

# BOOKSELLER & STATIONER

and  
Canadian Newsdealer

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

MONTREAL, 791-792 Eastern Townships Bank Bldg. TORONTO, 10 Front St. E. WINNIPEG, 511 Union Bank Bldg. LONDON, ENG. 88 Fleet St. E.C.

PUBLICATION OFFICE: TORONTO, FEBRUARY, 1910

## UNDERWOOD'S FOUNTAIN PEN INK



This ink can be used in any style of Fountain Pen made. Are you handling it? There's a good profit attached.

**JOHN UNDERWOOD & CO.**  
90 Richmond Street East : : : TORONTO

## No Glass Dropper! No Inky Fingers!

**T**O fill the *Onoto* Fountain Pen it is but necessary to pull out the Plunger, dip the pen point in ink-well, and press the Plunger forward. Simple—quick—clean—absolutely sure.

Eleven other equally distinctive features.

Yet the *Onoto* costs no more than old-fashioned, unsatisfactory, unguaranteed kinds.

Three sizes, \$2.50 up.

Fifteen style points.

Sold on an absolute guarantee of "Satisfaction, New Pen or Money Back."

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

Do it now—**TO-DAY**—every day you delay you are losing profitable sales.



**ONOTO PEN CO., 261 Broadway, New York**  
Canadian Office: 314 LeMay Bldg., Montreal

**ONOTO**

## Blank Book Building

Skilled workmanship is as necessary for the building of a Blank Book as the Construction of a Dreadnought, they must be built of the best material by competent workmen, and on scientific principles.

Our factory is the most modern in Canada, equipped with the latest improved machinery and labor-saving devices, enabling us to manufacture at the lowest possible cost, every variety, from a vest pocket memorandum book to a loose-leaf ledger.

With our experience of over half a century, quality and lowest prices are guaranteed.

**Warwick Bros. & Rutter, Limited**  
**Manufacturing Stationers**                      **Toronto**

BOOKSELLER AND STATIONER



# GOODALL'S IMPERIAL CLUB PLAYING CARDS

Are the Best Twenty-five Cent Card Made

ALL FIRSTS—NO SECONDS. Wrapped and Sealed.

60 different backs to select from, including

**Bicycle - Golf - Fernlea - Cow Boy**

ORDER FROM YOUR JOBBER

AUBREY O. HURST  
REPRESENTATIVE

Main 1479

24 SCOTT ST.  
TORONTO



## Not Theories, but Crystallized Experience

has enabled us to produce a full range of Fountain Pens for foreign and domestic trade of the highest grade, and which embodies all the qualities that make for satisfaction. Every pen is guaranteed unconditionally, and we make a special feature of "imprint" orders. We are patentees of the

### "Autopen Safety," "Gravity" Stylo and "Commercial" Fountain Pen

three lines that have "made good" with the leading stationers and jewelers of Canada and the United States.

The "Autopen Safety," illustrated above, is a self-filler, is non-leakable. We call special attention to the safety cap which prevents leakage. This is a new principle in non-leakables. Made in vest pocket size to supply the popular demand for short "Safety" pen for the vest pocket or lady's handbag.

May we not send you our catalogue? There are many points of interest in it for you.



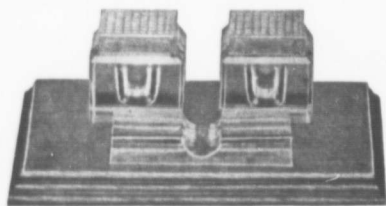
**Sanford & Bennett Company**

51-53 Maiden Lane, New York



BOOKSELLER AND STATIONER

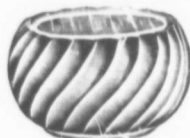
# OFFICE SUPPLY and STATIONERY WAREHOUSE— COMPLETE STOCK Inkstands a Specialty



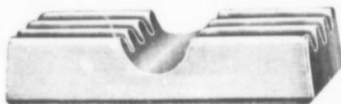
OUR OWN MAKE - GREAT VARIETY



BANKERS'-SAFETY - ALL KINDS



SPONGE CUPS - PEN RESTS, ETC.



THE AMERICAN BLOTTING STONE  
Desk Blotter of Absorbent Stone

## BROWN BROS. LIMITED

51-53 Wellington St. W., Toronto.



## DAVIDS' CELEBRATED INK

Unsurpassed for  
Quality and Value

Electro-Chemical

## BLUE BLACK FOUNTAIN PEN CARMINE

Manufactured by  
Thaddeus Davids Co.  
New York. Established 1825



## BROWN BROS. Limited

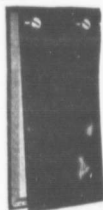
Canadian Agents, Toronto

## Tatum "Post Price" Book

For Loose Leaves

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

FOR SALE BY STATIONERS.



Patented July 13, 1909

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

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

### THE SAM'L C. TATUM CO.

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

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

# HOLLAND LINEN

(TRADE MARK REGISTERED)

Holland Linen has all the good points of other writing papers and none of the bad ones. It is even in tone, firm in fibre, and the linen finish gives that rich appearance so necessary to polite correspondence.

The texture is so soft and smooth that even a bad pen never spatters when used on it.

*Holland Linen Note Paper and Envelopes*

Five sizes, three tints in each size.

*Holland Linen Papeteries*

Five sizes, three tints in each size.

*Holland Linen Tablets*

All standard sizes, different tints.

*Holland Linen Invitation Cabinets*

Different sizes, engraved or plain.

*Holland Linen Visiting Cards*

All sizes, thick or thin.

*Holland Linen Black Bordered*

*Paper and Envelopes*

All widths.

We put up a special \$10.00 assortment of Holland Linen goods containing a selection of all above. Can we send you one? Your stock of High Grade Stationery is incomplete without Holland Linen.

SAMPLES SENT ON APPLICATION

**W. J. GAGE & CO., Limited**

82-94 Spadina Ave., TORONTO

*Paper Mills at St. Catharines*

BOOKSELLER AND STATIONER

# A. R. MacDougall & Co.



Are now showing the trade a full range of samples of the lines made by the following manufacturers:—**STANDARD CRAYON CO.**, Danvers, Mass., Chalks, Wax and Oil Crayons. **ERIE ART METAL CO.**, Erie, Penn., Fancy Metal Office Baskets. **FULTON RUBBER TYPE CO.**, Elizabeth, N. J., Rubber Type Goods, etc. **TRUSSELL MFG. CO.**, Poughkeepsie, N. Y., "Gilt Edge" Line of Loose Leaf Price Books and Memos. **SPIRO MFG. CO.**, New York, Steel Arch Files and Pencil Sharpeners. **THE HOGE MFG. CO.**, New York, Pen and Pencil Clips, Letter Openers and Thumb Tacks, Buyers visiting Toronto are cordially invited to visit our showrooms

**42 Adelaide Street W.  
Toronto, Ontario**

## ART SUPPLIES

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

All kinds of goods for artists. Crayons, Oils, Mediums, Etc., Studios, &c.

SEND FOR CATALOGUE

**A. Ramsay & Son Co.,**

MONTREAL

Agents for WINSOR & NEWTON, London

## "Modern B" Pen & Pencil Clips

5 CENTS EITHER SIZE



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

## Artists' Materials AND School Supplies

Colors, Brushes,  
Papers,  
Drawing Instruments, etc.

Catalogue on Application.

**THE ART METROPOLE, Limited**

149 YONGE STREET, TORONTO



**Special  
Display  
Case**

*Write  
for  
Price*

THE MANUFACTURERS SALES CO., - Birks Bldg., MONTREAL

## Fancy Leather Goods

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

Send for Illustrated Catalogue



**C. F. Rumpp & Sons**

PHILADELPHIA, PA., U.S.A.

Established  
1850



Travel Cases

New York Salesrooms



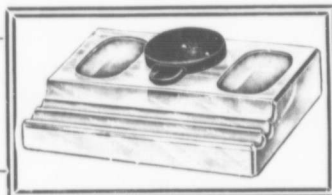
Lunches Outfit

683-685 Broadway

**IF YOU HAVE HANDLED  
The "VICTOR" INKSTAND**

you know the reason they are such public favorites, and if you don't we'll only be too glad to tell you!

The "Victor" Inkstand gives you



JUST ENOUGH INK TO INK THE PEN, and no more. It is impossible to dip the pen too deeply in the inkstand. The "VICTOR" is easily taken apart and cleaned.

SOLD BY ALL CANADIAN WHOLESALERS

*There's a liberal margin of profit for you.*



**The Weeks-Numan Co.**

39-41 Park Place,  
NEW YORK CITY

**E. MORRIS & CO.**

(Wholesale)

**STATIONERY  
SCHOOL SUPPLIES  
POSTCARDS**

**LOCAL VIEW POSTCARDS**

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

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

**PRICES from \$4.50 m.**

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

**VANCOUVER, B.C.**



**Carter's  
Writing  
Fluid**

**Permanent  
Free Flowing  
Fine Writing**

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

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

**THE CARTER'S INK CO.**

154 Craig St. West, Montreal

Boston

New York

Chicago

**At  
Every  
Step**



**A DEFINITION  
OF "QUALITY"**

Quality: the condition of being of such and such a sort as distinguished from others—Webster's Dictionary.

Distinguished from others in each detail of their manufacture are the celebrated writing papers of the EATON, CRANE & PIKE CO. Their texture, finish, color and character of putting up are of such a sort as to place them in a class by themselves.

Your customers know that the "Made in Berkshire" trademark of the Eaton, Crane & Pike Company is the hallmark of Quality. Our many years of successful experience, and our constant and extensive advertising have placed our name foremost in the minds of the letter writing public.

Follow the line of least resistance. Concentrate upon the Eaton, Crane & Pike Company's line of writing papers, at the forefront of which are the justly celebrated papers made by the Messrs. Crane, of Dalton, and Highland Linen.

**Eaton, Crane & Pike Co.**  
PITTSFIELD : MASS., U.S.A.

New York Office, Brunswick Building, 225 Fifth Avenue

## SPECIAL SPRING NUMBER

of **The Bookseller and Stationer** will be issued on March Ninth and will be given an extra large circulation. Advertisers will find in this Special Number an exceptionally good opportunity to reach the Trade in Canada. All departments will be enlarged and strengthened for the occasion. For rates and all information address any office of the paper.

Toronto  
10 Front E.

Montreal  
E. T. Bank Bldg.

London  
88 Fleet St., E.C.

New York  
Room 1109-1111  
160 Broadway

### "Sports" Playing Cards

The Best  
Value  
in the  
Market

One  
of  
Many  
Varieties



LACROSSE DESIGN

Leaders in  
a second  
grade  
Good  
Luck  
and  
St.  
Lawrence

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

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

FOR SAMPLES AND PRICES APPLY

CONSOLIDATED LITHOGRAPHING AND MANU-  
FACTURING CO., LIMITED

Successors to The Union Card and Paper Company, Montreal.

### HIGGINS' TAURINE MUCILAGE



THE demand for a clean, tenacious and pure mucilage, secure against the corrosive influences affecting the average product in this line, induced us to put upon the market Higgins' Taurine Mucilage. It avoids the defects of the cheap and nasty dextrine and the dear and dirty gum mucilages. It is stronger, catches quicker and dries more rapidly than any other mucilage, and is perfectly clear, clean, non-corrosive, non-sedimentary and pleasant to sight and scent. It is put up in both bottles and

safety shipping cans, and will be found not only convenient for use, but entirely satisfactory so far as its working qualities are concerned. It will please your trade.

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.



Something  
NEW  
in  
Xmas  
Cards

A STRICTLY Canadian line of Xmas Cards, Postals, Calendars, and Xmas Stationery, designed to meet the growing demand for goods especially Canadian in character. The designs are very beautiful and a specimen of one of the verses is shown in the bottom right hand corner of this ad. This line will be extremely popular all over the Dominion.

Our regular lines for 1910 include Special Designs in

## XMAS CARDS

Postals, Calendars, Xmas Stationery, Xmas Tags and Wafers, Novelty Rocking Cards, Photogravures, Religious Mottos and Texts.

Our travelers are now showing the trade samples of these goods.

**BIRN BROS.,** FINE ART PUBLISHERS London, England

A. R. MacDOUGALL & CO., 42 Adelaide St. W., Toronto, Canadian Representatives

"The Arms of the Land of the Maple  
Let us toast them with three times  
three:  
May no Sinister Bar  
The Escutcheon o'er mar  
Of Canada, Land of the free."

"World"

Best Blotting made

"Hollywood"

Second only to "World"

## Our Blotting Papers Do Not Blot!

But they **dry** the ink on the paper at the first application without the semblance of a blot or smudge.

Isn't this the line, Mr. Stationer, that you have been looking for, especially as this feature holds good with every one of the five qualities mentioned in the corners of this ad?

We don't ask you to accept our unsupported statement. Send for a full range of samples; use the blotting yourself and

BE CONVINCED!

THE ALBEMARLE PAPER MFG. CO.

RICHMOND

VIRGINIA

"Reliance"

Unequaled at the price

"Vienna Moire"  
"Directoire"

Leading Fancy Blottings

FOUNTAIN PENS      STYLOGRAPHIC PENS  
GOLD PENS



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

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

(Sole Makers of The Red Giant Stylo).

WE NOW STOCK A FULL LINE OF:—

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

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

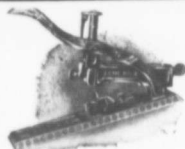
Drug Paper Rolls, Twines—Sea Island, Cotton, Hemp, Sisal.  
Suit Boxes, Paper Bags, Wax Paper, Twine Holders, Paper  
Cutters, Vegetable Parchment. White and Coloured Tissues.

Samples and Prices on application.

SMITH, DAVIDSON & WRIGHT, Limited

WHOLESALE STATIONERS AND PAPER DEALERS

VANCOUVER, B.C.



Staples (No. 18) 5,000 in a box,  
per 1,000, 30 cents



A Modern  
Device

The Acme No. 2 Binder

This is a machine that drives a flat staple that holds. It penetrates the thickest and toughest paper and will not tear the thinnest. Easy and convenient to work and will not get out of order, because it is simply made. The price is moderate and is one of the least inducements that will sell it to the busy office worker.

Ask your jobbing house about it.

Acme Staple Company, Limited

112 North Ninth St. Camden, N.J., U.S.A.

— THE FACT —

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

The Standard Crayon Mfg. Co.

Danvers, Mass.

FOUNTAIN PENS

WHOLESALE ONLY

STYLOGRAPHIC PENS

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

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



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

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



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

## SCOTCH PLAID STATIONERY

We are daily in receipt of glowing tributes of praise regarding this leading line, recently placed with the trade; in fact, it is almost impossible for us to keep in stock an adequate supply to fill all orders received.

### Notepaper

Salisbury size, banded in quires and boxed in quarter reams. **\$1.75** per ream

### Envelopes

Salisbury size, diamond cut, boxed in hundreds. - **\$3.50** per 1000.

### Papeteries

Salisbury size, attractive cabinet, contains 24 sheets paper and 24 envelopes **\$2.50** per doz.

### Tablets

Salisbury size	contains 60 sheets	<b>\$2.00</b> per dozen
Large Octavo size	" 60 "	<b>1.20</b> " "
Large Quarto "	" 60 "	<b>2.40</b> " "

The lithographed design on boxes and tablet covers gives an elegant appearance to the goods, which means much in creating observation and enquiry.

### You know what that means

Display card, 12x18 inches, lithographed in colors, is also supplied.

Your orders will receive our prompt attention

# The Copp, Clark Co., Ltd.

**TORONTO**



## The Imprint that Means Quality

# Waterman's The pen with **Ideal** the Clip-Cap Fountain Pen

There never was a writing implement so universally well known and of such superior quality as Waterman's Ideal. Our history is one of inventing fountain pen perfections and fulfilling the demands of the trade of the entire world. Our advertising selling campaigns are consistent, complete and most extensive. Our advertising increases yearly with our sales.

The prestige of stationery stores is largely determined by the display and sale of this line. Waterman's Ideal Fountain Pens are the most popular and profitable individual gift line of any that the stationer sells.

### Standard, Safety and Self-Filling Styles.

Send for our 84-page Catalogue and Selling Suggestions. Sell Waterman's Ideals and get all the Fountain Pen business you should.

*Waterman Company, Limited.*

136 St. James St.

MONTREAL

# Bookseller and Stationer

and Canadian Newsdealer

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

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

Vol. XXVI

TORONTO, CANADA, FEBRUARY, 1910

No. 2

## Editorial Comment.

A meeting of the executive of the Booksellers' Association has been summoned by President Cloke for February 16, when important business is to be taken up. Members of the trade who have matters to lay before the executive are requested to communicate at once with the secretary at 10 Front Street East, Toronto. This is an opportunity for any one to bring forward any business which the executive can handle. That is what the executive was elected for—to serve the trade, and any action they may take will have the backing of the entire association.

\* \* \*

This meeting is a reminder that as yet a good many of the trade have not contributed their little quota towards keeping the organization alive. How can any bookseller expect that the Association can get along without money? He should feel ashamed of himself to sit still and see others working for him, while he fails to put his hand in his pocket and help things along. Just before the executive meeting will be an excellent time to send in the annual fee.

\* \* \*

A special circulation solicitor has been despatched by the MacLean Publishing Co., publishers of *The Bookseller and Stationer*, to the West Indies, where he will spend three or four months canvassing for the various trade newspapers issued by this house. While the bulk of the orders coming in from him are for the papers of wider scope, yet he hopes to secure quite a number of new subscriptions for this paper. This is an interesting fact, which should be noted carefully by our advertisers. There is a good market in the West Indies for many lines of stationery and should Mr. Williams' canvass result in opening up a few new accounts for advertisers in *Bookseller and Stationer*, his visit will indeed be fruitful.

\* \* \*

March 9 is the publication date of the Special Spring Number of *The Bookseller and Stationer*. When this

special issue was first inaugurated, a couple of years ago, some doubt was expressed as to its utility. Two years' experience have abundantly justified its publication. While it does not equal the Fall Special in size and importance, it is still a growing and useful number, and this year we hope to present our readers with a most attractive issue.

\* \* \*

In spite of the rigorous provisions of the Secret Commissions Act, which prohibits the giving of secret rebates and commissions, there are still some salesmen who in their desire to get business are resorting to practices which are forbidden by the Act. Our attention is frequently drawn to flagrant breaches of the Act, and one of the most common practices in this regard appears to be the passing from the pocket of the salesman to the palm of the customer a sum of money sufficient to induce the latter to place an order for goods on which there is a fixed selling price. Aside altogether from the moral aspect of such practices they are proofs of poor rather than good salesmanship. When a salesman resorts to secret rebates and other dishonest practices in order to secure business it is an acknowledgment of his own inefficiency to sell goods in the ordinary way. The true salesman is he who relies upon the merits of his goods, plus his own personality, to effect sales; not he who is so unwise as to run the risk of incurring severe legal penalties in order to accomplish that which he cannot do by legitimate means. One thing that perhaps can be said in favor of the salesman who is ready to break the law in order to effect a sale is that he is at least courageous in view of the fact that he is running the risk of a maximum penalty of a \$2,500 fine or two years' imprisonment. Those who have to substitute crookedness for efficiency should either learn the secret of true salesmanship or embark in some vocation in which dishonesty rules all actions. Some day somebody will be caught, when there will be waiting and gnashing of teeth.



Interior of R. A. J. Little's Store in St. Thomas.

## Some Useful Ideas Gleaned in a St. Thomas Book Store

R. A. J. Little, a Most Resourceful Bookseller, Discloses Some of His Secrets—  
Has a Splendid Store—Cultivates Customers by Variety of Little Attentions

For original advertising, novel methods and trade-bringing propositions, no bookseller in Canada is probably more resourceful or practical than R. A. J. Little, of St. Thomas. He has long been a leader in his line and is a liberal patron of printers' ink. He uses large space some days and smaller the next, according to the specialty that he has to present. Then he employs liners as supplementary publicity to the display announcements, the reading matter of which he changes every day. He never has exactly the same story to tell simultaneously in the two St. Thomas papers. He will take one advertisement out, and, after studying its weaknesses and strengthening it, use it in the paper in which it has not appeared. Invariably he quotes prices and has whatever goods he features in his ads. displayed in his windows at the same time. In tickets and tags he is a great believer for it enables him to display his prices in plain figures.

Mr. Little began life as a school teacher in the historic county of Waterloo. Then he went into the book business in Oshawa, which he conducted for several years with splendid success. Nearly two years ago he disposed of his interests and went west, establishing the West End Stationery Store in Edmonton. A few months since he bought the business of M. G. Hay, of St. Thomas, who had been in that line seven years. Mr. Little has a high class, neat and artistic store. He still conducts his Edmonton establishment which is in charge of his sister-in-law, Miss Richardson. He is a man of ideas and takes naturally to the book business and extending his trade. In every rural school he follows the ingenious plan of securing the name of some reliable, honest boy, to whom he sends at various times during the year, blotters,

buttons, folders, dodgers and other attractive advertising matter, which is distributed to the pupils in the school after the day's session is over. To the lad, who looks after this task, Mr. Little forwards at the end of every quarter or term a pocket knife, fountain pen or some other new souvenir. The boy really acts as Mr. Little's representative in that district and is often the means of sending him customers. Another scheme is to give something to every young child. There are always soiled picture books, cards, part of games or blocks or pictures, etc., accumulating. These he saves for the kiddies, while advertising cards or blotters come in for the older children. They please them and delight the mothers. If a big pile of old sheet music keeps on increasing in size so as to become a nuisance, Mr. Little prints a neat advertisement on the front page and has a copy left at every house in the city or a bundle mailed to his representative in each school district.

Mr. Little has other hobbies, and one is keeping a store in spick and span condition. His premises are 110 feet long and 22 feet wide and on the second floor he has a space 60 x 22. At the rear he has an office which is separated by a light partition from the front of the store, and here most of the books for the libraries of the country schools are kept. The store front is imposing and pleasing. The windows are declared by travelers to be the finest in the province. They are known as show case windows and are lined throughout with mirrors. Overhead are Luxfer Prisms which shed a flood of light in the store. The floor is of hardwood, the ceilings are high and the main aisle wide and regular. There is a sense of roominess about the premises and a silent invitation to wander around through the open spaces, and examine

## BOOKSELLER AND STATIONER

the books on the shelves. On the left of the entrance are office supplies, leather goods in silent salesman showcases, high class stationery, inks, school books and supplies, newspapers, Butterick's patterns, etc. At the rear is a magazine rack of Mr. Little's own invention. The periodicals instead of lying down flat stand on end and can be instantly viewed. A glance will tell whether any monthly which the visitors desire is in stock or not. By means of this there is no danger of any magazine getting covered up by others or scattered around. Then, the caller frequently sees something and buys it before leaving the store.

On the right of entrance is one of the best and most varied assortments of miscellaneous books seen anywhere. There are a number of tables which hold choice volumes of reading, and in showcases of the latest type are art goods and souvenirs of various kinds. Mr. Little handles sporting goods to a certain extent but no fancy goods, toys, china or other side line. About 30 feet at the rear of his store is used for wall-paper to which he devotes a great deal of attention.

In the room already spoken of at the rear of the store, where Mr. Little has his private desk, there is a representative collection of books sanctioned by the Ontario government for use in the libraries of rural schools. Here, the inspector, Mr. Atkin, and trustees from different sections of Elgin County, may be frequently seen selecting new works for school libraries. Largely through the aggressiveness and encouragement of the inspector, every school in the county—and there are about 100 all told—has a fairly well equipped library, an institution that no doubt will tend to make the coming generation more and more one of book lovers and general readers.

Mr. Little runs a circulating library in which he has evolved some good ideas. It costs a member 50 cents annually to join and ten cents each time a book is taken out. It helps the sale of books, as Mr. Little's experience is that, after a reader peruses a thrilling tale, he or she will often say, "I think that I will buy one of those books" and so extra copies are purchased to send a friend. A popular novel will soon pay for itself at ten cents for every occasion it is taken out or loaned by the library. Supposing it is a \$1.25 copyright, every time it leaves the store a private mark is made and often after the volume has been read six or seven times it is sold for 50 or 60 cents. Thus, first cost has been obtained, while the book has done good service in the renting library. Mr. Little's library has about 100 members and he finds that it brings a desirable class of people to the store and gives them an intimate connection and acquaintance with the reading matter of the day. They learn to come frequently and to make the book shop their headquarters.

St. Thomas is a great reading centre and new copyright fiction enjoys a big sale there—probably to a greater extent than in any similar sized city in Canada. Mr. Little does not handle any paper-covered books but he has a superior selection of reprints and English classics. "Any good book sells well" is one of his axioms. It is a great advantage to a bookseller to have some definite knowledge of the contents of present day fiction. Many persons go by his advice and are constantly consulting him. Advertising books, Mr. Little announces the sale of only one series at a time, mentioning title, prices and other particulars.

Regarding school books he says that he disposes of them at the printed price and handles them in very much the same sense as a grocer sells sugar—viz., he has to, in order not to disappoint the public. It is part of his busi-

ness. Mr. Little closes his store at six o'clock the year around except Saturday. He carries all kinds of office and typewriter supplies. His is purely a book store—not a variety shop or fancy fair.

Of the handling of wall-paper he is very fond. The selling of it to an advantage for one thing depends on your ability to size up a customer. If a dealer suspects that a woman is only an inquirer, and not an immediate purchaser, he should deftly and ingeniously become possessed of the object of her mission by asking the size of the room she is about to paper, what pattern she has a preference for, etc. As much time need not be spent on such a shopper as on one who is going to make a definite purchase; still the service should be polite and obliging and even if there is no prospect of making a sale, a customer should not be neglected. The sample book may, however, be leafed over a little rapidly. All wall-paper is sold by Mr. Little from sample books.

Speaking generally of his methods of disposing of goods in this and other departments, he said "When I get new wall-paper stock in winter I get the factory to send us sample books that they are through with. These I cut up and have advertisements printed on the back for dodgers. If I have any large stock of one design, I have tried having a few rolls cut into dodger size and an ad. printed on the back mentioning the price of that particular paper. Whenever a publisher or manufacturer sends us a circular blotter or other advertisement of a line we carry, that I think would all right for us to use as a advertising matter, I write at once for a price per 1,000 with our imprint. They usually quote a very low figure, as the advertising is of benefit to them as well as to us.

"It has always been our rule to keep a complete report of each season's school goods business with columns for name of article, amount sold at time report is filled in, amount to be ordered, amount ordered, where ordered, remarks. This we have found very useful in helping us to place our orders, to see that no items are omitted and right quantities are ordered.

"A rule that I have followed for years was to write a few rough notes of the month's business in my day book after each month's entries, telling what lines of goods sold well, whose lines sold best or worst, what lines I would change, etc., as well as other remarks about advertising, store management, clerks, expenses, etc. I often get very useful hints by reading over these notes in last year's day book.

"I send out statements of accounts every month for all accounts in ledger with a word or two of explanation of our system of sending statements.

"An enquiry book is kept at the desk and every time a customer asks for an article that we have not in stock, a clerk must write her name and full particulars of article and, if possible, get her order. This book we keep most methodically with a column for customer's name, another for name of article, one for initials of firm we write to, one for date written, and one for remarks. As soon as we hear from the firm we write in remarks column. If a customer should come in a month later to enquire, we can turn up our enquiry book and find full particulars. We use this book very often in ordering stock. By means of it we can tell what we ordered, from whom, when, quantity and how to be shipped. This book is very simple and most useful. We have used it for years and would not do without it. We just employ an ordinary two-column cash book for this enquiry book."

Mr. Little, who has been 14 years in the stationery business, uses embossed letter heads. Also gummed labels

and cards of the same design. He occasionally puts on a sale to clear out certain lines, and he makes preparations for it by having the goods in the window and placing plain figures on them.

"We sell postage stamps and in doing so," went on Mr. Little, "we do not look as if we were conferring a favor or extending an accommodation to the purchaser. We strive to get rid of the facial expression that we are not making any money out of the transaction and to be as polite and attentive when selling stamps as we do in the case of a \$5 leather satchel. We handle newspapers, but deliver them only to the business people. There may not be a great profit in postage stamps or papers but they bring people to the store and that is what I want. This stand has been a book store for over 40 years and is well known throughout the great Southern Ontario district."

Mr. Little added that local view cards were ready, steady sellers and that the demand for other kinds was decreasing. The picture post card has passed the experimental stage and found a permanent place in the community. There would always be a fair demand for them and particularly so in tourist centres.

## Specializing in the Buying End

### Greater Care Needed in Purchasing Stock—The Advantages of Under-Stocking, Rather Than Over-Stocking

By L. J. Harkness.

The present trend in the retail business seems to be that of greater concentration upon the buying end of the business. The influences which have brought about this condition may not be difficult to discern. As years go on business efficiency in every line is becoming more and more pronounced.

The science of specialization has been taking deep root everywhere. The merchant of fifty years ago is not the merchant of to-day; not necessarily because there was a laxity in concentration on everyday business principles in the older days, but because the merchant of to-day is compelled, by the very nature of the business world in which he lives, to make an acute specialized study of his business. Every dollar he invests must bring such returns as will justify that investment in the light of modern business opportunities.

Another influence which may have contributed toward better buying tendencies is the fact that in recent years, more than ever before, merchants have been buying in smaller lots and more frequently. In this way the merchant has purchased goods for immediate sale and the money which he had paid out formerly for future goods is retained in the business.

Within the past year this condition has become prominent in western Canada. Wholesale houses are opening up branches everywhere, making it more convenient for the merchant to purchase his stocks. He may order stocks for a period of two or three months where formerly he ordered stocks for a year. Everywhere in Canada the wholesale competition has become keener and better opportunities for short orders prevail. The result is that merchants have become aware of the value of retained capital.

It is not necessary to enumerate the conditions which have brought about a more careful consideration of buy-

ing problems, only in so far as they throw light upon solutions.

As an outcome of the condition referred to above the tendency would naturally be toward smaller stocks in the retailers' hands. This, however, involves other problems, one is, how is the merchant to secure the best buying price if he adheres to the principle of restricted surplus stock? And is it not best to make a special effort to take advantage of as large a discount as possible in the cash payment for a large quantity of goods?

And another problem may be, if an effort is made to keep stocks limited and under control, would it not incur more work in management, and would there not be risks in running out of goods which for the time being have either advanced or gone off the market?

All these questions are on the surface favorable to the idea of heavy buying; and it would seem that it is just such arguments as these that have led many merchants into the error of keeping surplus stocks which become a bugbear and a hindrance to the general health of the business.

In the first place, there are few who would wisely conduct their business on the principle of small stocks or stock restriction, but rather upon the principle of stock control. The argument is in favor of better and more careful manipulation of salable goods. Just what might be called a small or a large stock varies according to the custom which the business supports. But there are stationers who carry as large stocks as their competitors who do double or one-half more retail business.

The object of the merchant in the smaller business, of course, is to buy at the best possible figures. That merchant needs to be reminded, however, that his turnover is not gained so quickly as that of his competitor, and his goods are eating away profits as they decorate the shelves.

Regarding taking advantage of discounts or cash payments, this is always wise, but it is obvious that money is worth too much to have it tied up in superfluous stocks even if a considerable discount is granted for large purchases. So in an effort to buy in quantities and obtain a liberal discount the business might be seriously strained if the money is not returned by a rapid turnover.

The bookseller and stationer in particular is liable to over-reach in his investment in stocks. But it is always best to buy small and often, if necessary, in order that the money might be retained to pay off such discounts as may be offered.

A fresh, bright stock is a great asset to any merchant. The day of the old shop-worn books, through whose pages grey-haired sages solemnly peruse, is past. The latest, newest, and most beautiful goods, with the latest and most attractive store setting is modern and profitable because it is modern. And the only way to maintain the business in this condition is in the careful manipulation of stocks.

That this system of careful buying would mean more work for the management does not necessarily follow. But it does follow that there would be more expert management. It would mean a keen scrutiny of business details, and this is necessary in every business.

An expert stock keeper is as essential as an expert salesman, and it seems reasonable that the man who keeps his stock well under control to such an extent that no capital is lost in overstocking, and at the same time to have every article on hand when it is asked for, is the most valuable man in the business.



## News from Various Trade Centres

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

### Dr. Briggs Honored by the Old Boys.

Toronto, Jan. 29.—Last night there took place at the new Ontario Club, an event, which is probably without parallel in the book and stationery business in Canada, if not in any other business. This was the tendering to Dr. William Briggs, the Book Steward, of a complimentary dinner by the Book Room Old Boys—men who had worked there in years gone by and were now in business for themselves or in the employ of other firms. The idea originated with Martin N. Merry, for many years accountant in the Book Room, and was enthusiastically supported by over sixty old boys, some of whom came from outside points to express their esteem for their old chief.

The chair was occupied by Mr. Merry and supporting him were such notabilities as S. B. Gundy, manager of the Oxford Press, Thomas Allen, of McLeod & Allen, John McClelland and Goodchild, of McClelland & Goodchild, E. S. Caswell, secretary of the public library, Ed. Huestis, A. G. Watson, ex-manager of the Book Department, E. C. Berkinshaw, of Scribner's, and others.

S. B. Gundy handled the toast to the Doctor and Rev. Dr. Rose made an eloquent address, recalling the old times. Ed. Huestis sang in touching fashion "The Boys of the Old Brigade," and other musical numbers were contributed by J. H. W. Mackie and John McClelland. So enjoyable a time was spent that all present vowed they would repeat the celebration every other year.

### Important Changes in Vancouver.

Vancouver, Jan. 19.—T. H. Hibben & Co., the pioneer stationery firm of Government Street, are removing from their old premises to their building just across the street. The store which they are vacating will be remodelled and enlarged and occupied by the White House as an annex.

Norman Caple & Co. have disposed of their retail book and stationery business to the Thomson Stationery Co. Mr. Caple will retain the agency for the mainland of B.C. of the Smith-Premier typewriters. He has been in the book and stationery business in Vancouver for twenty years.

### W. J. Gage & Co. Cut up a Melon.

Toronto, Jan. 21.—Following the practice of recent years, W. J. Gage & Co., Limited, have made distribution of profits to each of the members of their staff and manufacturing departments who have had at least twelve months' continuous service with the company, and who do not hold stock in the company. This distribution, aggregating \$5,000, is equivalent to two weeks' additional pay to all those whose service extends to two years and over, and one week's additional pay to those whose service extends to one year and over. A system of profit sharing which permits all who have taken part in the work to share in the profits has been found of equal interest and benefit to the employe and to the company. In addition to those who have participated in the above, a number of the employes hold stock in the company and share in the dividends declared.

### Bookseller Runs for Mayor.

St. John, Feb. 1.—Douglas McArthur, bookseller and stationer, will run for mayor of the city in the elections to be held in April. Mr. McArthur entered business

twenty-seven years ago, purchasing Wm. K. Crawford's business. He has continued practically in the same stand ever since, removing only twice and in each case going into an adjoining building. He now carries one of the largest assorted stocks in the maritime provinces.

Mr. McArthur has recently purchased from the estate of the late Thomas J. Flood all the fine fittings, show cases and a large part of the stock of the Flood business, Mrs. Flood having decided to retire. This should give Mr. McArthur one of the best appointed stores in St. John.

He entered civic politics in 1896 as an alderman-at-large and served for four years, when he voluntarily withdrew. He re-entered the civic arena as a candidate for Duferin Ward in 1907 but was defeated by a small



DOUGLAS McARTHUR

St. John Bookseller who is running for Mayor.

margin. He now at the solicitation of a large number of the business men of the city will contest the mayoralty with Ald. James H. Frink, as his opponent.

### Winnipeg Happenings.

Winnipeg, Feb. 2.—What the booksellers and stationers lost in book sales during January, they amply made up in stationery lines. Business in all kinds of office supplies has been excellent.

Wholesale houses report business good everywhere in the west and they are having difficulty in getting supplies from manufacturers.

Display features have been excellent in local stores during the past month. Odd lines of holiday cards, calendars and picture books have been arranged in the windows in pleasing manner.

Lisgar Lang, of Russell, Lang & Co., leaves this month for a tour of Great Britain and the continent and will be away for about three months.

John A. Hart has installed a large case standing about twelve feet high, with plate glass doors and finished in light oak, in which church goods exclusively are displayed. On the same side of the store two show cases of glass afford excellent silent salesmen facilities for fancy goods and fountain pens. The opposite wall is equipped with shelves forty feet in length and fitted with glass sliding doors. The whole effect of the store is attractive and pleasing.

## Trade Changes and Incidents.

George Walker has opened a book and stationery store at 19 York Street, Hamilton.

Minerva Book Co., who have made a speciality of books and magazines in foreign languages, have removed from the corner of Church and Adelaide streets, opposite the Public Library, to 385 Yonge Street, Toronto.

Young Bros., Toronto, manufacturers of leather and fancy goods, have removed to larger premises at 485 King Street West. Their old plant was at the corner of Richmond and Church.

The Grigg Book and Stationery Co., Pembroke, have moved into a new store in the Fraser block, which has just been erected.

Henry H. Marshall has opened up a stationery and post card business at 91 Gottingen street, Halifax.

J. D. Meekison, bookseller and stationer, Strathroy, has been succeeded by J. D. Meekison & Co.

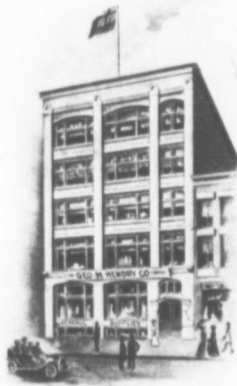
John Mills, the London bookseller, had the misfortune to be struck by a street car on the morning of January 27 and received some minor injuries.

The assets of J. J. Masse, stationer, Montreal, were sold by tender on February 10.

The Black Printing Co., wholesale stationers, Amherst, N.S., were burned out last month.

## The Geo. M. Hendry Co. Expand.

Toronto, February 4.—The new premises of the Geo. M. Hendry Co., Limited, at 215-219 Victoria Street, are indeed a revelation, not only on account of the large increase in space over their former home on Temperance street, but more particularly in view of the introduction of some unique features in sample-room arrangement. A portion of the large sample room has been partitioned off, and fitted up as a model school room—desks, teacher's table, blackboards and every requisite for a complete school room being shown. In another corner a dark room has been made for the exhibition of lanterns and slides.



New premises Geo. M. Hendry Co., Toronto.

A plant is being installed in the basement for the manufacture of some of the supplies now handled by the company as selling agents. The trade would certainly enjoy a visit to these new premises, and would no doubt receive helpful ideas in show case and department arrangement.

## The Carter's Ink Company Moves.

Boston, Jan. 19.—With the moving of the main offices from Columbus Avenue, Boston, The Carter's Ink Company began doing business to-day in its new re-enforced concrete factory just across the river in Cambridge. It may be of interest to the many friends of this firm that their post office address is now Cambridge "C" Poston, Mass. They are still to all intents and purposes a Boston House.

A full description of the new building has appeared in this paper before. The great thing that the Carter's Ink Company needed at this time was room to take care of its rapidly increasing business. The old building had been outgrown a number of years ago, and there was absolutely no chance of extension. The new plant contains 110,000 square feet with a frontage of 187 feet—just three times the frontage of the Columbus Avenue building. The floor space of the ribbon and carbon department alone has been increased fourfold.

The manufacturing plant is complete in every detail, including the latest ink, adhesive, ribbon and carbon making machinery, color grinding and mixing machinery, and labor saving devices for labeling, etc., etc.

A word should be said of the laboratories which occupy nearly the whole of the front of the fourth floor. They represent the latest and best ideas in this country and abroad for the taking of the exhaustive tests which have made Carter's Inks and adhesives a standard the world over. Mr. Charles Schmitt, the head chemist, who recently spent some months abroad, has embodied many of the latest suggestions found there with the most advanced ideas here until the laboratories are well nigh perfect.

## What is Doing in Montreal.

Montreal, February 4.—Last month booksellers and stationers devoted a great deal of attention to clearing out lines that had not sold actively, and where this has not been entirely accomplished, they are continuing special sales. Special attention has been given to displaying sets of standard works in high class bindings, as well as the less expensive sets, and considerable interest was aroused among booklovers, who appreciated these opportunities of supplementing the contents of their bookshelves with high class literature at a price lower than that usually demanded.

Reports from all the good retail stores are to the effect that business up to the present this year has been well ahead of last year. Naturally there has been no great rush, but trade conditions are in a healthy state, and there is a good demand for the usual amount of fiction. American reprints of recent books, those that have passed their first flush of popularity, but cannot be considered old, are exceptionally good sellers. This class of books retails at 50 cents, and they are well printed and well bound.

It was anticipated that the Winter Carnival would create a demand for souvenirs of all kinds at least equal to the demand last year, but this demand failed to materialize to any extent, though of course some interest was manifested. The event this year lacked the novelty, of a year ago, which doubtless accounts for the lack of interest of the nature that would benefit the book and stationery dealers.

While there is a certain demand for picture postcards, it is not quite so active as a year ago. It is likely, however, that with the coming of warm weather and the annual influx of tourists, the demand will be revived for local and Canadian views. Holidays always create an interest for suitable cards, and at the present time the demand is for the Valentine postals. The regular order of

valentines are doing well at present writing. Manufacturers of this line of goods issued specially attractive valentines this year, which have created considerable interest in this trade.

A. T. Chapman is contemplating further improvements in his store by the erection of additional fixtures at one end. This space will be devoted to Bibles, hymn books, prayer books, etc.

At Phelan's bookstore on St. Catherine St., interest was stimulated in the stationery department by especially attractive displays, both in the windows and in the department. This exhibit was personally superintended by Miss Bessie Weaver, of New York, representing Eaton, Crane & Pike Co.

F. E. Phelan, of Phelan's bookstore, leaves this month for the West Indies with a "stag" party, on a purely pleasure trip of a month or more. Mr. Phelan is fortunate in being able to leave his business in charge of his sons, and forget it entirely for a time.

B. G. Hay, Toronto, representing the Eaton, Crane & Pike Co., was in the city last week on a business trip.

S. B. Gundy, of Toronto, was calling on the trade in this city recently, in the interests of the Oxford University Press.

Among the representatives of the publishing firms visiting the book stores in Montreal last month was Harold Copp, of the Copp, Clark Co.

C. J. Musson, of the Musson Book Co., Toronto, was in Montreal during January, in the interests of his firm.

#### Travelers' Movements.

J. J. F. Smith, who traveled Canada last year for L. C. Page & Co., Boston, is with George W. Jacobs & Co., New York, this year.

B. G. Hay, Canadian representative of the Eaton, Crane & Pike Co., started westwards on the first of the month.

W. J. Kelly, the veteran representative of McLoughlin Bros., New York, was in Toronto recently. He also visited Ottawa and other Canadian centres.

Edward J. Boyd, who is at present calling on the Canadian trade with Thomas Y. Crowell & Co.'s line for 1910, intends to cover the entire country. The Canadian trade will find in Mr. Boyd a man thoroughly versed in books and the book business, and the line he is showing is a worthy one.

#### Doings of the Big Fellows.

Toronto, February 5.—W. P. Gundy, general manager of W. J. Gage & Co., left last week for a month's vacation trip in the southern States.

The presidency of the Board of Trade has fallen this year on the shoulders of W. J. Gage, president of W. J. Gage & Co. Mr. Gage is evidently going to take the office seriously, for he has already announced an interesting policy on harbor improvement and management.

The Toronto office of Cassell & Co. have been advised that the general manager, Arthur Spurgeon, J.P., will sail for America on April 23, and will proceed to Toronto via New York, Montreal and Ottawa, thence going on to Winnipeg and returning by Chicago.

A. F. Rutter, of Warwick Bros. & Rutter, accompanied by Mrs. Rutter has sailed for a trip to the Mediterranean.

#### Peterboro Bookstore Sold.

PETERBORO, JAN. 26.—A. H. Stratton & Co. announce in the local press that they have disposed of their business to P. and F. M. Trebiloek, of Toronto, who will

take possession on February 1. Mr. P. Trebiloek is western traveler for the Copp, Clark Co., and a son of P. C. Trebiloek, the Bowmanville bookseller. F. W. Trebiloek is a brother, who has been in the employ of Beatty, Kerr & Werner, Toronto, fancy dry goods.

M. G. Hay, of St. Thomas, will manage the business until the Messrs. Trebiloek can adjust their affairs to take charge themselves. Mr. P. Trebiloek expects to get back from his western trip on March 1, and Mr. F. W. Trebiloek will stay with his present firm until the fall.

#### Important Change in Vancouver.

VANCOUVER, JAN. 31.—The business of Norman Caple & Co., Granville Street, has been purchased by Manfred J. Gaskell, Edward F. Odium and Albert Stabler, owners of the Thomson Stationery Co., Ltd., and will be run by them in conjunction with their big main store as a double-header.

The transfer was made on the 10th of January, and already extensive alterations have taken place. The entire main floor, 50x120 feet, is being remodeled to meet the demands which the reorganization of the business will make. A new system of lighting is being installed, and windows altered and relighted. A spacious waiting and writing room, with rugs, easy chairs, writing tables and telephone, is being established, and all that would enhance the already large and high-class trade of this west end store is being done. To the book and stationery stock is being added a complete line of office requisites, loose-leaf systems and supplies, mimeographs and the Empire typewriter. Job printing, bookbinding, blank book manufacturing, electrotyping, engineers' and surveyors' supplies and office furniture will also be added, while a special feature will be a large stock of kodaks and photographic sundries. Walter Hagel, of Gaskell, Odium & Stabler's main store (Thomson Stationery Co.), with a capable staff of assistants, is in charge. Mr. Hagel has had many years' experience in the book and stationery business, both in Vancouver and elsewhere.

The buying and general supervision of this branch will be done through Mr. Gaskell, the present head of the firm.

#### Items From St. John.

St. John, Feb. 1, 1910.—Business has been rather quiet since the first of the year and the merchants who handle wall papers are preparing for the spring rush in that direction.

Work was started this week remodeling the building on King Street which will be occupied by E. G. Nelson & Co., dealers in books, stationery and camera supplies, etc. The building—a four storey structure—will be practically rebuilt inside and an up-to-date plate glass front put in on the ground floor. New fixtures and plate glass show cases have been ordered and everything will be of the most modern type. The entire four floors will be utilized, the upper storey serving for stock purposes.

#### AN APPRECIATED APPRECIATION.

The Bookseller and Stationer, published by the MacLean Publishing Company of Toronto, has celebrated its 25th anniversary, by issuing a silver-jubilee number. The story of the origin and progress of this excellent periodical, which was formerly known as Books and Notions, makes interesting reading. Very few trade journals in Canada have reached their 25th birthday, and Colonel MacLean is to be congratulated on the fine appearance of the special September number, and on the valuable material which it contains.—Inland Stationer.

## Attractive Little Window-Cards Create an Atmosphere

A Tone of Refinement and Culture Imparted to a Store  
by the Use of Carefully Worded and Neatly Printed Cards

Suggestive little display cards placed conspicuously in a show window are found by those who use them, to be of undoubted value in creating an atmosphere of quality and correctness about a store.

Any other merchant may be pardoned for using poorly made cards but a stationer has no excuse to offer for defective cards. He is dealing in goods which are always neatly and artistically made and boxed, and his advertising methods should harmonize with the character of his stock-in-trade.

Books, also, even the poorest and cheapest of them, have about them characteristics of evenness and neatness, which should be reflected in any advertising matter that is used in reference to them.

The cards illustrated on this page have been used from time to time in the window-displays of Tyrrell's Book

Shop, Toronto. They have been evolved as occasion demanded by Mr. Tyrrell himself and they are suggestive of the bookish atmosphere of the store.

Mr. Tyrrell finds that the cards have been helpful. Passers-by pause to read them and, unconsciously perhaps are given an impression, which is lasting. They are suggestive of the charms of books and anything which reminds humanity of the solaces provided by books, will lead to increased sales.

The cards are printed in a face of type which harmonizes with the thought to be conveyed. In size they are only  $1\frac{1}{2} \times 10$  inches. They are all of the same size and the same style. By changing them frequently, the passer-by comes to be on the lookout for new themes each time he goes by.

Members of the book-trade visiting Toronto and calling on Mr. Tyrrell have been struck with the effectiveness of these little cards and have asked for samples, which Mr. Tyrrell has been kind enough to supply, whenever able.

The trade might well copy these cards or modify them to suit particular requirements. If a bookseller is unable to think out bright sayings himself, there are plenty of volumes full of charming sentiments about books and the love of reading, which may be copied. Above all things, in making the cards, have them harmonize with the character and quality of the goods, they are intended to advertise.

McClelland & Goodchild, Toronto, have been appointed Canadian agents for the Orange-Judd agricultural books, and will carry everything in stock, becoming thereby headquarters for this class of literature.

The Book-Shop  
*If you enjoy looking at our windows, you will probably find greater pleasure in seeing our stock, and you are as welcome to do one as the other.*

Wm. Tyrrell & Co.

The Book-Shop  
*The use of good stationery is requisite both for good taste and expediency. The writer of a letter is often judged by it.*

Wm. Tyrrell & Co.

The Book-Shop  
*"Buying books is the happiest kind of shopping. The book-buyer purchases more than merchandise—he purchases self-respect."*

Wm. Tyrrell & Co.

The Book-Shop  
*"Books seem to tell you that they have got something inside their covers that will be good for you and that they are willing and desirous to impart to you. Value them much!"*

Wm. Tyrrell & Co.

Nature Books  
*Books on gardening and out-door life are full of live interest just now. The large assortment we have gathered together is worth your knowing. Seeing involves no obligation to buy.*

Wm. Tyrrell & Co.

Foreign Books Books  
*Those contemplating a trip abroad will greatly enhance the pleasure of the journey by carefully informing themselves both before and during the tour. This can be done in a pleasant, concise and precise manner by an intelligent use of our guide books.*

Wm. Tyrrell & Co.

## Of Interest to Newsdealers

No Trace of the Bogus Agents who  
Victimized Ontario Newsdealers —  
Changes in the Magazines and Other  
Features.

### Swindling News Agents at Work.

TORONTO, FEB. 5.—No trace of the two men who successfully victimized quite a number of Ontario newsdealers during December has been found by the Provincial Detective Department. These men, calling themselves Dixon and Griffiths, canvassed the trade as representatives of a concern called the Publishers' Book and News Company, of New York, with branches in Montreal and Toronto, which apparently has no existence. They succeeded in collecting payment in advance for well-known periodicals at prices at which they could never be supplied.

### Red Book Enlarged.

Beginning with the March issue, our February 23rd, the Red Book Magazine will be increased in size to 192 pages, making it the largest illustrated fiction magazine in the world. The increased size of the magazine will permit the publication in each issue of many more stories than formerly. Among the writers whose work is announced thus far ahead for 1910 are Alfred Henry Lewis, James Oliver Curwood, Gouverneur Morris, Hamlin Garland, Ellis Parker Butler, Emerson Taylor, Jack London, Seumas MacManus, Emery Pottle, James Oppenheim, Clarence Mulford and others, no less well known.

### Physical Culture Charts.

Beginning with the February issue of Physical Culture will appear the first instalment of a new series of charts for remedying physical defects and improving undeveloped parts of the body, which should be of special interest and value. This series will provide detailed instructions as to the exercises essential for developing certain parts of the body. The articles will be published in approximately the following order: (1) Straightening Round Shoulders, (2) Exercises for Chest Development, (3) Building a Powerful Stomach, (4) Developing the Upper Arm, (5) Strengthening a Weak Back, (6) Rounding and Developing the Hips, (7) Exercises for Developing the Shoulders, (8) Strengthening the Muscles of the Upper Legs, (9) How to Develop the Calves, (10) How to Acquire a Powerful Grip, (11) Developing the Muscles of the Neck.

### Children's Encyclopedia as a Monthly.

Nearly three years ago the publishers of the "Children's Encyclopedia" announced that they were about to produce the greatest book for boys and girls which the world had ever seen. The lapse of time has proved that their description was not only quite accurate, but that this has been recognized by parents and lovers of children the world over. "The Children's Encyclopedia"—the last fortnightly part of which has just been issued—is acknowledged to be all that it was claimed it would be. Not only children, but the grown-ups, have found in the "Children's Encyclopedia" a source of learning such as had never before been at their disposal—a means of self-education at once intensely interesting and wholly recreative.

Encouraged by the really tremendous success achieved by the volumes now just completed, the publishers have decided to continue the publication in the form of a monthly magazine, and No. 1 of the New Children's En-

cyclopedia makes its appearance about the middle of February. The new monthly will retain many of the best features of the fortnightly, while it will in many respects be a great improvement on the latter. The price will remain the same as that of the fortnightly.

## The Trade Twenty-Five Years Ago

Interesting Extracts from the Pages of  
the February, 1885, Issue of "Books  
and Notions," now "The Bookseller  
and Stationer."

Twenty-five years ago, school book troubles were agitating the Ontario trade very much the same as they are to-day. The February, 1885, issue of Books and Notions (The Bookseller and Stationer) is full of the woes of the booksellers, for a new set of Ontario Readers had just been issued, on which the discount had been cut to 20 per cent.

In accordance with the call for a meeting of representatives of the Book-trade of Ontario, there met at the Queen's Hotel, Toronto, on the 14th January, the following:

James Bain, sr., G. M. Rose, D. A. Rose, Guy Warwick, Geo. Warwick, K. McKay, P. T. Perrott, (The Barber & Ellis Co.), Toronto; T. J. Day and J. A. Nelles, Guelph; A. H. Elmslie, for himself and others, Galt; E. A. Taylor, W. Bryce, J. I. Anderson and J. S. Saunders, London; Alex. Gillies and J. G. Cloke, (J. Eastwood & Co.), Hamilton; H. F. Sharp and J. P. Rice, St. Mary's; G. B. Fotheringham, Ingersoll; J. G. McCrae, Sarnia; Chris. Dickson, Clinton; E. S. Warne, Brampton; A. D. Weeks, Uxbridge; representatives of the Toronto Mail, London Free Press and J. J. Dyas, publisher "Books & Notions."

Mr. T. J. Day was chosen chairman, and Mr. J. J. Dyas, secretary.

The secretary stated that 611 dealers in school books in 432 villages, towns and cities of Ontario, had signed the petition to the Minister of Education, asking for 30 p.c. discount on school books to the trade, and 15 p.c. extra to jobbers. This list was afterwards swelled to over 700. A large number of letters were received accompanying the petitions.

The meeting resolved itself into the "Ontario Booksellers' Association," when the officers were elected as follows:

President, T. J. Day, Guelph; 1st vice-president, Thomas Menzies, Peterboro; 2nd vice-president, E. A. Taylor, London; secretary-treasurer, J. J. Dyas, Toronto; executive committee, James Bains, Toronto; John Hart, Perth; H. Fred Sharp, St. Mary's; W. Middleton (John Henderson & Co.), Kingston; John G. Cloke, (J. Eastwood & Co.), Hamilton; A. Scott, Barrie.

In Manitoba the school book question is creating a disturbance in the trade. The books used are Gage's, on which only a discount of 20 per cent. is allowed. It costs the bookseller outside of Winnipeg 10 per cent. to lay down goods, and his current expenses are greater than in Central Canada, consequently he is much worse off than even his suffering Ontario brother, and if he sells at list price he will lose money on every sale. The consequence is, he has been charging from 5 to 15 cents more than the list to save himself.

## Some New Lines on the Market

Items Gathered from the Manufacturers and Supply Houses—Not Much Doing this Month in New Goods.

### New Price on Clips.

Canadian jobbers should be interested in the new price on Modern B clips which the Duryea-Hoge Co. supply. This company are also making a new size to fit smaller pens.

### Offering in Hamilton.

Buntin, Gillies & Co., Hamilton, are calling attention to a special assortment of paper napkins at \$3.20 per thousand. Dealers should write for particulars of this attractive offer. They are also offering reasonable lines, such as St. Patrick's and Easter post cards, carpet felt, shelf paper, window blind and other lines, which are in demand at this season. The sales of Dimity and Dutch Fabrik fine note papers are increasing every day. Live stationers who intend starting the year right will put in a stock of these two lines, which are recognized as leaders from coast to coast, and are sold everywhere by the best dealers. Selling helps, such as show cards and newspaper electros are supplied with orders, and handsome cabinets are furnished for counter trade.

### Art Metal Goods.

Clark Bros., Winnipeg, are showing a handsome line of art metal goods, in the shape of letter trays and waste paper baskets. The tray is designed for the better class of office trade and is substantial, as well as practical. It is made of cold-rolled steel, is electroplated, and finely finished in oxidized or antique copper. Each tray is a complete unit, and may be used singly or built up in super-imposed sets as desired. A feature of the tray is that it is fitted with rubber feet, making the accidental scratching of furniture impossible.

The waste-basket is of the same material and suitable for hotels, offices and public buildings. Its strong features are that it is durable, handsome and fire-proof.

### The Vogue of Holland Linen.

W. J. Gage & Co. report a constantly increasing demand for their Holland Linen stationery of all kinds. The sales for 1909 were far in excess of any previous year and already 1910 gives evidence of a still greater sale for these popular goods. Holland Linen is manufactured in three shades, white, azurette and grey, and in five popular sizes of note paper, with envelopes to match. It is a paper of splendid finish, with a beautiful velvety writing surface. The texture is everything that the most exacting can desire and it possesses all the refinement and attractiveness of a linen-finish paper, and at the same time has a smooth, even surface that makes letter-writing a positive pleasure. This line of high-grade paper is also put up in papereries and writing tablets. Holland Linen invitation cabinets, containing invitation cards, with envelopes to match, and Holland Linen visiting cards have also become very popular for use in fashionable society.

### New Elliott Catalogue—Very Clever.

A dainty little catalogue has been issued by the Charles H. Elliott Co., Philadelphia, for the season of 1910. In this catalogue, for the first time, net prices appear. Herebefore, this company's goods were catalogued at a long list price, from which there was a discount of 50 per cent., to enable the dealer to show the catalogue to a consumer.

But this was found to be confusing, so that the system of net prices has been established. The catalogue is vest-pocket size and very complete. A novelty in it is a series of quotations running on the left-hand pages, which make the book most entertaining.

### Holiday Novelties.

The Chas. H. Elliott Co., of Philadelphia, is making some good things for the trade this year. Dealers who are tired of seeing the same old familiar ideas each year in the line of holiday novelties should endeavor to see this line.

### Patented Post Card Calendar.

One of the most interesting things offered to the trade this year is the Chas. H. Elliott Co.'s new patented post card calendar. The idea of the calendar is unique and will be a money-maker for stationers who handle post cards. It has a simple adjustable arrangement for utilizing a post card as part of a calendar mount, the mount being an artistic production itself.

### Artgum.

The Copp, Clark Co. are featuring the new patent cleanser, Artgum, at present. This preparation cleans shoes, gloves, hand-bags, slippers, jewelry and leather goods, and renovates pictures, books, wallpaper, silks, satins and other fabrics. One-inch cubes cost \$3.75 per gross; 2x1x1-inch cubes, \$9 per gross, and 3x2x1-inch cubes, \$1.60 per dozen.

### "Eyesight" Blotting Paper.

The latest thing in blotting paper, being shown by the Copp, Clark Co., is a green blotting paper. According to authorities, this color is much easier on the eyes than the white, as there is no harmful reflection from it. It has been appropriately called "Eyesight," and costs 15 cents per pound.

### St. Patrick's Day Cards.

These post cards consist of a large variety of designs, without the objectionable features that appeared in former years. The Shamrock and the Irish lads and lassies are all brought out with attractive effect. Price, \$1 per 100 cards. (Copp, Clark).

### New Stationery Offerings.

The Copp, Clark Co. are offering several new lines in pens, pencils, stationery, etc. No. 310 counter case, with glass cover, contains three dozen penholders and one gross pens, assorted. The case costs 90 cents complete. By selling one penholder and four pens, at five cents, the retailer realizes 100 per cent. profit. "Airship" assortment, No. 1170, contains half-gross pencils, (\$2.25 each). No. 7083, is a display card containing one dozen circular erasers, (\$4.80 per gross). No. 5546, Pastograph copying pencils are fitted with patent sliding point protector, suitable for round and hexagon pencils, one dozen on display card (65 cents per dozen).

A new assortment of pens, 15 all different, on display card, made by one of the leading pen makers in England, (\$3.60 per gross of cards).

New line of deed boxes, japanned, handles at side, lock and two keys. These come in four sizes, and are exceptionally good value. 14-inch, \$1.65 each; 16-inch, \$2 each; 18-inch, \$2.40 each; 20-inch, \$3 each.

### Shorthand Trophy.

The illustration shown herewith represents a beautiful cup awarded to Willard B. Bottoms, official stenographer of the Supreme Court, who made a record of 280 words a minute at the American shorthand contest recently held

## BOOKSELLER AND STATIONER

at Lake George, N.Y. A letter from Mr. Bottome to the Waterman Company is of interest:

October 19, 1909.

Messrs. L. E. Waterman Co., 173 Broadway, New York;

Gentlemen,—For the past ten years I have used in my shorthand reporting and court work two of your fountain



pens. They have given entire satisfaction. I consider the pen the very best for rapid writing of shorthand and I cheerfully recommend it to all stenographers.

I used the Waterman Ideal pen in the shorthand contest held at Lake George for the American shorthand trophy.

Yours very truly,  
(Signed) Willard B. Bottome.

### R. T. S. Books Shown in Canada.

Toronto, Feb. 1.—F. H. Bailey, representing the Religious Tract Society, closed his sample room at the King Edward Hotel to-day and proceeded west. Mr. Bailey reports having done an excellent business here. The extensive lines of boys' and girls' books, which his house publishes, were found to satisfy all requirements. He noted a splendid sale for "The Empire Annual for Boys" and "The Empire Annual for Girls," which were first introduced last year. These handsome books, each containing

eight color plates and a collection of stories about various parts of the empire are remarkable value at 3-6. The Talbot Baines Reed series of boys' books, numbering eleven titles, still command a big sale. Other series for boys were the Boys' Own Series, twenty-eight titles by David Ker, Gordon Stables, etc., and Every Boys' Bookshelf, 13 titles, both of which give a big range to choose from. For girls the books of Evelyn Everett Green, twenty titles, and the series in Every Girls' Bookshelf offer a splendid choice. In smaller books, a good showing was made with the Sunshine Series, 45 titles at 9d., and the Golden Sunbeam Series, 25 titles. All these have color plates. The various editions of "The Pilgrim's Progress," illustrated by Harold Copping are always in demand. Mr. Bailey also took advance orders for Harold Begbie's autumn novel entitled "The Shadow."

### Import Connections for 1910.

Toronto, February 1.—William Copp, manager of the book department of the Copp, Clark Co. has returned from New York, where he completed arrangements for the American import lines for this year. Prior to his visit to New York, Mr. Copp had called on the trade in England. The result of his visits to both markets is that he has secured a fine range of books, including something exceptional in leather bindings and a larger showing than ever of books illustrated in color.

The Copp, Clark Co. are agents this year for the following British publishers: T. C. and E. C. Jack, Edinburgh and London; R. & T. Washbourne, London; George G. Harrap & Co., London; Hills & Co., London; Everett & Co., London; David Douglas, Edinburgh; Blackie & Son, Glasgow; Archibald Constable & Co., Edinburgh; David Bryce & Sons, Glasgow.

A select representation of the lines of the following publishers are carried, for many of which the Copp, Clark Co. control the Canadian market: George Bell & Sons, London; Chatto & Windus, London; James Clarke & Co., London; Chapman & Hall, London; Wm. Collins, Sons & Co., Glasgow; Duckworth & Co., London; Greening & Co., Hutchinson & Co., John Lane, Methuen & Co., Mills & Boon, John Murray, London; W. P. Minimo, Hay & Mitchell and Oliphant, Anderson & Ferrier, Edinburgh; George Routledge & Sons, Seeley & Co., T. Fisher Unwin, Gay & Hancock, Stanley, Paul & Co., London.

In the United States, they carry lines of the publications of Henry Altemus & Co., John C. Winston Co.; Reilly & Britton; Rand, McNally & Co.; Baise, Hopkins & Co. and Charles Scribner's Sons.

## LAWNETTE BOND

One of our new Spring papers, promises to duplicate the success of the regular Lawnette, than which there has not been a better seller on the market for years. These are beautiful papers, and the lighter weight in the bond will appeal to those who write long letters or prefer the bond surface. We make it in Steel White and Blue.

Our assortment of Bridge Whist Pads is very large and attractive.  
Samples will be sent upon request.

GEO. B. HURD & CO.

Fine Paper Makers

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



## Departmentalizing a Book Store in an Ontario City

W. J. F. Mallagh Builds up a Successful Business in London—Specializes in Books and Knows His Stock—Some Methods He Adopts to Win Trade

A bookstore departmentalized. This aptly describes the method adopted by W. J. F. Mallagh, in the management and plan of his large and admirably appointed book shop in London, Ontario. The slogan of his establishment is

"If it's books, it must be Mallagh's"  
"If it's Mallagh's, it must be books."

Another tenet to which he clings and attributes a large measure of his prosperity is that satisfactory service is the secret of business success, and Mr. Mallagh endeavors to give a satisfactory service in all that the term implies—courteous attention, prompt delivery, honest values, and reliable goods.

For ten years he conducted a progressive book and stationery trade in busy Brantford. Disposing of his stock over a year ago to Stedman Brothers, he bought out the business of J. I. Anderson & Company, of London. The store is roomy and inviting. In length it is 135 feet and in width 20 feet, 6 inches. At the rear is a children's department 15x22. The floors are of hardwood and the ceiling metallic, while back of all is a large stock room. There is an abundance of light both at the front and rear. Advanced ideas are everywhere in evidence. Mr. Mallagh is an enthusiastic bookman. He does not touch fancy goods, toys, china, wallpaper or small wares, as he says that the larger a city is the more exclusive you can make your store along certain lines. A lover of books and a reader as well, he revels in their atmosphere, their binding, printing, history and contents. He has a children's department, a religious publication department, the People's library, Every Man's library, a Sunday School department, and several others. He has separate tables for rebound fiction, and special offerings of one kind and another, the table decorations being changed frequently, so as to give the interior of his store an altered appearance and avoid any sense of monotony. He believes in variety—the kind that the good housewife gets by shifting the articles in a bedroom or parlor to different corners and nooks of the room.

He is thoroughly convinced of the efficacy of advertising and the part it plays in successful merchandizing. To Bookseller and Stationer, he said "I advertise to get people into my store and to let new comers to the city know that I am in the book business. It might otherwise take them some time to find it out. I want them to get so accustomed to coming to Mallagh's for books that, whenever they think of that subject, they will gravitate here as it were by instinct. It does not do to advertise in a merely general way. The tendency of business is to move in circles. It is by publicity that you get into the circle and enlarge your circumference of trade. I favor quoting prices every time. A great many people seeing the goods and knowing the figure at which they sell practically wait on themselves. Plain figures coupled with absolute freedom to examine what you have to offer tell a tale often as well as a salesman or saleslady could."

Mr. Mallagh believes and practices artistic window displays and trimmings. Twice a week he changes his windows and he always puts plain printed price tags on anything particular that he has to offer. He keeps a book in which is entered the address of every teacher in the county and at different times he sends them circulars or other interesting trade announcements.

On the right as the visitor enters the commodious store he finds memo books, ladies and gentlemen's stationery, school and office supplies and what is known as staple lines. On the left in glass cases are Bibles, prayer and hymn books, editions of the poets and all classes of fancy bound volumes. Then come the well stocked and heavily laden rows of shelves of miscellaneous books, English classics, copyright fiction and rebound copyrights, the latest novels and other lots. He does not run a circulating library. The new copyrights always sell well in London, which is a reading centre. Mr. Mallagh added that it paid to have one or two copies of all the latest works. It adds to the reputation and standing of a bookseller of being up-to-date, directs attention to his store and tends to cultivate the reading habit among his patrons. The function of a bookman is to



W. J. F. MALLAGH

foster and nourish the reading habit. "Sometimes," he declared, "when a popular author has got out a new work which the name of the writer itself will sell, I advise a prospective customer not to buy it if it is not up to the standard which I know he expects. I may be losing the sale of a copy at the time but I gain more in the end as that man or woman feels that he or she can rely on me and my word. It pays in the long run to have his or her confidence. They place dependence in you and know that you are more anxious to please them than simply to make a sale. A bookman learns to know his customers and becomes their counsellor and friend, having knowledge of their tastes and the particular class of reading they desire to pursue."

All reading matter is classified as much as possible and, when the new fiction comes in each season, it is divided among Mr. Mallagh and his assistants. They all read a certain number of books. Then they interchange views and opinions so that every one in the store has a



## BOOKSELLER AND STATIONER

good idea of the contents and character of each production. This greatly aids in the sale of the latest editions. Many people depend nowadays on the bookman for their information and he must be in a position to give it to them. To sell books you must know books. This is one of Mr. Mallagh's mottoes.

As to newspapers, while Mr. Mallagh handles them he does not encourage their delivery because of the boy problem. Magazines of all kinds are sold and their trade stimulated in every way. They are kept from the front of the store so that subscribers and prospective purchasers have to walk some distance. They thus get a glance of what the store has to offer in other lines and frequently buy something else before departing. With respect to school books he does not find fault with the Eaton Company for tendering and remarking with a smile that he would probably do the same thing himself if he had an opportunity, but what he does resent is the action of the Ontario Government in stipulating that any one paying cash, be he a private individual or retailer can buy from the publishers at twenty per cent. below the prices printed on the cover. "That means," asserted the speaker, "a child taking one copy gets as much consideration as a business man who perhaps may purchase a thousand copies. This is decidedly unfair to the bookseller. We are selling the readers here at the list prices—the figure that is printed on the cover."

As already stated Mr. Mallagh does not sell fancy goods, wall paper, toys, china and other lines often forming part of the stock of a bookstore. The only sporting goods that he handles are golf clubs. The year round he closes at six o'clock except on Saturday nights. He sells postage stamps but they are looked after by the office staff and a sign in the store indicates where they may be obtained. They are run separately and the fact that callers after stamps, travel fully half the length of the store to get them, frequently means more than the sale of a stamp—perhaps it is a magazine, a book, some stationery, a pencil or other article.

A plan, which was recently tried with gratifying results, was an invitation to write on an ordinary sized post card these words, "Mallagh Sells Waterman's Ideal Fountain Pens." Prizes were offered the competitors and many responses received. The successful contestant managed to get the six words on a government sized paste board 1575 times. On the walls and shelving of Mallagh's bright store are hung suggestive mottoes and expressive phrases telling of books or something connected with the store. The proprietor runs an engraving and embossing department and takes orders for wedding stationery, ladies' and gentlemen's calling cards, reception invitations, etc. Under a glass topped counter samples

are placed. These are changed frequently and sometimes other cards are put under the crystal surface—such as tally cards, playing cards and that line of goods.

Mr. Mallagh is original in his plans to increase and build up business. He recently sent out the following letter in a lady's handwriting on initialed society stationery, with envelopes to match.

London, Canada, July 17th, 1909.

My Dear,—

I suppose you think that I am a regular tramp for not writing to you on my usual date but when I tell you I have had a houseful of company you may forgive me.

Before I attempt any answer to your most interesting letter I want to talk business. You have heard me speak of the Mallagh Bookshop (Anderson's old stand). Well! while I was down town last week, their window was full of linen note paper ticketed at ten cents a quire. It looked good to me so I stepped inside to examine it more closely as it seemed to be remarkably cheap.

I found out that at this price they embossed free of charge any initial on the paper, a sample of which with the embossing, I am using in this letter, so that you can see for yourself—my bargain. This is only one of the many specials which the Mallagh Bookshop is offering to secure new business.

Now to get at your letter—but pshaw! it is so fearfully hot, I will leave it over until your visit next week, when we can have one of our old time talks, so au revoir for the present.

Always affectionately,

BETTY.

This artistically gotten up communication was forwarded to hundreds of ladies in the Forest City, the names being secured from the directory, the telephone book and other means. The business resulting from the venture was decidedly satisfactory.

"I want every one who enters my bookshop to feel perfectly at home, to be entirely free to wander around and go in and out among the books and tables examining what is offered at their leisure. The closer a bookman gets to the people and lives up to this ideal, and the nearer callers follow this practice, is the true bookshop in sight. We never importune persons to buy. When they enter we can very soon tell whether they have some definite object in view or merely want to look around. It is part of our business to read and understand human nature. We strive to make this the rendezvous of all who are interested in books whether they desire to purchase, get information, or just saunter about. All classes are equally welcome."

## Five Days Ago

a stationer ordered an assortment of School Art Materials, color boxes, brushes, charcoal, fixitiff, paper, etc.

## To-Day

he sends a repeat order for several times the quantity, saying that he will stock them, as they are the best school line he ever saw. Now we will create the demand for these and all you do is handle them. Write to-day for our selling plan, illustrated catalogue and discount sheet.

**The GEO. M. HENDRY CO., Limited** Manufacturers and Wholesalers of School Supplies  
Note Our New Premises : 215-219 Victoria Street, Toronto, Ontario



**Our 32nd Annual Import Season**

**Will Open March the 14th**

To Make Money  
in Fancy Goods  
is to buy Import

**FANCY**

**GOODS**

We Supply you  
with Adver-  
tising Matter

Face to face with opportunity. Buy your Holiday Goods direct from the Best Markets in the World. Justice to your business demands that this chance should not be neglected.

Undoubtedly the largest range of Holiday Goods ever shown in Canada. You may share in our success, and profit by the experience of our buying. Just one chance in a year.

Make Your  
Appointment Early

**Warwick Bros. & Rutter, Ltd.**  
**Toronto**

## Music and Musical Instruments

**The Increasing Popularity of Songs and Dance Music among all Classes, Makes its Sale a Valuable Adjunct.**

Not many years ago a sheet music counter in a departmental store was an unheard of thing. To-day in numerous large departmental stores throughout Canada can be found a music counter suitable to the size of the establishment. On these counters you are sure to find all the popular songs of the day displayed. Merchants interviewed on the subject have nothing but praise for the day when a music department was established in their store.

The prejudice of high-class singers against the popular variety of songs was overcome when Mme. Adelina Patti introduced and sang in America, on her farewell tour, a popular song, written especially for the occasion, by an American composer, who is now one of the foremost popular song writers in the world. The introduction of a popular song, by so talented an actress, finally broke down all opposition, and to-day any high-class performer will gladly introduce on the market a popular ballad.

Another reason why popular songs have met with marked favor to-day, lies in the fact that only a few years ago, a person who was the proud owner of a piano, was known as a possessor of wealth. In these days, with few exceptions, every person, no matter of what station in life, whether he be rich or poor, owns, or could if he wished, a piano or other musical instrument. The fact that there are so many of these instruments used creates a greater demand than ever for the lighter class of popular music.

Then again, most public schools, at the present time, teach the rudiments of music. In fact, just now it is part of almost every child's education.

Photographs, graphophones and pianolas have also created quite a feeling for this class of music. It might here be stated that these instruments are coming more into favor every day owing to the success with which a ballad, march, or popular instrumental piece can be adapted to them. Songs of the popular class have further been brought to a prominent place in the public estimation by the introduction of illustrated slides describing the scenes and characters of a song. These slides are both interesting and artistic and give an added finish to the rendering of a song.

Still another item which has been instrumental in creating and increasing the sale of popular songs is the increasing number of vaudeville and musical comedy performances produced on the stage. In nearly every instance these performances are made up almost entirely of songs of a popular variety, with up-to-date comedy as a background.

Twentieth century book and stationery retailing has placed itself among the fine arts. In no other branch of commerce is refined aggression, practised diplomacy, good breeding, a knowledge of human nature and sound common sense used to more advantage. These are qualities as valuable in supplying the public with music as in successfully handling other lines of goods.

Sheet music being essentially to the book store, for the publication and sale of this music is carried on along lines similar to books. A furniture store will provide you with a bookcase but you have to go to the bookstore to fill it. Just the same a piano store will sell you an instrument and why should not the bookseller provide the music?

## MUSIC

We would like to interest you in **CHOIR MUSIC**. Write us for sample copies which we gladly send you on

approval. Show them to your local choir leaders and business will result.

Our **NEW CATALOGUE** of "Selected Best Sellers," including songs, piano music, books, etc., is now ready. You can make it very useful in your business.

Copies for the asking.

**Anglo-Canadian Music Publishers Assn., Ltd.**  
ASHDOWN'S MUSIC STORE  
144 Victoria Street - - - TORONTO

## The Delmar Music Co.

Publishers and Jobbers of  
Popular Music

Delmar Building, MONTREAL

A Hit from | **Moonlight Dear**  
Coast to Coast | Words and Music by  
Murchison & Hodge

The National Song | The Waltz Success  
**O Canada** | **Carita**  
by | by  
Mr. Recorder Weir | Hubert Nickson

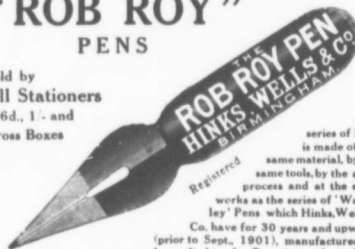
The greatest of all Rag-time compositions

**Raggity-Rag**  
by  
J. B. Lefreniere

A Song that will | **Sing Me a Song Like**  
live always | **You Used to Sing**  
by  
Walter Bruce

## "ROB ROY" PENS

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



This series of Pens is made of the same material, by the same tools, by the same process and at the same works as the series of '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, ENGLAND

## "Victor" Quality



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

## Victor Gramophone

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

**Berliner Gramophone Co. LIMITED**  
MONTREAL

## British America Assurance Company

A. D. 1833

**FIRE & MARINE**

Head Office, Toronto

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### Information Supplied

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

**SQUIBS.**

**Cause and Effect.**

The woman was the author of a cook book that had been published at her request with wide margins and occasional blank pages for notes and additional recipes. Often she had expressed a wish to see an old copy of the book and find out to what use the blank spaces had been put. One day in a second-hand store her husband unearthed an old volume. Noticing that it had been annotated freely he bought it. After a day or so he said:

"How about the notes in that cook book? Were they interesting?" "No," she said curtly, "they didn't amount to anything."

He looked through the book himself. Every note the book contained was a remedy for dyspepsia and stomach trouble.

**Napoleon's Card Made Him Sick.**

There is being shown in Paris, says a weekly paper, a collection of visiting cards of Napoleon III. The cards used by the Emperor in 1868 are of a bright lustrous white, which was obtained by the use of a special varnish prepared by the chemists of the Tuileries, and which had an arsenic base. One day a prefect of a province, having received a card from the Emperor for some service he had rendered, was so overcome by the honor that he kissed the card. He was taken ill, and it was discovered that he was in the first stage of arsenical poisoning. This fact was reported to the Emperor, who immediately prohibited the use of the varnish.

**Good Place for Camels.**

Governor Glasscock, of West Virginia, while traveling through Arizona, noticed the dry, dusty appearance of the country.

"Doesn't it ever rain around here?" he asked one of the natives.

"Rain?" The native spat. "Rain? Why, say, pardner, there's bullfrogs in this yere town over five years old that hain't learned to swim yet."—Everybody's Magazine.

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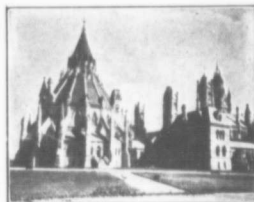
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### Wall Papers.

Stauntons Limited, Toronto

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Brown Bros., Ltd.	2
Buntin, Gillies & Co. outside cover and	31
Busy Man's Magazine	44
C	
Canadian Facts Pub. Co.	30
Carter's Ink Co.	4
Consolidated Lithographing & Mfg. Co.	5
Consolidated Safety Pin Co.	29
Conway, Stewart & Co.	8
Copp, Clark Co.	48-9
Crowell, Thos. Y. & Co.	45
D	
Davids, Thaddeus Co.	2
Delmar Music Co.	26
Duryea-Hoge Co.	6

E	
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Financial Post	45
G	
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MacLean Publishing Co.	29
Macneiven & Cameron	27
Mable, Todd & Co.	5
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Sanford & Bennett Co.	1
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Spencerian Steel Pens	27
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Stauntons, Ltd.	29
T	
Tatum, Sam'l Co.	2
Tuttle Press Co.	30
U	
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Ward & Co.	33
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## Book Section of the Bookseller and Stationer

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

### Back Numbers Wanted

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

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### THE BLINDNESS OF DR. GRAY Or, The Final Law.

A Novel of Clerical Life by the Very Rev. Canon P. A. Sheehan  
Author of "Lake Dolmige," "Ladlow," "Glenmore,"  
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By Major P. S. Sillburn, D.S.O.  
Member of the Legislative Assembly of Natal (Late Major  
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By Mrs. Lang. Edited by Andrew Lang. With 8 Colored Plates and 40 other Illustrations by  
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A Child's Hero—Conscience of King—The Little Abbess—Gordon—The Crime of Theodosius—Palsay the Potter.

### ESSAYS IN POLITICS

By Andrew MacPhail

Crown 8vo., pp. 313, 6/- net.

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

### GARIBALDI AND THE THOUSAND

By George Macaulay Trevelyan

Late Fellow of Trinity College, Cambridge. Author of "Garibaldi's Defence of the Roman Republic," etc. With 5 Maps and 34 Illustrations. 8vo., pp. xv+325, 7/6 net.  
The story of Garibaldi and the Thousand down to the taking of Palermo has an historical and artistic unity. In a future volume the author hopes to carry on the history of the following six months, which resulted in the making of Italy.

The Golliwogg Book for 1909

### THE GOLLIWOGG IN THE AFRICAN JUNGLE

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

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PROFESSOR WILLIAM BENNETT MUNRO

## Gossip of the Month

To be the subject of a press despatch is an honor which rarely befalls a literary man. If we were to measure an author's greatness thereby, few indeed would measure up to the standard. Yet a youthful professor at Harvard, William Bennett Munro, was last month made the subject of a despatch, which appeared in several Canadian newspapers. The announcement that he had written an important volume on "The Government of American Cities," was thought to be of sufficient interest, to make it worth while stating that he was a Canadian. Professor Munro has had a distinguished academic career and has already written several books. He was born in Almonte in 1875 and is still attached to the place of his birth, for he has a summer home there, where he manages to spend a pleasant month or so in each year's vacation period. His education was secured at the Almonte High School and Queen's University, where he graduated in 1896. He pursued post graduate studies at the University of Edinburgh, Harvard University and the University of Berlin and is now Assistant Professor of Government in Harvard. His first book "The Seigneurial System in Canada," appeared in 1907. The following year he issued through the Champlain Society, "Documents relating to Seigneurial Tenure." "The Government of European Cities" appeared last year and was highly commended by the critics, and this year will see the publication through the Macmillan Co., of his new book on "The Government of American Cities."

In the minds of some radicals the Senate of Canada may be a useless appendix to the governmental organism, but if the wrath of the Senators at the congested condition of the Parliamentary Library is going to work reforms in that quarter, then we can forgive them a great deal. For Canada, as a young nation, should never forget the importance of building well to-day the lower courses of the national fabric. The careful preservation of her literary products is a great work, just as important in its way, as the careful building of her railways, canals and other public works. The Parliamentary Library should be all that the name implies—a well-equipped and commodious store-house for the preservation of the na-

tion's books. Any agitation which will lead the Government to deflect a few thousand dollars from useless public works to invaluable improvements in the library should be welcomed and supported.

\* \* \*

It is altogether likely that the near future will witness the holding of a conference of colonial representatives for the discussion of copyright in the Empire. Proposals for such a conference have been made and we understand that the Canadian Government have at present under consideration the choice of representatives for this country. This projected conference is the outcome of the last International Convention held in 1908 at Berlin. Following its meeting, the British Government, through the President of the Board of Trade, appointed a committee to consider British copyright in all its phases and to bring in recommendations, which might be used in placing the British copyright in harmony with the Berlin convention. This committee in presenting their report a few weeks ago referred particularly to the colonies and expressed the hope that they would fall into line with Great Britain, so that, as far as possible, there should be one law throughout the Empire. Whether or no, such a desirable end can be reached is doubtful but the conference will show the attitude of the various overseas dominions towards the copyright question and may result in clearing up some of the difficulties which surround it.

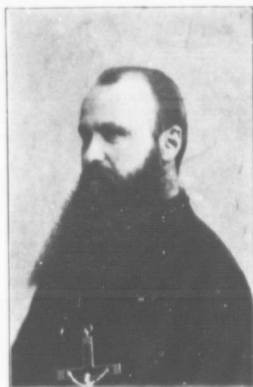
\* \* \*

Statistics, when presented in the proper comparative form, usually awaken interest and sometimes even prove fascinating. The figures of book production in the old country, which the Publisher's Circular compiles so assiduously at the turn of the year, are a case in point. The bookman is naturally curious to know if literary people are as prolific writers of books as they used to be; whether the theologians are maintaining their place in the ranks; how the poets are prospering. To all of these questions, the Circular's statistics give a substantial and accurate reply. Yes, 1909 was a splendid year. For the first time in the history of the English book trade, the total production has exceeded 10,000, the actual figures being 10,725. This is an increase of 904 volumes over 1908. Fiction, of course, leads, with a total of 2,881 books; arts and sciences take second place with a record



REV. W. T. ALLISON

Author of "The Amber Army and Other Poems." (Briggs.)



REV. A. G. MORICE, O.M.I.  
British Columbia's Indefatigable Historian.

of 1,201 titles; religion and philosophy follow with 1,922 titles; then come history and biography, 913; political and social economy, 752; educational, 629; etc. The largest increase over 1908 was in books of religion and philosophy, which were 100 ahead; fiction gained 93; political and social, 81; history and biography 53. The most notable decrease was in the department of poetry, which declined 94.

\* \* \*

It is rather astonishing to learn that Canada's purchases of books from the United States now total over three million dollars per annum. In other words Canada's English-speaking and literate population spends nearly one dollar apiece on American books each year. Another interesting feature of this international book trade is the announcement that of the total exportation of books from the United States, the Dominion absorbs forty-five per cent., or nearly half. All of which goes to demonstrate that this Canada of ours is one of the greatest book-buying countries in the world in proportion to population.

\* \* \*

Have we any Canadian literary fakers? Perhaps some of our learned bibliographers may be able to post us in this matter. It is by no means inconceivable, that there are books of history, travel and description on the shelves of our libraries, which are impostures, either exposed already or destined to be exposed in process of time. Such a thought has been suggested by the New York Evening Post's list of fakers' writings, from the spurious products of Annus down to the books written by Dr. Cook, the discredited polar explorer. Librarians apparently rather relish these books and, instead of casting them forth as unworthy of a place among respectable tomes, they make them welcome, and, as in the case of the Boston Public Library, even set apart a place for their accommodation. One cannot help admiring the effrontery of these writers, their nerve and above all the remarkable ability, which enables them to write so learnedly and apparently accurately of things they have never seen.

\* \* \*

In the admirable and concise summary of the Canadian books of 1909, which Lawrence J. Burpee, Libra-

rian of the Carnegie Library, Ottawa, contributes to the New York Nation, he expresses the opinion that in imaginative literature the year's record was far from remarkable. Such a statement sets one thinking. Is it true after all? Are we Canadians boasting of a literary output which, when we view it dispassionately, is lacking sadly in the attributes of greatness? To concede this, to our mind would mean a pretty general condemnation of literary work in this country. If 1909 was a weak year, then 1908 was even weaker, and it is doubtful when we have ever had a more noteworthy year.

\* \* \*

Canadian letters have lost a prominent figure in the person of Dr. James Hannay, of St. John, N.B., who has contributed so many excellent volumes to the list of Canadian books. His work was not of a spectacular nature but it was well worth while and future historians will find a wealth of valuable material preserved in his various historical writings. It was his "History of the War of 1812," which appeared serially in the Canadian Magazine some years ago, that first attracted general attention to him and he has since given us the life of Sir Leonard Tilley, and just prior to his death, a two-volume history of his native province.

\* \* \*

It is a pleasant relief to find at least one Canadian newspaper breaking away from the habit of conducting popularity and guessing contests in its columns and establishing a competition really worth while. The Sherbrooke Daily Record, the leading newspaper in the Eastern Townships, has inaugurated an historical story contest, in connection with the centennial celebration of the settlement of the Townships. This contest is divided into two sections, one open to all excepting students and the other confined to students attending local schools, and prizes of books, ranging from sets of Dickens and Parkman down to subscriptions to Canadian magazines are offered. The idea has been warmly commended and should serve to bring out much latent literary talent.



THE LATE DR. JAMES HANNAY

## Will the West Have a Distinctive Literature of its Own?

A Pertinent Query Answered in the Affirmative by a Western Writer Who Sees a Wealth of Material all About Him.

By ARTHUR R. FORD



"RALPH CONNOR"

Who has pictured the rough pioneer life of the West in a number of novels.

Nellie McClung, Agnes Dean Cameron, Agnes Laut, Robert Service and R. J. C. Stead.

If ever there was a country to inspire the novelist or the poet it is Western Canada. Superlatives come naturally to a westerner. They take the place of garden variety adjectives. Much as one might want to avoid them he must of necessity turn to them to describe the west's literary mine which is still practically undeveloped. It is an inexhaustible field and a territory which has been as little scratched over by the pen as by the ploughshare.

There are several distinct fields for the novelist, author and poet, each of them furnishing the widest variety of romance. There is the redman of the west. Their legends, their wars, their loves, their hates and their gradual, but stubborn retreat before the advance of civilization, form an endless mass of material. Then in the west's hinterland is to be found the only place on the continent—the Indian, a pagan savage, with all his customs and his habits as before the advent of the white.

Then there is another source. The story of the early western discoverers is as romantic, as thrilling and as adventuresome as any history can furnish. The lives of La Verandrye, McKenzie, Sir James Douglas, Fraser, Thompson and dozens of other intrepid explorers, would furnish the plots for innumerable tales.

The richest western field of all is probably the records of the Hudson Bay Co. Its history is the most romantic of any corporation the world has ever known.

The stories of its sturdy Scotch factors and trappers in their fight with nature, with Indians and with white foes is so thrilling as to be almost unreal.

The history of the Mounted Police furnishes also fruitful material for the west's great novelist when he arrives. The courage and the spirit of this handful of men, the pick of the world's wanderers, who have kept law and order in an empire, form the basis of thrilling tales of audacious pluck and stirring adventure. The tales which have been written so far about the Mounted Police have been by men who have gleaned their information from the station platforms of Regina and Calgary and got their color from a hurried view of the force on parade.

Then the early settlement of Manitoba furnishes another rich field. The dream of Lord Selkirk, an optimistic idealist—the formation of a British colony on the



NELLIE L. McCLUNG

A western story-teller who has won high praise for her work.

Banks of the Red river—was a most daring and perilous undertaking. The struggles of the early Scotch Kildonan settlers is a tale of absorbing interest. As for the early French voyageur he is always picturesque, and always romantic—in the west particularly so.

But all of the romance of the west is not in the past. The railway builders, the homesteaders, the ranchers, the cowboys, the foreigners, the English settler, the American farmer and all the unnumberable types of the cosmopolitan west, each has his story.

Ralph Connor in his latest novel, "The Foreigner," has given a glimpse of the field there is for novelist and social writer in the foreign emigration with the vexatious problems it has introduced into Western Canada. The lonely and often pathetic life of the homesteader, dropped a hundred miles from nowhere with nothing but prairie sky in the summer and the glare of a thousand



ROBERT J. C. STEAD

Poet of the Plains



CHARLES NAIR  
Explorer of Northern Wilds

miles of snow in the winter, in his fight for a fresh start, forms another still unwritten romance.

"The story of the homesteader is an epoch," said Ralph Connor, lately to the writer. "It is hard to appreciate his courage in driving twenty-five, thirty, forty, fifty or a hundred miles to make a home on the waste. It is a wonderful story, the man's fight with isolation, finally emerging triumphant."

The whole wonderful development of the west; towns springing up over night, great districts settled as it were by magic, the enthusiasm, the hopefulness, the virility, the throbbing, pulsing red-blooded life of the west forms the material for hundred upon hundreds of human interest stories.

If the west does not produce a literature of its own, if it does not turn out writers of merit who will make their mark in the world of letters, it will not be for lack of material. The poems of Robert Service and of R. J. C. Stead in his recent work, "The Empire Builders," are marked by unusual virility, they breathe of the great outdoor world. They are typically western in spirit, and although they are the pioneers, it seems likely that they are the forerunners of a western literature bearing many of the same characteristics.

### THREE HANDSOME GIFT BOOKS.

**The Art of the Belgian Galleries.** By Esther Singleton. Illustrated. Boston: L. C. Page & Co. Cloth, \$2.00 net.

This is the ninth volume in the series of illustrated descriptive books on the famous art galleries of Europe. It is a handsome volume, containing 358 pages of letterpress and 48 full-page plates, reproducing the most notable paintings in the Belgian galleries. Short biographies of the chief masters, whose works appear in the galleries, are appended and their individual art qualities and their influence on others are described. The descriptions of the pictures are all simple and concise.

**Castles and Chateaux of Old Burgundy.** By Frances Mil-ton, with many illustrations reproduced from paintings made on the spot, by Blanche McManus. Boston: L. C. Page & Co. Cloth, boxed, \$3.00.

This is indeed a charming volume, redolent of the romance of mediæval days. Its author is already known as the author of numerous travel books, including "Rambles in Normandy," "The Cathedrals and Churches of the Rhine," "Italian Highways and Byways," etc. In the present volume she describes a country famed for its castles and chateaux, weaving about them the stories of the past. The illustrations, many of them in color, are features of the book, which is destined to delight many a travel-lover.

**Guatemala and Her People of To-day.** By Nevin O. Winter. With many illustrations from special photographs. Boston: L. C. Page & Co. Cloth, boxed, \$3.00.

This is a comprehensive descriptive work by the author of "Mexico, and Her People of To-day." To any one desirous of securing a good general idea of Guatemala, Honduras and the other Central American states, this

book offers distinct advantages. It has been written from personal experience, supported by much careful research, and the author shows himself to be in thorough sympathy with his subject. The numerous illustrations add materially to the interest of the book.

### A STRONG NOVEL

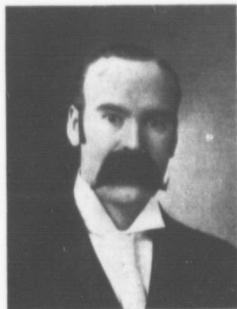
**Candles in the Wind.** By Maud Diver. John Lane & Co. New York. \$1.50.

A story of Anglo-Indian life, conceived and written in the same spirit of fine literary insight that characterizes the author's two preceding novels—"Captain Desmond," and "The Great Amulet"—of which it is the complement. Whether Mrs. Diver writes of the everlasting hills with her mystery and their fascination—of the strenuousness of frontier life—or of the problems arising out of the social conditions of mixed races, her facile pen discourses with equal power and sympathy. Her delineations of character are true to the types she has chosen, while the whole scope of the story reveals an aim and a purpose loyal to the best instincts of human nature. For charm and enlightenment, no recent work of fiction on India is better worth reading.

### ENTERTAINING BOOK OF TRAVEL

"The New North," by Agnes Deans Cameron. D. Appleton & Co.: New York and London.

While all eyes and the hopes of many are turned to the Canadian Northwest as to a land of promise, the present volume from the pen of Miss Cameron comes as a welcome addition to the literature which treats of the development of those great stretches of territory which until recently were characterized as the Great Lone Land. Possessing the qualifications of a good traveler, a close observer and an entertaining story-teller, and with pen and camera for tools, Miss Cameron has produced a really fine book, to which full justice has been done by her publishers in its handsome binding. The story of the author's travels covers the whole distance from Winnipeg to the Arctic ocean, and while it is largely descriptive of the adventures and incidents of the journey, it is made at the same time the medium of communicating much information concerning the political and industrial development of the country. The book reads like a romance, yet carried with it the conviction of reality. It is worthy of extensive reading.



REV. R. G. MacBETH, M.A.

Who has described Western Canada in the making.

## A Review of the Spring Lists

The Offerings of the Various Publishers make up a big Array of Books of Varied and Unusual Interest.

By February 1, it is possible to give a fairly accurate idea of the books which will be published during the spring and of the approximate dates at which they will appear. That there is a wide range of choice in the spring books will be apparent after a perusal of the offerings of the various publishers.

### William Briggs.

William Briggs presents an attractive spring list of which "The Man Outside," by Wyndham Martyn, and "Mary up at Gallies," by S. C. Nethersole, have already appeared. These will be followed by "The Nest of the Sparrowhawk," by Baroness Orczy, "In the Shade," by



H. deVERE STACPOOLE  
Author of "Pools of Silence." (Copp, Clark Co.)

Valentine Hawtrey, and "Gloria," by G. Frederick Turner.

Louis Joseph Vance's new novel "The Fortune Hunter" will be published this season by William Briggs, as will also "White Magic," by David Graham Phillips, and "The Butterfly Man," by George Barr McCutcheon. "The Mystery of the Green Heart," by Max Pemberton, is another interesting announcement.

Other new titles will be "Under the Thatch," by Allen Raine, "Henry of Navarre," by May Wynne, "Sir Walter Raleigh," by Wm. Devereux, "Don Q's Love Story," by K. and Hesketh Pritchard, and Marie Corelli's new novel, the title of which has not yet been announced. They will also bring out Nellie L. McClung's new story "The Second Chance."

### Cassell & Co.

Cassell & Co. announce a long list of fiction for spring publication. For February they will have "The Rust of Rome," by Warsaw Deeping and "The Goddess Girl," by Dorothea Deakin. For March, "The Girl with the Red Hair," by Max Pemberton, "Our Flat," by A

W. Barrett and "The Morning Star," by Rider Haggard. For April, "A Strong Man's Love," by Walter Wood, "The Road Back," by Sydney Warwick, "The Mystery of Barry Ingram," by Annie S. Swan, "The Brown Mask," by Percy Brebner. For May, "At the Call of Honor," by A. W. Marchmont, "London and a Girl," by Alfred Gibson and "Fate and the Man," by T. Hanshew. For June, "Freda," by Katharine Tynan.

### Copp, Clark Co.

The Copp, Clark Co. have now ready three of their spring novels. These are "Pools of Silence," by H. de Vere Stacpoole, a story of the Congo; "Cab No. 41," by R. F. Foster, author of the books on bridge; and "Two Women," by the Baroness d'Anethan, wife of the Belgian Minister to the Japanese Court and a sister of H. Rider Haggard.

Other novels to come along during the next few months are "The Losing Game," by Will Payne, now running serially in Saturday Evening Post; "A Petticoat Government," (not a suffragette story) by Baroness Orczy; "The Man Who Stole the Earth," by Holt White; "The Prodigal Father," by J. Storer Clouston; "The Englehearts," by E. V. Lucas; and "Queen Sheba's Ring," by H. Rider Haggard.

They are preparing cheap cloth editions of "That Girl Montana," by Marah Ellis Ryan and "Butternut Jones," by Tilden Telford, uniform with the 75c edition of "Told in the Hills." A new edition of "Northern Lights" is also ready.

They announce a cheap re-print edition of four of Parker's novels, cloth bound, lithographed wrapper and half-tone frontispiece. The first to appear will be "The Weavers," and following it along will likely be "The Right of Way," "The Battle of the Strong," and "Seats of the Mighty" in the order named.

An important work on aviation is to appear shortly, entitled "Vehicles of the Air." This is by Victor Lougheed and contains 550 pages, 140 halftones, 130 drawings and working plans. (\$2.50 net).

They are adding this year two new titles to the Canadian edition of Henty, viz., "In Greek Waters" and "St. Bartholomew's Eve."

Among the fine import books they are showing are three handsomely illustrated volumes by H. A. Guerber, "Myths of Greece and Rome," "Myths of the Norsemen," and "Myths and Legends of the Middle Ages." Other interesting illustrated volumes are, "Legends and Stories of Italy for Children," "A History of Story-Telling," "The Child's English Literature," and "The Book of Friendship."

### Macmillan Co. of Canada.

March 23 is the date fixed for the appearance of Winston Churchill's new novel, "A Modern Chronicle." Gertrude Atherton's new novel, \_\_\_\_\_ will be ready on Feb. 23. F. Marion Crawford's "The Un-desirable Governess," will not appear until April.

James Lane Allen's spring book, to be called "The Brood of the Eagle," is announced for April. Charles G. D. Roberts' book of animal stories, "Kings in Exile," is to appear in February. "Lost Face," by Jack London, is announced for March, and Mary Osgood Wright's new novel for May.

As a companion to "The Book of Christmas," they will issue shortly, "The Book of Easter," by Bishop

## BOOKSELLER AND STATIONER

Doane, of Albany. "The Religion of the Chinese" is another important volume for early publication. Its author is J. J. M. De Groot. To their Pocket Classics they are adding "The Oregon Trail," by Francis Parkman.

The Macmillan Co. are arranging for the immediate publication of thirty re-bound novels, embracing titles by Churchill, Hoeking, Wister, Albertson, Major, London, Trollope, Herrick, Mason, etc. These will compete with the American re-bound.

### McLeod & Allen.

As a first book, McLeod & Allen present "The Kingdom of Slender Swords," by Hallie Ermine Rives, author of "Satan Sanderson." They have also ready "The Furnace of Gold," by Philip Verrill Mighels, a western story.

This month they issue a new Tracy book, entitled "Son of the Immortals," and an ingenious story by the author of "The Web of the Golden Spider," Frederick Orin Bartlett, entitled "The Seventh Noon."

For March they promise "Thirstion of Orchard Valley," a British Columbia story by Harold Bindloss; "The Living Mummy," by Ambrose Pratt, and "Little Knight of the X Bar B," by Mary K. Maulie. A little later will come "The Castle Builders," by Charles Clark Munn. They also have Frances de Wolfe Fenwick's book, "The Arch-Satirist."

McLeod & Allen are issuing this spring cheap editions of the following popular novels: "Whispering Smith," by Frank H. Spearman; "The Lightning Conductor," and "Princess Passes," by C. N. and A. M. Williamson, and "Wheel O' Fortune," by Louis Tracy.

### Musson Book Co.

The Musson Book Co. has arranged for an extensive list of fiction. Their outstanding book will be Mrs. Humphry Ward's new Canadian story, entitled "Lady Merton, Colonist." Publication days is May 12. (Incidentally, they announce that in May, 1912, they will publish by the same author "Robert Ellsmere, Twenty Years After."

They have arranged for a Canadian edition of "Lord Loveland Discovers America," by C. N. and A. M. Williamson, which is now on the market. "The Vanity Box," by Alice Stuyvesant, will appear in March. Miriam Michelson's new novel, "The Awakening of Zojas," will be ready early in April.

This month they will have ready "A Village of Vagabonds," by F. Berkeley Smith, and "Over the Quick-sands," by Anna Chapin Ray. In March will appear "The Illustrious Prince," by E. P. Oppenheim, and "The Personal Conduet of Belinda," by Eleanor Hoyt Brainerd. O. Henry's collection of short stories, "Strictly Business," will come along later.

In conjunction with Harper & Brothers they will issue on May 19, "The Wild Olive," by the author of "The Inner Shrine." They will issue similarly, "Going Some," by Rex Beach; "Snow-flie," by the author of "The Martyrdom of an Empress"; "Ship Dwellers," by Albert Bigelow Paine; "The Ramrodders," by Holman Day; "Bianca's Daughter," by J. M. Forman; "The Apple Tree Cottage," by Elinor Macartney Lane; "The O'Flynn," by Justin Huntly McCartney, and "Hearts Contending," by George Schoek.

They are issuing immediately a new edition of "The City of Beautiful Nonsense," by E. Temple Thurston, and

a new edition of "They and I," by Jerome K. Jerome. "Passers-by," by Anthony Partridge, was cleared out on publication last month and a new edition is now in.

They announce also the immediate publication of Sir A. Conan Doyle's "The Crime of the Congo," and A. Radclyffe Dugmore's "Camera Adventures in African Wilds."

Two books by Stewart Edward White will be published by the Musson Co.—one in the autumn and the other in the following spring. They are, "Rules of the Game" and "The Cabin."

### L. C. Page & Co., Boston.

L. C. Page & Co., who a ways have a number of books on their list of interest to Canada, announce for early spring publication, four novels, two books of travel and one volume on art. The fiction includes "Kilmeny of the Orchard," by L. M. Montgomery; "Commencement Days," by Virginia Church; "A Cavalier of Virginia," by Theodore Roberts, and "My Heart and Stephanie," by Reginald Wright Kaufmann. For the travel lover, they announce "In Unfamiliar England," by Thomas



BARONESS d'ANETHAN

Author of "Two Women" and a sister of H. Rider Haggard.  
(Copp, Clark Co.)

D. Murphy, and "Susan in Stieley," by Josephine Tozier. For the art lover they have a new volume by Julia de W. Addison on "The Boston Museum of Fine Arts."

### Henry Frowde.

Henry Frowde announces a new novel by W. J. Locke for publication in May. This will be entitled, "Simon the Jester." He will also publish, this spring, a new story by S. R. Crockett, "The Dew of Their Youth."

There will be a new book by R. E. Knowles in the autumn, the title of which has not yet been selected.

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



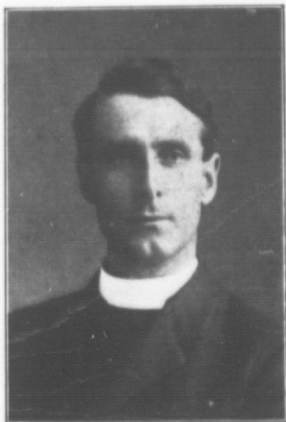
## Forthcoming Books by Canadians

Two Notable Volumes of Collected Verse to Appear this Spring—Additions to the Library of Canadian Masterpieces.

The Musson Book Co. announce a collected edition of E. Pauline Johnson's poems. This is the first compilation of her work. The poetess is now resident in Vancouver.

The Macmillan Co. of Canada announce in their Highways and Byways series, a work by Clifton Johnson, on "The Picturesque St. Lawrence," which will be profusely illustrated.

"The Stampeder" is the title of a novel written by S. A. White, a school teacher of Snelgrove, Ontario, which William Briggs will publish this spring. The scene is laid for the most part in the Yukon.



H. A. CODY, M.A.

Who has written a striking novel of life in the Yukon.

McClelland & Goodchild, Toronto, have published a small paper covered book by James I. Hughes, Public School Inspector, of Toronto, on the woman's suffrage question, entitled "Equal Suffrage."

A new novel by Rev. R. E. Knowles, of Galt, is announced for fall publication. Matian Keith's new novel will appear in the early summer and there is to be a small gift book from Ralph Connor for holiday trade.

The collected poems of Frederick George Scott, one of Canada's most noted poets, are to be published by Archibald Constable & Co., in England, and the Musson Book Co., in Canada. The edition will be ready immediately.

D. W. Hamilton, Ph.D., of the Normal School, Fredricton, has written a text-book on "Noxious Weeds of Canada," which the Macmillan Co. are bringing out this month in a cheap pocket edition for schools. It will be fully illustrated.

"Kilmeny of the Orchard," is to be the title of Miss E. M. Montgomery's new novel, announced by L. C. Page & Co., Boston. It is a love story and has for its setting Prince Edward Island. The volume will be produced in handsome form with four full-page illustrations in color by George Gibbs.

A young Montrealer, Miss Frances De Wolfe Fenwick, is represented on the spring fiction list. Her novel, "The Arch-Satirist," will be published in Canada by McLeod & Allen. Miss Fenwick has done work on the Montreal Herald but this is her first novel. It is understood that much of the action of the story takes place in Montreal.

William Briggs, Toronto, announces a "find" in "A Story of Yaku," a Japanese tale, by Dorothy Dean Tate, of Toronto, which will be published in March. Miss Tate, who is a granddaughter of the late Judge Dean, of Lindsay, and a cousin of Rev. Dr. Meacham, of Japan, is only twenty years of age, but she has produced an exceptional book.

The place of the Yukon in Canadian literature is becoming more and more noticeable. A striking novel entitled "God's Frontiersman," with scene laid in this territory, is announced by William Briggs. The author, Rev. H. A. Cody, M.A., has been stationed at White Horse for the past eight years, and is thoroughly familiar with the ground. He is a personal friend of R. W. Service, who was his vestry clerk.

The 1910 edition of that popular little booklet, "5,000 Facts About Canada," will soon be issued from the press and ready for the trade. An added feature of value will be "100 Facts About the Empire." Mr. Frank Yeigh is editing the publication, the Canadian Facts Publishing Co., 667 Spadina Avenue, Toronto, being the publishers. Nearly ten thousand of last year's edition were sold, the copies finding their way around the world.

Theodore Roberts, who is known of course as a member of the talented Roberts family of New Brunswick, has a new novel on the spring list of L. C. Page & Co., Boston, entitled "A Cavalier of Virginia." It is a story of the old chivalric days of colonial Virginia, although part of the action takes place upon the high seas and the scene shifts for a short time to England, Spain and the unsettled parts of North America. The publishers think this is the finest story Mr. Roberts has yet produced.

An historical work promised for this spring, which will have a considerable interest for Canadians is "The Story of Pierre La Moyné, Sieur D'Iberville," which has been written by Charles B. Reed, a brother of Myrtle Reed, the novelist, and a resident of Chicago. Sieur D'Iberville was a conspicuous figure in the early days of French Canada, carrying the flag of France to Hudson Bay and the Gulf of Mexico. He was the founder of French Louisiana. The book is to be published by A. C. McClurg & Co., Chicago. (\$2.00 net.)

The series of little Canadian Masterpieces, which the Musson Book Co. inaugurated last fall with the publication of five small volumes compiled by Lawrence J. Burpee, of Ottawa, is to be further enriched this spring by the addition of "Canada, my Home and Other Poems," by Grant Balfour, "Madame Janvier's Church," by Mary E. Hickson, "A Century of Canadian Sonnets," "Humor of the North," "The Romance of Canadian Towns," "Highways and Byways in Canada," "Canadian Pathfinders," and "Canadian Eloquence," all by Lawrence J. Burpee.

A little volume, which will have considerable interest in Canada, has just been issued by the Copp, Clark Co. It is entitled "Our Lady of the Sunshine and her International Visitors" and contains a series of impressions written by representatives of the various delegates attending the quinquennial meeting of the International Council of Women held in Toronto last June. Lady Aberdeen has edited the book, which is well illustrated. The same publishers will issue shortly a volume containing transactions of the meeting, also edited by the Countess of Aberdeen.

## The Canadian Monthly List of Books

A Record of Books Published in Canada, Books by Canadian Authors, etc., Issued in January and Early in February.

A (\*) placed before a title indicates that the book has been printed in Canada. Two asterisks (\*\*) indicate that the book has also been copyrighted at Ottawa.

**Aberdeen, Countess of.** Our Lady of the Sunshine and her International Visitors. Edited by Lady Aberdeen. Toronto: Copp, Clark. February. Paper boards, 35 cents.

An interesting little collection of impressions written by representatives of the various delegations attending the quinquennial meeting of the International Council of Women, Toronto, June, 1909. Illustrated.

**Anderson, Rev. J. D.** Reminiscences and Incidents connected with the Life and Pastoral Labors of the Rev. John Anderson. Edited by his son, Rev. J. D. Anderson, B.A., Beauharnois, Que. Toronto: William Briggs. January. 340 pages, 5½x8½. Cloth, \$1.25 net.

**Askew, Alice and Claude.** The Sporting Chance. London, Melbourne and Toronto: Ward, Lock & Co. January. Cloth, \$1.25.

A racing story, with the Derby at the beginning and at the finale. The hero, who is disowned by his straight-laced father for attending the Derby, is helped by an American friend. He makes a wager with a young woman that within five years he shall win the race. The story recounts how he wins this wager, and the large part the girl plays in it all. For those who like a good tale of the turf, here is an opportunity for them to satisfy their desire.

**Bartlett, Frederick Orin.** The Seventh Noon. Toronto: McLeod & Allen. February. Cloth, \$1.25.

A rather remarkable situation is created early in the book. The hero, weary of a life of struggle for the attainment of his dreams, takes a drug, which he believes will end his life in precisely seven days, but will enable him to enjoy life during the week. He takes all his money and prepares to live on the millionaire scale in the interim, but bargains with himself to help any one who may need his assistance. He is thrown in contact with a young woman in distress and in his endeavors to aid her falls in love with her. Fortunately the drug does not possess the power its inventor claimed for it and, instead of dying, the hero lives to marry the heroine.

**D'Anethan, Baroness.** Two Women. Toronto: Copp, Clark. February. Cloth, \$1.25.

**De Groot, J. J. M.** The Religion of the Chinese. Toronto: Macmillan, January. Cloth, \$1.25 net.

**Fowler, Ellen Thornycroft.** Miss Fallowfield's Fortune. Toronto: Cassell & Co. January. New paper cover edition. 30 cents net.

**Goodwin, Wilder.** The Up-Grade. Toronto: Musson. January. Cloth, \$1.25.

The hero, Stephen Loring, who has thrown away every advantage of birth, education and friends, is started on the up-grade by his love for the daughter of the manager of the San Quentin mines, and he finally wins his way to the top in a spirited enough manner to make a vigorous tale.

**Hardy, Thomas.** Time's Laughingstocks, and Other Verses. Toronto: Macmillan. January. Cloth, \$1.50 net.

**Hill, W. Henry, Arthur F. and Alfred E.** Antonio Stradi-

vari, His Life and Work. Toronto: Macmillan. January. Cloth, \$2.50.

**Hughes, James L.** Equal Suffrage. Toronto: McClelland & Goodchild. January. 68 pages, 6½x4½. Paper, 25 cents.

**Martin, Wyndham.** The Man Outside. Toronto: William Briggs. January. Cloth, \$1.25.

Having found that the girl to whom he is engaged is in love with another man, and has been forced into the engagement by her mother, Lord Montcastle decides that he will step outside his class for a while and be accepted for himself, not for his title and fortune. He meets an American girl and they fall in love with each other, but just as they become engaged the girl mysteriously disappears. In finding his ladylove Montcastle has to deal with an unscrupulous Wall Street man, and himself commits what is practically piracy on the high seas.

**Mighels, Philip Verrill.** The Furnace of Gold. Toronto: McLeod & Allen. January. Cloth, \$1.25.

A story of life in a western mining camp, full of exciting incidents and hairbreadth escapes. The heroine, an eastern girl, who comes out west to meet her brother, early encounters the hero, a stalwart miner. Escaped convicts and other villains take a hand in the plot and there is sufficient excitement to keep a reader awake till the small hours.

**Nethersole, S. C.** Mary up at Gaffries. Toronto: William Briggs. January. Cloth, \$1.25.

**Parkman, Francis.** The Oregon Trail. Pocket Classics Series. Toronto: Macmillan, January. 25 cents net.

**Partridge, Anthony.** Passers-by. Toronto: Musson. January. Cloth, \$1.25.

The heroine of "Passers-by" is a street singer, Christine, who comes to London accompanied by Ambrose Drake, a hunchback, with a piano and a monkey. The fortunes of these two are strangely linked with those of an English statesman, the Marquis of Ellingham, who in his youth has led a wild and criminal career in Paris as the leader of a band of thieves and gamblers, the Black Foxes. The mystery surrounding the girl is only solved after much trial and danger are encountered by all who are interested in her.

**Pemberton, Max.** White Walls. London, Melbourne and Toronto: Ward, Lock & Co. January. Cloth, \$1.25.

Max Pemberton has here gone to the salt mines of Rabka, in Hungary, for a scene for his novel. These wonderful mines, of tremendous extent, provide ample field for a thrilling romance. The owner of the mines, the Countess Ulusia, is a young woman, who at the opening of the story comes to her inheritance from a convent in Vienna. She is immediately immersed in the labor problems which vex the community, and comes into touch with the hero, who is a leader of the people. There are many characters and much plot interest.

**Phelps, W. L.** Essays on Modern Novelists. Toronto: Macmillan, January. Cloth, \$1.50 net.

"**Rita.**" The House Called Hurrich. Toronto: Macmillan, January. Cloth, \$1.00.

**Smith, Samuel G.** Religion in the Making. Toronto: Macmillan, January. Cloth, \$1.25 net.

**Stacpoole, H. de Vere.** Pools of Silence. Toronto: Copp, Clark, February. Cloth, \$1.25.

**Weyman, Stanley J.** From the Memoirs of a Minister of France. Toronto: Cassell & Co. January. New paper cover edition. 30 cents net.

**Williams, C. F. A.** The Rhythm of Modern Music. Toronto: Macmillan, January. Cloth, \$1.50 net.

**Winchester, C. T.** A Group of English Essayists of the Early Nineteenth Century. Toronto: Macmillan, January. Cloth, \$1.50 net.

## Best Sellers During January

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

Owing to an oversight last month it was stated in several reports that the publishers of "The Attie Guest" were the Westminster Co. This, of course, should have been Henry Frowde.

**Belleville.**

- 1 Foreigner, Ralph Connor, Westminster.
- 2 John Marvel, T. N. Page, Copp.
- 3 Attie Guest, R. E. Knowles, Frowde.
- 4 Old Rose and Silver Myrtle Reed, Putnam.
- 5 Calling of Dan Matthews, H. B. Wright, McLeod.
- 6 Ballads of a Cheechako, R. W. Service, Briggs.

**Brantford.**

- 1 Silver Horde, Rex Beach, Harper.
- 2 Lords of High Decision, Meredith Nicholson, Musson.
- 3 Woodcarvers of Lynpus, Waller, Musson.
- 4 Girl of the Lumberlost, G. Porter, Doubleday.
- 5 Florentine Frame, Elizabeth Robins, Moffat.
- 6 Cardillac, Robert Barr, McLeod.

**Calgary.**

- 1 Sheriff of Dyke Hole, Ridgwell Cullum, Copp.
- 2 It Can Never Happen Again, Wm. De Morgan, Frowde.
- 3 Bella Donna, R. Hiehens, Copp.
- 4 John Marvel, Assistant, T. N. Page, Copp.
- 5 Emily Fox Seton, F. H. Burnett, Copp.
- 6 Anne of Avonlea, L. M. Montgomery, Page.

**Charlottetown.**

- 1 Foreigner, Ralph Connor, Westminster.
- 2 Anne of Avonlea, L. M. Montgomery, Page.
- 3 Anne of Green Gables, L. M. Montgomery, Page.
- 4 Attie Guest, R. E. Knowles, Frowde.
- 5 Stradella, F. M. Crawford, Macmillan.
- 6 Ballads of a Cheechako, R. W. Service, Briggs.

**Chatham.**

- 1 Foreigner, Ralph Connor, Westminster.
- 2 Attie Guest, R. E. Knowles, Frowde.
- 3 White Sister, F. M. Crawford, Macmillan.
- 4 John Marvel, T. N. Page, Copp.
- 5 Bella Donna, R. Hiehens, Copp.
- 6 Ballads of a Cheechako, R. W. Service, Briggs.

**Guelph.**

- 1 Ballads of a Cheechako, R. W. Service, Briggs.
- 2 Anne of Avonlea, L. M. Montgomery, Page.
- 3 Calling of Dan Matthews, H. B. Wright, McLeod.
- 4 New North, A. D. Cameron, Appleton.
- 5 Attie Guest, R. E. Knowles, Frowde.
- 6 John Marvel, T. N. Page, Copp.

**Hamilton.**

- 1 Foreigner, Ralph Connor, Westminster.
- 2 Attie Guest, R. E. Knowles, Frowde.
- 3 Actions and Reactions, Rudyard Kipling, Macmillan.
- 4 When a Man Marries, M. A. Reinhart, McLeod.
- 5 It Never Can Happen Again, De Morgan, Frowde.
- 6 Old Wives' Tale, A. Bennett, McLeod.

**Kingston.**

- 1 Foreigner, Ralph Connor, Westminster.
- 2 Attie Guest, R. E. Knowles, Frowde.
- 3 Anne of Avonlea, L. M. Montgomery, Page.
- 4 Old Rose and Silver Myrtle Reed, Putnam.
- 5 John Marvel, T. N. Page, Copp.
- 6 White Sister, F. M. Crawford, Macmillan.

**Moncton.**

- 1 Songs of a Sourdough, R. W. Service, Briggs.
- 2 Danger Mark, R. W. Chambers, McLeod.
- 3 Pool of Flame, L. J. Vance, Briggs.
- 4 Foreigner, Ralph Connor, Westminster.
- 5 Three Keys, F. Ormond, McLeod.
- 6 Bella Donna, R. Hiehens, Copp.

**Montreal.**

- 1 Foreigner, Ralph Connor, Westminster.
- 2 Anne of Green Gables, L. M. Montgomery, Page.
- 3 Anne of Avonlea, L. M. Montgomery, Page.
- 4 White Sister, F. M. Crawford, Macmillan.
- 5 City of Beautiful Nonsense, E. T. Thurston, Musson.
- 6 Tyrant, Mrs. De La Pasture.

**Ottawa.**

- 1 Anne of Avonlea, L. M. Montgomery, Page.
- 2 Foreigner, Ralph Connor, Westminster.
- 3 Anne Veronica, H. G. Wells, Copp.
- 4 Stradella, F. M. Crawford, Macmillan.
- 5 Furnace of Gold, P. V. Mighels, McLeod.
- 6 Lord Loveland Discovers America, Williamson, Musson.

**Peterborough.**

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

**Stratford.**

- 1 Anne of Avonlea, L. M. Montgomery, Page.
- 2 Ballads of a Cheechako, R. W. Service, Briggs.
- 3 Silver Horde, Rex Beach, Harper.
- 4 Inner Shrine, Anonymous, Musson.
- 5 Foreigner, Ralph Connor, Westminster.

**St. Catharines.**

- 1 Foreigner, Ralph Connor, Westminster.
- 2 Truxton King, G. B. McCutcheon, Briggs.
- 3 Attie Guest, R. E. Knowles, Frowde.
- 4 Bella Donna, R. Hiehens, Copp.
- 5 Anne Veronica, H. G. Wells, Copp.
- 6 Lords of High Decision, Meredith Nicholson, Musson.

**Toronto.**

- 1 White Walls, Max Pemberton, Ward.
- 2 Kingdom of Slender Swords, H. E. Rives, McLeod.
- 3 Beechy, B. Von Hutten, Musson.
- 4 Furnace of Gold, P. V. Mighels, McLeod.
- 5 Up Grade, Wilder Goodwin, Musson.
- 6 White Prophet, Hall Caine, McLeod.

**Winnipeg.**

- 1 Foreigner, Ralph Connor, Westminster.
- 2 Suitable Child, Norman Duncan, Frowde.
- 3 Silver Horde, Rex Beach, Harper.
- 4 Friendship Village Love Stories, Zona Gale, Macmillan.
- 5 Susannah and Sue, K. D. Wiggin, Briggs.
- 6 Actions and Reactions, Rudyard Kipling, Macmillan.

Canadian Summary.

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2 Attie Guest. R. E. Knowles .....	57
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5 Silver Horde. Rex Beach .....	28
6 John Marvel. T. S. Page.....	23

United States Summary.

(As Reported by the American Bookman.)

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1 The Foreigner. By Ralph Connor .....	223
2 Little Sister Snow. By Frances Little.....	180
3 John Marvel, Assistant. By Thomas Nelson Page.....	162
4 When a Man Marries. By M. R. Rinehart.....	156
5 Truxton King. By G. B. McCutcheon.....	119
6 Silver Horde. By Rex Beach.....	116

## Copyrights Recorded in January

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

21811. Utopian Snap Shots. By A. J. Kappel. A. J. Kappel, Vancouver, British Columbia, 30th December, 1909.

21833. Jean Bateese at the Carnival. By W. M. MacKeracher. W. M. MacKeracher, Montreal, 31st December, 1909.

21863. Thin Ice. By Isabel Ecclestone MacKay. (Temporary Copyright.) Isabel Ecclestone MacKay, Vancouver, British Columbia, 3rd January, 1910.

21877. The Amber Army and Other Poems. By William T. Allison. William Talbot Allison, Middlefield, Connecticut, U.S.A., 7th January.

21892. All Else in the World. Alexander M. Kennedy, Toronto, 12th January.

21896. Spalding's Official Canadian Hockey Guide, 1909-10. Canadian Sports Publishing Co., Limited, Montreal, 13th January.

21901. Appendix to the Annual Financial Review, November, 1909. (Book.) William Robert Houston, Toronto, 15th January.

21905. Bank Directory of Canada, January, 1910. (Book.) William Robert Houston, Toronto, 15th January.

21917. Canadian Art Club Catalogue, 1910. The Canadian Art Club, Toronto, 19th January.

21918. The Ontario Weekly Reporter and Index Digest, May-December, 1909. Edited by Edward B. Brown, K.C., and Walter E. Lear. Volume XIV. The Carswell Company, Limited, Toronto, 19th January.

21937. Haliburton. ("Sam Slick") A Sketch and Bibliography. Second Edition. By A. H. O'Brien, M.A. Arthur Henry O'Brien, Ottawa, 21st January.

21938. The Canada Law Journal, 1909. Volume XLV. Editor: Henry O'Brien, K.C. Associate Editor: C. B. Labatt. Arthur Henry O'Brien, Ottawa, 21st January.

21939. Review of Current English Cases. Published in "The Canada Law Journal." (Temporary Copyright.) Arthur Henry O'Brien, Ottawa, 21st January.

21942. Canadian Civics. By R. S. Jenkins, M.A. Saskatchewan Edition. The Copp, Clark Company, Limited, Toronto, 24th January.

21945. Tide Charts for 1910. Applying to Vancouver and Adjacent Waters, with International Rules of the Road, etc. Bayfield & Areehald, Vancouver, British Columbia, 24th January.

21946. Reminiscences and Incidents Connected with the Life and Pastoral Labors of The Reverend John Anderson. Edited by His Son: Rev. J. D. Anderson, B.A. J. D. Anderson, Beauharnois, Que., 24th January.

21953. The Assessor's Guide. By James Morrison Glenn, K.C., LL.B. The Municipal World, Limited, St. Thomas, Ont., 25th January.

21954. The Principles of Argument. By Edwin Bell, LL.B. Edwin Bell, Toronto, 25th January.

### INTERIM COPYRIGHTS.

1205. The Golden Rose of Arlington: or, Where Love Leads. By Nellie W. Borden. Nellie W. Borden, Digby, Nova Scotia, 7th January.

1206. Troublous Times in Canada. A History of the Fenian Raids of 1866 and 1870. By John A. Macdonald, John A. Macdonald, Toronto, 10th January.

1210. Ungava. La Nuit dans le Nord. Arthur Thibotte Genest, Ottawa, 13 janvier.

1211. A. E. Ou. Hein? Revue d'Actualites en 3 Actes et 10 Tableaux precedes d'un prologue. Par Ernest Tremblay et Georges Dumestre. Ernest Tremblay & Georges Dumestre, Montreal, 15 janvier.

1212. The Union Jack Explained. Henry Bell, Montreal, 17th January.

1213. Les Aventures d'un Aedien. Drame en 3 Actes. Par Reverend Monsieur Preville. Rev. M. Preville, St. Polycarpe, comte de Soulanges, Que., 25 janvier.

### MISCELLANEOUS.

**Faith and Health.** By Charles Reynolds Brown. New York: Thomas Y. Crowell & Co., Cloth, \$1.00 net.

Dr. Brown, who is pastor of a prominent California church, puts himself in line with progressive evangelical thought in this study of mental healing methods. He has peculiar qualifications to speak upon this subject, as he has specialized in it for a period of years. With the Emmanuel movement leaders he is in sympathy, but believes that the movement itself could be extended to churches generally only at serious risk. A minister must have very special qualifications for this sort of thing, he contends. This profession has no more right to encroach upon that of medicine than the latter has to arrogate spiritual duties. The broad field of co-operation between the two forms the ideal ground of the future.

**A New Heaven and a New Earth.** By Charles Brodie Patterson. New York: Thomas Y. Crowell & Co., Cloth, \$1.25 net.

The author calls this book "Thought Studies of the Fourth Dimension," and perhaps this subtitle will best explain it to readers versed in the "New Thought" cult. It is a strongly worded, closely knit argument for the realization of those forces which lie just outside the plane of ordinary existence.

**The New Salesmanship.** By Charles Lindgren. Boston: Laird & Lee, Cloth, \$1.50.

A complete course of salesmanship in one volume, covering the various departments of traveling salesman, shop salesman, correspondence salesman and the salesman conducting a mail order business.

## WILLIAM BRIGGS

### The Mystery of the Green Heart, \$1.25

By MAX PEMBERTON  
Not a dull page in the book  
**The Man Outside, \$1.50**  
By WYNDHAM MARTIN  
One of the most attractive books that will be issued this spring.

### Gloria, \$1.50

By G. FREDERICK TURNER  
Beautifully gotten up. This will be among the six best sellers.

### The Second Chance, \$1.25

By NELLIE L. MCCLUNG  
Author "moving needs in Danny" The popular Canadian writer.

### Mary up at Gaffrine, \$1.25

By S. C. NETHERSOLE  
It is a novel of 540 pages, one which is now longer.

### Under the Thatch, \$1.25

By ALLEN BAINE  
Author "A Welsh Singer" This long-delayed and looked for novel will appear in the spring of 1910.

### In the Shade, \$1.25

By VALENTINA HAWTREY  
A book the sale of which is increasing daily in England.

### The Fortune Hunter, \$1.25

By LOUIS JOSEPH VANCE  
A stirring novel of a high order.

### White Mosaic, \$1.25

By DAVID GRAHAM PHILLIPS  
**The Butterfly Men, \$1.25**  
By GEORGE HARRIS MOUTRIE  
EDN, Author, Truston King

### A New Novel by Marie Corelli, \$1.25

Will be issued probably in August. This will be a long novel of great strength by the most popular authoress of our day.  
**The Nest of the Sparrowhawk, \$1.25**  
By BARONESS ORCZY  
A romance of the 17th century.  
A powerful novel.  
**Henry of Navarre, \$1.25**  
By MAY WYNNE  
Fifth impression already on the market. A big success.  
**Sir Walter Raleigh, \$1.25**  
By WILLIAM DEVEREUX  
Second only in popularity to Henry of Navarre.

### Don Quixote Story, \$1.25

By R. & HENKETH PRICHARD  
A book worth while, by one of Great Britain's coming Authors.  
Illustrated throughout.

### The Roadmender, 75c

Leather, \$1.00 Illustrated, \$1.70

### By M. HARRIS FAIRLESS

**Growth of the Empire, \$1.25**  
By A. W. JONES  
A handbook to the history of Great Britain.

### "Canada by Canadians"

Mariners of New France  
By W. S. HERRINGTON  
Cloth, 60c net.

**Heroes of Canadian History**  
By W. S. HERRINGTON  
Cloth, 60c net

**Tales of Old Toronto**  
By STANFORD MARY  
Cloth, \$1.25

By ROBERT W. SERVICE  
**Songs of a Sourdough, Cloth, \$1.00**

### Cloth, Illustrated De Luxe, \$1.50

Lambkin, Miniature, Pocket Edition, \$1.00

Velvet 'Owl Miniature Pocket Edition, \$1.25

Paste Grain, Illustrated, De Luxe, \$2.00 net.

Sheepskin Vamp, Illustrated, De Luxe, \$2.00 net.

### The Ballads of a Cheechako

This book we have in handsome uniform with the "Songs of a Sourdough."

### A New Volume of Poems

By R. W. SERVICE  
In issue in preparation. Date of publication will be announced later.

### Across the Sub-Arctic of Canada, Cloth, \$2.00 net

By J. W. YERRELL

### Canada, the Empire of the North, Cloth, \$2.00 net

By AGNES C. LAUT

### The Lords of the North, 75 cents

By AGNES C. LAUT

### A Woman's Way Through Unknown Labrador, Cloth, \$2.00 net

By MRS. L. HUBBARD

### The Remarkable History of Hudson's Bay Co., Cloth, \$3.00 net

By GEORGE BRUCE

### Canadian Types of the Old Regime, Cloth, \$3.00 net

By CHAS. W. COLBY

### The New North, Cloth, \$3.00 net

By AGNES DEANS CAMERON

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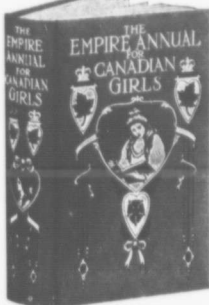
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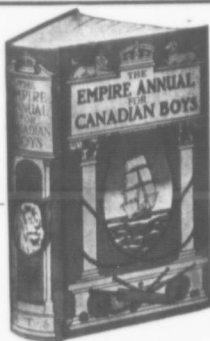
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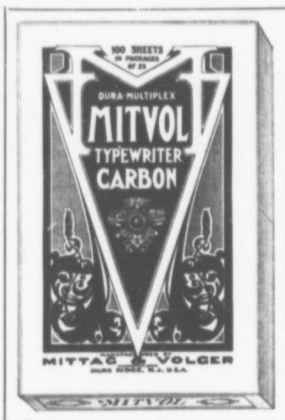
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