, \$1.25. Paper, 75c. A description of a motor tour through Europe, taken by a woman, who at first believes that after ten years of married life a woman should be free and who later changes her mind. Walter Hale's illustrations in pen, pencil and crayon add to the charm of the book.

THE SCARLET PIMPERNEL, by Baroness Orczy. Cloth, \$1.25. Paper, 75c. An absorbing romance of the days of the French Revolution, telling of the daring deeds of the leader of the band of the scarlet pimpernel in saving French aristocrats from the guillotine.

A SON OF THE PEOPLE, by Baroness Orczy. Cloth, \$1.25. Paper, 75c. A story by the author of "The Scarlet Pimpernel," with its scene laid in Hungary. It gives a vivid picture of the life of the Hungarian peasants.

THE MAYOR OF TROY, by A. T. Quiller-Couch. Cloth,



Specimen illustration from "Wacousta."
(William Briggs.)

and a classic setting. The heroine is a captivating character. Critics unite in praising this story.

A YARN OF OLD HARBOUR TOWN, by W. Clark Russell. Cloth, \$1.50. This is an old-time story of the carrying off of a beautiful maiden by a gallant sea captain, a pursuit, a capture, and a subsequent reconciliation.

William Briggs.

William Briggs list has been completed by the acquisition of Mrs. Humphry Ward's new novel, "Fenwick's Career," which has just been published. This book rounds off a series of seven or eight novels that are all bound to be good sellers during the Summer.

COWARDICE COURT, by G. B. McCutcheon. Cloth, illustrated in colors, \$1.25 net. This is a brightly written comedy with plenty of nonsense and a spice of truth. The book is attractively designed with four full-page illustrations by Harrison Fisher, and marginal designs by Theodore B. Hapgood.

\$1.25. The scene is laid in Cornwall, where "Q" has gathered together a pleasant set of quaintly humorous characters.

THE HIGH TOBY, by H. B. Marriott-Watson. Cloth, \$1.25. The adventures of Dick Ryder, the famous highwayman, told with plenty of local color.

AN OPAL SERPENT, by Fergus Hume. Cloth, \$1.25. Paper, 75c. A tale of mystery written in Fergus Hume's customary style.

FENWICK'S CAREER, by Mrs. Humphry Ward. Cloth, \$1.50. Paper, 75c. As in "The Marriage of William Ashe," Mrs. Ward has taken as her hero an historical personage. This time it is the great painter, George Romney. The action, however, passes in the last half of the nineteenth century.

BROKE OF COVENDEN, by J. C. Snaith. Cloth, \$1.25. Paper, 75c. This is a new edition of a book first brought out in this country two years ago. It has received warm praise from the critics.

RETURNED
MAY 10 1904

To Ann
Cov. Book 50
page 29
1906

The Macmillan Co., of Canada.

In Spring fiction the Macmillan Company have already issued three excellent volumes, and will shortly add a couple more to their list. The authors selected are the best known in England and America, and their work is of a high order of merit.

THE PORTREEVE, by Eden Phillpotts, cloth, \$1.50, is a story of Devonshire, infused with the spirit of the moor, about which Phillpotts writes so realistically.

IF YOUTH BUT KNEW, by Agnes and Egerton Castle, cloth, \$1.50, is one of the most delightful of the season's books. It is a quaint story of Central Europe in the days of Napoleon.

LADY BALTIMORE, by Owen Wister, cloth, \$1.50. This is another charming book, quite unlike "The Virginian," though none the less readable. For a criticism of it see the review page.

McLeod & Allen.

The Spring publications of this firm are now all but complete. As usual, their list includes several of the most popular works of fiction of the season. All the publications of the Bobbs Merrill Company, which are among the cleverest American productions, are on their list, as well as the best books of Charles Scribner's Sons. With the exception of Marchmont's new novel, "By Wit or Woman," all are now ready.

KARL GRIER, by Louis Tracy, cloth, \$1.25, paper, 75c. This widely-discussed novel delves into the speculative, and introduces a man with a sixth sense.

THE JUNGLE, by Upton Sinclair, cloth, \$1.25, paper, 75c. A powerful novel exposing the revolting methods of the packers of Chicago. The story has aroused intense feeling in the United States.

ALTON OF SOMASCO, by Harold Bindloss, cloth, \$1.25, paper, 75c. A genuinely good story of the struggles of a fine young British Columbia rancher against the aggressions of a conscienceless financier and promoter. It gives an excellent picture of western life.

THE EDGE OF HAZARD, by George Horton, cloth, \$1.25, paper, 75c. A romance of Japan, Manchuria and Russia, just prior to the war, introducing a young American, a beautiful Russian princess, and several other characters. It is a story of the breathlessly impossible kind.



Bettina Van Hutton.
Author of "Pam Decides" (Mason Book Co.)

JUDITH, by Grace Alexander, cloth, \$1.25, paper, 75c. The love story of a maiden of Camden, a village on the Ohio River, and a young Methodist preacher from New England, introducing a tragedy from which both emerge safely.

THE SCARLET EMPIRE, by David M. Parry, cloth, \$1.25, paper, 75c. A speculative novel, attempting to show into what a confusion the world would be thrown if we were to embrace the tenets of Socialism.

THE CHALLENGE, by Warren Cheney, cloth, \$1.25, paper, 75c. This is a romance of the Russians in Alaska, novel in its conception and absorbing in its plot interest.

THE QUICKENING, by Francis Lynde, cloth, \$1.25, paper, 75c. This is the tale of the making of a man, a book with stirring incidents and deep purposes. It gives a good picture of the development of young American manhood.

THE DAY-DREAMER, by Jesse Lynch Williams, cloth, \$1.25, paper, 75c. This is the story of "Billy Woods," a reporter, and "The Stolen Story," a yarn of particular interest to newspapermen.

THE PRISONER OF ORNITH FARM, by Francis Powell, cloth, \$1.25, paper, 75c.

BOB AND THE GUIDES, by Mary Raymond Shipman Andrews, cloth, \$1.25. The enlivening and amusing adventures of a small boy, some grown people, and their guides in the Canadian woods.

DIVINE FIRE, by May Sinclair, cloth, \$1.25. This is one of the most talked of books of the year. The hero poet is placed in a curiously interesting environment and is drawn with a firmness of hand that has been praised in highest terms.

LUCY OF THE STARS, by Frederick Palmer, cloth, \$1.25, paper, 75c. A story of the triumphs and

RETURNED

MAY 10 1906

To *Allen*
at Book 5
Page 30
W. & A.



Lillian Bell.
Author of "Carolina Lee" (Copp, Clark.)

DOUBLE TROUBLE, by Herbert Quick, paper, 75c, cloth, \$1.25. The strange tale of a man whose personality was transferred into another man's body. The unique situation thus created is admirably handled.

RETURNED

MAY 10 1906

To *Allen*
at Book 5
Page 23
W. & A.

FICTION FOR SUMMER READING

struggles of our own time, wherein politics and love, tragedy and comedy are intermingled.

THE DAWN OF A TO-MORROW, by Frances Hodgson Burnett. Cloth, \$1. A touching little story of hard luck and subsequent good fortune, told in Mrs. Burnett's best style.

THE GIRL FROM TIM'S PLACE, by Charles Clark Munn. Cloth, \$1.25. Paper, 75c. A romance of the New England woods, introducing a beautiful girl. A vein of New England humor brightens the pages of the book.

THE GOLDEN GREYHOUND, by Dwight Tilton. Cloth, \$1.25. Paper, 75c. An up-to-date story of love, adventure and mystery, involving the fortunes of a rich young New Yorker on board an Atlantic liner.

THE WOMAN IN THE ALCOVE, by Anna Katharine Green. Cloth, \$1.25. Paper, 75c. A thrilling detective story in the best style of the author of "The Leavenworth Case," "The Filagree Ball," and other sensational fiction.

H. M. Caldwell Co., Boston.

During the Summer this firm will bring out several new volumes, of which the following will be foremost numbers.

OVER THE NUTS AND WINE, by James Clarence Harvey, is a bright, catchy little volume of toasts and bon-mots. The toasts are all original and each bespeaks Mr. Harvey's gay, sparkling wit and humor. Typographically, and as to binding, the book will be most attractive with its effective cover design and borders printed in tint.

MY LADY'S POINT OF VIEW, by Adrian Iorio, is a half memory book, half diary, and is intended to cover as fully as possible the interesting points in a young girl's life from the time of her debut to the momentous occasion of her marriage. Pages with delightful border designs and appropriate illustrations in tint will be found giving place for her to write in the description of her debut, her luncheons, five o'clock teas, etc.

LOUIS' SALADS AND CHAFING DISHES, by Louis Muckensturm, is the work of three masters in the art, two of whom are head-chefs at a couple of the most prominent clubs in Boston. The receipts are new and prepared purposely for this book, and the quantities given are in each case for a small number, not over three or four persons at the outside, in this way making a book for practical use so much needed by the young housekeeper.

THE JINGLE OF A JAP, by Clara Bell Thurston, is a juvenile of exceptional attractiveness to the younger child. Each page will be printed in several colors, giving perfect reproductions of the fascinating original water colored sketches, while the taking little jingles of the love of the Japanese doll for the beautiful Parisian one are sure to be great favorites in the nursery.

THE VALUE OF LOVE, by Frederic Lawrence Knowles, is an anthology similar in style to its author's previous productions, "The Value of Friendship" and "The Value of Courage." It will be printed in two colors with border designs drawn especially by Matthews, and will be tastefully bound in two styles, cloth and ooze leather.

RECOLLECTIONS OF A GOLD CURE GRADUATE, by Newton Newkirk, is bright, clever and witty from

the dedication to the finish. It is uniform in size and style of binding with "The Log of the Water Wagon" and "Recollections of the Morning After," which have had such tremendous sales.

CIGARETTES IN FACTS AND FANCY, by John Bain, Jr., is an addition to the series "Tobacco in Song and Story," "Tobacco Leaves," and "Pipe and Pouch." The author has contributed many interesting and not well-known facts concerning the seductive little rolls, and the volume will be of real importance concerning the growth of the tobacco and the manufacture of cigarettes.

Poole Publishing Co.

In the publications of Harper & Bros., New York, this house has a supply of excellent fiction, which is sure of a sale every place. The Spring list contains several good numbers.

SILAS STRONG, by Irving Bacheller. Cloth, \$1.25. This story of a plain American citizen is considered the best that Bacheller has yet written.

THE LONG ARM, by Samuel M. Gardenhire. Cloth, \$1.25. This is a volume of detective stories, having as their central figure Le Droit Corners, a sort of American Sherlock Holmes. The stories are all well told.

THE SPOILERS, by Rex E. Beach. Cloth, \$1.25. A powerful story of the Nome gold fields in Alaska, showing how a number of unprincipled men sought to deprive the prospectors of their mining claims. The interest is intense throughout.

Miscellaneous.

THE EVASION, by Eugenia B. Frothingham. Boston: Houghton, Mifflin & Co. This is a story of the idle rich. The plot turns on the cheating at a game of cards by one of the two men in love with the heroine and the evasion of a confession of guilt by the real culprit. The ending is entirely unprecedented in fiction.

THE PASSENGER FROM CALAIS, by Arthur Griffiths. Boston: L. C. Page & Co. Cloth, \$1.50. The tale of an attempted abduction of a child from its father, to whom the court had given charge of it in a divorce case. Detectives and others are introduced and much excitement is worked up.

THE IDIERS, by Morley Roberts. Boston: L. C. Page & Co. Cloth, \$1.50. A story of the upper classes in London, showing the dangerous influences that surround a young man with nothing to do.

HEARTS AND CREEDS, by Anna Chapin Ray. Boston: Little, Brown & Co. Cloth, \$1.50. A romance of old Quebec.

THE ETERNAL SPRING, by Neith Boyce. New York: Fox, Duffield & Co. Cloth, \$1.50. An interesting love story, introducing two or three characters. The hero goes to Italy a nervous wreck, despondent over a love affair. After several years he again meets the girl, but finds he does not love her and transfers his affections to her cousin.

THE WAY OF AN INDIAN, by Frederic Remington. New York: Fox, Duffield & Co. Cloth, \$1.50. The life story of an Indian chief, introducing all the weird mystery that surrounds his life from the days of youth to old age.

THE LATEST CHOICE FICTION

Kid McGhie

By S. R. Crockett

Author of "Maid Margaret," "The Cherry Ribband," etc.

This is the story of the life of a little Irish boy who starts out a burglar and ends—what the "FISHER OF MEN" wishes him to be.

Cloth only, \$1.25

My Sword For Lafayette

By Max Pemberton

Author of "Mid the Thick Arrows," "The Hundred Days," etc.

The characters are lifelike and the dialogue decidedly clever.

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

Giant Circumstance

By John Oxenham

Author of "Hearts in Exile," "White Fire," etc.

The ever interesting record of a strong man's fight against adverse circumstances.

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

Dearlove

By Frances Campbell

Dearlove is the most winning, the most original and the most entertaining child in current literature.

Charming frontispiece, Cloth, \$1.25; Paper, 75c.

The Great Refusal

By Maxwell Gray

Author of "The Silence of Dean Maitland."

A story of modern business plutocracy interwoven with a wonderful love story.

Cloth only, \$1.25

Carolina Lee

By Lillian Bell

A book dealing with the influence of Christian Science.

Cloth, \$1.25; Paper, 75c.

Mr. Wingrave, Millionaire

By E. P. Oppenheim

Author of "The Master Mummer," "A Maker of History," etc.

The clever and entertaining portraiture of a man who tried to be bad and could not succeed.

Cloth, \$1.25; Paper, 75c.

Loveday

By L. T. Meade

A charming story, not without its serious side.

Color illustrations, Cloth, \$1.25; Paper, 75c.

A Diplomatic Adventure

By Dr. S. Weir Mitchell

(Appeared recently as a serial in "The Century"). An amusing and absorbing narrative.

Cloth only, \$1.00

The Healers

By Maartens Maartens

A clever, humorous satire on the pretensions of modern clinical experts.

Cloth, \$1.25; Paper, 75c.

The Corsican Lovers

By Chas. Felton Pidgin

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

Cloth only, \$1.50

Saints in Society

By Margaret Baillie-Saunders

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

Cloth only, \$1.25

The **COPP, CLARK CO.**

Publishers

TORONTO

LIMITED

PROFITABLE CIRCULATING LIBRARY.

A NEW idea in the circulating library has resulted in the establishment of the Tabard Inn Library, which is run along lines somewhat similar to the old plan used by libraries circulating books. That part of the Tabard Inn Library which will most appeal to the bookseller is the fact that there is good profit in the undertaking for the man who has the energy to take advantage of the proposition. The library has headquarters at 596 St. Catherine street west, Montreal, but branches are rapidly being established all over the country, and those who have already taken the matter up seem to be thoroughly pleased with the beneficial results obtainable.

Through the Tabard Inn plan, a library containing twenty-five books is sold for \$25, a handsome bookcase being supplied free of cost. The bookseller is supposed to obtain twenty-five members, which should be a very easy matter. Members pay \$1.50 for the first book, and may exchange it at any time on payment of five cents. This plan is eminently satisfactory to readers and profitable to the bookseller. The bookseller makes a profit of \$12.50 on securing his membership, and it is only a very short time until he receives in rental the full amount of his original investment. The bookseller may, if necessary, exchange his books at the head office on payment of five cents for each book. Full particulars may be obtained from the headquarters in Montreal by writing, mentioning Bookseller and Stationer.

A CANADIAN CATALOGUE READY.

A CANADIAN catalogue is being prepared by the Edinburgh house of Oliphant, Anderson & Ferrier, which should be a boon to Canadian booksellers. This firm of publishers make a specialty of religious works and high-class fiction. They are the publishers of Dr. Alexander Whyte's admirable six volume series of "Bible Characters," and his three volume series of "Bunyan's Characters," of which new editions are in preparation. They also publish all of Anne S. Swan's novels in two styles at 3s. 6d and 1s. 6d respectively.

Of this season's books they have issued an excellent and helpful volume for young men entitled "Spiritually Fit." This is by Albert G. Mackinnon, M.A., who belongs to an old Nova Scotian family, and is at present minister of Lochnaben, Scotland. "Prayers for School Boys and School Girls" is a neat little book of evening and morning devotion prepared by Rev. William Watson. "Voice Production and the Phonetics of Declamation," already referred to in this paper, is a guide book to the proper production of the voice by J. C. Newlands, lecturer on elocution at New College, Edinburgh.

All Canadian booksellers interested should write for Oliphant, Anderson & Ferrier's catalogue.

AN IMPORTANT PROJECT.

ONE of the most important publishing undertakings of recent years is now being undertaken simultaneously in the United States and Canada. In this country it is being carried on by the Authors' and Newspapers Association of Canada, with McLeod & Allen, of Toronto, as exclusive selling agents. This association has made arrangements with twelve prominent authors for the publication of their next new novels under unique conditions. Each author is writing a \$1.50 novel, which will be run serially first simultaneously in 100 of the leading newspapers of the United States and Canada. One novel a month will be published in this way. Immediately after each novel is run serially in this way it will be brought out in regular \$1.50 style, fine cloth and three ink embossing, two-color titles, four

multi-color illustrations by the best artists, and a facsimile autograph page of the author's manuscript, 320 12mo. pages with printed jackets, and equal to the usual \$1.50 novel. While the books will all be in the \$1.50 style and with the price printed on the wrapper, the association requires that all books be sold by the booksellers at 75c. each—one half off to the public.

The authors who will contribute to the series are Robert Barr, Amelia E. Barr, E. F. Benson, Mrs. Harrison, Gertrude Atherton, Mary E. Wilkins, Eden Phillpotts, Max Pemberton, Anna K. Green, Ian Maclaren, John Oliver Hobbes and Cutcliffe Hyne. The first book to be issued will be by Robert Barr, and will be ready on June 1. It will be entitled "A Rock in the Baltic."

THE SUCCESSFUL BOOKSELLER.

HANDBOOKS for the guidance of tradesmen in almost every business have been produced at various times but seldom has a comprehensive handbook on the business of bookselling been published. This fact makes all the more valuable a volume which has just appeared in London treating in a very thorough manner the art of bookselling.

This book, aptly entitled "The Successful Bookseller," is attractively gotten up and conveniently arranged. It is divided into twenty-four chapters, each of which discusses a particular phase of the business. The great value of the book lies in its practicability. It is not theoretic in its applications of principles but every rule that is laid down is derived from actual business experience. In the course of the treatment of the subject in hand, the instruction given is personal and direct. There is little generalization; it is all particular information.

Stationery and fancy goods are included in the volume as well as books, and hints are given as to how to run a news agency and a circulating library. There are chapters devoted to advertising and to window-dressing, to purchasing goods and to selling goods, to the treatment of customers and to office management. In fact, so comprehensive is the book that it would be almost impossible to name a subject that is not handled in it.

The publishers of Bookseller and Stationer have made arrangements to handle this book in Canada and any dealer desiring a copy can procure one through the MacLean Publishing Co., 10 Front street east, Toronto.

NEW EDITION OF WACOSTA.

The Historical Publishing Company are doing good work for Canadian literature in placing on the market an edition of Major Richardson's "Wacosta," worthy of that really remarkable story. The book will be an established favorite in Canadian libraries, public and private, not only because of its absorbing interest and high literary merit, but also as a particularly good piece of book-making. No expense is being spared in adding to the attractiveness of the book. In addition to a splendid series of original illustrations in four colors, and a strikingly effective cover design, executed by Mr. Chas. W. Jeffreys, one of the cleverest of the younger school of Canadian artists, the same artist has furnished a series of illustrated chapter initials which add immensely to the appearance and interest of the volume. Following a recent fashion, Mr. Jeffreys has also designed for the book a special design for the end papers, giving it a distinctive appearance. The book will be ready about the middle of this month. We understand the demand in advance has been quite exceptional. Curiously enough, the larger number of orders, both for the trade and private parties, have come from the United States.

LADY BALTIMORE

By OWEN WISTER

Is the kind of book that appears only at long intervals

Mr. TYRRELL, the well-known Bookseller of Toronto, says—
"I never had a new novel go so well from the very start."

The Canadian Press has never been so unanimous in its praise of a new novel. DO YOU NOT WANT A FEW COPIES ?

"Far better in every way than 'The Virginian.'
••• Has a charming atmosphere and wears an easy, graceful style so lightly that only those who have a liking for literature will recognize how admirable the writing is. ••• A very charming story."
—Toronto News.

"A delicate and charming comedy, through which are scattered clever, dainty sketches, sometimes whimsical, sometimes serious, always delightful.
••• Drawn with a delicate touch and unerring instinct of the artistic, his book is wholly charming from end to end."—Toronto Globe.

"One of the most delightful stories written for some time, and strikes a new note in American letters."—Montreal Daily Herald.

"Wholly as charming as 'The Virginian,' and will live longer. ••• Altogether fascinating."—St John Sun.

"A delightful story that will be read and re read with interest. It is a picture drawn with so much delicacy and sympathetic appreciation and good humor, that the reader is captivated from the start."
—St. Catharines Star-Journal.

"'Lady Baltimore' gives one something to think over."—The Toronto Daily Star.

"Every chapter is a fresh delight. ••• It is the sort of story that, once read, clings to the memory pleasantly. The story we hasten to recommend to our friends; the story of which we say to the newcomer: 'O fortunate one! to have still this pleasure untasted!' "
—Ottawa Free Press.

THE MACMILLAN COMPANY OF CANADA, LIMITED, TORONTO

The Biggest Selling Book This Summer will be

FENWICK'S CAREER

By Mrs. HUMPHRY WARD

Author of "The Marriage of William Asho," "Lady Rose's Daughters," etc.

MRS. WARD'S new novel follows the career of a poor young artist of brilliant talents and promise who comes to London to win bread and recognition from the great, uncertain public. Many of the scenes portray that social London which Mrs. Ward's recent novels have pictured so wonderfully and with such insistent charm.

Fenwick leaves behind him in his Westmoreland home his young wife, while he faces the world alone, living in a little London garret. His talent soon attracts the attention of a nobleman, and Fenwick is drawn out into the social world. Through a succession of unforeseen happenings Fenwick finds that he has allowed his patron's daughter and other London acquaintances to think him unmarried. Failure to clear away this wrong impression culminates in a tragic climax in which Fenwick's wife, by a hasty and unreflecting act, deserts her husband on hearing him unjustly accused.

The further progress of the story leads up to the beautiful reconciliation that is eventually accomplished.

Throughout it is an engrossing tale, told with Mrs. Ward's consummate skill and finished art. In placing her hero in humble life, however, Mrs. Ward has made her novel markedly different from its predecessors. The illustrations are by Albert Sterner.

Post 8vo, Cloth, Illustrated - - \$1.50

NOW READY! SEND YOUR ORDER AT ONCE

WILLIAM BRIGGS, Publisher

29-33 RICHMOND ST. WEST, TORONTO

**BOOKS OF THE
MONTH**

CASTLE, AGNES AND EGERTON.—"If Youth but Knew." Toronto: The Macmillan Company of Canada. Cloth, \$1.50. This story of the Kingdom of Westphalia in the days of Jerome possesses a quaint and delicate charm that is entirely lacking in most romances of to-day. The tale concerns the fortunes of a young Austro-English nobleman, who, under the guidance of an eccentric old musician, is introduced to a young maiden of noble birth. The vicissitudes of their early love, happily overcome through the fatherly care of the old man, give to the story its necessary motif.

CHENEY, WARREN.—"The Challenge." Indianapolis: The Bobbs Merrill Co. Toronto: McLeod & Allen. Cloth, \$1.25. Paper, 75c. The scene of this pretty love story is laid in Alaska—a land but little exploited by the novelist. A community of Russian fur-trappers furnishes the stage upon which the little drama is enacted, and the mysterious forces of Nature play their part in influencing the outcome of the story. The writer has shown that human passions are the same on whatever stage they may be displayed. A loyal love ennobles the youthful lives of the lovers Ivan and Motrya; superstitious fear makes a coward of the well-born Mikhail, and vindictive hate recoils upon the head of the crafty priest.

MAARTENS, MAARTEN.—"The Healers." Toronto: The Copp, Clark Co. Cloth, \$1.25. The Dutch novelist has entered on a new field in his latest work, and has introduced the reader to the company of doctors and to the study of disease. The interest centres around an idiot boy, who is an English baronet and the owner of great estates. The hero, son of an eminent Dutch bacteriologist, undertakes the task of curing the boy. Ultimately he attains a measure of success. There are a large number of secondary characters in the story, each one of whom is skillfully portrayed. The touch throughout is light and amusing.

OXENHAM, JOHN.—"Giant Circumstance." Toronto: The Copp, Clark Co. Cloth, \$1.50. Oxenham has woven material for at least three stories into this book. The hero is depicted at various times as a soldier in Egypt, a philanthropist in London, and a lover in the Highlands. Despite its somewhat disjointed character, the book contains elements of greatness. Its tone is healthy. The lesson which it teaches of the ultimate blessings that follow misfortune is helpful, and the various characters that we meet are nearly all lovable.

PARRY, DAVID M.—"The Scarlet Empire." Indianapolis: The Bobbs-Merrill Co. \$1.50. A remarkable book in which the case Individualism versus Socialism is put with considerable ability. The reader is transported to an imaginary fabulous community, where the theories of Socialism are put into operation and worked out to their logical conclusions. The minutest details of life are placed under State regulation, which is shown to be the natural sequence of the Federation of Labor, the fundamental axiom being: Might is right, or tyranny in its worst form. In this imaginary community cases of

individual thought or leadership are regarded as a reversion to type, treated as insanity and punished as crime. The book is a strong arraignment of Socialism.

PEMBERTON, MAX.—"My Sword for Lafayette." Toronto: The Copp, Clark Co. Cloth, \$1.50. This is a stirring romance related in Pemberton's usual dashing style. *Of plot there is very little.* The reader is merely afforded glimpses into the life of Zaida Kay, a worthy American soldier, as he journeys from France to America with the Marquis de Lafayette, fights beside him in the War of Independence, and re-crosses the Atlantic to enter the thick of the French Revolution. True, there is a bright little love story that inter-weaves its course through the pages of the book, but in the main the tale is one of wars, stratagems and spoils.

PIDGIN, CHARLES FELTON.—"The Corsican Lovers." Toronto: The Copp, Clark Co. \$1.50. A story of the Vendetta, the chief scenes of which are laid in Corsica. Two pairs of lovers divide the interest of the reader. They are befriended by a benevolent Italian countess, and an equally benevolent British admiral. A happy consummation is reached through the timely removal, under the working of the Vendetta, of all the villains, of whom there are a goodly number. The incidents are lively and the excitement often intense.

RUNKLE, BERTHA.—"The Truth About Tolna." Toronto: The Musson Book Co., Limited. \$1.50. A brilliant society novel in which the reader is introduced to members of the smart set in New York. The central figure is a wonderful tenor opera singer about whom the gay world goes mad. The action is rapid, the conversations bright and racy, and the love affairs, of which there are several, after some misunderstandings finally adjust themselves to the satisfaction of everyone.

WATSON, H. B. MARRIOTT.—"The High Toby." Toronto: William Briggs. Cloth, \$1.25. With all the daredevil bravado of the gentleman of the road, Dick Ryder comes galloping into this book and throughout its pages keeps the reader on pins and needles, as he thrusts himself into all sorts of hazardous corners. Dick had a soft heart for beautiful damsels in distress, and so many of the yarns he relates deal with his exploits on behalf of the fair sex, but he also ruffled it with Bloody Jeffries and other notables. The last story of Ryder's gruesome revenge on Timothy Grubbe is most realistically narrated.

WISTER, OWEN.—"Lady Baltimore." Toronto: The Macmillan Co., \$1.50. A delightful book. With rare felicity of expression the author has produced a picture of the grace and chivalry which characterized colonial life as it was before the reconstruction of the South. An old world atmosphere pervades the story, rendering the invasion of the modern spirit of wealth, commercialism and vulgarity not simply incongruous but almost a desecration. In many of the situations there is much of pathos flavored by a gentle humor which gives a charm to a book one closes with regret.

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

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

MUSSON'S NEW BOOKS

The Truth About Tolna

By BERTHA RUNKLE. Cloth, \$1.50

First it Was Ordained

By GUY THORNE. Cloth, 1.25

Lady Betty

By C. N. and A. M. WILLIAMSON.
Cloth, 1.25

Barbara Winslow

By ELIZABETH ELLIS. Cloth, 1.50

The Wheel of Life

By ELLEN GLASGOW. Cloth, 1.50

Uncle William

By JENNETTE LEE. Cloth, 1.00

Pam Decides

By BETTINA VAN HUTTON. Cloth, 1.25

Kenelm's Desire

By HUGHES CORNELL. Cloth, 1.50

The Wire Tappers

By ARTHUR STRINGER. Cloth, 1.50

Sands of Pleasure

By C. YOUNG. Cloth, \$1.50

The Fight for Canada

By MAJOR WOOD. Cloth, 2.50

My Friend the Chauffeur

By C. N. and A. M. WILLIAMSON. Cloth, 1.25

Pigs is Pigs

By ELLIS PARKER BUTLER. Cloth, .50

Bird Guide. In Parts I and II

By CHESTER A. REED.
Paper, .50; Leather, .75

Pam

By BETTINA VAN HUTTON. Cloth, 1.25

The Way of the Spirit

By RIDER HAGGARD. Paper, .75; Cloth, 1.25

The Race of Life

By GUY BOOTHBY. Paper, .75; Cloth, 1.25

The Deliverance

By ELLEN GLASGOW. Cloth, 1.50

THE MUSSON BOOK COMPANY, Limited

TORONTO, ONTARIO

Money in the Tabard Inn

WIDE awake Booksellers and Stationers should give serious thought to the hard cash possibilities in a lending library of their own, operated under the Tabard Inn system.

To commence with, we want to tell you what has happened since we started a short while ago:

WHAT HAS BEEN DONE

Early in March we decided to take up and push this idea, and with our plans still incomplete, advised the trade, expecting to get a few orders for 25 book libraries. Out of all our orders (we are just catching up with them now) only **TWO** were for that quantity, the great majority being for **HUNDRED** book libraries. Some who ordered 50 books to start with, immediately on receipt of the books increased their order to 100. We opened in Montreal on March 31st, and at date of writing nearly 2000 exchangeable books have been sold. These are live facts and speak for themselves.

WHAT IS OUR PROPOSITION?

We sell these libraries to you outright for cash at the following prices:

25	books	\$ 25.00
50	"	45.00
75	"	62.50
100	"	85.00
200	"	175.00

These prices include

**A HANDSOME
BOOKCASE FREE**

You are given a large list to choose from, including fiction, biography, travel, etc., enough variety to suit every taste. The books are the best published in the last two or three years, and each one is enclosed in a strong cloth covered case. (This case is a familiar sight all over U.S., Canada and Europe.)

You have the privilege of exchanging your books for others on the list as often as you like, at a cost to you of 5 cents per volume.

If you want to increase your stock we sell you new publications, cased, ready for use, at \$1.08 for \$1.25 books, and \$1.18 for \$1.50 books.

WHAT YOU GET OUT OF IT

You sell your members books at \$1.50 each. These books carry the privilege of exchange at any rate you set.

A fifty book library, for example, costs you \$45. Sell 25 books and you get back \$37.50 right away, your investment thus standing you \$7.50. Against this you have on hand 25 books and a book case, and a fortnight's exchange fees should wipe out this \$7.50.

This talk contains but a small portion of what we have to say on the subject and if you will write us we will gladly send you full information.

THE FIRST APPLICATION FROM A TOWN OR CITY DISTRICT WILL HAVE THE FIRST CONSIDERATION.

THE TABARD INN LIBRARY 596 St. Catherine Street, West,
MONTREAL.



RETURNED
JUN 1 1906

*Y. Montreuil
and Book Co
Bag 3
M.S.*

IN PROSPECT OF

Summer and Autumn Trade Canadian Booksellers

SHOULD APPLY FOR

OLIPHANT, ANDERSON & FERRIER'S
CANADIAN CATALOGUE—JUST READY

SPIRITUALLY FIT: A Young Man's Equipment.
By ALBERT G. MACKINNON, M.A., Lochmaben. Post
8vo, cloth extra. Price 2s. 6d. net. Straight Talks
to Young Men, by a Young Man, in the language
of to-day.

Dr. Briggs of the Methodist Publishing House,
Toronto, says:—

"I like it—like it well. It is fresh; it is forcible; it is taking.

**VOICE PRODUCTION AND THE PHONETICS
OF DECLAMATION.** By J. C. NEWLANDS,
Lecturer on Elocution, New College, Edinburgh.
Post 8vo, cloth. Price 2s. 6d. net.

"We can recommend with pleasure Mr. Newlands work to every one
who desires to gain a knowledge of the proper production of the voice.
To the clergyman, the barrister, the lecturer, and to the private
citizen who is called upon to take part in a social function or a public
duty, the value of effective delivery is manifest, and any system for the
improvement of clearness in expression should be welcomed."—R. C. H.
MORISON in the *Scottish Review*.

**PRAYERS FOR SCHOOL BOYS AND SCHOOL
GIRLS.** By the Rev. WILLIAM WATSON, M.A.,
Claughton, Birkenhead. Being Morning and
Evening Prayers, with suggested Scripture Read-
ings for two months, as also Prayers for Special
Occasions. Crown 8vo, cloth extra, gilt edges.
Price 2s. net.; or in limp lambskin, gilt edges, 3s.
6d. net.

"The prayers are simple and devout." *Church Family Newspaper*.
"The book abounds in beautiful and tender thoughts, beautifully
and tenderly expressed. Even for those who are no longer
schoolboys or schoolgirls it will have value as a model, and as serving to
lead them back into sympathy with the spiritual life of the young."
Presbyterian.

**THE PHILOSOPHY OF CHRISTIAN EXPERI-
ENCE.** By HENRY W. CLARK, Author of "Meanings
and Methods of the Spiritual Life," etc. Crown 8vo,
cloth extra. Price 3s. 6d. net.

"Deals wisely and worthily with the greatest themes for human
thought, and the loftiest aims for human action. It is written in a
lucid, simple, interesting, and persuasive way, and cannot but prove a
spiritual stimulus as well as an intellectual illumination to every
appreciative reader."—Dr. GARVIN in the *Examiner*.

GEORGE BUCHANAN AND HIS TIMES. By
P. HUME BROWN, M.A., LL.D., Professor of Ancient
(Scottish) History in University of Edinburgh.
Crown 8vo, with numerous Illustrations. Price 1s.
net.

Specially written for Buchanan's Quarter-Centenary this year.

New Editions of

DR. ALEXANDER WHYTE'S BOOKS. Life of
Christ; Bible Characters 6 Vols.; Bunyan Characters
3 Vols.; Appreciations, etc.

A New Edition of

DAWN IN THE DARK CONTINENT. By the late
JAMES STEWART, M.D., D.D., Lovedale. Demy 8vo,
handsome binding, with Nine Coloured Maps and
Portrait of the Author. Price 6s. net.

New Editions of

ANNIE S. SWAN'S NOVELS at 3s. 6d. and 1s. 6d.
per copy.

A Cheap Edition of

THE GREAT MARQUESS OF ARGYLL. Life and
Times of Archibald, 8th Earl and 1st and only Mar-
quess of Argyll. By JOHN WILLCOCK, B.D., Lerwick,
Author of "Sir Thomas Urquhart of Cromartie," etc.
With 7 Portraits and other Illustrations. Cheap
Edition, 5s. net.

100 PRINCES STREET, EDINBURGH, AND LONDON.

AN ART PRODUCTION.

THE May issue of the International Studio contains
an article on the work of Frederic Dana Marsh, by
Arthur Hoeber, illustrated from a number of Mr.
Marsh's paintings and drawings of industrial subjects,
showing workmen employed in building our skyscrapers,
in derrick rigging, gilder setting, etc., a field that Mr.
Marsh has made peculiarly his own. W. H. Thomas
writes on "Glass Mosaic, An Old Art with a New Dis-
tinction," the article being illustrated with views of
mosaic panels in Baltimore, Cleveland and Columbus and
a full page view of the Chancel of the Crypt in the
Cathedral of St. John the Divine, N.Y., one of the most
notable examples of mosaic work yet accomplished. The
Last Exhibition of the Society of American Artists is
described with illustrations reproducing a number of the
paintings shown, including Child Hassam's "June,"
which received the Carnegie prize, and Edward Redfield's
"The River Delaware," which received the Webb prize,
the latter shown in a full page tinted insert. Illustrated
articles are also included on the "Exhibition of the Ten
American Painters" and the "Landscape Work of A. J.
Groll." The series of photographic reproductions of
flowers appearing under the title of "Nature's Aid to
Design," includes in this issue views of the calla lily,
hydrangea, spirea, amaryllis and cyclamen. Three color
inserts are found among the illustrations of an article by
T. Martin Wood on "Modern Flower Painting and Its
Character," describing the work of Francis E. James,
Fantin-Latour, Katherine Cameron and others. "The
Art of Alexander Roche, R.S.A." is described by Hal-
dane MacFall, with illustrations.

A NEW COMPANY INCORPORATED.

Universal Systems, Limited, is the name of a new
office supply company incorporated in Toronto by Fred
A. Hall, Clarence H. McArthur and John J. Wright,
brokers; Sandford F. Smith, architect, and Miss A. S.
Anderson, stenographer. The capital is \$50,000, and the
company are empowered to manufacture, purchase or
otherwise acquire, hold, own, sell, assign and transfer,
invest, trade in and with office and store furniture, sup-
plies and specialties, time saving devices, labor saving
devices, magazine binders, loose leaf binders and forms,
card index systems, time stamps, time recording clocks,
watchmen's clocks, adding machines, addressing ma-
chines and all and any device, artifice or scheme for
saving time and labor, and for the efficient management
and control of business of all kinds, with incidental and
subsidiary powers."

The Hurley Burley Buzz

The cleverest, catchiest and attractive Five Cent
toy and advertising novelty of the season. A sure
winner of big profits for jobbers, supply houses, and
advertising agents. When in operation changes to
various colors of the rainbow. Must be seen to be
appreciated. Sample mailed for five cents.

THE LANNERT COMPANY

43 SHERIFF ST., CLEVELAND, OHIO

PERSONAL TO YOU

The Bookseller and Stationer recently received a copy of **The Successful Bookseller**, a 180-page book issued by a London, Eng., publishing house.

The Successful Bookseller is a complete guide to success for all engaged in the **Retail Bookselling, Stationery and Fancy Goods business**, being founded on the **Business Experience of the Past Twenty Years**.

We believe **The Successful Bookseller** will prove very valuable to the Canadian Trade and have made arrangements to supply the book in this country.

A table of contents is given on opposite page.

The price, bound in half buckram is

Two Dollars (net) prepaid

The Edition is limited—we advise our readers to order without delay.

The Bookseller and Stationer

MONTREAL

TORONTO

WINNIPEG

The Successful Bookseller

TABLE OF CONTENTS:

CHAPTER 1.

Entering into Business—Establishing or Buying a Business Considered — Apportioning the Capital — Bank Account.

CHAPTER 2.

Fixtures and Fittings—Arranging the Windows—Special Stationery Fitment—Book Department Fixtures—Fancy Goods—Fixtures—Counters and Desk Lighting.

CHAPTER 3.

Office Stationery—Memorandums and Correspondence—Envelopes—Post Cards—Bill Heads—Labels — Receipt Books—Order Books.

CHAPTER 4.

Office Bookkeeping—Set of Books Required—How Used—Departmental Dissecting—Sales—Ready Money—Credit—Banking—Stamp Book — Monthly Statement.

CHAPTER 5.

The Stock—Purchasing — Wholesale Houses—Pitfalls—Travelers—Post Orders — How to Deal with Stock on its Arrival—Marking Off—Special Lines.

CHAPTER 6.

Stationery—Note Paper—Sizes of Same—What to Buy—Post and Correspondence Cards and Sizes—Visiting Cards—Copperplate and Die Work—Free Dies —Account Books—Sizes of Ditto — Manufacturing Ditto—Alphabetical List of Stock.

CHAPTER 7.

Leather Goods—Tourists' and Writing Cases—Blotters—Music Cases — Glove and Handkerchief Sets — Collar Boxes, etc —Season's Goods.

CHAPTER 8.

Fancy Goods and What to Buy—Novelties—Regular Lines—Cabinet Goods—Cutlery—Silver Goods—Specialties—Goods for Special Seasons

CHAPTER 9.

Books — Novelties — Authors — Publishers — Important Novels—Bibles—Prayer and Hymn Books—Leather Bound Books—Prizes—Fine Editions—Technical Books, etc —Hints and Helps for Booksellers

CHAPTER 10.

How to Display Goods—Special Lines—Tickets—How to Ticket Goods—Frequent Change—Internal Display—Show Cases—Counter Cases, etc

CHAPTER 11.

The Proprietor and His Customers—How the Assistant Should Deal with Customers—Hints on Serving—Introducing Other Goods.

CHAPTER 12.

Advertising—Newspaper Advertisements—Posters—Window Bills—Advertisement by Circular—Advertising Stationery — Advertising Special Lines—Advertising for Special Sessions—Advertising that Pays.

CHAPTER 13.

Profitable Lines — Fountain Pens and Stylographs —Repairing Ditto—Picture Post Cards—On the Publication of Local View Books—Guide Books—Maps, etc.

CHAPTER 14.

Typewriter Supplies and Carbon Papers.

CHAPTER 15.

The Library—How to Start a Circulating Library —Catalogue—Authors—Arrangement—Registration.

CHAPTER 16.

Valuable Adjuncts—Bookbinding—Picture Framing —Printing—Reading and Writing Rooms.

CHAPTER 17.

Newsagency Business — Newspapers and Magazines—Recording Orders—The Best Method of Delivery—Prevention of Errors and Omissions—Supplying at a Profit—Bookkeeping.

CHAPTER 18.

Holiday and Health Resorts—Special Stock—View Goods—Visitors — Trippers—Catering for the Holiday Makers.

CHAPTER 19.

Credit Customers—Monthly and Quarterly Accounts —Account Collecting

CHAPTER 21.

Annual Stock Taking—Balance Sheets—Profits and Losses—Stopping the Leaks—Bad Stock.

CHAPTER 22.

The Advantages of an Annual Sale — Reducing Stock—Making Room for New Goods—Sale Advertising Matter—Special Goods—A Successful Sale.

CHAPTER 23.

Various Hints and Helps to Employes.

Conclusion.

THE BOOKSELLER AND STATIONER and Fancy Goods Review.

Published promptly on the second Wednesday of every month.

The MacLean Publishing Company, Limited

President, JOHN HAYNE MACLEAN, Montreal.

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

OFFICES:

CANADA—

MONTREAL (Telephone 1255) - - - - - 232 McGill Street
TORONTO (Telephone 2701) - - - - - 10 Front St. East.
ST. JOHN, N.B. (J. Hunter White), - - - - - No. 3 Market Wharf.
WINNIPEG (F. R. Munro) - - - - - Room 511 Union Bank Building.
Telephone 3726

GREAT BRITAIN—

LONDON, ENG. (J. Meredith McKim) - - - - - 23 Fleet St. E.C.
Telephone, Central 12902

MANCHESTER, ENG. (H. S. Ashburner) - - - - - 18 St. Ann St.

FRANCE—

PARIS, AGENCE HAYNE, 5 Place de la Bourse.

Subscription, Canada and the United States, \$1.00.

Great Britain and elsewhere - - - - - 4s 6d.

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

Vol. XXII.

MAY, 1906.

No. 5

BACKING UP THE BOOKSELLER

A COURSE of action, which is worthy of commendation, is being pursued by the Macmillan Company, of Canada, in their dealings with customers not engaged in the retail trade. In all cases where such customers desire to buy direct from the publishers, they are referred to the booksellers doing business in their respective localities, while at the same time the booksellers are notified that such and such books have been asked for. By thus recognizing the rights of the retail trade, the Macmillan Company have adopted a principle which should be pursued by every Canadian publisher.

It has been no easy task for the Macmillan Company to introduce this principle. University professors, librarians, and others, on learning that the company intended to establish a Canadian branch, at once concluded that it would be possible to buy books direct at a very low cost. Disappointed in their hopes, they have been forced to go to their local booksellers for the supply of their requirements. This is not calculated to give the professors, librarians and others a very kindly feeling towards the Macmillan Company.

In several cases which have already arisen, results have been most gratifying to the booksellers. The latter have come once more into a heritage, of which they were robbed many years ago. They have profited by the generosity of the publishers, and are now building up trade in a most satisfactory manner.

On the part of the retail trade there should be some show of gratitude for the services rendered. No publisher can continue such a course of action unless he is firmly backed up by those whom he benefits. The book-

seller should be zealous in business, endeavoring to fulfill his functions in the highest degree. If he falls short no one can blame the publishers if they withdraw their direct support.

• • •

If you find that you do not receive *Bookseller and Stationer* regularly drop us a card.

• • •

ANNOUNCEMENT DATES.

COMPLAINTS have reached us recently of the manner in which publishers make their announcements of new books. Usually no indication whatever is given as to dates of publication. The bookseller is kept largely in the dark, and does not know whether to expect a new book in March or May.

Were it possible to get books through by mail or express at a reasonable cost, there would not be such cause of complaint. But, consider the case of a book seller who sees twelve books advertised by a certain publisher in the March number of *Bookseller and Stationer*. He sends down an order for three copies of each book. By return express he receives the required number of copies of two of them, with the information that the others will follow as soon as published.

Now the express charges are proportionately very much larger for six copies than for thirty-six copies. By the time the thirty-six come along in dribbles, profits are considerably eaten away.

Of course it would be next thing to impossible for publishers to get out their entire list of publications simultaneously, but it would help booksellers to know with some degree of accuracy just when each book is due, and then it would be possible for them to make up sufficiently large orders to secure minimum charges for carriage.

• • •

In August we publish our *Special Fall Number*.

• • •

SELLING PICTURE POST CARDS.

IT is all very well for a dealer to order and stock a series of local views and sell them over his counter. By so doing he is supplying a counter demand. But let him ask himself if that counter demand represents the entire demand of his town. A little thinking will probably convince him that there is a demand latent some place else.

If, then, there exists a latent demand, it is entirely within his province to stir up this demand and satisfy it. In order to make this more explicit, let us refer to a concrete instance. A dealer in a town of some five thousand inhabitants got out a series of local views, several of which depicted beautiful scenes. Not satisfied with the sale of these over his counter, he hit about for some other channel through which to dispose of them. It chanced that the town was on a tourist route, at a point where many travelers were transferred from a train to a steamboat. There was usually a long wait before the steamboat cleared from the wharf, though not long enough

to admit of the travelers visiting the business part of the town. The dealer determined to make use of this wait. He secured the services of a bright boy, furnished him with a stock of his post cards and sent him daily to the wharf. The result surprised his expectations.

This is a concrete example of how a latent demand was called into life. There are plenty of other ways to reach the same end and every dealer should carefully study local conditions.

• • •

The terror of being thought poor has been the ruin of thousands.

• • •

AN ASSOCIATION.

EVERY few years an attempt has been made to organize the retail book and stationery trade of Canada into an association. Every time the effort has failed, as the absence of any such organization to day testifies. But these failures are no proof that an association is not badly needed. In fact, it seems to us that they but emphasize the more strongly the necessity for organization.

The indifference of dealers throughout the country, as evidenced by their failure to attend association meetings, has been a cause of discouragement to those desirous of seeing an organization formed. But in all trades there is this same disinclination to attend meetings, and because a man fails to come to a meeting is no indication that he does not sympathize with, or will not support, the work done at the meeting.

It seems probable that another effort will shortly be made to form an association. A somewhat new plan will likely be followed in its formation which will give its members all the advantages of the association's work without the disadvantage of having to attend meetings. Further details will be announced later.

• • •

This is the largest May number we ever published.

• • •

COPYRIGHT DECISION.

IT has been finally decided by the United States Appellate Court, of Chicago, that in the case of an American publisher selling the rights of any book to an English publisher, the English edition imported into the United States cannot be reproduced. The case arose when G. W. Ogelvie and the United Dictionary Company reproduced the high school dictionary of the G. & C. Merriam Company, of Springfield, Mass., making use of a copy of the English edition published by George Bell & Sons. The provisions of the English copyright law were fully observed in the case of the English edition.

Now the American copyright law differs from the English law in that it requires a notice of copyright to be printed in each book. As the copy of the English edition secured by Ogelvie and the United Dictionary Company contained no such notice, the latter considered that they were at liberty to reproduce it. When the case was brought to trial in the District Court at Chi-

cago, a decision was rendered favoring the Ogelvie Company, but this decision was reversed by the Appellate Court.

• • •

He is comparatively idle who might be better employed.

• • •

THE NEW YORK CONVENTION.

ON June 18, and the three following days, the National Association of Stationers and Manufacturers of the United States will assemble in annual convention in New York. The gathering gives every promise of being the most successful in the history of the organization.

We have authority to state that the presence of Canadians at the convention will be welcome. Bookseller and Stationer sent a representative to last year's meeting, and at that time regret was expressed that no other Canadians were present. New York is a most convenient place of meeting, and this year it is hoped that a good representation of Canadian interests will be found at the convention.

The educative value of such a convention as this should not be overlooked. All the brightest lights in the stationery trade of the United States will be found there, and the lessons to be learned from their experiences are not to be picked up every day.

• • •

Complaint against fortune is often a masked apology for indolence.

• • •

THE DAY OF THE TOURIST.

PREPARATIONS should now be matured for the reception of the Summer tourist, in those places where that individual is wont to be found during the next three or four months. After all there are not very many places in Canada where the tourist does not penetrate. If he does not stay in a particular town, he at least passes through, and from one standpoint that is nearly as good as staying there.

Of course the picture post card will be the great commodity to be dispensed in thousands to the Summer visitor. There will also be souvenirs and novelties of all sorts. The great problem will be how to attract the tourist to the store, where these goods are on sale.

It is needless to reiterate the necessity for bright window displays and for attractive interior decorations. These are essentials everywhere. But to-day the dealer must go farther. He must study the conditions. If there is a tourist hotel, he must see that a wall cabinet filled with samples of his souvenirs and cards is hung in its office. If there are steamboats calling regularly at the port, similar cabinets should be placed on board them and in the waiting-rooms. The same thing applies to the railway station.

These are merely hints. We do not pretend to give particular advice, as conditions vary from town to town. But they may serve as an inspiration to some ambitious dealer, and if so, our object is attained.

THE AUTOPEN

Self-Filler



CLOSED. READY FOR USE



OPEN. READY FOR FILLING

These illustrations represent the *latest and most scientifically perfect* Self-Filling Fountain Pen Made.

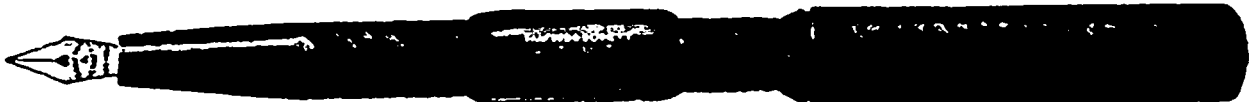
NOTE its simple and rigid construction, and its neat and well balanced proportions. Particular attention is directed to the ease in filling this pen. Simply unscrew barrel in centre (see cut No. 2), press metal bar while gold nib is submerged in ink, release pressure on bulb, screw parts together tightly and pen is ready for use. When closed, it is identical in appearance with the regular fountain pen, there being no unsightly and cumbersome exterior mechanism.

All parts accurately fitted; Chasing and Finish artistically beautiful. The quality of materials is of the same high standard maintained in our regular line of goods.

Made in Three Sizes

No. 2.	Plain Black or Chased,	\$2.50
No. 4.	" " " " "	\$3.50
No. 6.	" " " " "	\$4.50

THE "AUTOMAT" FOUNTAIN PEN



To those desiring a thoroughly reliable, well made, Self-Filling Fountain Pen at *moderate cost*, we offer our AUTOMAT.

The simple construction of this pen (as shown above) and the popular price at which it is offered should recommend it to your consideration.

Made in Two Sizes: No. 2, \$1.50; No. 4, \$2.00. Finish—Black, Full Chased

WRITE FOR QUANTITY DISCOUNTS.

SANFORD & BENNETT, 51-53 Maiden Lane, **NEW YORK CITY, U.S.A.**

PATENTEES AND MANUFACTURERS

Also makers of Fountain and Stylographic Pens for domestic and export use.
Special imprint work executed promptly.



STATIONERY

"MADE IN CANADA" PAPETERIES.

W. J. GAGE & CO.'S unusually attractive and artistic display of high-class papeteries and boxed papers for the 1906 Christmas trade includes a variety of textures, linen lawn and fabric finish being the most popular. These come in boxes of all shapes and sizes, the paper itself being shewn variously in four sizes—Octavo, Countess, Oxford and Royal. In several instances assorted sizes are to be had, one of the upright boxes containing three sizes, Royal, Oxford and Countess. It is a very excellent selection of paper.

Making first choice at random, here is a lovely oblong box in plain pale blue, with two dainty flower sprays in lavender and green at opposite corners, the filler of fabric finish being shewn in two colors, white or azure, the envelopes having the wallet flap. The same contents in white, azure or grey come also in fancy paper with medallion, the floral design being a dainty one in pink and green on a pale crepe ground.

A distinctly new design for 1906 is an upright box in two sizes, the larger showing mistletoe, holly, and yew on white and other colored grounds, with filler of linen finish in three sizes, Royal, Oxford and Countess, the two larger sized envelopes having wallet flaps, those of the third size being pointed. The smaller upright box shows a very dainty Colonial design in figures and flowers on a silver ground, the paper and envelopes being similar to the two smaller sizes in the larger box.

Fabric finish in Oxford size, white and azure, is shewn again in an oblong box with medallion on fancy paper—mistletoe, yew and holly on white ground. A neat box of the same linen shows a dainty hand-painted spray of flowers on a plain, pale grey ground, with filler in white and azure. The same paper in three colors comes also in a pure white oblong box with a handsome embossed cover design of three bright blue pansies, and, again, in larger size, in a box with photograph and dark blue and silver flowers, embossed. Another very dainty thing is an embossed shamrock on gold, with wreath and chains of blue forget-me-nots, on pale grey, the filler of linen lawn being shown in white, grey or azure.

One of the most attractive boxes is that with three drawers, one for the paper in white or azure, and two for the envelopes, which have wallet flaps. The design is a very beautiful broken wreath of purple violets and smilax on silver ground, while similar to this, but having only two drawers, is another box of the same linen, the cover design being white and pink carnations with smilax.

An attractive oblong box of linen-finished paper in white or azure is shown in a handsome cover of lilies-of-the-valley on a rich red and gold ground, while still another comes in a tasteful cover design of small heliotrope flowers in clusters, on a pale ground, with sash and bow of silk ribbon to match, the paper being a size larger, or Royal, in white and azure, the envelopes still having the popular wallet flap. The same paper is shown again in the three popular colors in a handsome oblong box, the cover design being a draped figure and irises embossed on plain tinted ground, while another handsome box shows an onyx design with figures beautifully tinted and embossed. The paper may be had in white or azure, in Oxford size.

Perhaps the handsomest of all is a broad, oblong box

of fabric finish paper, the cover design being of fancy paper in several shades of green and pale purple, resembling onyx, with spray of fruit and leaves. Assorted sizes, Oxford and visiting card, of the same linen come also in an attractive long, flat box with heliotrope and white flowers on a crimson ground, with heliotrope silk sash and bow.

A very artistic series includes two glove boxes, the largest being a beautiful cherry blossom design in white shaded with mauve, on a pale green and gold ground. These contain Crane's papers, linen lawn and kid finish. The second box shews the same floral design differently colored, but quite as beautiful, while the third comes in a very attractive design in lilies-of-the-valley in white, green and gold, on a pale tinted ground. The paper in this is Crane's linen lawn; in the second box kid finish, and in the first, Crane's thin linen lawn, white or bluite.

A dainty onyx paper, in an onyx cover with embossed medallion in pale heliotrope, comes in two sizes, Oxford and Royal. A neat octavo box of fabric finish has a cover design embossed on tinted eggshell paper, with gold decorations, while another dainty little box shows an artistic Saxony linen trade-mark design in green and gold, the paper being linen lawn in white or blue, (azure).

Fabric linen, in the two colors, white and azure, is shown in a cover design of purple violets on a white ground, as well as in a long, flat box, under cover of purple poppies and picture on a cloud-tinted ground, and also under cover of holly, yew, and mistletoe on a crimson ground.

A distinctly Canadian conceit, and one which is likely to prove very popular, is the Maple Leaf linen. Held to the light, this paper shows the most dainty little maple leaves, delicately water-marked, in the linen. It comes in an oblong box, with white figure embossed on black edge, with gold on a white eggshell ground.

SCHOOL BLANKS.

OF the many new designs in exercise and work book covers shown by W. J. Gage & Co., it would be difficult to judge which will become the most popular. A bright one in red, white and green, called "In Clover," represents a little girl sitting in a clover field with white rabbits round her. Another has the head of a cat called "Patty," on the front, with a St. Bernard dog's head on the back. A foxhound's head is shown on the front of another, with the heads of two horses on the back, while other cover designs include the head of a lion, a tiger, a moose, and a buffalo.

Two neat conventional designs show a green and red banner, and a red carnation design on plum-colored ground. There is also a patriotic picture on another, "Britannia Rules the Waves," which represents two little boys with drum and other musical instrument celebrating. A Union Jack is afloat in the breeze near where several toy boats lie on the stream. This will doubtless prove a very popular cover picture among boys.

Another design is called "Springtime," and shews a maiden bearing a branch of cherry blossoms along a country pathway over a hill.

"The Little Haymaker," a child with rustic hat, which she is about to lift from her golden curls, a cheery, smiling face, bare arms, gingham pinafore, and rake with clover blossoms entangled in it, against a background of hay-fields, will probably become most popular among the girls, while "Young Fisherman," and "Camping," will prove to be rivals among the boys. The "Young Fisherman," barefooted, and carrying his rod over his shoulder, and three fine perch at his side,

will undoubtedly cause many a boy to hark back to happy holiday hours.

"Camping" will appeal to older persons as well as to children, the red glow of the camp fire, and the green of the forest in the background, with a settler in the foreground, being reminiscent of Summer outings.

"Comrades," a boy with sleigh and dog; and "Companions," a girl with her favorite kitten in her arms, are certain to be very popular with the boys and girls. The designs are artistic and the color work gives them a very attractive and handsome appearance.

NEW SCRIBBLER DESIGNS.

SEVERAL important additions have been made to the series of scribblers manufactured by The Copp, Clark Co., which will keep this line well to the front during the coming season. An inspection of samples of the cover designs was afforded Bookseller and Stationer the other day, and a new idea was gained of the resources of this firm, which can produce such an extensive range of entirely new goods in so short a time.

Probably the most novel covers are the Old English Oak, the Lizard Skin, and the nameless basket pattern cover. The latter represents with much exactitude the weave of a basket pattern. A tag is attached on which the owner can write his or her name and address. The Old English Oak cover represents a polished oak board, showing the grain of the wood. The lettering is Old English, in keeping with the general scheme. The Lizard Skin is a facsimile of that kind of leather.

A group of richly colored lithographed designs are the Laughing Water, the Voyageur and the Bedouin. Laughing Water is an Indian maiden, paddling a canoe filled with water lilies. She is the centre of a pretty natural scene. The Voyageur shows two Indians in a canoe, with wild ducks flying in the foreground. The Bedouin depicts an Arab riding on a fiery steed. The color work in all three is excellent. On the back of each is reproduced Frederick George Scott's "Hymn of Empire."

A novelty is a series of eight Famous Canadian covers. The design is similar on all, but on the inside of the cover are printed comprehensive biographies of eight noted men and women, viz. Champlain, Jacques, Wolfe, Carleton, Vancouver, MacKenzie, Laura Secord and Tecumseh. This idea is an innovation.

The Polka Dot cover is a strikingly simple design in red and blue with white spots. The title appears in red and blue letters, respectively, on a white ground.

The Classic is a burnt wood design with a girl student's head as its central feature. Wild Life and Pond Life are two pretty covers, the first showing a bear's head a la Seton Thompson, the second a formal design in green and white.

NEW SCHOOL GOODS.

A COMPLETE new series of school practice books, including exercise books, scribblers, note books, collegiate books and advanced manuscript books, are being placed in the hands of their travelers by Warwick Bros & Rutter, Limited. Orders are being booked for Summer delivery so that the trade will be amply assured of receiving their supplies in good time for the September school opening.

Among the new designs which are being shown this year several stand out prominently. "Evangeline," "The Willow," "Home Studies" and "Nymphs" are new colored effects in the crown 4to size, and cannot but appeal to the scholar.

In the quieter styles were noticed "The Princess," "La Petite," "Python," and other names, which are printed on covers of a softer nature. These will be especially attractive for the senior classes.

Other new numbers include "Motoring," "Ye Old School Days," etc., while such of the old favorites as "Buster Brown," "Rob Roy," "The Snowball," "The Student's Manuscript," etc., will not be discontinued.

Altogether, the range includes every size and style of book, which the long experience of this house in catering to the school trade places them in a position to supply.

In the note book series there are some fifteen different sizes and kinds of books, at varying prices.

In its books for collegiate and high school work, the line appears to contain variety enough to answer every purpose; from the ordinary exercise book to retail at 15c., to books as high as 50c. each. This complete series is well worth giving consideration.

PENCILS.

The Brown Brothers, Limited, report that the demand is increasing steadily for their Ophir pencils. This line is a golden-finished, hand-polished pencil, containing pure graphite, thus insuring clean erasing qualities, which is impossible with many of the pencils now on the market. Ophir pencils can be had in all the popular grades, also copying.

Another new line in pencils which the Brown Brothers are offering to the trade is their ledger pencil, which, as is claimed for it, "erases clean." This pencil is of a special grade, No. 2J, just midway between an H and HB, and is designed specially for marking memos in account books, which it is desirable to have perfectly legible while not too black, also to admit of being erased perfectly clean.

These lines of pencils ought to appeal to the stationers, for, while they are strictly high-grade, they are made to sell at \$6 per gross, leaving a handsome margin of profit for the dealer.

THE ROTARY CO'S CATALOGUE.

The Rotary Photographic Co., Limited, the post card publishers of 12 New Union street, London, England, have gotten out a most comprehensive catalogue of their various productions. This compilation runs to 48 pages, and, of course, the variety of pictorial cards with which it deals is very extensive. Its simplicity of arrangement makes it easy to pick out the best features and the lines that are most likely to appeal to purchasers. Their selection of crowned heads and royalty is very extensive, and a glance through the columns of celebrities, whether attached to the military, legal, musical or literary profession, seems to bring to notice almost all the most noted men and women connected therewith. Page after page is devoted to actors and actresses, depicted in private life as well as in their stage costumes. The Rotary Photographic Co., Limited, have extensive works at West Drayton, where they turn out cards in black and white matt effect, brown glossy effect, aluminum bromides, etc., in very large quantities. They are now pushing their "Giant Series" of cards. These, although they cannot be used as post cards, are after the same style. They are glossy brown productions, measuring 10 by 5 1/2 inches, and published at sixpence. They make excellent pictures when framed. The "Rotary" catalogue is free to those mentioning Bookseller and Stationer.

LONDON

NEW YORK

PARIS

BERLIN

CANADIAN BRANCH

ST. ANTOINE ST. (Cor. St. Genevieve), MONTREAL

Raphael Tuck & Sons Co., Ltd.

would bring to the notice of the Trade the following Special Lines now being shown by their representatives throughout the Dominion:

Post Cards

Thousands of designs, embracing the following divisions :

Views of English Cities
 " " American Cities
 Landscapes
 Marine Studies
 Flowers
 Animals
 Actresses
 Humorous Subjects
 Famous Cities of the World
 Rough Seas
 Gems of Art
 Celebrated Pictures

Christmas Post Cards

100 sets Holly, Santa Claus, Winter Landscapes, etc., embossed in gold with appropriate greetings.

Christmas Cards

Thousands of beautiful new designs in color and black and white.
 Special attention is called to our justly celebrated "*Gem Pendant Series.*"

Celluloid Christmas Cards

in a great variety of designs and sizes, with appropriate mottoes embossed, each in a box.

Boxed Christmas Cards

Containing from 6 to 10 autograph cards with insert tied with ribbon.
 100 different varieties.

Private Greeting Cards

We supply the sample book free, carry the blank cards in stock and print as your orders reach us. Orders are delivered free and a liberal discount allowed off retail prices quoted in book.

Calendars

An enormous range of designs and prices.
 Drop Calendars
 Leaflet Calendars
 Standing Figures
 Passe Partout Series
 Rag Time Series
 Desk Calendars
 Scriptural Calendars
 Photogravures, plain and hand colored.

CATALOGUES AND PRICE LISTS UPON APPLICATION



CALENDARS AND CHRISTMAS CARDS



SPLENDID DISPLAY OF CALENDARS.

AT the rear of The Copp, Clark Company's big show-room, on the ground floor of their Front street warehouse, is to be seen one of the most splendid displays of calendars ever exhibited in Toronto. The lines of several noted English and American publishers, besides the very creditable productions of The Copp, Clark Company themselves, are on view, making in combination a glow of color and beauty most pleasing to the eye. The visitor is first attracted by the showing of the Campbell Art Company. Of these there are no fewer than 282 different subjects, comprised in a series of 43 different styles of calendar. Many show beautiful natural scenes of wood and shore, mountain and river, exquisitely reproduced. Others have as central themes fair women's and children's heads. In fact artists have wrought in many fields to gather together the collection of fine pictures in this firm's collection. While referring to the line mention should be made of the now famous picture, "Hear My Dolly's Prayers," which is shown in brown and color.

An extensive showing is made of the goods of the Art Litho Company, numbering 116 different designs. It would be impossible in this brief space to make any particular references to special lines, but a word of praise may be expressed for the whole list. The variety is immense, but even the lowest-priced calendar shows careful preparation. The range of prices runs all the way from 10c to \$3.

A novelty that attracted the eye was a set of post card mounts. The cover contains a circular or oval opening, which frames the card that is inserted inside. There are seven designs, selling at four different prices, and all are prettily decorated.

leather is the favorite style. In all there are 45 different pieces.

Block calendars are still favorites, and The Copp, Clark Co. show 22 different designs. They have, as usual, Shakespeare, Tennyson and Dickens calendars, with appropriate quotations from each one of them for every



Shipmates—By Harrison Fisher.
(Charles Scribner's Sons)

RETURNED
MAY 11 1908

*To Brown
Art Book 50
page 31
W.S.C.*

day of the year, as well as a large number of miscellaneous calendars.

A nice idea for a lady's desk is the engagement calendar, consisting of twelve leaves, one for each month of the year, and each containing a space for each day, in which engagements can be written down. Of a similar nature is the desk calendar pad, with a leaf for every day, on which engagements for the different hours can be set down.

For the lady who indulges in fancy work, little art calendar pads are always a necessity. The Copp, Clark Co. have five different designs in four sizes.

The splendid art publications of Chas. Scribner's Sons are included in the display. They scarcely need an introduction to the Canadian trade, as the works of such celebrated artists as Harrison Fisher, Howard Chandler Christy, Charles Dana Gibson, Maxfield Parrish, etc., are known to everybody. All the drawings of these artists are beautifully reproduced and mounted. There are in all 65 different subjects, each characteristic of the artist who produced it.

Of the Canadian productions of The Copp, Clark Co. mention might well be made of the maple leaf calendar, the maple leaf drop, and the crescent drop, each prettily colored and characteristic of Canada.

Last comes a series of 42 different designs in lithographed calendars, which exhibit all the richness for which this process is noted. The designs are choice and new.

RETURNED
MAY 11 1906



Picture Books in Winter—By Jessie Wilson Smith
(Charles Scribner's Sons.)

The novelty scratcher calendars are again to the fore in large variety. There is the usual witty saying in keeping with the design. Some of the calendars have cases and all have match holders. The imitation burnt

The Poole Publishing Company, Toronto, will shortly bring out a Canadian edition of Rex E. Beach's Alaskan novel, "The Spoilers."

Designed by Canadian, English and American Artists

See
the
roll
call
on
the
other
side.



The
**Copp
Clark
Co.,
Limited**

**64-66
Front
Street
West**

Experience, blended with originality and the needed manufacturing equipment, long since put our Exercise Books and Scribblers where they belong---at the head!

Quality in the books, as well as snap and merit in the cover, has won out. Travellers are now out making engagements.

Write for a date.

**Polka Dot
Classic
Basket
Pond Lilies
Wild Life
Voyageur
Lizard
Laughing
Water
Bedouin
Student
Days
and
Old
English
Oak**

Produced by Canadian Workmen. for Canadian Children

CHRISTMAS CALENDARS.

WARWICK BROS & RUTTER, LIMITED, have just placed in the hands of their salesmen a very large and complete set of samples of calendars, cards, booklets, gift books, toy books, and novelties, for the holiday trade. Several manufacturers are represented in these samples. Especially prominent stand out a series of hand-decorated art calendars. These goods are exquisitely finished, and the rich, artistic effects could only be produced by hand work. This particular series includes one hundred numbers, to retail from 25c up to \$5 each. These goods are from a manufacturer who makes a specialty of this high-grade hand-color work, this being the first season that they have marketed a line of calendars for Christmas trade. Goods will be delivered in ample time for every demand, and undoubtedly the orders for this range will be exceptionally heavy.

One of the most promising features for the Christmas season of 1906, that will interest the stationery trade, will be a series of especially designed Canadian calendars, which are being made by Warwick Bros. & Rutter, Limited. These consist of some ten different styles, and any view desired can be printed on these goods in colors. Warwick Bros. & Rutter, Limited, report that the sale of their special souvenir calendar last season was eminently satisfactory, and the outlook for the sale of these special lines, which are of great interest as applying particularly to Canada, is exceedingly bright for the coming season.

This house has been appointed general selling agents for Canada for the series of calendars, booklets, gift books, toy books, etc., published by the firms of Ernest Nister & Co and E. P. Dutton & Co. The great majority of the Canadian trade are familiar with the style of goods published by these people and their workmanship is the equal of anything in the world. No doubt the trade will appreciate the privilege of being able to procure these goods from a local house and complete samples of their this season's full range will be displayed by the salesmen from Warwick Bros. & Rutter, Limited, during the next few weeks.

CALENDARS AND CARDS FROM BELFAST.

THROUGH the courtesy of the Belfast house of McCaw, Stevenson & Orr, Limited, Bookseller and Stationer has been shown samples of many of the new block and leaf calendars, memorial cards, and novelties for 1907, that are now being submitted to buyers by Mr. Hector Prenter, who has succeeded the late William McPherson in the Canadian agency.

In one leaf-a-day block calendars, there are this year some 18 designs in what is known in Great Britain as the 8s. 6d line. Many of these are in continuation of the familiar "Marcus Ward" glazed litho series, with scenes from Shakespeare, Tennyson, Dickens, etc. The designs this season are very attractive, notably that of the Dickens' calendar, with a David Copperfield illustration. Others in this series have floral decoration, or are in dark matt boards with gilt ornamentation and mezzotint medallion. Scripture calendars are included, as well as quotations from all the celebrated authors. Next comes a short run of art panel shape calendars, decorated with children's heads, which are known as the 7s. 6d line, followed by a long run of 4s. 3d calendars, somewhat similar to the 8s. 6d line, but in reduced size. There are several cheaper lines of monthly calendars, and attention is also drawn to the fact that the daily leaf blocks are sold apart from the calendars to any who wish the order that way.

The leaf calendars seem more beautiful than ever.

conspicuous among them being "The Seasons" (with stenciled decoration), "The Playgoers," and "Fair Children." These have three months to a leaf. There are besides many beautiful designs introducing pastoral scenery and scenes from childhood. A very bright idea is the "Children's Games" calendar, made up in clever imitation of school slate with sponge on cord. The popularity of Dutch decoration is reflected in the "Katwyk" calendar, which has for its decorative theme Dutch tiles in blue. Several dozen patterns of purse and pocket calendars are also shown. Several of these are bound in limp leather, and contain information as to holidays, festivals, and a record of the chief dates in history.

The new memorial cards are in distinct advance upon anything that has previously been published. The old idea of a memorial card was a thing of sombre and lugubrious design, which, with many people, caused a revulsion of feeling when used in reminiscence of a friend. McCaw, Stevenson & Orr are to be commended for having approached the subject from a more refined aspect, and amongst the present samples will be found many chaste and beautiful designs, some with tasty floral decorations, others in quiet classical designs. J39, 40, 41, with J&I, 12, 13, 14, with light etched designs and deckle edge, are distinctly the best in the collection.

REPRESENT STOKES IN CANADA.

Menzies & Company, Toronto, have secured the Canadian agency for the art productions of F. A. Stokes & Company, New York, and will in future carry their line in conjunction with the Savory line. The combination gives them control of some of the finest work of English and American artists, and should certainly mean a great increase of business for them.

BOXED CHRISTMAS CARDS.

BOXED cards will be the popular thing this Christmas and The Copp Clark Co have a large assortment to meet all requirements. In Castell's autographic boxed cards they show 41 different boxes, filled with assorted cards and envelopes to match. In Hills' "For the Empire" line, they have 16 different boxes.

In assorted boxes of the ordinary Christmas cards, they show 26 different styles, with a varied number in each box. They also have eight different packages of cards containing from six to fifty cards.

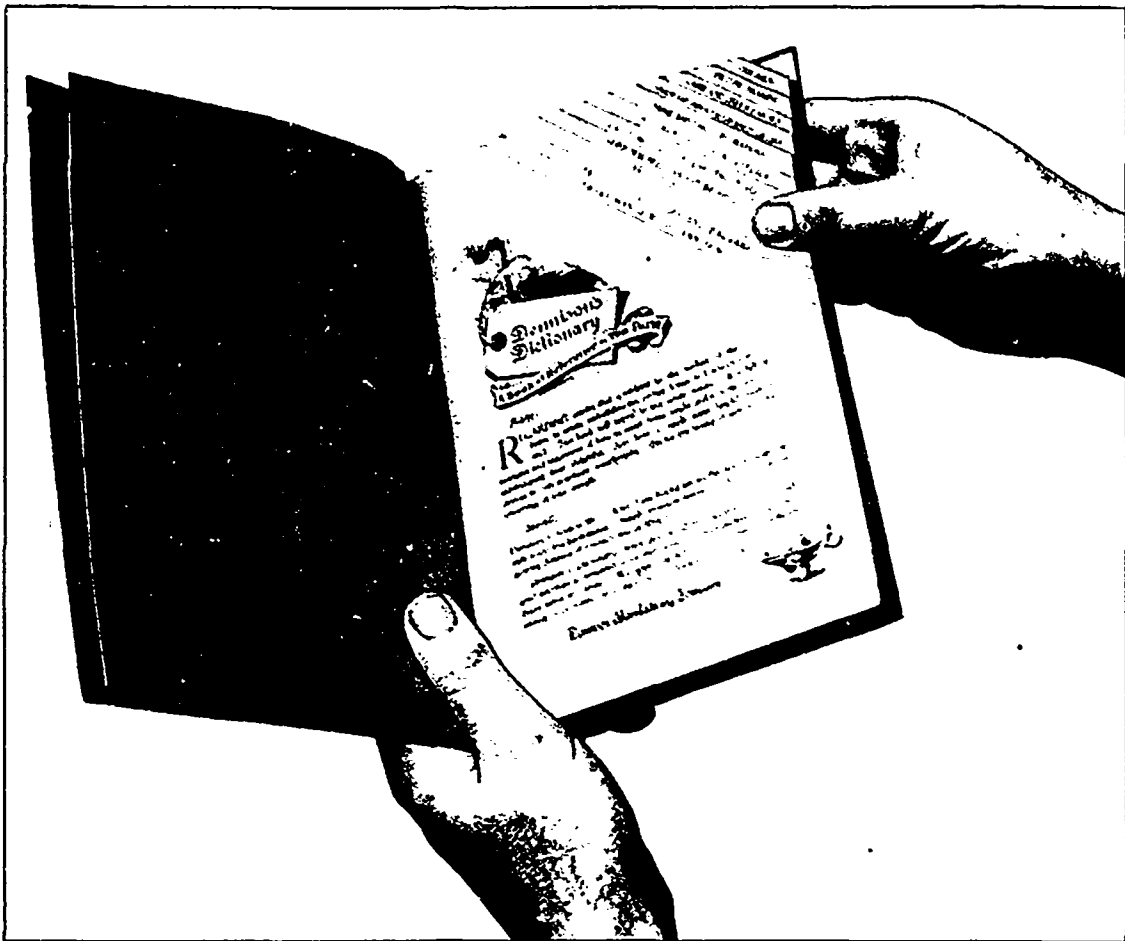
While referring to boxed cards, mention might be made of the boxes shown filled with pretty tags, suitable for tying to Christmas presents. These come 12 in a box.

"FOR THE EMPIRE" CARDS.

Hills' series of "For the Empire" cards has been augmented by the addition of a large number of special Canadian cards. The maple leaf and the sheaf of wheat are to be found in many of them, with the beaver and other Canadian emblems. Dominion and provincial coats of arms are also employed extensively. In scenic cards there are views of the Rocky Mountains and Niagara Falls. These cards are unique and a strong demand for them can be counted on. A full stock of all designs is carried by The Copp Clark Co. The cards can also be used for private greeting purposes.

Hills & Co., Limited, also produce an extensive range of art calendars. Among them, the Grand Slam, showing four card-playing scenes, is bound to be popular.

Nine assorted sizes of envelopes are to be found in a special box containing five hundred envelopes put up by The Copp Clark Co. These will be found very useful for Christmas cards.



Another Dennison Development

¶ The latest creation from the house of Dennison is Dennison's Dictionary—a book of 17 departments, 232 pages and 460 illustrations. It is pronounced the most remarkable book ever issued for creating more business. An unusual method of indexing directs the reader right to the article desired, for every one of the thousand home and business needs that Dennison supplies. It presents new ideas, original suggestions, hundreds of unusual ways of using Dennison materials.

¶ The illustrations are superbly done in colors; the descriptions are alive with interest. Every page teems with new reasons why the reader should ask for Dennison's goods.

¶ Dennison's Dictionary is part of the Dennison advertising campaign. It is an expensive book, yet we are distributing it broadcast that you may do more business. Are you ready to reap the harvest?

¶ Every stationer owes it to himself to send for complimentary copy of Dennison's Dictionary. It is truly a revelation in business possibilities. Shall we send you one to-day, prepaid?

Dennison Manufacturing Co.

The Tag Makers

BOSTON, 26 Franklin St.
CHICAGO, 138 Franklin St.

NEW YORK, 15 John St.
MONTREAL, Coristine Bldg.

PHILADELPHIA, 1007 Chestnut St.
ST. LOUIS, 413 North Fourth St.

XMAS CALENDARS

CANADIAN VIEW CALENDARS

We have designed a series of Calendars on which we can print in colors views of any town or city. We are confident these goods will be the most successful numbers among all holiday lines.

HAND DECORATED CALENDARS

A new feature, one hundred styles exquisitely colored effects, also sepia and silver prints, the most artistic range of Xmas goods shown.

E. P. DUTTON & CO.

Gift Books, Toy Books, Calendars, Cards, Motto Cards, Novelties, etc.

MISCH & CO.

Fancy Drop and other Calendars, Christmas Cards and Novelties.

Samples will be complete and in hands of travellers in a few days.

Warwick Bros. & Rutter Limited

**Manufacturing and
Importing Stationers**

Toronto

OUR LONDON LETTER

Office of BOOKSELLER AND STATIONER,
88 Fleet St. E.C.

April 29, 1906.

THE position of the pictorial post card in England is particularly interesting at the moment, more especially to Canadians, who are even now enjoying a "rage" for cards, such as that from which the trade over here is just emerging. May the post card be regarded as a staple line for stationers? It has had a long, prosperous run of unprecedented popularity, and to those who have handled it, it has proved a greater source of wealth than any other stationery line. But it is not the novelty it used to be. The public are wearying of investing their money in actresses and celebrities, and publishers are finding it grow more and more difficult to invent fresh methods of appealing to the taste of the people. It would seem that the time is nigh when the small post card publisher, who has neither the ingenuity nor the means to cater to the demands of those who have tired of the "ordinary stuff," must find himself in an unenviable position. The big houses, however, whose large staff, financial stability and consequent high-grade resources, enable them to hold the attention of post card buyers, are convinced that a very sound and extensive field for the pictorial post card, wherein artistic excellence and good taste are combined, will always exist.

If, then, only the better productions are destined to survive, it is clear that a great deal has yet to be done in the matter of expurgating and weeding out a vast number of indecent and suggestive post cards, which have more or less lately become a prominent part of the English stationer's stock. A movement against such objectionable matter has been gathering force for some while back, and it is good to see that such powers as the editor of the Picture Post Card, and the publishers of the Daily Chronicle, have launched into strong editorials on the subject. It is a shame that stationers should trade on the weakness of human nature; it is a shame, too, that so many English actresses should allow themselves to be photographed under the circumstances which tend to lower the status of the acting profession. There may be some little satisfaction in knowing that these undesirable cards are the fruits, in almost all cases, of continental "ingenuity." The police, by the way, are not idle.

Delittle, Fenwick & Co., the celebrated publishers of the "Defco" cards, have lately located in the metropolis. It is noticeable how all the leading provincial post card concerns are taking offices in London. The possibilities must be very great in this centre.

The publishing business pushes along with quiet determination. New books have not been over-plentiful, although one or two deserve some notice. In "Kid McGhie," that most charming of authors, S. R. Crockett, has struck a new theme, a character study, wherein his creative genius is found at its best. In "My Sword for Lafayette," a thrilling tale of the French Revolution, Max Pemberton has added one more to his long list of fiction. "The Jungle," by Upton Sinclair, has been brought violently before the notice of the reading public

by a column of review in the ha'penny press, headed "Hell With the Lid Off." It deals with life in Chicago, chiefly in connection with the beef trust. If the narrative is a true picture, as it claims to be, that American city ought to be absolutely wiped from the face of the earth. In contrast to this view of American life, we have a view of English life by Mrs. John Lane, an American. The book is good reading, and she is merciful.

That veteran publisher, Mr. Edward Marston, has somewhat shocked some of his confreres by expressing his opinion that the 6s. novel, like its three-volume predecessor, will soon be a thing of the past, and that, ere long, fiction will find its home in newspapers and periodicals, to bud out later on in superb bindings at 1s. per copy. To which prophesy there will likely be many "ayes" and "nays." It certainly is a very knotty point of discussion, and the pros and cons are many. Can the average man's purse afford to expend 6s. on new novels, or is the sale restricted to the fewer book enthusiasts and circulating libraries?

The Bishop of London touched upon the point quite recently at a gathering of members of the Booksellers' Institution, when, with apologies, he declared that he did not expend more than £30 a year on new books. Many a London bookseller, through the medium of the press, sighed for a few clients of the purchasing capacity of his lordship. The conclusion arrived at, with some objectors, was that out of incomes of between £200 and £300 the average amount spent on literature is about £5 a year. The man of small means naturally places all his money with the publishers of daily newspapers, going, no doubt, to the public libraries for his heavier literature. On the whole, one is inclined to think that publishers generally have still to take to heart an economic fact, that the cheaper an article is the more it sells.

Mr. Marston's reference to bindings recalls the fact that publishers have discovered gold mines in the production of choice and pretty re-prints of the old classics. There is a great demand for re-prints just now.

Some books and manuscripts of more than ordinary interest have lately changed hands at the famous London auction rooms of Messrs. Sotheby's. A first edition, 1819, of Daniel Defoe's "Robinson Crusoe," fetched £108; a 1680 edition of "The Pilgrim's Progress," £101 and a poem in autograph of Burns' "Mary in Heaven," £152. Ben Jonson's Bible, bearing his autograph on the back, also made a good figure.

The Post Master General has apparently inherited his various predecessors' inability to see the desirability of granting a cheaper rate of postage on periodicals to the colonies. So Canada must continue to suffer from a famine in English periodical literature, whilst United States reading matter, backed by United States advertisements, are scattered broadcast throughout the Dominion.

"Five miles of paper, to be used in printing the Daily ——" Such is the legend borne by several lorries, which pass each day beneath the office windows of Bookseller and Stationer. The sight of teams of powerful horses struggling before the weight of huge rolls of blank newspaper is no uncommon sight in Fleet street. It affords food for reflection, too. Where does it all

come from? That matters little to us. But Canadians know where it might all come from. That matters a great deal. True it is that experts have laughed to scorn the idea that there is any danger of the paper supply running short. Even if the danger does exist, they have been known to illogically remark, there is always Canada to fall back upon. But Canada does not want to be "fallen back upon." She wants to push right in. She can get very much nearer to the paper-using industries over here.

• • •

There is a manor house in Saltfleet, Lincolnshire, which lays claim to the distinction of having the first wall paper used in England. It is cream colored, covered with a prominent design in chocolate effect, and has the appearance of blotting paper. The pieces, measuring about 20 inches by one foot and a half, are nailed to the walls with small tacks.

• • •

A certain fraternity, called the Proprietary Articles Traders' Association, gathered to dinner at the Hotel Cecil not long back. Being in existence for combative purposes, its speeches were naturally of a military nature. But the orators, being carried away no doubt by excess of zeal, said more than they meant—apparently. A member stated, for the benefit of those who might not know it, that "the object of the association is to prevent stationery being given away for nothing by firms who make their profits from the sale of liver pills and silk ribbons, or some such fancy articles." As far as we know, the only "fancy" parts about a pill are the price and the cure. A subsequent speaker, however, was more explicit. To him it seemed that the stationery trade is suffering from unfair competition at the hands of other traders. "Why," he asked, "should drapers sell Christmas cards, oilmen sell pencils, and grocers sell ink? Drapers, oilmen and grocers are wanting to know why they should not sell whatever the public require. To Canadians the incident will be interesting as showing that the idea of carrying "side lines" has not yet taken very strong hold of the British trading public.

• • •

The association to which we refer, however, is certainly doing some good work in the matter of price maintenance. Its labors are urgently needed, for in some lines of proprietary articles the cutting propensities of certain manufacturers have lately been demonstrated to an amazing degree.

• • •

This reference to business methods calls to mind the fact that certain manufacturers are making a novel experiment. Their idea, it is understood, is to retail their productions at the same price in any part of the British Empire. The idea can only be described as novel; its success, speaking in general, is doubtful, except under special circumstances. Commission agents, clearly, could not transact business under such arrangements. Tariffs, too, would stand in the way. The outcome of present experiments will be watched with a sense of curiosity rather than with any hope that the scheme can gain any extensive hold.

A meeting of the creditors of George A. Weese & Son, Toronto, was held on April 17. Messrs. Gundy and Adam were appointed inspectors of the estate, with power, in conjunction with the assignee, E. R. C. Clarkson, to dispose of the assets and to wind up the estate to the best advantage. The inspectors later decided to put up the stock for sale by auction. The estate showed liabilities of \$13,985.68, and assets of \$24,914.73.

PERSONAL MENTION.

Mr. W. L. Carrie, of London, paid a visit to the trade in Toronto a few days ago.

Mr. J. Martin, of McFarlane, Son & Hodgson, Montreal, was noticed in Toronto recently.

Mr. A. E. Chatterton, of Copeland, Chatterton & Co., Toronto, is recovering from a serious illness.

Mr. Wm. Robson, representing Andrew Whyte & Son, of Edinburgh, Scotland, is calling on the trade in Canada at present.

Mr. R. S. Cranston, late of the Brown Bros., Limited, Toronto, has accepted a position with Grand & Toy, the commercial stationers.

Mr. Frederick G. Thompson, traveler for The Copp, Clark Co. in Western Ontario, was married on April 28 to Miss Ethel Porter, of Toronto.

Among recent callers on the Toronto trade were Messrs. J. H. Kenner, of Stratford; M. R. McFarlane, Almonte; B. C. Fairfield, St. Catharines.

Mr. S. B. Gundy, manager of the Oxford University Press, Toronto, sails for England on board the White Star Liner Arabic, leaving Boston on May 10.

Mr. W. J. Hagel, late of Blackwood & Hagel, Winnipeg, is now in charge of the wall paper department in W. J. Stephenson's store in Wetaskiwin, Alta.

Mr. R. M. Pitts, of Cornwall, is at present in the Northwest, doing a little speculating in land. His business in Cornwall is being carried on by Mrs. Pitts.

Mr. P. S. Pattillo, of Pattillo, McDougall & Co., Truro, N.S., spent the last week of April in Toronto, making his headquarters at the King Edward Hotel.

Mr. John Morgan, representing Raphael Tuck & Sons, Limited, left Montreal May 3 for the Maritime Provinces with a full line of calendars, cards and toy books.

J. H. Scott has sold his book and stationery business at Sydney, C.B., known as the Eastern Book Co., to Hugh MacAdam, who opened up at the same stand on May 3. The new business will be called MacAdam's Bookstore.

Mr. George Stewart, traveler for the Oxford University Press, has returned to headquarters in Toronto, after a trip to the Maritime Provinces. He reports good business in the Oxford lines. A thumb edition of "Evangeline" sold extremely well.

Deep regret has been expressed by the publishing trade in Canada at the lamentable death of Mr. John F. Van Saun, vice-president of the G. W. Dillingham Company, of New York, which occurred on April 23. He was well known by Canadian publishers, and was held in the highest esteem.

Mr. A. O. Hurst left on the 25th April for an extended trip, working Detroit, Chicago, Milwaukee, St. Paul, Winnipeg, Vancouver, and home via San Francisco, Los Angeles, Kansas City and St. Louis. Good-all playing cards are having a demand in the States through the pushing energy of A. O. H.

Mr. Bruce T. Ripley, who for the past four years has had charge of the order department of Morang & Co., has taken a position with D. T. McAinsh & Co., Bay street, Toronto. The attraction of the medical and special books handled by the new firm is the magnet that has drawn him from his responsible post in the older house.

The new stores of the Douglas Stationery Co., in the Norwood Block, Edmonton, were opened for the first time on April 6. The new quarters are considerably larger than the old premises near the Whitelaw Co., and

are in every way fitted in a most up-to-date manner. A gallery has been erected along each side of the store, in which the public may view the books or the china and glassware. The stores have also been equipped with cash carriers. The offices are situated in the gallery at the rear.

In the early part of April the London (England) offices of Bookseller and Stationer received a surprise visit from Mr. E. J. Kastner, secretary of the L. E. Waterman Co. (of Canada) Limited. This was Mr. Kastner's initial trip to the shores of the Old Country, and it was his original intention to give himself up to pleasure all the time. But in spite of this he managed to spend a good deal of time in calling upon the trade and securing business impressions of London, with which he was very favorably impressed. Mr. Kastner also took the opportunity of slipping across the channel to see a little of gay Paris. He left England on April 7 for New York, where he purposed spending a few days at the offices of the United States Waterman Co., and no doubt by the time this is published will be hustling around in Montreal once more.

POST CARD NOTES.

The Copp, Clark Co. are showing something attractive in Holly Christmas post cards.

Albums in great variety, to retail from 25 cents up, are in stock at the warehouse of The Copp, Clark Co.

The Post Card Monthly is a new house organ issued by Alfred Holzman, 340 Dearborn street, Chicago.

To their series of "Art" post cards The Copp, Clark Co. have just added five new designs: "Miss Cleveland," in the City Girl Series, and "Hearts," "Poker," "Bridge Whist," and "Euchre" in the Card Party Series.

NEW TO THE

CANADIAN STATIONERS

We are pleased to advise you that we are now in a position to quote you on a full line of

School Supplies

OUR DESIGNS FOR

Scribbling and Exercise Books

ARE GOOD

It will pay you to see them before ordering. Our representatives are also showing a complete line of **Holiday Papeteries, Cards and Booklets** for the Christmas trade.

McFARLANE, SON & HODGSON

Manufacturing Stationers

MONTREAL

SUMMER POST CARDS  **NEW SERIES JUST RECEIVED**

COMICS By the Famous Artist, **TOM BROWNE, R.I.**

12 SETS. ALL DIFFERENT—6 CARDS IN A SET.

PRICE, \$1.20 per DOZEN SETS.

No.	No.	No.
2574 Our Servants.	2578 Billiards made easy.	2582 The Honeymoon.
2575 Seaside Comforts.	2579 Spring Cleaning.	2583 The Motor Car.
2576 Home, Sweet Home.	2580 Three Men in a Boat.	2584 In Lodgings.
2577 What is Home without a Plumber.	2581 Poor Pa's Troubles.	2585 Amateur Photography.

NEW SCENIC DESIGNS By **PROFESSOR VAN HIER.**

6 SETS. ALL DIFFERENT—6 CARDS IN A SET.

PRICE, \$1.20 per DOZEN SETS.

No.	No.	No.
7053 In Old Holland.	7055 Fire Scenes.	7057 Venice.
7054 On the Dutch Canal.	7056 Rocks and Waterfalls.	7058 Moonlight on the River.

ASSORTED CARDS IN ATTRACTIVE CABINETS.

"**MARLBOROUGH**" CABINET contains 189 well-assorted Cards. Price, \$2.50 each Cabinet.
 "**CROWN**" Cabinet contains 357 well-assorted Cards. " \$5.00 " "

The Cards are arranged in the CABINETS on nice DISPLAY CARDS and TRAYS. THE CARDS ONLY ARE CHARGED FOR.

The COPP, CLARK CO., Limited

64 & 66 FRONT ST. WEST, TORONTO, CANADA

**MONTHLY REPORTS
FROM TRADE CENTRES**

MONTREAL.

Business on the Quiet Side just at Present—Several Merchants are making Special Stationery Displays—Looking Forward to the Tourist Trade.

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

May 7, 1906.

TRADE generally is very quiet at present. All merchants report having done an excellent Easter business, and this will in a measure offset the present dull period. Magazines are going very well, and several magazine windows were noticed in uptown stores at different times during the month. Books, however, have been very slow in most stores. The tourist trade is now receiving very much attention in the way of preparations. Everything in books which is likely to appeal to the traveler is being stocked, and when the season comes on good business in all these lines is expected.

•••

Stationery displays have been a feature of the month with many St. Catherine street stores. Mr. Foster Brown had a fine table inside the store the latter part of April, and Mr. Phelan had displays both in the window and within. The competition of the departmental stores has seriously interfered with trade in this line on account of the cut price system ruling in some of these stores.

•••

Not many new books have appeared in Montreal since last report. "Lady Baltimore," by Owen Wister, is one of the new arrivals, and a good sale is predicted for it. A new book by Guy Thorne, "First it was Ordained," has come out, and is already going very well.

•••

Nature books, and literature dealing with natural history, are now in order in Montreal bookstores, and window displays are contemplated by some merchants.

•••

The paper edition of Katherine Cecil Thurston's book, "The Masquerader," entitled "John Chilcote," is doing very well. A new book by Agnes and Egerton Castle, "If Youth but Knew," has not yet gained a place in the trade, as it has only been out a short time.

•••

F. Hopkinson Smith's new novel, "The Wood Fire in No. 3," has been gaining in popularity. "Carolina Lee," by Lillian Bell, is considered a good "comer."

•••

Mr. Greenshields' book, "Landscape Painting," continues in good favor.

•••

The Librairie Granger intended moving from 1603 Notre Dame street to 5 Place d'Armes Square, but had to go back to the old quarters, temporarily at least, as the third floor of the premises they intended to occupy

gave way beneath a weight of ten or twelve tons of books. The accident happened early in the morning, before any one had got down to work, so no one was injured. The new premises were situated over Granger Ereres book and stationery store, and the floors falling through caused considerable damage to the upper flats. On the lower floors, however, little harm was done, and business is going on as usual. The building was an old one, and had been braced before the Librairie Granger had started to move in.

•••

Mr. N. R. Lowendon, formerly with A. T. Chapman, has opened up a book store of his own in the Annex, and is doing very well. Mr. Gomme, who has recently come out from the Old Country, has taken his place.

•••

Mr. A. T. Chapman has returned from abroad, but is not in very good health.

•••

Mr. Charles J. Musson, of Toronto, was in town the latter part of April.

•••

Mr. H. Wessler, representing Langdorf & Co., was in Montreal during April.

•••

Mr. Van Rifer, traveling for the Detroit Post Card Company, was showing Montreal merchants some very pretty things in pictorial post cards, in April.

•••

The Boost Club, of New York, has sent a circular to Montreal members, asking them to assist in getting up a relief fund to send to San Francisco.

J. J. G.

WINNIPEG.

Office of BOOKSELLER AND STATIONER,
311 Union Bank Building, Winnipeg, Man.

May 6, 1906.

FOLLOWING the Winnipeg street railway strike a big hit was made by the local book and stationery stores with a line of souvenir post cards illustrating a few of the more exciting scenes during the disturbance. These cards were sold at 10c. each or 3 for 25c., and they commanded a ready sale, several thousand being disposed of in a few days. The regular souvenir post card trade also seems to be booming.

Local dealers are bringing in their American magazines by express and freight from St. Paul, thus escaping the payment of the high postal charges which have recently gone into effect. The magazines will, therefore, continue to be sold at the old rate. As the subscription rates will certainly have to be raised to subscribers by mail, the new regulations will likely have the effect of increasing the news stand sales.

The T. Eaton Co. conducted a ten days book sale last month, during which some big slashes were made in prices. It apparently met with only fair success, as the straight line book and stationery stores in Winnipeg seem to hold their own against all competition. The book stores have probably suffered less than any others in the city from increased department store competition.

F. R. M.

SCHOOL BLANKS

Samples of our 1906 Series of School Exercise, Work and Note Books are now in the hands of our travellers. We show a great variety of new covers in choice, attractive and artistic designs, and are confident that our 1906 line will be unequalled for beauty, variety and value. It will pay to hold orders until you have seen them.

W. J. GAGE & CO.
LIMITED

WAREHOUSE AND FACTORY:

82-94 Spadina ave., TORONTO

SAMPLE ROOM:

54 Front St. West.

PAPER MILLS:

St. Catharines, Ont.

HERE AND THERE AMONG THE JOBBERS

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

THE "Autopen" is a new self-filling fountain pen which has several features that will undoubtedly commend themselves to users who are satisfied with high-grade goods. It differs most, perhaps, from other self-fillers now on the market in the fact that the pen, as used when writing or when in shape to be carried in the pocket, has absolutely nothing about it to differentiate it from the old-style fountain pen. This fact may be observed personally by the reader by simply referring to their advertisement in this issue.

The appearance of the pen, however, has not been gained at the expense of losing the convenience of filling that is usually afforded by this comparatively new type of the fountain pen family. By unscrewing and opening the holder at the centre the pen can be filled or emptied instantly by simply pressing the finger upon the metal bar which compresses the rubber sac. The simple and compact construction of the pen will appeal to everyone who sees it and this in addition to the fact that it is made of selected materials by skilled workmen is a good guarantee that the pen will withstand any reasonable hard usage to which it may be submitted.

The "Autopen" is made in plain black and in handsomely chased design, in three sizes, selling at retail at the following rates: No. 2, \$2.50; No. 4, \$3.50; No. 6, \$4.50.

Sanford & Bennett, 51-53 Maiden Lane, New York who manufacture the "Autopen," also are the patentees and manufacturers of the Commercial fountain pen and the Gravity stylo pen, which are favorably known not only in the domestic but in the export trade as well. The Gravity stylo is protected by patents in the United States, England and Germany, and occupies a unique position in its particular field. It does not require shaking, but writes like a pencil and without scratching. It retails at \$1. plain, \$1.25, chased, and \$1.50, mounted.

The firm guarantees both its fountain and stylo pens in every particular. Special imprint work is executed promptly and with thorough satisfaction. The firm will be glad to quote trade prices on its lines on application.

W. J. Gage & Co. have now in stock some very good values in post card albums, to retail from 25c upwards. They report a large sale for colored post cards with local views, and also for their revolving post card stand, which sells at \$5. There is no doubt that one of these stands not only largely increases the sale of post cards, but saves time to the dealer in showing them to customers.

W. J. Gage & Co. are just putting out two of the daintiest lines of papeterie we have seen anywhere. They are the "Greiner Girl" series, the picture tops being designed by that celebrated artist. The large size consists of six designs representing the "Musical Girls," the boxes being 7 1/2 x 11 1/2 in size and each contains two quires of Swiss lawn white fabric finished note, royal size, and 48 envelopes to match, all attractively tied

with ribbon. This box retails at 50c. The other series also consists of six designs of "Greiner Girls"—The Golfer, The Bather, The Flower Gatherer, etc—put up in boxes 6 x 7 1/2 inches, containing one quire White Swiss Lawn in royal size, and envelopes to match, all ribbon tied. This series will retail at 25c., and only requires to be shown to sell, it is so much superior in finish and style to the usual 25c. papeterie. Both the "Breiner Girl" lines are ready for immediate delivery.

For the convenience of the visiting trade, W. J. Gage & Co. have retained their sample room at the old stand, 54 Front street west, Toronto, where all their customers will be welcome.

W. J. Gage & Co. are sole agents in Canada for the Littlejohn pencil sharpener, which they consider the best pencil sharpener shown at any price. As regards the price, however, it is one-half of that usually asked for a

RETURNED

MAY 10 1906
to owner
cut Book 50
page 27
W. J. G.



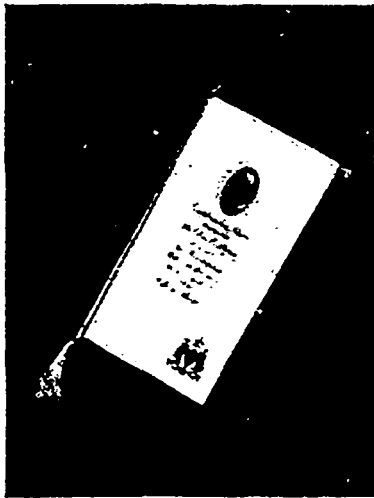
first-class pencil sharpener, viz., \$2.50 each. It is so well made, simple and easy to operate, that there is nothing about it to get out of order. It makes a perfect point without breaking the lead or soiling the hands. Another important feature is that being less than 3 inches in size, it takes up hardly any room, and can be attached to any counter, table or desk.

The "Winona" linen faced papers made by McCaw, Stevenson & Orr, Belfast, are destined for large sale in Canada. Branded with a Canadian name, and representing the very choicest stock, the manufacturers have every reason to expect large orders for such a popular line. It is put up in four fashionable shades, primrose, Swiss blue, Scotch grey and orient. Another special line of interest to Canadian buyers is the "Settler" writing pad. This is of cream wove bank linen, very thin, ruled faint. It is a cheap line, but is attractively decorated with medallion of an early settler. Another low priced papeterie is "Guiding Lines." This note-paper is water ruled, and, while the lines are clearly distinguishable, are much less prominent than ink ruling. The papeterie is nicely gotten up, and contains a quire of paper with 24 envelopes. McCaw, Stevenson & Orr have a number of other attractive lines in course of pro-

duction, and these will be announced from time to time in their advertising spaces.

• • •

McCaw, Stevenson & Orr, Belfast, have made a change in their Venus de Milo notepaper. This line was



The Programme.

put on the market about a year ago, the cover design and envelope bands bearing a faithful reproduction in miniature of the statue of the goddess at present in the Louvre, Paris. This line took very well in certain quarters, but it was found that some buyers appeared to take exception to the use of this design upon the package, with the result that the same paper is now offered to these scrupulous puritans in plain parchment cover. The new packet is almost free from decoration, with the exception of the necessary printed matter to designate the brand. It may be had rough or smooth, in post octavo "invitation" or "Albert," and wrapped or boxed according to order.

• • •

On April 17 the Philadelphia Stationers' Association tendered a complimentary banquet to their president, Mr. Charles H. Mann, as a token of their esteem and appreciation of unselfish services rendered. A handsome

ivory and ebony gavel was presented to Mr. Mann. The illustrations are from engravings furnished by Gatchel & Manning, Philadelphia, members of the stationers' association.

• • •

W. J. Gage & Co. have recently put into stock an entirely new range of toilet papers, which, notwithstanding the advanced price of this class of goods, they are offering at lower prices than before. Quotations will be gladly furnished.

—◆—
TRADE ITEMS.

Thomas Carli, stationer, Montreal, is dead.

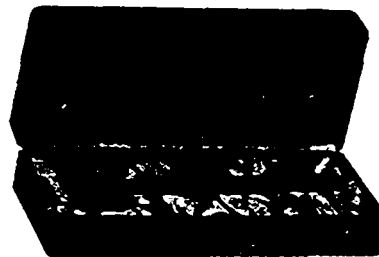
The Winnipeg Book Bindery, manufacturing stationers, have dissolved.

Trade in the Ottawa Valley is reported as pretty fair for this time of the year.

A new book and stationery store has been started by D. A. Downey, of St. Catharines.

Fire in the bookstore of H. Pollard, Fort Rouge, Man., did \$450 damage to the contents on April 3.

The Baptist Book Room will move into the Clarendon Building, Richmond street, Toronto, on June 1.



The Gavel.

The Poole Publishing Company, Limited, Toronto, have increased their capital from \$40,000 to \$100,000.

A. S. Barnes & Co., the New York publishers, have removed from 156 Fifth avenue to 11-15 East Twenty-Fourth street.

Connolly, of Halifax, made an elaborate series of menu cards for use on the royal train which carried Prince Arthur of Connaught through the provinces.

There Isn't Much Difference

in price between the best correspondence and wedding papers and the poor ones, but the actual difference between satisfying a customer with a good stock and displeasing her with a bad one is tremendous. Our lines have the reputation as the best in quality, style and manufacture, which reputation has been sustained through many years, and being the best they always satisfy the customer, and they cost but little more than those that would not always please. It will pay you to handle the goods with "Hurd's name on the box."

Our imported genuine Hand Made deckled edge paper is meeting with good sales. We shall be glad to send samples.

GEO. B. HURD & CO.

Fine Paper Manufacturers

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



The "PHILCO" Publishing Company

Have pleasure in stating that they have entered into a contract with Messrs. W. and D. Downey, Photographers, of Ebury Street, London, S.W., to publish photographs taken by them on postcards, of the following artistes:—

Miss GABRIELLE RAY Miss EDNA MAY Miss MARIE STUDHOLME

And are in a position to supply these pictures

On Their Ordinary Terms.

The "Philco" Publishing Co. have also lately completed an arrangement with Messrs. Bassano, Ltd., for special sittings of the Misses **Zena and Phyllis Dare**, all these photographs having been taken in special costumes, supplied for these photographs only.

Amongst the many artistes now under contract to the "Philco" Publishing Co. are the following, of whose photographs they have **Sole Postcard Rights**:

**Miss Vesta Tilley
Miss Maudi Darrell
Miss Daisy Jerome
Miss Ruby Ray
Miss Annie Mars
Miss Maidie Andrews
Miss Sylvia Storey
Miss Lena Verdi
Miss Daisy Stratton
Miss Daisy Revett
&c., &c., &c.**

Special sittings of the following artistes have been secured and postcards of these new positions are in course of production:

**Miss Pauline Chase
Miss Adrienne Augarde
Miss Cissie Loftus
Miss Alice Hatton
Miss Maud Fealy
Miss Carrie Moore
Miss Florence Smithson
Miss Billie Burke**



GABRIELLE RAY, as Peasant Girl.

All produced in 2d. glazed Real Photograph Postcards, at 16s. per gross; hand-coloured ditto, in all tints, 24s. per gross; hand coloured and jewelled, 32s. per gross. Less 10% . . . Terms—Cash with order, or monthly account given for approved English trade references.

LATEST NOVELTY. NAME CARDS.

8s. per gross. Less 10% . . . 60 Popular Names.

MISSING WORD SERIES. Now Ready.

The "Philco" Publishing Co., Holborn Place, London, Eng.


PICTURE POST CARDS

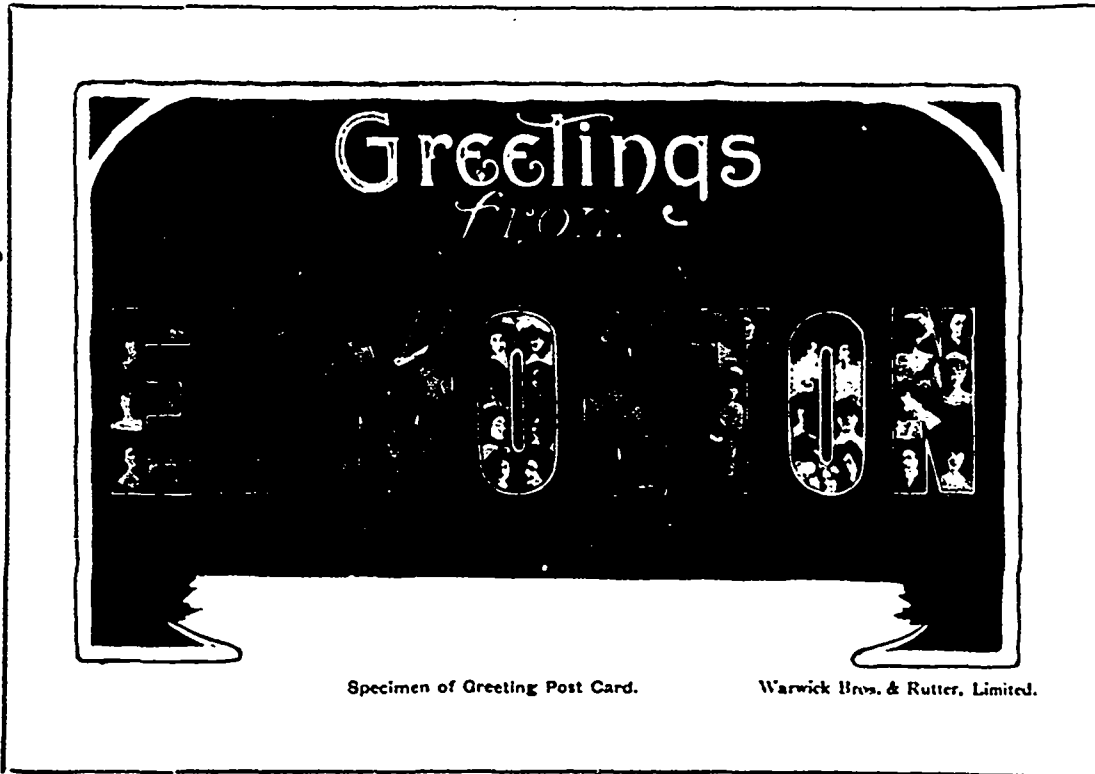

GREETING CARDS.

THE issue of the greeting post cards by Warwick Bros. & Rutter, Limited, has proved a huge success. These cards are most effective, having name of town or city brought out in large outline portrait letters, as indicated in the above illustration, giving effective individuality and appealing to citizens as just what they are looking for by way of greeting to their friends. The effect is artistic, while serving the above purpose in a most admirable manner. Already orders have been filled for many of the leading towns and cities, and a large demand is predicted. They can be had in any name by ordering one thousand cards.

post cards. It sells for \$1.75; a price within the reach of everybody.

This company has a special offer to make to the trade which will doubtless be appreciated. Arrangements have been completed whereby stationers may obtain a package of two hundred and fifty illustrated post cards engraved with home town views. Formerly it was impossible to obtain these cards in quantity less than one thousand. As there are many small towns where it would be difficult to sell one thousand views, this offer on the part of the Illustrated Post Card Company is a timely one, and no doubt will be taken advantage of by many dealers.

RETURNED
 MAY 10 1906
 to owner
 at Book 50
 Page 24
 W.S.B.



Specimen of Greeting Post Card.

Warwick Bros. & Rutter, Limited.

A NEW LINE AND A SPECIAL OFFER.

THE ILLUSTRATED POST CARD CO., of Montreal, are showing at present something in the stationery line which should attract attention, and which should be a means of profit to the wide-awake merchant. This is the "Aurora" jeweling outfit. It is used for ornamenting picture post cards, Christmas and show cards, fire screens, photo frames, and a variety of other purposes in this line. The outfit consists of a bottle of special adhesive, a special glass pen, a brush, and ten bottles of special powders, all the colors necessary to artistically trace designs on post cards, etc. The outfit is compactly and neatly packed in a good box, with directions as to use. This is something of a novelty, and as it is so easy to use it should be a good line for the merchant to carry with his stock of illustrated

Fancy lines in post cards are going well, and the comic cards are very much in demand also. The splendid stock of Summer cards of every design and at every price which the company is showing is being drawn upon heavily by merchants all over the country, but as new shipments are constantly arriving it is possible to give the very best attention to all orders received.

SAMPLES FROM GERMANY.

MORE samples of the post card creations of Gustav Ferd. Schacht & Co., Leipzig, have been received. These cards have a distinction all their own, being made by processes which are not familiar to Canadians. The prettiest set consists of ten floral cards, being series III in the Nature and Art section. The cards are pure white, with the various flowers embossed there-

on, for all the world like actual pressed flowers. The stems, the veining of the leaves and the tints are all remarkably true to life. This set can be unqualifiedly recommended to Canadian dealers.

Another series of ten cards shows flowers from field and wood. The difference between this series and that just described is that the flowers are shown in their natural surroundings, the whole card being colored, with-



"Home Sweet Home"—Pa's Egg.
A Tom Browne Post Card by Davidson Bros.

out any embossing. These cards, too, are very artistic, and should sell well in Canada.

A third series of five landscapes is not so suitable for the Canadian market. The coloring is very brilliant and the workmanship most elaborate, but the cards do not conform so well as the others to American ideas of the artistic.

TOM BROWNE'S COMICS.

TOM BROWNE, the inimitable English comic artist, has just landed in America for a three months' visit. While on this side of the Atlantic he will do some work for American papers, and will thus increase his fame over here.

To those who are as yet unacquainted with Tom Browne's delightful humor, the many picture post cards which he has designed should prove a happy introduction. He has made a great many mirth-provoking cards, two of which are shown herewith. The cards are beautifully executed in rich colors, and come in sets of



"Our Servants"—Choosing a Mistress.
A Tom Browne Post Card by Davidson Bros.

six, each set dealing with a common theme. These cards are without a peer in the realm of comics.

The makers of the Tom Browne cards are Davidson Bros., London, and they are sold in Canada by The Copp, Clark Co., Limited, Toronto.

A shipment containing a supply of actress post cards has just been received by The Copp, Clark Co. There are 200 different subjects, both plain and hand-colored

CANADIAN NATIONAL CARDS.

A SET of twelve beautifully-executed colored cards have just been put on the market by The Copp, Clark Co. The cards are all typical of Canada, intended to illustrate the development of the country. They are virtually cartoons, as the figures of John Bull, Uncle Sam, Jack Canuck, Miss Columbia, etc., appear in the various scenes. No. 1 shows John Bull and Uncle Sam carrying bags of money into Canada for investment. No. 2 depicts two huge elevators, with trains and steamboats, and is entitled, "Canada, the Granary of the World." No. 3 is called "Spying out the Land," and shows Uncle Sam and John Bull carrying away the goodly fruit of investigation. No. 7 gives a picture of the same two worthies driving through the wheat fields of the west, almost buried in the yellow grain. No. 8 shows Miss Canada, the centre of attraction at a ball and Miss Columbia neglected. The other cards are equally

RETURNED MAY 1, 1906 to owner cut Book 66

Page 26 W.S.B.



Cabinet of All-Canada Cards.

W. G. MACFARLANE MOVES.

So extensive has Mr. MacFarlane's business become that he has had to make another move to larger premises. He has secured space in the new Wilson building at 60-62 Front street west, Toronto, right between the warehouses of W. J. Gage & Company and the Copp, Clark Co. Here his customers will be welcome to call and inspect his lines.

Mr. MacFarlane has to-day six travelers calling on the entire trade of Canada, and four salesmen in the United States. The growth of this business is phenomenal; where a short time ago only four or five people were employed, they now have over thirty busily engaged, hustling to keep up with the ever increasing volume of business.

Mr. MacFarlane sails from New York on the 15th of this month for Germany and Great Britain to make exclusive arrangements for new and novel lines of goods.

A splendid idea has been hit upon by this house in their fine cabinet of celebrated all-Canada post cards. The

The Rotary Photographic Co. Limited

Works: West Drayton

12 NEW UNION ST. LONDON, ENG.
MOORFIELDS

PUBLISHERS OF

Finest Real Photo Picture Post Cards

2d. POST CARDS

Black and White Matt Cards

- Actors, etc.
- Actresses, etc.
- Actors and Actresses in their Motor Cars
- Alphabetical Sets
- Animals
- Authors and Poets
- Celebrities
- Crowned Heads
- Figure and Landscape Series
- Judges and Counsel
- Ministers of Various Denominations
- Musicians
- Painters
- Royalties
- Statesmen, Generals, Admirals, etc.
- Vocalists

2d. BROWN GLOSSY CARDS

- Actors
- Actresses
- Alphabetical Set
- Animals
- Authors and Poets
- Birds
- Celebrities
- Celebrated Theatrical Sisters
- Children Series
- Christian Name Series
- Correspondence Series
- Cricketers
- Days of Week
- Distinguished Theatrical Couples
- Fivefold Series, Actresses
- Floral Thoughts Series
- Football Teams
- "Greetings from Towns with Municipal Arms"
- Landscapes
- Ministers
- Miscellaneous Greetings
- Months
- Musicians and Vocalists
- "Old Master" Series



MISS PHYLLIS DARE

Any of these can be had Hand Tinted in 3d. line
Hand Painted, Jewelled or Pearl Beaded
are published at 4d. each
Art Relief Series, published at 3d. each
Hand Painted, 4d. each
Hand Painted, Jewelled and Sequined, 6d. each

Send for Samples, together with
our 48 page Price List

12 New Union Street, - London, E.C., Eng.

2d. POST CARDS

Brown Glossy Cards

Continued

- Parade Series, Actresses
- Question Series, Actresses
- Royal Navy
- Royalties
- Seasons
- Song, Motto and Comic Cards—
- Sacred Verse Cards
- Hunting Scenes
- Children
- Animals
- Landscapes
- Comic and Mirthful
- Love and Sentiment
- Domestic and Sentimental
- Miscellaneous
- Statesmen, etc.
- Sunbeam Series
- Triple Series

2d. ALUMINIUM BROMIDE

Christian Names

2d. RED CARBOTYPES

Actresses

2d. BLUE CARBOTYPES

Actresses

2d. GREEN CARBOTYPES

Rough Seas

2d. BROMIRIS

Actresses

6d. GIANT SERIES

Brown Glossy

Size 10 x 5 1/2

Actresses

1d. PANEL SERIES

Brown Glossy

Size 5 1/4 x 1 3/4

Actresses

Animals

Royalties

illustration shows the cabinet. It contains post cards of the whole of Canada, made in the newest German styles, namely Autochrome, colored, collotype, the best selling black and white card, and photogloss, which only an expert can distinguish from a real photo glossy. In a cabinet of 1,000 cards, which they quote at \$12, 800 autochrome and 200 collotype and photogloss cards are assorted. A cabinet holding 2,000 similar cards costs \$22. All-Canada cards sell everywhere. This is the best way to buy them.

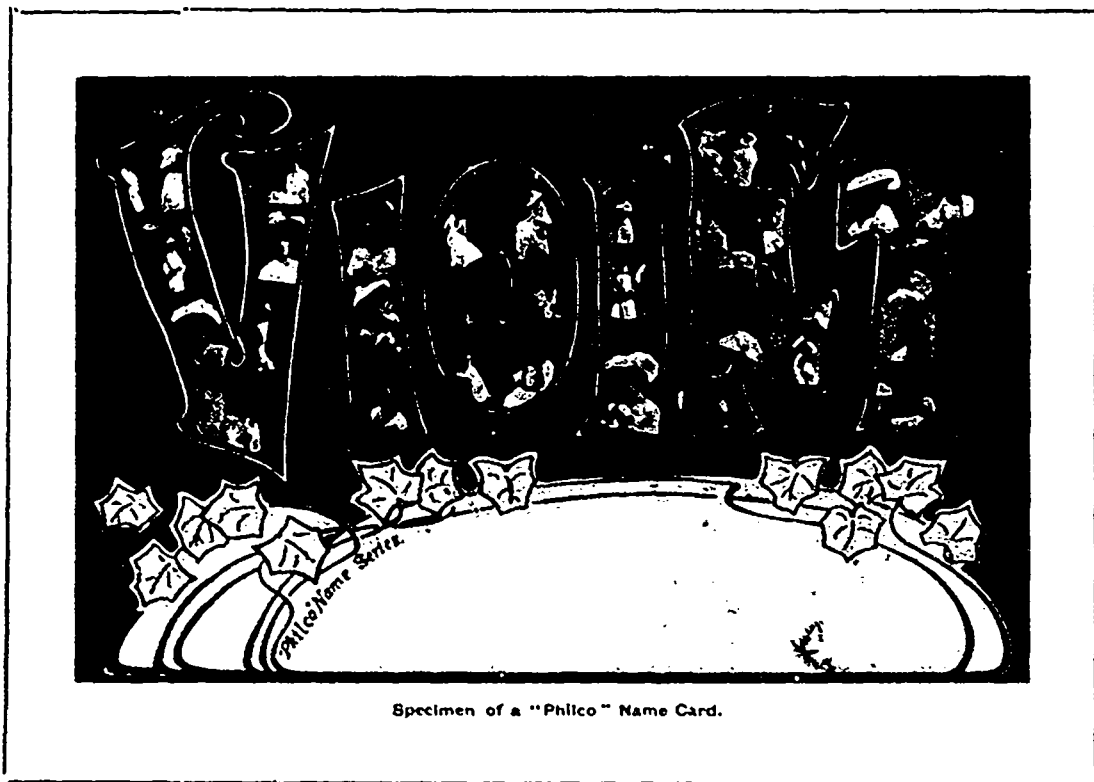
The wonderful demand for Christmas cards last season prompted the house of W. G. MacFarlane to buy largely of this line. The very best European manufacturers are supplying the lines, which are extremely beautiful. Their travelers will call on the trade with samples of these lines, which have been pronounced the finest ever shown. Dealers should defer placing orders for Christmas cards until shown these lines; price \$9 to \$15 per thousand. A winner will be a set of Canadian Christmas cards

letters of the word "Canada" being adorned with the heads of numerous actresses. It is intended that this series shall comprise the leading Canadian towns.

Two other lines which are selling well throughout the Dominion are the "J.B." bas-relief cards, jewelled and colored, and embracing some 80 portraits of actresses and royalty, and a charming set of flower studies from nature. Their child studies, which are real photographs and colored, are very attractive.

EXCLUSIVE CARDS.

THE PHILCO PUBLISHING CO., LIMITED, of Holborn Place, London, England, are justly enthusiastic over their present showing of picture post cards. The voluminous sample books which lie in their showroom represent a stock of varied lines ready for shipment, and new subjects and designs are being added at the rate of fifty per week. The Philco Com-



Specimen of a "Philco" Name Card.

from paintings in oil by C. M. Manly, one of our foremost Canadian artists. Dealers will all need to have some of these

REPRESENTED IN CANADA.

THE publishers of the "J. B. Series" of pictorial cards have a representative at present in Canada, carrying samples of their productions. Mr. Cosans is traveling westward from St. John's, Nfld., through Halifax, St. John, N.B., Quebec, Montreal, Ottawa, Toronto, Winnipeg, to Vancouver and Victoria. R.C. Beagles & Co. announce in their advertisement in this issue the names of the hotels at which their representative will be staying.

A new line from these pushful people is a series of greeting cards. They are real photographs, glossy surface, and bear the legend "Greetings from Canada," the

pany specializes on actresses and celebrities, and their "twopenny" glossy real photo cards are unsurpassed, either in variety of subject or pose, or in quality of workmanship.

A threepenny line that is very popular at the moment is the deep colored glossy photo card done in red, blue and green. The strong deep coloring of the costume is done by hand, and the effect is very striking. The same idea is used in the fourpenny line, with the addition of tinsel and gilt ornamentation. Another new line that enjoys popularity is the penny imitation photo, colored. This is taking very well and is a remarkably showy article at such a low price.

An illustration is given in this issue of a "Philco" name card, one of the glazed penny series, which comprises some 60 names.

This company have recently entered into contracts with W. & D. Downey, and Bassano, Limited, which give

ONLY FOR WHOLESALE DEALERS
Post Card Albums

Largest Selection (choice) of the Latest Designs, at all prices.

Sample Consignment, consisting of 20 different Albums - - **\$4.00**

Post Card Frames

50 Modern Designs in different styles.

Sample Consignment, consisting of 50 different Frames - - **\$1.20**

Photo. Mounts

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

Sample Consignment - - - **\$4.00**

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

Apply at once to the

Leipziger Buchbinderei - Aktiengesellschaft

(FORMERLY GUSTAV FRITSCHE)

LEIPZIG - - - GERMANY.

Selling Agents for Canada

THE MONTREAL IMPORT CO., Montreal

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White Our Colored Cards

STAND ALONE

MONTREAL TORONTO QUEBEC
 OTTAWA HISTORIC SPORTING
 FISHING HUNTING
 NORTHWEST SCENES

ALBUMS and RACKS

Always adding to our already well-assorted stock.

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.

RETURNED

MAY 15 1906

owner
 at Books
 Page 45
 W. S. &

GUN METAL POST CARD UNIT HOLDERS

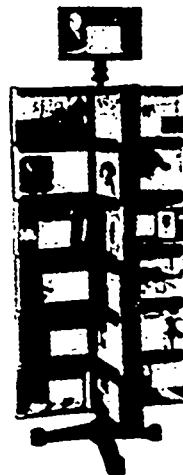


Each metal unit holds 20 cards. Can be used separately or in groups. Made to attach to each other, to display as a hanger or stand as an easel. Permit of most effective displays on counters, walls, rods, show cases. Made of our famous gun metal.

\$5.00 PER HUNDRED ORDER AT ONCE.

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

S. Heincinan, Pres. **GREAT WESTERN FIXTURE WORKS**
 C. B. Morrow, Sec.-Treas. 195-9 5th Ave., Chicago, Ill.



The Two Best Display Stands!

There must be a Best in everything I claim that the

DISPLAY STANDS

manufactured by me are the most practical, best constructed and most ornamental stands made.

I can offer these to jobbers at the right prices.

200 Designs of Comic Cards
 100 Designs of Hand Painted Leather Cards

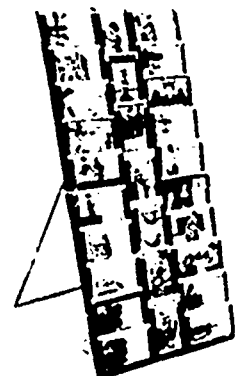
For the jobbing trade

Alfred Holzman

CHICAGO, ILL.

Canadian Representatives:

MCLEOD & ALLEN, 37 MELINDA STREET 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

Georg Geier & Garke

ART PRINTERS AND PUBLISHERS
NUERNBERG (BAVARIA)

Exquisite Novelties of

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

Cards with English wording can be had if desired.

Full sample assortment up to \$4.00.

SOUVENIR CARDS

SMALL SAMPLE LOTS

Small Price—Big Variety.

100 Comics, 75c.	12 Flying Butterflies,
100 Canadian, 50c.	\$1.20
100 Beautiful Cards, \$1	100 Odds and Ends, 70c.
100 Tag Postals, \$2	50 Photo Cards, \$1.50
25 Leather Postals, \$1	100 Name Cards, \$3.30
100 Actresses, \$3	100 Fancy Cards, \$1.50
	100 Toronto, \$1

Add 10c postage each lot when order is under \$5. We pay carriage over \$5.

W. R. ADAMS, 401 Yonge St., TORONTO

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES

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

CANADIAN AGENTS:

THE BROWN BROS., LIMITED
TORONTO.

PICTURE POST CARDS

BIENAIMÉ & DUPONT
COLLOTYPE PRINTERS

PRICE AND SPECIMENS FREE BY POST.

REIMS (France)

ENCOURAGE HOME MANUFACTURES

We make the **BEST** Mucilage, Lithograms and Litho. Composition, Acme Cleansing Powder, and Coal Saving and Smoke Consuming Compound.
Prices right. Send for quotations to

AULD MUCILAGE CO., Montreal, Que.

Pictorial Post Cards

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

Exquisite Results
Moderate Quantities
Prompt Execution
Reasonable Prices

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

Samples and Prices from

G. W. WILSON & CO.

Established Over 50 Years

2 St. Swithin Street, Aberdeen
Scotland

YOU ARE INTERESTED IN SOMETHING.

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

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

Terms—100 Clippings, \$ 5.00
250 " " 12.00
500 " " 22.00
1,000 " " 40.00

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

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

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street,
MONTREAL

10 Front St. East,
TORONTO.

them exclusive post card rights of their photographs of many of the stage favorites, such as Gabrielle Ray, Edna May, Vesta Tilley, Cissy Loftus, etc. A great many special sittings have been secured, and post cards of these new positions are in course of production.

The "Friend to Friend" missing word card is a distinct novelty. Within a border of pretty faces is a more or less sentimental rhyme, with the last word of the line omitted, thus :

"Although my friends are not a few,
The one I like the best is

In this series there are 24 cards, and the idea is interesting and new.

COMING TO CANADA.

MR. T. D. COSANS, of London, England, sailed on April 17 for Canada, as envoy for Eyre & Spottiswoode, whose name is so closely connected with the printing trade and manufacture of mathematical

instruments. Mr. Cosans has had large experience in the sale of instruments and artists' materials, and on this occasion he is also carrying a complete range of Eyre & Spottiswoode's collotype and colored post cards. A very interesting series comprises reproductions of masterpieces in the world's galleries, another the cathedrals of England. These cards are exceedingly beautiful, and should appeal very strongly to lovers of art. A special feature is made of printing cards from customers' views, with their own imprint, a large trade being done in this department. All the plain and colored collotype cards are printed by Eyre & Spottiswoode in their own works in Great Britain, so that no foreign products are handled. Besides cards, a full line of post card albums will also be shown, and sporting goods from the firm of George Bussey & Co., of Peckham. For the convenience of those who wish to communicate with him, Mr. Cosans has taken Box No. 24 in the office of Bookseller and Stationer in Montreal, and also in Toronto, and correspondence addressed to him in that way will be called for.

SUMMER NOVELTIES AND SPORTING GOODS.

SOUVENIR goods and novelties of all sorts are in greatest demand during the Summer months when the tourist trade is on and people visit their relations and friends. The outdoor life also brings into requisition sporting goods. The two departments require careful attention. A few hints and suggestions are given on this and the following page.

Novelty Plates and Trays.

The making of novelty plates and trays with cigar bands is another one of those fads that seems to have come to stay. The fad originated in Europe, and is now gradually spreading throughout the country, and it will be only a matter of a short time before every stationer, druggist, cigar and novelty dealer will carry these goods



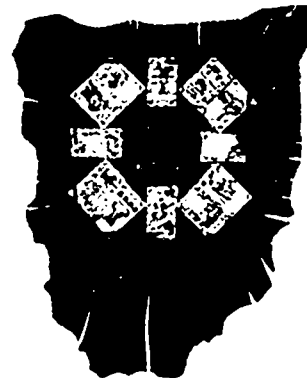
Novelty Plate.

in stock. Mr. Alfred Holzman, of Chicago, has foreseen the large demand for this novelty, and has added to his post cards an extensive assortment of cigar bands and glass plates. The bands come in assorted packages and retail from 10c. to 25c., and directions how to make these plates are in each package. Dealers should lose no time to investigate these goods, as the demand for them is very large now and is increasing daily.

The Hurley Bnrley Buzz.

The Lannert Company, of Cleveland, Ohio, manufacturers of novelties and useful articles for the trade, are now making one of the best sellers and most attractive five-cent toys of the season, suitable for both the jobbing

and advertising trade. It is similar to the old-fashion Buzz, being three inches in diameter, with the improvement of attractive colors with innumerable kaleidoscopic

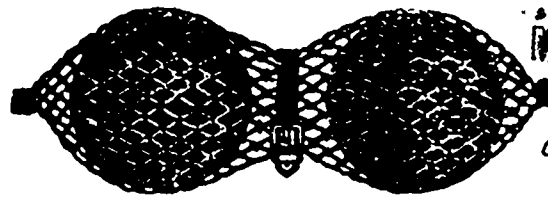


Novel Leather Pillow Cover.

changes, caused by the swiftly spinning discs. The colored hues produced excite the curiosity in those not initiated by the method employed, and it is a source of pleasure and amusement for the boy or girl who operates the toy.

The device is well and substantially made, the color discs being lithographed. A highly finished article is the result, being a very clever and catchy toy. When used as an advertising medium the reverse side of the color disc has sufficient surface for a reasonable amount of advertising.

RETURNED



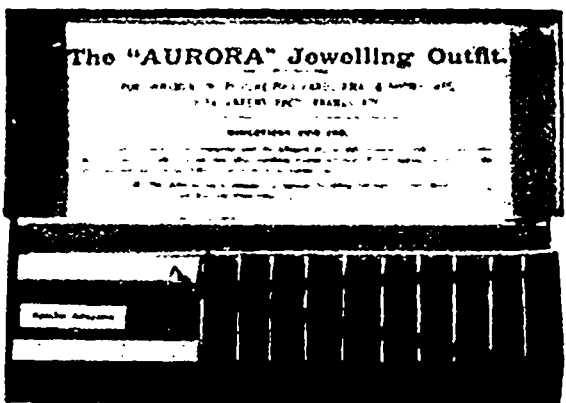
Lawn Bowl Net.

Lawn Bowls and Nets.

Lawn bowling has become such a popular pastime in Canada during the Summer months that there has come

MAY 20 1911
To our
cut Boo
Page
W.

The "AURORA" Jewelling Outfit.



For Decorating Picture Postal and Other Cards

Complete outfit consisting of Pen, Brush, Bottle Special Adhesive, and Ten Bottles different colors Iris Powder Special Price, \$1.75.

We also Carry Full Stock of Jewelling Powders, Pens and Adhesives

SPECIAL OFFER. We will make 250 cards from any photo you may send in. This will enable anybody to get their own views and in more reasonable lots.

EVERYTHING IN PICTURE POSTALS

ILLUSTRATED POST CARD COMPANY
185 St. James Street, Montreal

GREETINGS FROM ENGLAND

Real Photo.

"CELEBRITY" POST CARDS

FAMOUS ACTRESSES IN LATEST CHARACTERS

COMPRISING

New Scarlet Cards New Lime-Light Cards
New Novel Spangle Cards
New Luminous Pearl Cards New Jewelled Cards
New Cloth of Gold Series
New Bas-Relief Cards New Photo-Color Cards
New Crayon and Gold Cards

The Most Up-to-Date and Largest Collection in England

Royalty, Clerical, Theatrical, Musical, Literary and other Celebrities

Our Representative, Mr. Cosans, now visiting Canada, will be pleased to wait upon customers in due course, on receipt of post card, at any of the following addresses:

Russell House Hotel, Ottawa Tecumseh House, London
King Edward Hotel, Toronto or to any of the principal Post
Royal Hotel, Hamilton Offices in the Dominion.

J. BEAGLES & CO.
Wholesale and Export Manufacturers and Publishers
9, 10 AND 11 LITTLE BRITAIN, LONDON, E.C.

A SNAP OPPORTUNITY. FLOURISHING STATIONERY BUSINESS FOR SALE

The Quebec News Company, doing a retail trade business of \$13,000 per annum, with only \$1,500 expenses, can be bought for \$4,000 cash. Stock in A1 condition, no odd shelf goods. Location unsurpassed in most desirable block in Quebec city. Books open to inspection. Good reason for selling out given on application.
Business can easily be increased to \$24,000. Address for further particulars to
FRANK CARRELL,
DAILY TELEGRAPH, QUEBEC
N.B. Business shows over 50 per cent. increase for every year since established.

Picture Post Cards Again!

Royalty and Stage Celebrities. Retail, 25c each.
 Wholesale, \$1.50 per dozen.
Railway Trains, Steamers, Buildings, Bridges, etc.— Embossed and Tinselled Retail, 10c each.
 Wholesale, \$2.50 per 100.
Tuck's Packages—
Unlimited variety, very choice \$1.50 per dozen pages.
Toronto, New York, Chicago, Philadelphia, Boston, London, Paris, Berlin, etc. } \$1.00, \$1.50 and \$2.00 per 100.

Comic Cards in Glossy finish \$12.00 per 100
 \$1.50 per 100
Comic Cards, Colored— \$1.00 per 100 or \$7.00 per 100
Sample 100 of all kinds, \$1.50

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

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

The Belleville Business College, Limited

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

See Catalogue pages 21, 22, 33, 41

J. A. TOUSAW } **BELLEVILLE,** } J. Prith Jeffers, M.A.
Secretary } **ONTARIO** } President.

THE METROPOLITAN BANK

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

GENERAL BANKING BUSINESS

We | Drafts bought and sold
Solicit | Letters of credit issued
Your | Customers promptly attended to
Account |

SAVINGS DEPARTMENT

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

Distinctive Signs, Price Tickets and Show Cards

give character to your store. A sort of Trade Mark, as it were. Why not adopt as nearly a perfect style as possible?

We are specialists in this class of work and our ideas are free to anyone meaning business.

Our folder, WHY SIGNS PAY, can be had for the asking.

THE MARTEL-STEWART CO., LTD.
MONTREAL, CANADA

The Rapid Photo Printing Co.'s

Price
2D.
Each

MATT OR
BROWN GLOSSY

Real Photograph Postcards

Thousands
of
Designs in
Stock.

Catalogue
sent
post free
on
application.

Christian
Names

Greetings
Messages

Mottoes

Songs

Birthday
Greetings

Novelties

Views

Christmas
Cards



Celebrities
of the Stage

Politicians

Church
Dignitaries

Children
Studies

Comics

Carnoes
(Bas Relief)

Price 3d. each.

Hand Coloured Cards—Price 3d. each

WHOLESALE and EXPORT

THE RAPID PHOTO PRINTING CO., Limited

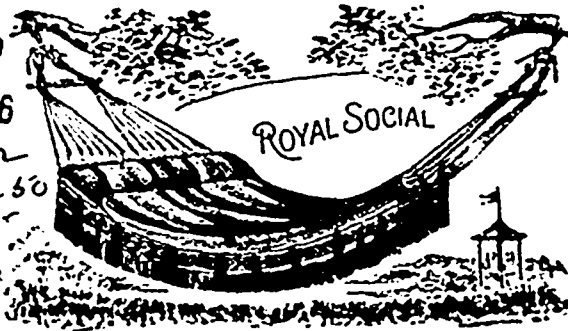
4 and 5, Bridgewater Square, Barbican

LONDON, E.C., - - ENGLAND

Agents for Canada: THE ILLUSTRATED POST CARD CO., 185 St. James St., Montreal

to be a good, healthy demand for lawn bowls. Almost every village has its bowling club, and where the game gets a hold in one place it is soon taken up in all the neighboring localities. The Fancy Goods Company, of Canada, are handling Taylor's Glasgow Genuine Bowls, which are made of the finest procurable lignum vitae, especially selected and thoroughly seasoned. Lawn bowl nets are also shown by the same firm.

RETURNED
MAY 10 1906
owner
2 Book 50
Page 26
V & B



1906 Royal Social Hammock.

Hammocks.

An essential to every Summer stock is a hammock, and of these there is now great variety to be had. The hammock illustrated, the New 1906 Royal Social, is an exceptionally fine make in Jacquard weave, with extra heavy fringed valance and full length quilted pillow, which can be detached, exposed round spreaders at both ends, with adjustable wooden bar at head and foot. The hammock comes in red, yellow and black, and green and black, and is sold by the Fancy Goods Company of Canada, Toronto.

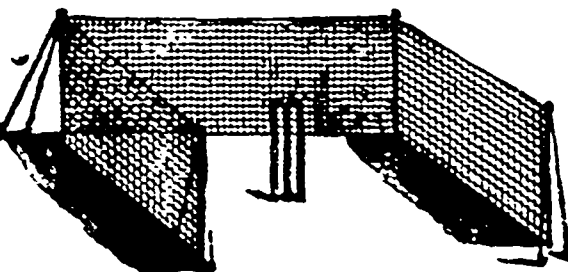
Sail Boats.

All sizes of toy yachts and sail boats are carried in stock at the warehouse of the Fancy Goods Company of Canada, Toronto. These range in price from 80c. per dozen to \$16.50 per dozen. They are all well made and accurate in design. The larger sizes are equipped with complete sails and rigging, and are enamelled in bright colors.

Sporting Goods.

Under this head come the various articles required in playing baseball, lacrosse, cricket, tennis, etc. A complete range of all these goods is carried by the Fancy Goods Company of Canada. All are branded with the trade-mark "Victor," which is indicative of quality.

RETURNED
MAY 10 1906



Practice Cricket Net.

Full information about these goods is given in the catalogue issued by the company, to which the attention of dealers is directed.

A Decoration of Swallows

For the Summer cottage, the imitation swallows shown in the accompanying illustration afford an attractive and novel decoration. And not only are they useful in the Summer cottage, but in cozy corners, dens, clubrooms, the saloons of yachts, etc. The set has six-

teen swallows, the leader measuring twelve inches from tip to tip of wing, the rearguard measuring 5 inches, thus giving a perfect perspective. Full directions are supplied with each set. They are made by the Tower Mfg. & Novelty Co., 306 Broadway, New York.

Novel Leather Pillow Covers.

These pillow covers are made from fancy colored skins, in four shades, red, blue, brown and green, and are deeply fringed. On the face of the pillow are fastened, by means of leather strands, 8 or 10 comic post cards, hand-colored and burnt. The cards are grouped artistically around a centre piece of a contrasting shade of leather, and delicate tracery of flowers, leaves, cobwebs, and odd designs set off the cards. The cover is ready to receive the pillow, which is fastened in place by means of leather strands of a contrasting color. They are manufactured by Alfred Holzman, 340-342 Dearborn street, Chicago.

To the boom in picture post cards the postmaster general of Great Britain ascribes a decrease of one-half per cent. in the number of letters delivered last year in



RETURNED

Cozy Corner decorated with Swallows.

London. There were delivered in the United Kingdom 734,500,000 postals—an increase of nearly twenty per cent. and of these eighty per cent. were privately printed. The per capita allowance of postal cards in the Kingdom would be seventeen to each person. In many localities in the United States the post office facilities have been swamped by the excess of souvenir postals, while on the board walk at Atlantic City riots have been narrowly averted because the authorities had neglected to supply enough one cent stamps to meet the demand of the victims of carditis postale.

Flags.

Another essential for the Summer stock is a supply of flags. Both for decorations and souvenirs, flags are very useful. A very complete assortment of cotton and silk flags and bunting flags is carried by the Fancy Goods Company of Canada, Toronto. These embrace Canadian Ensigns, Union Jacks, Stars and Stripes, Irish Flags, French Tri-Colors, Royal Standards, etc.

WALL PAPER.

Wall Paper Situation Very Encouraging—Sales First-Class and Better Goods in Demand.

THE wall paper situation is very encouraging to merchants at present. So far the sales have been first-class, and there is every prospect of continued movement in the trade. A point which is to be appreciated is the high tone of the wall paper demand. This cannot but cause the wall paper dealer much satisfaction. The reign of cheap goods is always found anything but a profitable proposition. The merchant is not satisfied with the profits he reaps; the customer cannot be pleased with the inartistic designs necessitated by a low-selling price. For these reasons the increasing demand on the part of the public for high-class wall papers may be considered a good omen for trade. Of course the cheap goods will never be completely cleared off the market, since there are always some who will not pay a higher price than they have been accustomed to give, but they can be provided for easily.

Canadian Goods.

It is pleasing to note the marked progress made by Canadian manufactured goods. The industry, which only a few years ago was but a small affair, has now become one of the greatest manufacturing enterprises of the Dominion, and the fact that Canadian-made goods have gained such a place in the trade as they now hold should cause Canadians to feel proud of the firms which have built up this trade. Only a few years ago all our wall paper was imported—now the Canadian manufacturers are able to supply goods which very often far out-distance imported lines at the same price.

RECEIVED JUL 3 1906

GOOD ASSORTMENT

Wall Papers

for Special Orders

For emergency orders send for samples from STAUNTON'S Quick Service—no delay.

Burlaps Dyed—Oil Coated—Double Sized.

Sanitas Sanitary, waterproof wall covering, for bathrooms, kitchens, etc.

Leatherole Permanent, high relief, leather effects, very richly decorated in oil colors.

Staunton's papers afford big profits to the dealer who handles them. They are easy sellers.

STAUNTON'S
Limited
Wall Paper Manufacturers
Toronto, Ontario

WESTERN Incorporated 1931
ASSURANCE COMPANY.

FIRE AND MARINE

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

HON. GEO. A. COX, President.
 J. J. KENNY, Vice-President and Man. Director.
 C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1933

CASH CAPITAL, \$850,000.00.
 TOTAL ASSETS, \$2,119,347.89.
 LOSSES PAID SINCE ORGANIZATION, \$27,383,068.64.

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

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

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

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

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

Confederation Life ASSOCIATION

W. H. BEATTY, President.
 W. O. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

GOOD ADVERTISING

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

SOME EXPLANATIONS.

A Letter from Harry A. Woodworth

Editor Bookseller and Stationer: In an editorial note in the April edition of your excellent periodical I notice a quotation from a letter of C. L. Nelles, of Guelph, referring to the advertising competition held by Bookseller and Stationer last Fall. As I happened to be the judge of that contest, I wish to correct an erroneous impression which Mr. Nelles evidently got from the arrangement of the paragraphs concerning the half-dozen or so winners in the competition, and also the reproduction of two of the ads.

Mr. Land's advertisement was shown, but it was not intended to rank first, as Mr. Nelles evidently thought. Doubtless by the same reasoning Mr. Nelles believed his ad had been awarded second place, for, if I remember aright, his was the only other advertisement reproduced. This idea is likewise wrong. Each contestant whose advertisement was mentioned (with the exception of one



A Capital Book Display
An Example of Show Window Advertising.

who did not fulfil the conditions of the contest) was adjudged worthy of a prize, and each was entitled to the choice of prizes which Bookseller and Stationer gave, and each, I believe, received his premium. Of course it is not meant to signify that any one ad was not any better than any other, for there were no first and second prizes in the contest, and the specimens submitted were of such uniform merit as not to call for any fine discrimination.

No attempt was made to place the toes of any one of the competitors in a higher niche than any other. When there were striking features about an advertisement their merits or defects, or both, were duly pointed out, but an ad defective in some ways might easily be a better one because of some superlative excellences, than one which had no striking fault.

Mr. Nelles is therefore, mistaken when he says that the decision he mentioned seemed to be that "of a man who approves more of the solid reading than the display

side of advertising." Although I have had long experience in many branches of advertising, I have not yet acquired that ripe experience which would justify me in such a sweeping judgment. I have particularly tried, in my Department of Advertising-Printing in Printer and Publisher, to avoid any assumption of cocksureness as to such matters, for display-advertising, or solid-matter advertising, or advertising which is a combination of these, may each be good, bad or good-bad. (It's easy enough to learn to know a bad ad; but oh the subtlety of the good-bad!)

In judging the competition I wanted to show two different styles of advertising, and selected two ads which were good examples of each style. That was all. And I don't think it would do Mr. Nelles any harm to try the Land style, or for Mr. Land to try the Nelles style, in some of their advertising matter.

In short, it would not do the most of the readers of Bookseller and Stationer any harm to try more of various styles of local advertising. No matter how much general advertising may be done by publishers and wholesale stationers, it is true, in your business as in others where this axiom is far better recognized, that local advertising is the final encourager and amplifier of local trade.

I am glad, therefore, to see that Bookseller and Stationer, which seldom comes my way, has a department where local advertising is carefully discussed, and is on the way to making a permanent feature of the department devoted to that very important means of local publicity—the show window. I am glad, too, to see how the importance of the subject of advertising is repeatedly called attention to in the advertising columns.

Hoping that the words of the Preacher, "Of making many books there is no end," may continue to be applicable, and largely because of GOOD advertising.

Yours truly,

HARRY A. WOODWORTH.

A STRONG ARGUMENT.

The Book and News-Dealer, the official organ of the American Booksellers' Association, in the April number, contains an interesting summary and analysis of the best selling books in America in 1905, based on reports prepared expressly for the purpose, by more than one hundred of the chief booksellers of the country.

There were twenty-four different titles reported during the twelve months of 1905 as of the best selling books for the entire country.

From the standpoint of the publishers, the following will be of interest. Of the twenty-four successes, the Bobbs-Merrill Company published five; the Harpers, four; the Century Company, Dodd-Mead, F. A. Stokes and Henry Holt, two each; and Revell, Houghton-Mifflin, Macmillan, Little-Brown, Appleton, McClurg, and Doubleday-Page, one each.

A final analysis of these figures develops perhaps the most interesting fact of all, that the largest number of "best sellers" was sold by the most extensive advertisers, the Bobbs-Merrill Company. "In the face of these figures," asks the Book and News-Dealer, "who shall say that advertising does not create a demand?"

THE WAVERLEY
SERIES OF PENS

Imported by all the Leading Stationers

They come as a boon and a blessing to men.
 The Pickwick, the Owl and the Waverley Pen.

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


We make pens to suit every hand—turned-up, turned-down, indented, oblique, square and round points.

Sample Cards and Trade Price Lists sent by return mail.

MacNiven & Cameron, Limited
 Waverley Works, EDINBURGH

"ROB ROY"
PENS

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

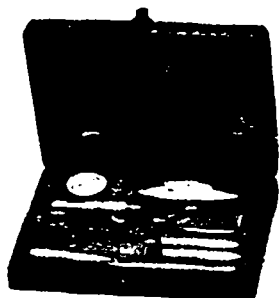


Registered

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

HINKS, WELLS & Co., Birmingham, Eng.

FINE LEATHER GOODS



MANICURE SETS

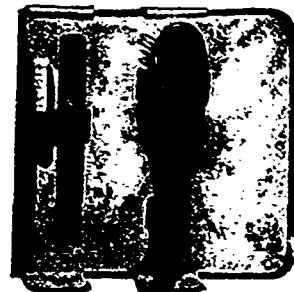
Hand Bags, Writing Cases,
 Cigar Cases, Desk Sets,
 Music Rolls, Etc., Etc.

MANUFACTURED BY _____

 **C. F. RUMPP & SONS** Established 1858
PHILADELPHIA, U.S.A.

NEW YORK SALESROOM:
 653 and 655 BROADWAY.

CHICAGO SALESROOM
 35 RANDOLPH ST.



DRESSING CASES

Fireworks

Sorting orders for

VICTORIA DAY
FIREWORKS


Should be forwarded immediately.

The Kelk-Sutcliffe Co.

76 York St. below King, **TORONTO**

HIGGINS'
PHOTO MOUNTER

(TRADE MARK)



NO adhesive on the market at the present time has proved of equal value or had a wider sale than HIGGINS' PHOTO MOUNTER. Its great popularity, not only among amateur and professional photographers, for whom it was originally made, but among business men and users of paste generally, has shown beyond all doubt that it has great intrinsic merit. It is not a flour or starch paste, but a *vegetable glue*—a product entirely new in the chemistry of adhesives. For mounting photographs, aristotypes, scrap pictures, and engravings, and for general use as a substitute for mucilage, it will be found most satisfactory. Be sure and stock *Higgins' paste*.

Higgins' American Drawing Inks
 BLACKS AND COLORS
 The Standard Liquid Drawing Inks of the World

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

OUR PORTRAIT GALLERY

HECTOR PRENTER.

MR HECTOR PRENTER, of Toronto, who has taken over the Canadian agencies held by the late W Macpherson, was born and brought up in the trade. He is a native of Belfast, Ireland, where his father was engaged in the paper making industry. As a youth he entered the employ of the stationery firm of Marcus Ward & Co., in Belfast, later moving to the London office. From there as a young man he came to Canada, and immediately entered the employ of Hart & Riddell, with whom he has been connected for about twenty years.

The firms for whom he now acts as Canadian agent are McCaw, Stevenson & Orr, Limited, London, (succes-



Hector Prenter.

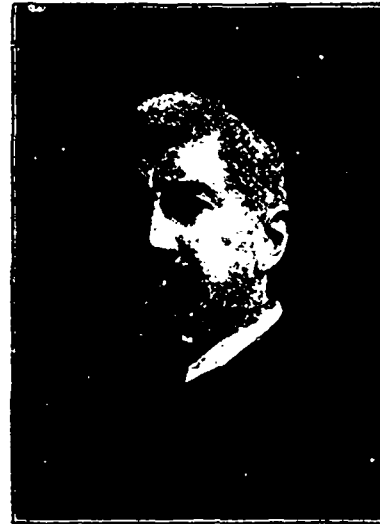
sors to Marcus Ward & Co., Thomas De La Rue & Co., Limited, London C. J. Clay & Sons, Cambridge University Press, John S. Downing, Birmingham; Griffith, Farren, Browne & Co., London and E. H. Wells, London. Mr Prenter is a painstaking and capable business man, and knows the stationery trade thoroughly. He is at present working east from British Columbia.

A PRESIDENT RETIRES.

AT the annual meeting of the Dennison Mfg Co., the tag makers, whose offices are in the principal centres of the American continent Mr Harry K Dyer the president, announced his retirement, and Mr J. F. Talbot, vice-president and manager of the Chicago office, was elected to succeed him.

Mr Dyer the former president retires from active interest in the firm to take a well-earned rest, but still retains a large business share. He has been for years a most conspicuous figure in this firm, and his ability and ingenuity have originated many of their specialties, while his energy and executive forces have contributed to their successful marketing. While president since 1892, like so

many of the prominent men of to-day, he rose from the lowest rung of the ladder, entering the firm as an office



H. K. Dyer.

boy. His career has acted as a stimulus to many identified with this firm.

Mr. J. F. Talbot, his successor, is likewise a man of sterling worth, and the progressive policy instituted by the former president will unquestionably be followed out. Mr. Talbot is known as a man of wide resources and exceptional ability, of which his rapid promotion in the firm is the best proof.

EGERTON CASTLE.

EGERTON CASTLE, author of "If Youth But Knew," was born in London in 1858. He was educated at the universities of Paris and Glasgow, and at Trinity College, Cambridge, went through Sandhurst, rose to be captain of the Royal Engineer Militia, and later prosecuted extensive studies in submarine mining.



Egerton Castle.

For ten years he was on the staff of the Saturday Review, since which time he has been editor of the Liver

pool Mercury. His lifelong devotion to swordsmanship, which found expression in his first book, "Schools and Masters of Fence," savors the atmosphere of his novels, most of which have their scenes laid in Europe in days before the disappearance of the code duello. A rendering into French of Robert Louis Stevenson's "Prince Otto" first called attention to Mr. Castle's gifts, and he

took his place as one of the most delightful and enjoyable of modern novelists with the appearance in 1898 of "The Pride of Jennico." "Young April" and "The Bath Comedy" followed soon after. Some of his best books have been written, as is "If Youth But Knew," with his wife, Agnes Castle. His recreations, aside from fencing, include rifle and pistol shooting, cycling, etc.

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during April, 1906.

Show Me the Way, O Father. Song. Words and music by Cleve M. Williams. Will. Rossiter, Chicago.

Madriena. Intermezzo. By Eleanor MacLennan. The John Church Company, Cincinnati.

Hey Rube. Characteristic March and Two-Step. By N. M. Stoker. Jerome H. Remick & Company, Detroit.

The Light in Girlish Eyes. Song. Words by Raymond W. Peck. Music by Robert Hood Bowers. Jerome H. Remick & Company, New York.

Concise History of Iceland. Translated by Jno. G. Palmeson, from the Original Work in Icelandic. Book. Jno. G. Palmeson, Ottawa.

Twentieth Century Theology. Published in the "Argus," Montreal. Temporary Copyright. Henry Dalby, Montreal.

Flower Fancies. Fleur Fantaisie. By Chas. E. Wellinger. Music. Harry H. Sparks, Toronto.

Everybody Works but Father. Song. By Eugene Walker. Music. Harry H. Sparks, Toronto.

Toronto Junction Directory, 1906. Night Directories, Limited, Toronto.

A Peach Blossom. Song. Words and music by David Ward. David Henry Ward, Winnipeg.

The Red River Trail. Characteristic Two-Step. By David Ward. David Henry Ward, Winnipeg.

Selections from Longfellow. By John C. Saul, M.A. Book. Morang & Company, Limited, Toronto.

The Farmer's Handy Account Book. Frederick W. Thompson, Toronto.

Buster Brown. He Assists His Mother. Picture. Canada Newspaper Syndicate, Limited, Montreal.

Nlonda Kinkela. By Iner C. Wickware. Book. Rev. A. W. Roffe, Toronto.

Hear Us, O Father. Song. Words Adapted. Music by Lily Strickland. The John Church Company, Cincinnati.

Map of Black Bass and Salmon Trout Lakes and Canoe Route through the Rideau, Beverley and Charleston Lakes. Edward A. Geiger, Brockville.

The Law of Municipal Negligence Respecting Highways. By James Herbert Denton, LL.B., Osgoode Hall. Book. The Carswell Company, Limited, Toronto.

Dream Girl. Waltzes. By D. E. Harlem. Sam Fox Publishing Company, Cleveland, Ohio.

Dr. Bell, McIntyre and Brooks, who laid the First Line, at Home of the Telephone. Photo. Dr. Bell and Party and Home of the Telephone. Photo. Home of the Telephone. Photo. Dr. Bell in Door at the Home of the Telephone. Photo. Dr. Bell and Party on Verandah of the Home of the Telephone. Photo. Park & Company, Brantford.

Sweet Nothings. Song. Words and music by Ralph

Clifford Jackson. The John Church Company, Cincinnati, Ohio.

Juliette. Intermezzo. By Alfred Rieger. Jerome H. Remick & Company, Detroit.

The Old Yew Tree. Song. By Clifton Crawford. Music. Jerome H. Remick & Company, New York.

Could You Read My Heart. Song. Words by Arthur Gillespie. Music by C. Blake. Jerome H. Remick & Company, New York.

The Life Agent's Manual. Book. Richard Wilson-Smith, Montreal.

High Grade Flim Flam Finance. Published in Newspapers and Magazines. Temporary Copyright. Henry B. Ashplant, London.

The Bachelors Pipe Dream Series. Engraving A. Engraving B. Engraving C. William Alexander Mc Master, Toronto Junction.

When the Girl You Love Loves You. Song. Words by Harry Williams. Music by Harry Cooper. Jerome H. Remick & Company, New York.

Something Seems to Tell Me, I'm in Love With You. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Company, New York.

A Laboratory Guide in Practical Bacteriology. By W. T. Connell, M.D., M.R.C.S., Eng. W. T. Connell, Kingston.

Les Joyeux Petits Contes Canadiens. Par Willy de Grecourt. Livre. Willy de Grecourt, Ottawa.

The Fletcher Johnston Shoe Club. Book. Fletcher Johnston, Stratford.

Love and Violets. With Violin Obligato. High Voice in D. Words and music by Florence Newell Barbour. The Sun Kissed Rose. Low Voice in G. Words and music by Florence Newell Barbour. To Daffodils. Low Voice in E. Words by Robert Herrick. Music by Florence Newell Barbour. Leonore Waltz. For the Piano. By L. M. Mulcaby. Courier of Fortune. March Two-Step. By F. H. Roosa. When I Looked in Thine Eyes. Song Poem. Words by E. M. Johnson. Music by Hedwig Schrey. Thy Presence. Nahe. Ludwig Uhland. For Medium Voice. English Version by Thekla Adam. Music by Henry J. Lautz. Op. 5. No. 3. Moonlight. Mond-Nacht. Eichendorff. Mezzo-Soprano or Baritone. Words and music by Henry J. Lautz. Op. 2. No. 3. Gather Ye Rose-buds. Herrick. Plucket die Rosen. German Version by Mrs. A. Gerber. For a Medium Voice. Music by Henry J. Lautz. Op. 1. No. 5. My Love's Like a Red, Red Rose. R. Burns. Dem rothen Roslein gleich mein Lieb. Music by Henry J. Lautz. Op. 1. No. 2. M. Leid, Toronto.

At Home. Photo. James Simpson, Banff, Alberta.

The Guide. A Manual for the Canadian Militia. Infantry. Compiled by W. D. Otter, C.B. The Copp, Clark Company, Limited, Toronto.

BOOKSELLER AND STATIONER

Muskoka Cottage Sanatorium. Panoramic view Photo. Herbert William Gallichan, Gravenhurst.

Opening of Alberta's First Legislature, Edmonton, 15th March, 1906 Photo. Cassel M. Tait, Edmonton, Alberta

Haliburton, Peterboro, Victoria Counties and Districts Directory, 1906-7. The Union Publishing Company of Ingersoll, Ingersoll.

The Approaching Storm. Photo. David Prosser Clara H. Mountcastle, Clinton.

Down by the Old Mill Stone. Song. By Frederick Zeigen. Music Metropolitan Publishing Company, Detroit.

God Bless Our Home. Song. By Frederick Haermann Zeigen Music Metropolitan Publishing Company, Detroit.

The High School Poetry Book. Part III. Edited with Notes by John C. Saul, M.A. Morang & Company, Limited, Toronto.

Business Practice. Book. Kaulbach & Schurman, Halifax.

Canada. Song. Words and Melody by Clara H. Mountcastle. Accompaniment by Carol E. Newcombe. Clara H. Mountcastle, Clinton.

Practical Experience with Barn Yard Manures. Book. The Wilkinson Plow Company, Limited, Toronto.

Le Fleau Maconnique. Par l'Abbe J. Antoine Huot. Livre. L'Abbe J. Ant. Huot, Pass Christian, Mississippi.

A Parson's Ponderings. By G. J. Low, D.D. Book. Rev. George J. Low, Billings Bridge, Ont.

Interim Copyright.

Dorothy Manners. By Beatrice Weston McCallum. Book. Beatrice Weston McCallum, Ottawa.

The Spoilers. By Rex E. Beach. Book. The Poole Publishing Company, Limited, Toronto.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

CHARLOTTETOWN.

1. "The Princess Passes," by Williamson. McLeod.
2. "Maid Margaret," by S. R. Crockett. Copp.
3. "The Dawn of a To-morrow," by F. H. Burnett. McLeod.
4. "Karl Grier," by Louis Tracy. McLeod.
5. "The House of One Thousand Candles," by M. Nicholson. McLeod.
6. "Hearts and Creeds," by Anna C. Ray. Montreal News Co.

COLLINGWOOD.

1. "Divine Fire," by May Sinclair. McLeod.
2. "Alton of Somasco," by Harold Bindloss. McLeod.
3. "The Jungle," by Upton Sinclair. McLeod.
4. "The Yarn of Old Harbor Town," by W. C. Russell. Musson.
5. "In Old Bellaire," by M. Dillon. Copp.
6. "The Girl from Tim's Place," by C. C. Munn. McLeod.

HAMILTON.

1. "Divine Fire," by May Sinclair. McLeod.
2. "The Truth about Tolna," by Bertha Runkle. Musson.
3. "The Scarlet Pimpernel," by Baroness Orczy. Briggs.
4. "Karl Grier," by Louis Tracy. McLeod.
5. "Alton of Somasco," by H. Bindloss. McLeod.
6. "Barbara Winslow, Rebel," by Elizabeth Ellis. Musson.

MONCTON.

1. "The Dawn of a To-morrow," by F. H. Burnett. McLeod.
2. "Alton of Somasco," by H. Bindloss. McLeod.
3. "Lady Baltimore," by Owen Wister. Macmillan.
4. "The Wheel of Life," by Ellen Glasgow. Musson.
5. "The Jungle," by Upton Sinclair. McLeod.
6. "The Idlers," by Morley Roberts. Page.

MONTREAL.

1. "Angel of Pain," by E. F. Benson. Lippincott.
2. "Lady Baltimore," by Owen Wister. Macmillan.
3. "Hearts and Creeds," by Anna Chapin Ray. Montreal News Co.
4. "The Wheel of Life," by Ellen Glasgow. Musson.
5. "A Motor Car Divorce," by Louise Hall. Briggs.
6. "First it was Ordained," by Guy Thorne. Musson.

OTTAWA.

1. "The Scarlet Pimpernel," by Baroness Orczy. Briggs.
2. "Lady Baltimore," by Owen Wister. Macmillan.
3. "Hearts and Creeds," by Anna C. Ray. Montreal News Co.
4. "The Idlers," by Morley Roberts. Page.
5. "The Angel of Pain," by E. F. Benson. Lippincott.
6. "The Conquest of Canaan," by Booth Tarkington. Poole.

PETERBORO.

1. "Karl Grier," by Louis Tracy. McLeod.
2. "Beverly of Graustark," by G. B. McCutcheon. McLeod.
3. "The Jungle," by Upton Sinclair. McLeod.

4. "The Arncliffe Puzzle," by Gordon Holmes. Poole.
5. "The Garden of Allah," by Robert Hichens. Briggs.
6. "Cowardice Court," by G. B. McCutcheon. Briggs.

QUEBEC.

1. "Hearts and Creeds," by Anna C. Ray. Montreal News Co.
2. "Nedra," by G. B. McCutcheon. Briggs.
3. "The Wheel of Life," by Ellen Glasgow. Musson.
4. "Karl Grier," by Louis Tracy. McLeod.
5. "Carolina Lee," by Lillian Ball. Copp.
6. "When it was Dark," by Guy Thorne. Musson.

ST. CATHARINES.

1. "The Long Arm," by S. M. Gardenhire. Poole.
2. "The Wheel of Life," by Ellen Glasgow. Musson.
3. "The Yarn of Old Harbor Town," by W. C. Russell. Musson.
4. "The Truth about Tolna," by Bertha Runkle. Musson.
5. "The Conquest of Canaan," by Booth Tarkington. Poole.
6. "Salus in Society," by Mrs. Saunders. Copp.

STRATFORD.

1. "Karl Grier," by Louis Tracy. McLeod.
2. "Lady Baltimore," by Owen Wister. Macmillan.
3. "Nedra," by G. B. McCutcheon. Briggs.
4. "The House of One Thousand Candles," by M. Nicholson. McLeod.
5. "Double Trouble," by Herbert Quick. McLeod.
6. "The Garden of Allah," by Robert Hichens. Briggs.

TORONTO.

1. "Lady Baltimore," by Owen Wister. Macmillan.
2. "The Brothers," by H. A. Vachell. Dodd.
3. "Peter's Mother," by E. de la Pasture. Dutton.
4. "The Angel of Pain," by the author of "The Challoners." Lippincott.
5. "Barbara Winslow," by Elizabeth Ellis. Musson.
6. "Lady Nogga, Peeress," by E. Jepson. McClure.

WINNIPEG.

1. "When it was Dark," by Guy Thorne. Briggs.
2. "Barbara Winslow," by Elizabeth Ellis. Musson.
3. "The Spoilers," by Rex E. Beach. Poole.
4. "The Jungle," by Upton Sinclair. McLeod.
5. "Giant Circumstance," by John Oxenham. Copp.
6. "Lady Baltimore," by Owen Wister. Macmillan.

CANADIAN SUMMARY.

	Points.
1. "Lady Baltimore," by Owen Wister.....	45
2. "Karl Grier," by Louis Tracy.....	38
3. "Hearts and Creeds," by A. C. Ray.....	28
4. "The Wheel of Life," by Ellen Glasgow.....	27
5. "The Jungle," by Upton Sinclair.....	25
6. "Alton of Somasco," by H. Bindloss.....	21

PAYSON'S INDELIBLE INK



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

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

Standard Commercial Works.

Mette's Interest Tables,

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

Mette's Three Per Cent. Interest Tables, By the same author. On fine toned paper and strongly bound. Price, \$3.00.

Hughes' Interest Tables and Book of Days combined,

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

Hughes' Supplementary Interest Tables,

Comprising a Special Interest Table for daily balances, showing interest for one thousand days on any amount, rates from ¼ per cent. to 3¼ per cent., inclusive. Also a table showing interest for one thousand days at 5 per cent., by means of which (in connection with Comparative Tables), interest for one thousand days can be obtained at any rate from ¼ per cent. to 10 per cent., inclusive, and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from ¼ per cent. to 10 per cent., inclusive, on the basis of 365 days to the year in ¼ per cent. rates. By CHARLES M. C. HUGHES. Price, \$2.00

Hughes' Interest Tables,

At 6 and 7 per cent. per annum (on the basis of 365 days to the year), for one, two, three and four months and days of grace; for use in Discounting and Renewing Promissory Notes. By CHARLES M. C. HUGHES (on folded card, 14½ x 9½) strongly bound. Price, \$1.00.

Hughes' Savings Bank Interest Tables,

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

Buchan's Sterling Exchange Tables,

Converting sterling into Canadian currency, and vice versa, advancing by 8ths and 16ths, with other useful tables; by EWING BUCHAN. Second edition. Price, \$1.00.

Buchan's Sterling Equivalents and Exchange Tables,

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

Buchan's Par of Exchange (Canadian),

Giving sterling into dollars and cents and vice versa, from 21 upwards, also sterling equivalents, Canada into New York and vice versa; by EWING BUCHAN. Price (in sheets), each, 20c.; mounted (on boards), each, 35c.

The Importers' Guide,

A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 100 shillings per piece of 46 yards; by R. CAMPBELL and J. W. LITTLE. Cloth, 75c.; leather, \$1.00

The Canadian Customs Tariff,

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

MORTON, PHILLIPS & CO.,
PUBLISHERS,

755 and 1757 Notre Dame St., MONTREAL

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

ACCOUNTANTS AND AUDITORS

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 151 Toronto St., Toronto
465 Temple Building, Montreal.

PERCY F. DAVENPORT,
Chartered Accountant and Assignee,
371 Elgin Ave. WINNIPEG, MAN.

LEGAL CARDS

ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K.C., Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.

WM. A. McLEAN,
Barrister, Solicitor, Etc.
Head Office, Guelph, McLean's Block.
Branch Office, Acton, Town Hall.
Corporation, Solicitor, Etc.

ROBINSON & GREEN
Barristers, Solicitors, Etc.
John A. Robinson, John R. Green, Solicitors for the Imperial Bank of Canada, the Southern Loan & Savings Co., St. Thomas, Ont.

LOUGHEED & BENNETT
Barristers Solicitors Advocates, etc., Calgary: Can. Cables: Lougheed, Calgary, Solicitors for, Bank of Montreal, Canadian Bank of Commerce, Bank of Nova Scotia, Merchants Bank of Can

The Topaz Pencil

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

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

— AND —

Indelible Copying.

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

BOOKSELLERS

Keep The Busy Man's Magazine to the front.
The demand is increasing and the terms are satisfactory.

The **MacLean Publishing Co., Limited**

Toronto Montreal Winnipeg

HOTEL DIRECTORY

WINDSOR HOTEL

HAMILTON, BERMUDA

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

TOWER HOTEL GEORGETOWN
DEMERARA

BRITISH GUIANA.

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

WOODSIDE BOARDING HOUSE

Corner of Main and Larnaha Streets
GEORGETOWN, DEMERARA.

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

WINTER RESORT
QUEEN'S PARK HOTEL

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

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

THE GRAND UNION

The most popular hotel in

OTTAWA, Ont. JAMES K. PAISLEY, Prop.

DOMINION HOUSE

W. H. DURHAM, Proprietor

RENFREW, ONTARIO

The most popular Hotel in the Ottawa Valley.

SPENCERIAN STEEL PENS.

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

Works, **BIRMINGHAM, ENGLAND**

Imported by all the leading Stationers in

TORONTO and MONTREAL

CLASSIFIED LIST OF ADVERTISEMENTS.

Books and Magazines.

Baker's Book Shop, Birmingham, Eng.
 Briggs, William, Toronto.
 Copp, Clark Co., Toronto.
 Macmillan Co., Toronto.
 Morton, Phillips & Co., Montreal.
 Musson Book Co., Toronto.
 Oliphant, Anderson & Ferrier, Edinburgh and London.
 Tabard Inn Library, Montreal.

Blank Books.

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

Calendars—Cards.

Copp, Clark Co., Toronto.
 Davidson Bros., London, Eng.
 Geler, Geo., & Garke, Nuernberg.
 Menzies & Co., Toronto.
 Raphael Tuck & Sons Co., New York.

Commercial Works.

Morton, Phillips & Co., Montreal.

Copying Presses.

Smart Mfg. Co., Limited, Brockville

Educational.

Belleville Business College, Belleville, Ont.

Erasers.

Faber, A. W., New York.

Fancy Goods.

Brown Bros., Toronto.
 Copp, Clark Co., Toronto.
 Kelk-Sutcliffe Co., Toronto.
 Warwick Bros. & Rutter, Toronto.

Financial Institutions and Insurance.

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

Fountain Pens.

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

Glue, Paste and Mucilage.

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

Inks—Indelible.

Brown Bros., Limited, Toronto.
 Carter's Ink Co., Montreal.
 Payson's.

Inks—Writing.

Carter's Ink Co., Montreal.
 Higgins, Chas. M., & Co., Brooklyn.

Leather Goods

Brown Bros., Limited, Toronto.
 Rumpff, C. F., & Sons, Philadelphia.
Loose Leaf Ledgers, etc.
 Sheppard, C. G., & Co., New York.

Papeteries.

Brown Bros., Ltd., Toronto.
 Buntin, Gillies & Co., Limited, Hamilton.
 Copp, Clark Co., Limited, Toronto.
 Gage, W. J., & Co., Toronto.
 Hurl, Geo. B., & Co., New York.
 Warwick Bros. & Rutter, Toronto.

Pens.

Brandauer, C., & Co., London, Eng.
 Brown Bros., Toronto.
 Copp, Clark Co., Toronto.
 Esterbrook Pen Co., New York.
 Heath, John, London.
 Hinks, Wells & Co., Birmingham, Eng.
 Macniven & Cameron, Edinburgh and Birmingham.
 McFarlane, Son & Hodgson, Montreal.
 Spencerian Pen Co., Birmingham, Eng.
 Warwick Bros. & Rutter, Toronto.

Pencils.

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

Playing Cards, Picture Cards, Games, etc.

Buntin, Gillies & Co., Hamilton.
 Copp, Clark Co., Toronto.
 Gage, W. J., & Co., Toronto.
 Goodall, Chas., & Son, London, Eng.
 Hurst, A. O., Toronto.
 Union Card & Paper Co., Montreal.
 United States Playing Card Co., Cincinnati.

Post Card Albums.

Lepziger Buchbinderei - Aktiengesellschaft, Leipzig.

Post Card Display Fixtures.

Great Western Fixture Works, Inc., Chicago.

Press Clippings.

Canadian Press Clipping Bureau, Toronto.

Rubber Bands and Erasers.

Faber, A. W., New York.

Rubber Stamps, Type, etc.

Fulton Rubber Type Co., Elizabeth, N. J.

School Supplies.

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

Scrap Books.

Brown Bros., Toronto.

Smallwares.

Kelk-Sutcliffe Co., Toronto.

Souvenir and Picture Post Cards.

Adams, W. R., Toronto.
 Beagles, J., & Co., London, Eng.
 Bienaime & Dupont, Paris.
 Brown Bros., Toronto.
 Copp, Clark Co., Toronto.
 Davidson Bros., London, Eng.
 Eyre & Spottiswoode, London, Eng.
 Gage, W. J., & Co., Toronto.
 Holzman, Alfred, Chicago, Ill.
 Illustrated Post Card Co., Montreal.
 MacFarlane, W. G., Toronto.
 Parish, C. R., & Co., Toronto.
 Philco Post Card Co., London, Eng.
 Picture Post Card Co., Ottawa, Ont.
 Raphael, Tuck & Sons Co., Montreal.
 Rapid Photo Printing Co., London, Eng.
 Rotary Photo Card Co.
 Warwick Bros. & Rutter, Toronto.
 Wilson, G. W., & Co., Aberdeen

Sporting Goods.

Fancy Goods Co., Limited, Toronto.

Stationery.

Barber & Elles Co., Toronto.
 Brown Bros., Toronto.
 Buntin, Gillies & Co., Hamilton and Montreal.
 Copp, Clark Co., Toronto.
 Gage, W. J., Co., Toronto.
 Warwick Bros. & Rutter, Toronto.

Talking Machines.

Berliner Gram-o-phone Co., Ltd., of Montreal, Canada.

Telephones.

Bell Telephone Co. of Canada, Montreal.

Tissue Paper.

Dennison Mfg. Co., Boston and New York.

Toys, Novelties.

Lannert Co., Cleveland, Ohio.

Typewriter Supplies.

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

Wall Paper.

Stauntons Limited, Toronto.

Writing Pads.

Buntin, Gillies & Co., Hamilton.
 Gage, W. J., Toronto.
 Copp, Clark Co., Limited, Toronto.
 Brown Bros., Limited, Toronto.
 Warwick Bros. & Rutter, Toronto.

INDEX TO ADVERTISERS.

PAGE		PAGE		PAGE
59	Accountants and Auditors	3, 39	Gage, W. J., & Co.....	outside back cover
48	Adams, W. R.	48	Geier, Geo., & Garke	59
48	Auld Mucilage Co.....	1	Goodall, Chas., & Son.....	19
18	Baker's Book Shop.....	47	Great Western Fixture Works, Inc.....	21
50	Beagles, J., & Co.....	7	Heath's Pens.....	50
48	Bell Telephone Co.....	55	Higgins, Chas. M., & Co.....	59
50	Belleville Business College	5	Hinks, Wells & Co.....	47
2	Berliner Gram-o-phone Co.....	47	Holzman, Alfred	42
48	Bienaime & Dupont	59	Hotel Directory	51
6	Brandauer, C., & Co	41	Hurl, Geo. B., & Co.....	45
17	Briggs, William	1	Hurst, A. O.....	55
53	British-American Assurance Co.....	50	Illustrated Post Card Co.....	25
2	Brown Bros., Limited.....	55	Kelk-Sutcliffe Co.....	6
outside back cover	Buntin, Gillies & Co.....	21	Lannert Co.....	7
7	Canadian Ink Co.....	59	Legal Cards.....	53
48	Canadian Press Clipping Bureau.....	47	Lepziger Buchbinderei-Aktiengesellschaft.	3
50	Carrell, Frank.....	7	McCaw, Steven on & Orr.....	20
1	Carter's Ink Co.....	37	McFarlane, Son & Hodgson.....	29
53	Confederation Life Association	3	MacFarlane, W. G.....	1
15, 31, 37	Copp, Clark Co.....	17	Macmillan Co.....	inside front cover, 34, 37, 59
5	Davidson Bros., Limited.....	55	MacNiven & Cameron.....	4
33	Dennison Mfg. Co.....	59	Martel-Stewart Co.....	4
48	Esterbrook Pen Co.....	3	Menzies & Co.....	53
2	Eyre & Spottiswoode.....	50	Metropolitan Bank.....	48
6	Faber, A. W.....			
inside back cover	Fancy Goods Co., Limited			
7	Fulton Rubber Type Co.....			



For the 24th

We are fully equipped to take care of all RUSH ORDERS for

Flags and Celebration Goods

and other seasonable lines. Write for Special List issued this week.



The New 1906 Victor Special

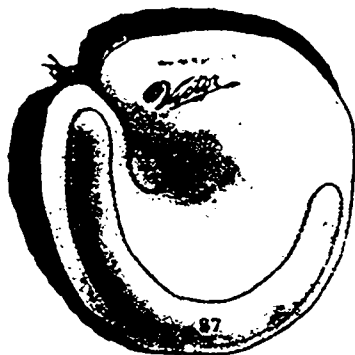
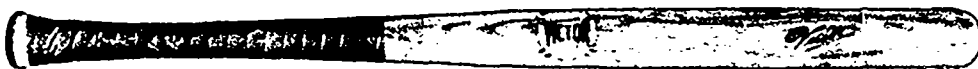
THE Victor

SPORTING GOODS

are the only goods that satisfy the player on which you can make a good profit.



New 1906 Victor Special Glove



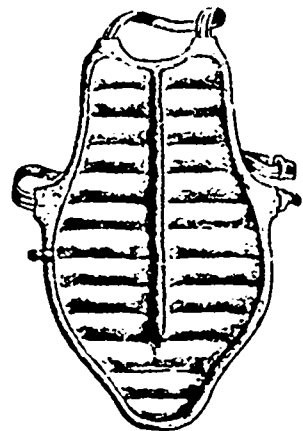
The biggest value on Market. Laced Back, Horsehide Front. Sells at \$1.50 retail.

SPECIAL PROVISION

has been made for

VICTORIA DAY

Mail and Telegraph Orders
despatched same day.



THE FANCY GOODS COMPANY OF CANADA, LIMITED

156 Front Street West, OPPOSITE UNION STATION TORONTO.

Examination Books

\$10.80 per 1,000

(Net Cash 30 days)



RULED EXAMINATION PAPER

SEVERAL QUALITIES LOWEST MARKET PRICES
SEND FOR SAMPLES

NEW SCHOOL BLANKS

together with our other lines of School Opening Goods, are now in the hands of our travellers. See them before placing orders.

Orders for Fall delivery of Extra Fine Stationery and Xmas Cards are now being taken.

BUNTIN, GILLIES & CO.,

LIMITED

Hamilton and Montreal



How easy to claim that certain goods are the best. How few can demonstrate that they really are.



We claim "Our Line" **Typewriter Ribbons** and **Carbon Papers** is the best.

We can clearly show that it is, and it is the best from every view point.

Best in Quality, Best in Variety, Best in Keeping Your Trade, and best in Protection, as we are manufacturers for the **TRADE ONLY.**

MITTAG & VOLGER

Sole Manufacturers,
FOR THE TRADE ONLY.

Principal Office and Factories, Park Ridge, N.J.

NEW YORK CITY,
Stewart Bldg., 280 Broadway
CHICAGO, ILL., 108 La Salle St.
LONDON, 4 St. Paul's Church
Yard, E.C.
PARIS, 5 Im Passe Reille
ZURICH, J. G. Muggli.
AMSTERDAM, Benier & Co.