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BOOKSELLER & STATIONER OF CANADA

FEBRUARY

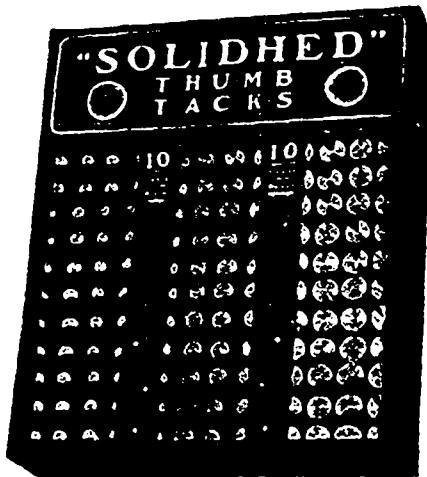
1907

The New Idea Trade Newspaper that Shows Retailers How to Sell Goods. Covers the Entire Canadian Field and has a Growing Circulation Abroad.

MONTREAL

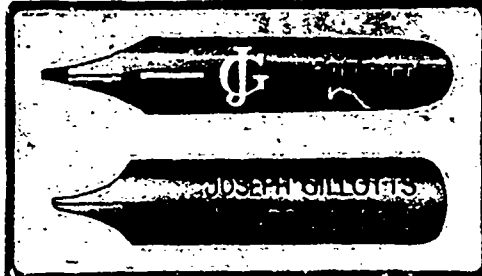
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**It's the Solidhed Display
that sells tacks**

Ask your jobber or
Hawkes-Jackson Co., Makers
82 Duane Street, N. Y.



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ONLY
of the
Many
Varieties
of

Joseph Gillott's Pens

Every stationer should stock these, the premier pens, by the premier pen makers. Joseph Gillott's pens have long held an exclusive reputation for variety in make and shape and point, and for their perfection of finish. The founder of the firm of Joseph Gillott & Sons took out one of the original patents for the making of steel pens.

For all particulars, samples for distribution, show cards, etc. apply Joseph Gillott & Sons, 27, Gracechurch Street, London, E.C.

IT IS NOT AN EARTHQUAKE

Pictorial Post Cards

ALWAYS

Post Card Albums

THAT HAS CAUSED THE STIR

English Papers

AND

Cardboards, etc.

But the Marvellous Value Given

BY

Ferd. Hauthory Horle & Co.,

St. John's Lane,
LONDON, E.C.

From _____

**ENGLAND,
FRANCE,
AUSTRIA,
GERMANY,
ITALY,
and Other Countries
of Europe**

We are receiving by every steamer samples of the latest productions in **Holiday Art Goods** for the coming season. It is sufficient to say that our foreign buyer assures us the European Manufacturers have surpassed themselves in creating new designs which will appeal to every class.

Our displays will be made as usual,
March fifteenth.

Warwick Bros. & Rutter,

Import Dealers in
High Class Fancy Goods

TORONTO

Limited

We are manufacturing a full line of Carbon Paper which can be supplied in plain boxes for your own labels, in light, medium or heavy weights, NON-SMUT, LONG-LASTING and CLEAN.

It is generally conceded, however, that our

PEERLESS

BRAND

is the Best Carbon Paper on the Market and if any one finds it is not what we claim for it, we will refund the price paid.

Our ribbons for all machines, record and copying, are also QUARANTEED to give satisfaction.

Write for Samples and Quotations

The Carbon Paper and Ribbon Mfg. Co.
LIMITED

Office and Factory—34 Adelaide Street West.

TORONTO, CANADA

HIGGINS' ETERNAL INK

Writes Everlastingly Black



THE fact that Higgins' Eternal Ink is a CARBON writing fluid—black when written and black forever afterward—and not a CHEMICAL product made of iron and nutgalls, that becomes dim with age, has given it a high place in the estimation of banks, business houses and individuals generally. For legal and corporation work, for state, county and town records, and for general correspondence where absolute permanence is an essential element, this ink stands unrivalled. It writes black from the pen point, and is hence easy

to the eye. It flows readily, does not corrode, and is absolutely unchangeable—neither age, air, sunshine, nor chemicals will affect it. May be diluted for use in fountain pens. OF HIGGINS' ETERNAL INK it may truly be said: "Once a user, always a user."

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.

GOODALLS

have just issued

23

new designs in

Playing Cards

In the Imperial Club Series—
Empire Back

The Oak Leaf, Elks, Golf

In the Salon Series—4 Picturesque

“ Cloesonne ”

“ Sunset ”

“ Brook Trout ”

“ Minnehaha ”

“ Little Miss Canada ”

“ Bon Jour ”

“ Coalport ”

Also a Souvenir Card for every Province, showing Provincial coat of arms in the centre of the Union Jack, which extends out to the edge

Ask the travellers to show you samples of the

“ LINETTE ”

Cards

ALL THE LEADING JOBBERS CARRY THEM

A. O. HURST, 24 Scott Street, TORONTO

ACCOUNT BOOKS

Now making and kept in stock

All Kinds, Sizes, Styles and Qualities
Medium, Demy, Cap, Quarto, 8vo., etc.

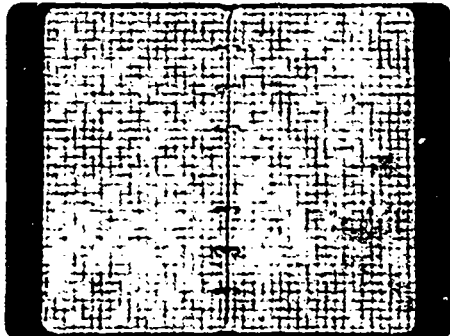
Regular Styles of Binding—also our

Special Half Russia Style—all kinds

Ledgers	Journals
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Bill Books	Letter Books
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	Receipts

MEMORANDUM BOOKS

Our Specialty—Continued Improvements and Additions.



Loose Leaf Ledgers
Loose Leaf Price Books
Loose Leaf Memo Books

Newest and Best Made—All Bindings and Rulings

We are constantly adding to our styles and sizes and are aiming to have the Most Complete Range Possible.

Established Over Half a Century in Toronto

BROWN BROS.

LIMITED

Wholesale and Manufacturing Stationers

51-53 Wellington Street West

TORONTO

"Sports" Playing Cards



LACROSSE DESIGN.

THE BEST VALUE
IN THE MARKET.

ONE OF MANY
VARIETIES.

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

SPECIAL CARD FOR
WHIST PLAYERS

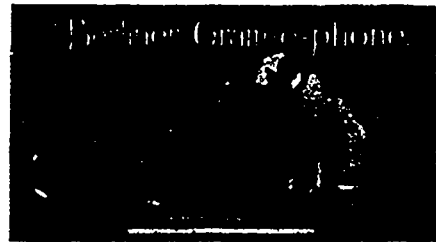
Colonial Whist

We are headquarters for PLAYING CARDS
MADE IN CANADA.

Style and finish equal to Imported Cards.

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

The UNION CARD & PAPER CO.,
Limited
MONTREAL.



*The "Berliner" Gram-o-Phone and
the "Victor" Talking Machine are
worth selling because they sell easily.*

We bring the people to you by taking the Berliner and the Victor to them—in our advertising. There is half the campaign eliminated before any campaign commences in your store. And every month we keep you posted on price matters, record matter, sales matter.

What doth it profit a Bookseller to miss the Talking Machine Business?

DISTRIBUTORS FOR CANADA.

Maritime Gram. Co., . . .	Truro, N.S.
J. & A. McMillan, . . .	St. John, N.B.
Clark Bros. Co., Limited, . . .	Winnipeg, Man.
Dyck, Evans & Callaghan, . . .	Vancouver, B.C.
R. S. Williams & Sons, Limited,	Toronto, Ont.

Write your nearest distributor.

THE BERLINER GRAM-O-PHONE CO.
OF CANADA, LIMITED, MONTREAL

Nordhelmer Piano and Music Co., Toronto, Ont.
Royal Stores, Limited, St. John's, Nfld.

EASTER, 1907

Raphael Tuck & Sons Co.

FINE ART AND BOOK PUBLISHERS

LIMITED

9-17 St. Antoine Street - Montreal

To the Trade :

The encouragement given us last year in so significant a form, and the ever-increasing popularity of our publications, have warranted us in trebling our efforts in the preparation of our **EASTER COLLECTION** for 1907.

Absolute Novelty, Rare Beauty, Exquisite Finish, Immense Variety, Fine Range and Wonderful Value have never been better exemplified than in these dainty productions.

EASTER CARDS, PANELS, LEAFLETS and GEM PORTFOLIOS, together with an infinite assortment of **ARTISTIC POST CARDS**---all especially designed for this festive season---bear eloquent testimony of the high standard of refined and artistic excellence concentrated in these publications.

It is one of the cardinal principles in our Art Creed never to rest satisfied with what we have accomplished in the past, but to aim higher each season; and so we have forged far ahead of anything we have ever attempted heretofore and are quite content to let our present collection speak for itself.

Our representatives will exhibit samples shortly and we bespeak for them your usual kind consideration.

Faithfully yours,

Raphael Tuck & Sons Co.

LIMITED




NEW YORK


LONDON

PARIS

BERLIN


The **CONE CAP** **STYLES** of
Waterman's Ideal Fountain Pen
 SHOWN IN  **ALL SIZES**

(Cuts 1/2 actual size)




Size No. 12 Plain Black; also Chased, Mottled or Cardinal.
 Also made in sizes listed

No. 12 \$2.50	No. 14 \$1.00	No. 16 \$6.00	No. 18 \$8.00
No. 13 3.50	No. 15 5.00	No. 17 7.00	



Size No. 13 Chased, Gold-mounted, Middle Band, 18-K. Filled.
 Also made in sizes listed


No. 12, G. M. M. . . \$1.50	No. 14, G. M. M. . . \$5.00	No. 16, G. M. M. . . \$7.00	No. 18, G. M. M. . . \$9.00
No. 13, G. M. M. . . 4.50	No. 15, G. M. M. . . 6.00	No. 17, G. M. M. . . 8.00	



Size No. 14 Cardinal, with Clip-Cap. This colored pen used largely for red ink.
 Also made in sizes listed

German Silver Clips add 25c. to all prices.


No. 12 \$2.50	No. 14 \$1.00	No. 16 \$6.00	No. 18 \$8.00
No. 13 3.50	No. 15 5.00	No. 17 7.00	



Size No. 15 Gold-mounted, Chased Bands, with Clip-Cap (also with two plain bands as on No. 13).
 Also made in sizes listed

Gold-filled Clips add \$1.00 to all prices. Solid Gold Clips add \$2.00 to all prices.


No. 12, G. M. . . . \$1.50	No. 14, G. M. . . . \$5.00	No. 16, G. M. . . . \$7.00	No. 18, G. M. . . . \$9.00
No. 13, G. M. . . . 4.50	No. 15, G. M. . . . 6.00	No. 17, G. M. . . . 8.00	



Size No. 16 Filigree; Sterling Silver with Clip-Cap, Black or Cardinal.
 Also made in sizes listed


Sterling Silver Clips add 50c. to all prices.

No. 12, Fil. . . . \$5.00	No. 14, Fil. . . . \$7.00	No. 16, Fil. . . . \$9.50	No. 18, Fil. . . . \$12.00
No. 13, Fil. . . . Not made	No. 15, Fil. . . . 8.50	No. 17, Fil. . . . 11.00	



Size No. 17 Chased; also Black or Mottled, with Chased or Plain Gold-mounted Cap.
 Also made in sizes listed

No. 12, G. M. Cap. \$1.50	No. 14, G. M. Cap. \$5.00	No. 16, G. M. Cap. \$7.00	No. 18, G. M. Cap. \$9.00
No. 13, G. M. Cap. 4.50	No. 15, G. M. Cap. 6.00	No. 17, G. M. Cap. 8.00	



Size No. 18 Mottled; also Black, Chased or Cardinal.
 Also made in sizes listed

No. 12 \$2.50	No. 14 \$1.00	No. 16 \$6.00	No. 18 \$8.00
No. 13 3.50	No. 15 5.00	No. 17 7.00	

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



Waterman's Ideal Fountain Pen Ink, ALL SIZES AND STYLES.
 Write for Price Lists, Pictures and Discounts.

L. E. Waterman Company of Canada, Limited
 Canadian Distributors

Waterman's Ideal Fountain Pens and Accessories, L. & C. Hardtmuth's
 KOH-I-NOOR Pencils and Sundries.

136 ST. JAMES STREET, MONTREAL



Progressive Stationers

Know

THE OFFICE NEEDS FOR

1907

WE MAKE THE BEST

FOOLSCAP BLANK BOOKS

IN 3 QUALITIES.

DEMY BLANK BOOKS

LEDGERS—1, 2 and 3 account; LEDGERS—1 account; JOURNALS,
DAY BOOKS (Broad and Long) ruled single and double columns,
CASH BOOKS, MINUTE BOOKS.

COUNTER BOOKS
SALES BOOKS
ONE QUIRE BOOKS
QUARTO BOOKS
LETTER COPYING BOOKS
RECEIPT BOOKS

PRIVATE ACCOUNT BOOKS
BILL BOOKS
INVOICE BOOKS
LEDGER INDEXES
ORDER BOOKS
MEMO. BOOKS

AND HAVE

A COMPLETE STOCK OF—

Sundry Office Requirements

THE COPP CLARK CO., Limited

Manufactory :
67 to 79 Colborne Street

Warehouse :
64 and 66 Front Street West

TORONTO



THE TELEPHONE

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

LONG DISTANCE TELEPHONE SERVICE

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

THE BELL TELEPHONE COMPANY OF CANADA

WESTERN Incorporated 1851
ASSURANCE COMPANY.

**FIRE
AND
MARINE**

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

HON. GEO. A. COX, President.

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

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, \$850,000.00.

TOTAL ASSETS, \$2,119,347.89.

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

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

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

THE METROPOLITAN BANK

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

GENERAL BANKING BUSINESS

We
Solicit
Your
Account

Dratts bought and sold.
Letters of credit issued.
Collections promptly attended to.

SAVINGS DEPARTMENT

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

30TH OFFICIAL STATIONERY FAIR OF LEIPZIG

4th TILL 9th MARCH, 1907

arranged by the Stationery Society
of Central Germany, (chairman Mr.
Bruno Nestmann) in the

LEIPZIGER MESSPALAST, PETERSSTRASSE 44

Exhibition of paper of every kind,
stationery goods and writing materials
and kindred manufactures, objects
made of paper, paper-paste, etc.,
prints, postcards, placards and
almanacs, machines, etc., etc.

400 EXHIBITORS

Money

CAN BE SAVED BY MEANS
OF AN ENDOWMENT POLICY.

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

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

Confederation Life ASSOCIATION

W. H. BEATTY, President.

W. O. MACDONALD,
ACTUARY.

J. K. MACDONALD,
MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

The Pen is Mightier than the Sword, but
how useless without

GOOD INK

The soul of the pen is in the ink.

USE THE BEST

Send for samples and prices of

IMPERIAL MUCILAGE

Made of Gum Arabic

The Best on the Market

The Canadian Ink Mfg. Co.
37 Wellington St., Montreal

THE MORDEN METALS

FOR

LOOSE-LEAF BOOKS, FILES AND BINDERS
ARE MORE POPULAR THAN EVER

OUR NEW PRICE LIST

On FLUSH METALS, Mounted with MORDEN Wide-Opening Rings,
as given below, shows MARKED REDUCTIONS.

Length of Strip	Sizes of Rings (Inside Dia.)				Length of Strip	Sizes of Rings (Inside Dia.)			
	1 1/4 & 1 in.	1 1/2	1 3/4	2 in.		1 1/4 & 1 in.	1 1/2	1 3/4	2 in.
8 ins. and under	Per 100—\$20	\$30	\$31	\$44	16 ins. and under	Per 100—\$30	\$40	\$41	\$54
12 "	" \$20	31	3	48	" "	" 41	48	52	62

These prices apply to both stock and special sizes.

WRITE FOR DISCOUNTS

Our 1-in. and 1 1/2-in. Rings for College Note-Books—Just the thing!

THE MORDEN MFG. CORPORATION, Waterbury, Conn., U.S.A.

CLARK BROS. & CO., LIMITED

WINNIPEG

**NEWEST FICTION, BERLINER GRAMOPHONES,
HOLIDAY PAPETERIES and TABLETS, PRINTERS' SUPPLIES**

Most Complete Stock in Canada for Booksellers and Printers

CLARK BROS. & CO., LIMITED

WHOLESALE STATIONERS,

WINNIPEG, MAN.



No. 242. \$3.00 flat per doz.

CARTER'S FOUNTAIN PEN FLUID

is superior to ordinary writing fluids for Fountain Pens. Made of the best materials, it is carefully filtered and put up in the most convenient and attractive bottles.

The twenty-five cent package, No. 242, with a new label and improved stopper and filler, is the most practical and best selling package on the market.

The No. 517, for travellers' use, is also a winner. It has a large bottle holding 2 oz. and a filler that takes up all the ink



No. 517. \$3.00 flat per doz.

THE CARTER'S INK COMPANY

BOSTON - NEW YORK - CHICAGO - MONTREAL



Canadian Office:

37 Melinda St.,
TORONTO

We Aim to Lead

in producing the new styles in writing paper, which your particular customers demand. Of these new styles *EATON'S HOT PRESSED VELLUM* is having the largest sale at present, but the *COLD PRESSED LINEN, FRENCH PERCALE, SHEPHERD'S PLAID, FRENCH MADRAS* and *BERKSHIRE LAID* should be in every stationery store. Write for samples.

Eaton-Hurlbut Paper Co.

Pittsfield, Mass.



OUR AIM

IS TO FURNISH THE RETAILER WITH

Quick Selling and Profitable Goods

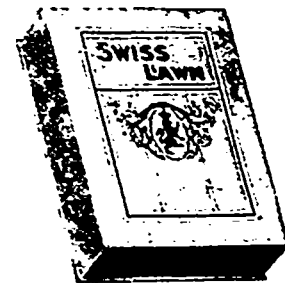
We have Blank Books, Letter Books, Counter and Memorandum Books, Writing Pads, Note Papers, Papeteries, from the cheapest to the most expensive

You will find all the leading lines of PENCILS, HOLDERS, ERASERS and STATIONERIES among our samples.

IF you have not decided on POST CARDS for your summer trade, PERMIT US to send you samples and quotations and the orders will be ours.

McFARLANE, SON & HODGSON, :: :: MONTREAL

Largest Paper House in Canada



Are you getting your share of the large sale of these three lines of Correspondence Stationery? They are the best known and best selling Writing Papers in Canada. Carry a complete range of these in stock and see how satisfactory the result will be. These goods are made in Note Paper and Envelopes to match in different sizes and tints, also in Papeteries, Tablets and Visiting Cards.

We are the largest Envelope Makers in Canada. Send for samples and quotations.

W. J. GAGE & CO.,

**MANUFACTURING STATIONERS,
TORONTO**

Limited

WAREHOUSE and FACTORIES
82-94 Spadina Avenue

SAMPLE ROOM
54 Front Street West

PAPER MILLS
St Catharines

THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XXIII.

MONTREAL AND TORONTO, CANADA, FEBRUARY, 1907.

No. 2.

POINTERS FOR MARCH BUSINESS

MARCH is a good month to devote to household supplies. Let the housekeeping and home ideas have full sway. If you are a dealer in wall papers, emphasis should be laid on this line. There are also numerous other lines that will interest housekeepers about this time of the year, when spring cleaning begins to loom up on the horizon.

The Month's Events.

The two events that must be looked forward to and prepared for in March are St. Patrick's Day, falling on the 17th, and Easter, falling on the 31st. The latter is of course, the most important of the two, but the former must not be neglected on that account. Special displays during the days immediately preceding each of the events should be made to keep up the popular interest. There are not many special commodities to mark St. Patrick's Day, apart from the customary shamrock, but this year post cards to celebrate the day have been published and these should be in ready demand. As for Easter, this season of the year is coming more and more into prominence as a gift-giving period. A great many small articles can be disposed of, including Easter cards, post cards, imitation birds, imitation eggs, etc. All these admit of being attractively displayed in the window.

Sporting Goods.

Sporting goods, as commonly understood by fancy goods dealers, embrace the equipment for such outdoor games as baseball, tennis, lacrosse, croquette, etc., but do not usually extend to hunting and fishing equipment. The latter is properly given over to the hardware dealers and the sporting goods men pure and simple. There is, however, between the two a borderland, which is sometimes invaded by the one and sometimes by the other. Golf clubs and golf balls, for one thing, come under this category. At the beginning of the season a dealer should take a definite stand as to what ground he will cover and then stick to it. If he is active, he will get in touch with the officers of local clubs and get some sort of pledge from them that he will be given an opportunity to supply requirements, when the season opens.

Buying.

March is the month when the travelers are let loose on the country in earnest. Earlier trips have been brief and merely preliminary. Now, the big houses have their

spring goods in shape and their fall orders in and are ready to get all the trade that is coming their way. The publishers have made up samples of their import books and are showing them from Atlantic to Pacific. Import fancy goods houses have all their consignments in from the European markets. In fact, the lull following Christmas is over. Buying, under these circumstances, becomes an important event. The best advice that can be given the retailer is not to be too hasty in his selections. Do not make the mistake of supposing that the first traveler to arrive carries the finest samples. On the other hand it is equally advisable not to be too cautious and thereby let good things slip by. Steer a middle course.

In the Store.

If a dealer possesses foresight he will begin to lay plans in March for his summer campaign. Where his store is located in or near a tourist centre, this preparation will have an important bearing on the success of the summer business. Once more we would reiterate the advice for each individual dealer to profit by his previous experiences. He is now in a position to know where he fell short in previous years and he is able to remedy the mistakes then made. A rearrangement of store fixtures and of stock can be recommended. It is better for the summer visitor to find an altered store than to come back and see the same old arrangement. Alterations are not difficult to make and they indicate life and progressiveness. These, in turn, have an influence on customers. March is a good time to attend to this item.

Join the Association.

No dealer in the Province of Ontario, at any rate, could start the month of March better than by joining the new Booksellers' and Stationers' Association. Perhaps he may not realize all that this association will do for him, if he gives it his support. In that case he cannot do better than read the following two pages carefully. He will there find the story of a piece of work that was to all intents and purposes done in his interest by the association. If it may be taken as a fair sample of the kind of service the association will render him, then he would be a pretty small man who would not consider a membership worth while. The fee is an extremely moderate one, making it possible for everybody to join. Do not allow the first of March to slip by without taking action.

THE SCHOOL BOOK FIGHT IN ONTARIO

IN RESPONSE to the efforts of Bookseller and Stationer a representative delegation of booksellers from all parts of the Province of Ontario, came together in Toronto on January 15th, and made a vigorous protest to the Minister of Education against the adoption of any system of Government distribution of text books. Among those who waited on the Minister at the Education Department were:

W. B. Hart, Perth, S. C. Kirkland, Dutton, I. H. Reesor, St. Marys, O. Garnet Smith, of the R. O.



HON. DR. PYNE,
Minister of Education.

Smith Co., Orillia, C. L. Nelles, Guelph, Orlando Porter, representing R. S. Porter, Lindsay, J. G. Cloke, Hamilton, B. McLachlin, St. Thomas; G. W. Sulman, Chatham, E. S. Brown, Collingwood, John F. Sifton, London, M. G. Hay, St. Thomas, Walter Scott, Barrie, James I. Anderson, London; E. F. Davis, Tillsonburg, G. O. Maddock, Tillsonburg, A. A. Anderson, Guelph, G. H. Fairfield, St. Catharines, R. A. Robertson, of the R. Duncan Co., Hamilton; Robert J. Craig, Cobourg, Wm. Tyrell, Toronto, H. M. Patterson, Stratford, R. A. J. Little, Oshawa, W. K. Ireland, Owen Sound, H. Schooley, Brampton; A. H. Stratton, Peterboro, John Britnell, Toronto.

A preliminary meeting was held at the Queen's hotel at 9.30 a.m. at which Mr. J. I. Anderson, of London, acted as chairman. The following memorial was there drawn up for presentation to the Minister of Education:

Memorial.

To the Honorable the Minister of Education—We, the booksellers and stationers of Ontario, congratulate you and your Government on your efforts through the commission, to relieve the public and also ourselves from the monopoly in the publication of school books that has existed up to the present time to the great detriment of the education of Canadian children.

The great number of different editions of books authorized to be used, and the fact that each publisher had

the same book annotated by different persons has been a matter of great loss to the booksellers, and we desire to express our thanks to your department for taking it up and hope you will be able to make such arrangements that the retail trade can carry on the school book business without the losses that we now suffer.

Should your honorable department decide on the publication of books or award the publication to the publishers, we would ask that the distribution of the books be kept with the booksellers, under such arrangements, through license or otherwise, as your Department may suggest. The booksellers have always, even at a loss to themselves at times, been content to serve the public and carry large stocks all through the year.

We also desire to state as representatives of the booksellers of the province, that we have not ignored your honorable commission appointed to report on the school-book question. It was only during the last two or three weeks that we became aware, through hints contained in certain newspapers, that there was any serious danger of the Government undertaking the task of distributing school books. As the commission had ceased its public sessions, we naturally decided to appeal direct to yourself and have done so without any intentional disrespect to your commission.

At 11.30 the deputation re-assembled at the Normal school, where it was introduced to the Minister of Education by Mr. W. K. McNaught, M.P.P. for North Toronto. Mr. Anderson then opened fire with the memorial, which, having read aloud, he placed in the hands of Dr. Pyne.

The three spokesmen, who had been selected to pre-



MR. C. L. NELLES, GUELPH.

sent the booksellers' case before the Minister, were then called on.

R. A. Robertson.

Mr. Robertson, of Hamilton, explained that in addition to the members of the deputation present, the secretary had received upwards of one hundred and fifty letters from booksellers in all parts of the province, supporting the views of the deputation.

He wished the Minister to understand that in entering a protest against Government distribution of school

books, the booksellers were merely anticipating what they had been led to expect would be the Government policy. He did not want the Minister to consider them as interfering, but as being anxious to present their side of the case before any drastic measures were taken.

He thoroughly believed that the handling of the school books in the past by the retail booksellers of the province had been entirely satisfactory to the public, and that any outcry against expensive text-books had been directed solely against the publishers.

If the Government were to take over the distribution of school-books, it would be necessary to establish machinery for this purpose. This would involve considerable expense and would take some time to put into proper running order. He believed this was a departure absolutely uncalled for in view of the fact that the channel of distribution through the medium of the booksellers was already in efficient working order.

In the past, the trade had experienced considerable difficulty in dealing with school boards. The members of these boards, while well-meaning men, were often most unbusinesslike. The Government would probably have to deal through them in the event of adopting Government distribution, and he feared the difficulties of the case would thereby be materially enhanced.

The profits accruing from the sale of text-books, although not very great, enabled a bookseller to keep up his store at an efficient level, whereas, if he were reduced to the handling of miscellaneous books alone, this could not be accomplished. It took the two lines combined to support a bookstore, which invariably was a centre of culture and refinement, while the bookseller had an elevating influence on the community. In Toronto, where a system of free text-books was in existence, it was a re-



MR. G. W. SULMAN, CHATHAM.

grettable fact that the number of bookstores had been reduced to only two. Under the circumstances it was incumbent on the Government to see that the interests of the booksellers were conserved.

Mr. Robertson also asked the Government to consider seriously the matter of compensation. If they decide to take over the distributions of the books, the first thing they would have to do would be to buy up all the unsold stock throughout the country. The quantity of this stock would surprise them. They would also have to

compensate many well-established businesses for loss of trade.

C. L. Nelles.

Mr. Nelles, of Guelph, pointed out that in the past too many editions of text-books had been authorized and this had been a serious source of loss to the trade and annoyance to the public. He wanted to impress upon the Government the importance of having only one authorized edition of each book. The numberless editions had been instrumental in creating discontent throughout the coun-



MR. J. G. CLOKE, HAMILTON.

try, as parents objected to buying so many books. He explained that the deputation were there on behalf of the smaller and weaker bookstores of the country. The loss of the school-book trade would be their ruin.

He maintained that the discounts were small enough now and that it cost 20 per cent. on the original price to pay expenses. In the United States, although the discounts were one-fifth or sometimes one-sixth, the retail price was not controlled by Government regulations.

In his opinion the idea of licensing the stores to handle school books would be a great help to the legitimate bookseller, as at present certain departmental stores used school books as an advertising medium with the public, selling them at a loss to give the people an idea that all other lines of goods sold were also much cheaper than the ordinary retailer could sell them at.

G. W. Sulman.

Mr. Sulman, of Chatham, showed that the book-sellers were closer than any other people to the public who bought the books. They consequently heard all the objections that were raised and he could assure the Government that the public appreciated the efforts that were being made to secure cheaper text-books.

He pointed out that it would be to the advantage of the Government to keep the distribution of the books in the hands of the booksellers, no matter what changes were made regarding their publication, because he was assured that distribution could thereby be secured at the lowest cost.

He was confident that the booksellers could be satisfied with smaller profits if the Government had the supervision and protected the trade from losses such as they had suffered in the past.

He suggested for the consideration of the Government the expediency of licensing bookstores handling school

books, in the same way that sellers of postage stamps are licensed

Hon. Dr. Pyne.

Having heard the speakers, Dr. Pyne stated that he was glad the deputation had seen fit to call upon him. He heartily agreed that the bookseller was a person of great educational importance. He could say nothing with regard to the policy of the Government on the school-book question. He thought every means should be used in the endeavor to produce cheaper text-books. Person-



MR. WILLIAM TYRRELL, TORONTO
President of the Booksellers' and Stationers' Association of Ontario

ally, he was in favor of free text-books, although he could not say whether the Government was willing to go that far. The policy of the Government, he said, was the greatest good to the greatest number.

Mr. Cloke, of Hamilton, requested that another deputation of booksellers should be permitted to wait upon the Hon. Dr. Pyne after the report of the text-book commission had been made public, to which suggestion Dr. Pyne assented, saying he would be very glad to hear their further views with reference to the matter.

The Luncheon.

The business for which the deputation had been called into existence being concluded, the members returned to the Queen's hotel, where at 1.30 all sat down to a luncheon provided by Bookseller and Stationer. The chair at the luncheon was occupied by Mr. Edmonds, vice-president and general manager of the MacLean Publishing Co., Ltd., publishers of Bookseller and Stationer. On his right sat Mr. W. K. McNaught.

For a time, the principal sound heard in the dining-room, was the clatter of knives and forks, with here and there snatches of muffled conversation proceeding from full mouths. 'Twas not long, however, until the booksellers began to lay aside their knives and forks, and to lean contentedly back in their chairs, while silent-footed waiters bore coffee and cigars around.

At this stage, Mr. Edmonds arose, and proposed the health of the King, whereat the patriotic bookmen clinked their glasses, and, led by some ardent, but unidentified vocalist, burst into the strains of the National Anthem. The strains of music having died away, Mr. M. G. Hay, of St. Thomas, proposed the health of the Legis-

lature. He took occasion to heartily thank Mr. McNaught for introducing the deputation to the Minister of Education. Here the vocalist already referred to, once more got to work, leading the deputation in singing the time-honored "For He's a Jolly Good Fellow."

In responding, Mr. McNaught said he could sympathize with the deputation, and hoped their protest would have the desired effect on the Government. He had himself, in his younger days, been connected with the stationery trade, when, as a man of the road, he had called on many a bookseller in the way of business. He had, moreover, formed lasting friendships among the members of the trade.

Mr. William Tyrrell proposed the health to the trade. Although he did not personally handle school books, he nevertheless was convinced that the bookseller was the natural and most efficient agent for their distribution. Mr. J. G. Cloke, of Hamilton, who responded to the toast, most heartily agreed with Mr. Tyrrell. He also thought that school books could be handled not only more efficiently, but more cheaply by the bookselling trade, than by any other means. With which the deputation unanimously concurred.

Mr. Maddock, of Tillsonburg, next proposed the health of "The Association to Be," which association (as readers of Bookseller and Stationer will find in another column), very shortly after became the Booksellers' and Stationers' Association of Ontario. Mr. James I. Anderson, of London, in responding, emphasized the advantages of an organization of members of the trade. He pointed out that every trade of any consequence in Ontario, had an organization devoted to its interests.

Mr. A. H. Stratton, of Peterboro, thought the luncheon should not be concluded before Bookseller and Sta-



MR. JAMES I. ANDERSON, LONDON
Leader of the Booksellers' Deputation

tioner had been thanked for the part it had taken in promoting the deputation of protest, and for helping in many other ways to push the trade onward. He, therefore, proposed the health of Bookseller and Stationer. Mr. Craick, the editor, responded to the toast. He thanked those present and those who had signed the protest, for the support which had been given to Bookseller and Stationer in its efforts to keep the distribution of school books where 'it rightly belongs—in the shops of booksellers.

BUSINESS BUILDING IN COLLINGWOOD

E. S. BROWN, of whose store an illustration appears on this page, is a thorough citizen of that growing city on the shore of the Georgian Bay, Collingwood. He was born there and has been more or less prominently identified with it ever since.

The business, which now flourishes under his management, was started in the year 1873 by his father, Thomas Brown. It did not, at the outset, enjoy a very great measure of prosperity, owing to the fact that Thomas Brown was in such poor health that he could not throw into it the energy necessary to build it up. After the death of his father, and while little more than a lad, with scant experience, Mr. E. S. Brown, who even at that early age showed signs of considerable executive ability, undertook the entire management of the business. He went at it in earnest, and by perseverance, hard work, honest dealing with all who came in contact with him, and by using modern methods of business building, he

appreciate the merit of Mr. Brown's wall paper stock is attested by the increasing business done in this department.

One other feature of Mr. Brown's business is the picture department. Not only are pictures sold, but the framing of pictures receives special attention. A large and varied stock of mouldings is kept all the time, so that a frame may be obtained for any picture that comes along. He would indeed be hard to please who brought a picture to Mr. Brown to be framed, and went away unsatisfied.

The store is a large one, being 22 feet broad, by 100 feet long. At the rear there is an entry room 22 by 35 feet, and up above is a stock room 22 by 50 feet. As will be seen by the illustration, the space is well utilized. Take notice of the plate glass show-cases on the left side of the picture. These show-cases add greatly to the appearance of the store and are besides, almost as good as



Interior of E. S. Brown's Store in Collingwood.

evolved the present large and prosperous business from a small, one-horse bookstore, which hardly paid its way. Mr. Brown and his business have kept growing apace with the growing town of Collingwood, and the store has now come to be looked upon as one of the features of the town.

The nature of the business is a varied one. Books, stationery, school supplies, window-blinds, wall paper, fancy and sporting goods are all extensively dealt in, and in all these departments the trade is steadily increasing. The stock of wall paper carried is a great convenience to the citizens of Collingwood. Here they can find almost every desirable design in wall paper; and that they

a salesman. The goods shown in them look particularly attractive, and really invite a purchaser to buy and take them away.

The business has not grown by chance. As has been indicated, it has required a vast fund of energy and perseverance to bring it to the position occupied by it today. But though he has worked hard at his business, Mr. Brown has not neglected his duty to the town of Collingwood. As becomes a good citizen, especially a bookseller, he takes a great interest in the education of the rising generation, and for some years past has been a member, first of the School Board, and later, of the Board of Education.

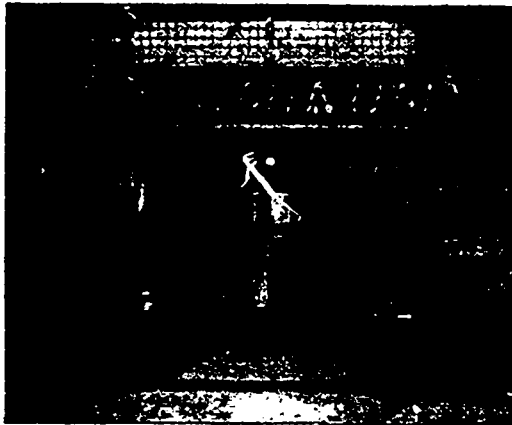
NOVEL SCHEME IN WINDOW DRESSING

MODERN conditions of close competition have made it necessary for every retail merchant in a town of any size to devote a good deal of attention to the show window, and many ingenious methods are employed by merchants to draw the attention of the public, and keep it, to their windows. If a retailer continually changes the dressing of his window, always taking care to have something of a novelty there for the public to look at, there is little doubt that his store and his name will be well known in his town. If you can get people to stop in front of your window, remember that they are

any floor right next to the glass. The goods being exhibited were aluminum ware, and some two hundred pieces were wiled to the floor. The effect thus produced by the slowly moving floor was so striking that it challenged the attention of large numbers of pedestrians. Before this device was installed, fifty pieces only could be shown, in the old stationary manner.

The device was home-made, simple in design, inexpensive and was driven by a small electric motor concealed beneath the floor.

The accompanying photographs, secured under ad-



Small Window Space Doubled.



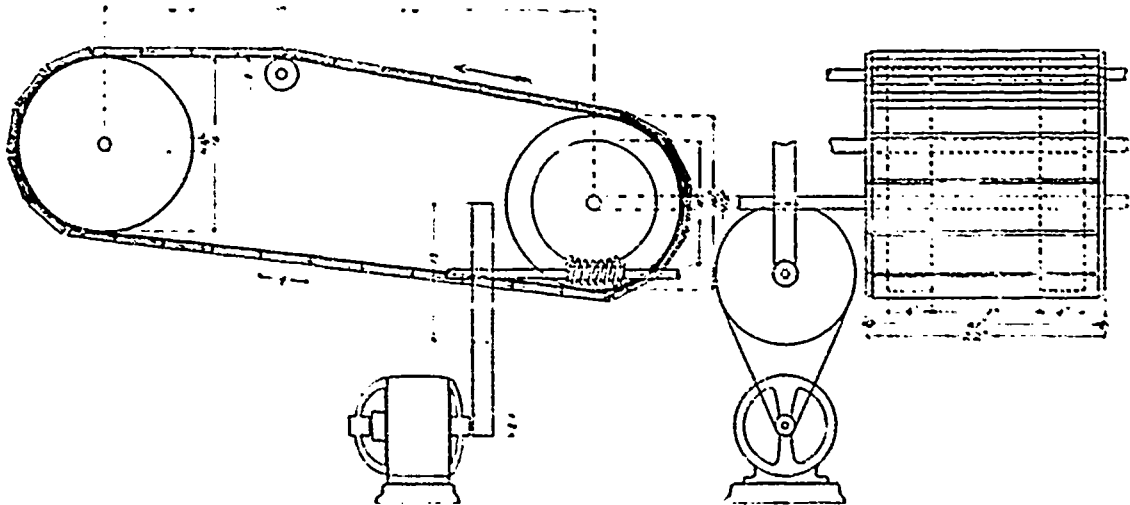
Endless Chain Moving Display.

half way in. Other advertising, such as a certain amount of display space in local papers, should have the effect of making people not only stop in front of your window to see the display, but go right in.

One of the latest things in window display is the revolving floor. This idea was evolved in the mind of a

verse reflecting conditions, show the general appearance of the arrangement in operation, and the detailed sketches show accurately the mechanism.

Mechanical moving displays of one kind and another are becoming more and more popular with merchants. One of these is a farmyard scene with a painted back-



Mechanism Used in Aluminum Display.

Cleveland merchant whose window space was not very large, and it resulted in the multiplying of that space by four. This is how he did it.

The floor of the window was arranged so that it revolved like an endless chain over drums, one placed at either end. The window floor extended back into the store the length of the window, and was separated by a black velvet cloth, leaving a narrow ridge of station

ground, a windmill in operation, and cattle, horses, etc., moving around. Another is a fortress apparently engaged with a fleet at sea, while a squadron of soldiers maneuvers in the foreground. Hunting scenes, with riders following the deer, breweries in operation, and other familiar scenes are also reduced to mechanism and used in window displays.

Another novelty is a little mountain made of papier-

mache, about two feet square, on the top of which is a little imitation lake made of glass. Around this lake a skater glides without apparent means of locomotion.

Another one is the hand and blackboard device. It consists of a long, shallow box finished in hardwood between six and eight feet in length and between eighteen inches and two feet high, and so lighted that a blackboard at the back can easily be seen, and at the lower right-hand corner of which is a hand. The electric mechanism by which the device is operated, causes this hand to move over to the opposite side of the board, and with a piece of chalk to write rapidly on the blackboard some sentence arranged for by the advertiser. When the sentence has been completed the hand crosses the space with a sponge, erasing what has been written, and then writes a second sentence, which is also erased after time enough has elapsed for it to be read. This device can be placed in the window or other place inside or outside the store in such a position that a spectator can see that no human being operated the hand. The device will write any two sentences continuously.

One of the most striking things in electrical decoration is a cluster light for store illumination, composed entirely of corrugated glass. Readers are well acquainted with the utility of prism lights to reflect and disseminate daylight. These glass prisms are scientifically constructed to produce the same result with artificial light. The reflector mentioned will hold a number of the new high-efficiency lamps, each one in the centre of a corrugat-

ed reflector, with a large reflector above which assures that the light rays will be disseminated downward over a considerable space. It is claimed by the manufacturers that this reflector will do the work of an arc light, and it certainly has a very handsome appearance. For decorative effects the bulbs can be dipped or stiped with colors, and the reflection of the prisms will produce a very brilliant and uniform colored pattern, which gives a striking appearance.

A cheap little attachment for the ordinary-sized incandescent lamp is a colored glass cap made to fit over the end of a lamp, being held in place by a spring. This saves the trouble and expense of dipping lamps and produces the same effect.

Another cheap little attachment for an incandescent lamp consists of a cylinder which is divided into different color sections. The cylinder rests on top of a 16-candle power incandescent lamp. The slight heat produced by the lamp causes the cylinder to revolve, flashing different color lights.

One of the most attractive displays is the large line of shades for covering electric light bulbs, says our contemporary above quoted. These can be had in numerous shapes, some of the most popular being those representing bunches of grapes, wistaria blossoms and other flowers. A new and pretty incandescent lamp shade is made of oak leaves, both in green and autumn colors. These leaves are fireproof and semi-transparent.

A MUCH-NEEDED ORGANIZATION FORMED

HENCEFORTH the interests of the booksellers and stationers of Ontario will be looked after by a wide-awake central organization. It only needed the little effort of this paper in bringing together last month's deputation, to show the trade how necessary some sort of permanent combination of interests really was. Those, who came to Toronto on January 15, were enthusiastic in their advocacy of an association for the booksellers and stationers of the province. The new association is to be known as the Booksellers' and Stationers' Association of the Province of Ontario, and the officers chosen at the organization meeting are as follows:—

President—Wm. Tyrrell, Wm. Tyrrell & Co., Toronto.

Vice-President—J. G. Cloke, Cloke & Son, Hamilton.

Secy.—Treas.—W. A. Craick, editor Bookseller and Stationer, Toronto.

Executive Committee—E. S. Brown, Collingwood; W. B. Hart, Perth; R. A. Robertson, Hamilton; A. H. Stratton, Peterboro, and G. W. Sulman, Chatham.

The membership fee has been placed at the low figure of one dollar, so that every dealer in the province will be able to join. At the same time the executive will insist, as a condition of membership, that applicants shall be subscribers to *The Bookseller and Stationer*, the official organ of the association, in order that they may be kept posted on the proceedings of the organization.

There is a great deal of work to be done by the association, in addition to keeping up the fight against the proposed measure of the Ontario Government to distribute school books. The aggressions of the departmental stores must be withstood. Wholesale houses must be respectfully and firmly forced to stop selling direct to the public. The c.o.d. parcel post measure must be strenuously

opposed. In fact, there are so many subjects to take up that it is difficult to know where to begin.

These are all matters affecting the entire trade and each bookseller and stationer in the province is interested in them. The association has been formed for the benefit of all, and it will work for the good of all. But this fact must be remembered, its success will depend on the number, who give it active support, by joining its membership. Each dealer in the province should take the matter seriously to heart. He should realize that, by holding aloof from the association, he is thereby weakening its efforts, while at the same time he is accepting its services, without paying for them.

An effort is being made to get every dealer in Ontario into the Association. When the appeal is made to you, reader, do not refuse the invitation.

The charter members of the association are as follows:—Wm. Tyrrell, Toronto; E. S. Brown, Collingwood; R. Duncan & Co., Hamilton, R. O. Smith Co., Orillia; C. L. Nelles, Guelph; R. S. Porter, Lindsay; John F. Sifton, London; Cloke & Son, Hamilton; Walter Scott, Barrie; G. W. Sulman, Chatham; J. I. Anderson, London; R. McLachlin, St. Thomas; M. G. Hay & Son, St. Thomas; John Hart, Perth; Lindsay S. Parrott, Chatham; L. H. Reesor, St. Mary's; B. C. Fairfield & Son, St. Catharines; C. Anderson & Co., Guelph; H. M. Patterson, Stratford.

The Caron Drug and Stationery Co., of the progressive little town of Caron, suffered serious loss by fire on January 28. Three other buildings were destroyed at the same time, and the total loss will reach \$20,000. The company carried \$2,000 insurance.

SHOW CARD WRITING

BY CRAFTSMAN.

(Continued from January Number.)

Slant Pen Work.

PREPARE your ink as instructed in an earlier article of this series, and begin practice on the lower case slant letters shown herewith. After each large stroke dip your pen into the fluid, gently shaking off the surplus color, and then proceed to write exactly as for flat brush work, holding the pen in the same way as illustrated in Fig. 6.

You must use considerable pressure when you make

SLANT LOWER CASE PEN-WORK

a b c d e f g
 h i j k l m n
 o p q r s t y
 v w x u z = " "

SLANT CAPITALS PEN-WORK

A B C D E F G
 H I J K L M N
 O P Q R S T U
 V W X Y Z &c.?!

the broad lines. You will soon learn how to graduate the pressure, just as you do on an ordinary pen, except that their being less elasticity in these stub pens you must bear down on them more forcible. Occasionally dip your pen into water and wipe off with a rag to keep it from becoming clogged. Now with the capitals, which you will readily learn with a little practice. The numerals following will be quickly mastered.

Upright Lower Case and Capitals.

These letters are the plainest, the most beautiful, and the most difficult of all pen letters. When assembled in words and perfectly written they present a refined and attractive card.

The learner should first write them by finishing all the angles with a music pen, as much difficulty will be experienced in the beginning in doing this with the stub pen. In the capitals it will be noticed that the letters H and M are wider at the base than at the top. The last two strokes on the stump-work chart shown in a previous article illustrated the manner of constructing the

little angles. If you do not use a music pen you will be obliged to use only one end of your flat pen while making the points on the lower left of the capital A, upper left of K, N, T, V, W, and Y. For practicing the capital letters try a 1-inch span with a No. 1 stub pen. For lower case letters use half-inch spaces.

Drawing Pens.

There are several styles of drawing pens in use. Some come in sets requiring a different pen for each size line. Others hold a considerable quantity of paint or fluid and are intended more for heavy line work, and for general use. Drawing pens can be purchased for 25c. each, and employed simply for producing lines of different widths. The thickness of the line is regulated by a thumb screw at the side of the pen. They are also made so as to fit into a compass for drawing circles. The card writer



FIG. 6.

should have one, as it will be useful in drawing border lines on small cards and for other purposes. Most amateurs make the mistake of dipping these pens into the paint. This should never be done. Fill about one-quarter of the inner space of the pen by using your paint brush. Do not overload the pen, as it will overflow and ruin your line. Any kind of paint, including bronze, may be used. Always wash out the pen thoroughly when finished.

STANDARD UPRIGHT NUMBERS, PEN-WORK.

1 2 3 4 5 6 7
 8 9 0 \$ ¢ 2 1 f th

ished and dry it with a rag. The side screw should be loosened when the pen is laid away. When using white paint and some of the thicker, gummy inks, the pen is apt to become clogged. It should occasionally be rinsed in water or wiped with a damp sponge and refilled.

white paint should be thinned and carefully mixed before using in a drawing pen.

Shading and Marking Pens.

The marking pen throws a solid line or stroke much resembling a brush line in the general appearance of the work. It comes in six sizes, Nos. 0, 1, 2, 3, 4 and 5, and in width from 1-16 of an inch to about 3/4 of an inch, No. 0 being the narrowest and No. 5 the largest size. The use of these pens enables the beginner to acquire an easy method of grasping the proper form and slant of most forms of lettering, without the perplexing and difficult task of acquiring the course with a sable lettering brush.

Shading Pens.

The shading pens in construction, metal, finish and widths, are exactly the same as the marking pens; with

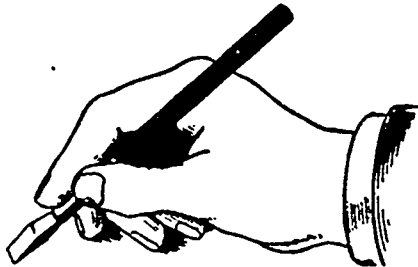


FIG. 1.

the exception, that one edge or side of the pen is sawed in exactly like a fine comb. This manner of construction enables one to produce two shades of the same color with one stroke of the pen.

How to Hold the Pen.

Hold the pen in your hand in an easy and natural way, allowing the blade or point to rest evenly upon the paper (Fig. 1) keeping the handle tip away from you

where you want it, you will find that any letter can be formed to your entire satisfaction. Your success will greatly depend upon your strict adherence to this rule.

To familiarize the student with the construction of letters, and show him which sections to make first, we ask him to notice the letter A, E, S, X, S, etc., in the illustration marked "Block Letters," also the letters A, B, C, D, shown sectionally in Fig. 2.

Any sized work may be made by using the different widths of shading or marking pens. The proportion may be varied by making the letters tall and slender, or round and plump, or perhaps low and extended. Study and practice especially the form and make-up of each letter, then you will be in good position to vary the proportion of lettering or wording on either small or large show cards, tickets, etc. Practice faithfully and study spacing. Make an effort to write cards and tickets without tracing or guide lines. You will find in a very short time this will be an advantage in the work, and also the lettering when finished will present a more handsome appearance than when drawn strictly to measured lines. Fig. 3 though crowded to allow being printed on a magazine page, shows very clearly two distinct styles of round and square lettering in small letters.



FIG. 2.

Care of Pens.

To do nice clean-cut work you must have clean tools. Clogged pens will not do clean work. Therefore, place your pens in a glass containing some water, thus dissolving any ink that may adhere to them, or become thick while in use. All marking ink dries quickly and are of a gummy nature. Therefore never put a pen away without washing it out in water. Just shake it back and forth in the glass and lay it away. The points

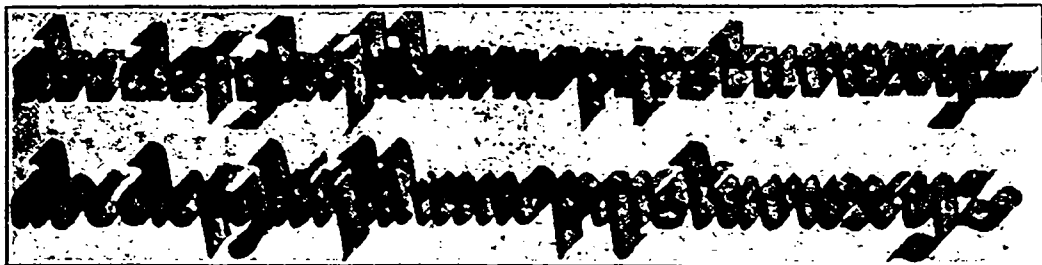


FIG. 3.—SMALL LETTERS.

until the blade rests upon the paper at an angle of 45 degrees from the base line, and be sure to always preserve this position in all marking and shading pen lettering.

When you have caught this idea you have learned one of the first essentials for rapid and ornamental lettering with an easy movement.

At first there is a great temptation to change the angle of the pen in making some capital letters such as B or S, but if you will always remember that the pen must be held at the same angle and made to glide

are brass sometimes, nickelled and sometimes otherwise. They do not rust and will last for years.

Use Pressure.

We find many beginners who do not get good results in their first practice with a new pen simply because they do not press or lean heavily enough on the pen. The blades being wide and strong require much more pressure than what is ordinarily used with a common pen. Lean heavy, don't be afraid, the pen will spring but it will not break.


**MONTHLY REPORTS
FROM TRADE CENTRES**

MONTREAL.

Easter Trade Promises to be Good - New Tariff has not yet Affected Prices—Improved Demand for Books—Personal Mention

Office of BOOKSELLER AND STATIONER,
22 McGill Street, Montreal,

February 7, 1907

WHOLESALEERS report active ordering for Easter trade which would indicate that the retailers anticipate a brisk season. Even at this early date goods are being received and marked. Here and there in the retail districts a few windows are to be seen containing some Easter goods, such as cards and fancy goods, suitable for the Easter trade. This is a policy adopted by many progressive merchants who believe that early displays on a small scale are an efficacious reminder which prepare the mind and purse for the event which they quietly foreshadow. It aids many purchasers to determine upon presents, and it is the wise merchant who knows that a timely hint means goods easily sold.

Trade recovered quickly from the lull which incidentally follows the holiday trade. With the re-opening of the schools there was quite an unexpected demand for school books; this was directly due to many of the schools having promoted many pupils to higher classes after the Christmas examinations. The booksellers who had shelved their surplus stock were pleasantly impelled to bring them to light. Then as the social season revived, the demand for high class stationery gave a decided impetus to trade in the retail circles.

Wholesalers have not generally advanced their prices as was expected after the new tariff was announced. There is apparently a little diffidence regarding the matter which make them hesitate. It is realized that should they advance prices to the retailers, they in turn would have some difficulty in dealing with the consumers who have the fixed idea that a bottle of ink should always be five cents, or a good pencil which they have always bought for five or ten cents should always be the same price. Ink

to instance a case—under the new tariff cannot be sold as a profit at the old price; six cents would look strange to the consumers who have a dislike for odd prices. Ten would look as if the retailer was cheating him. The same can be said of other articles, which if sold at five cents means that the retailer is selling at a loss. Higher than this price, however, there would be complaint and price cutting would inevitably follow. Some jobbers go so far as to say that should price cutting begin under new wholesale prices that many retail stores would be things of the past.

A well-known traveler in conversation with the representative of the Bookseller and Stationer, said that the retailers were keenly alive to this. Particularly in Quebec city, several retailers had expressed their views freely to him. They informed his traveler that unless they formed an association among themselves with the object of agreeing to uniform prices that they would shut one another's doors. It is thought that a start is but needed to bring about this end of saving to their businesses and that so—gould, after the style of the one in Pittsburgh, is essential. Book cutting is profit sapping, as

many have found to their sorrow, and should this be extended to lines of stationery under new prices, the result would be disastrous. If Quebec should lead in this matter, other centres should follow for the common good of all concerned.

The month of January has been a good one for the booksellers. The inclement weather was conducive to reading and the bookstalls were fairly well patronized. Many of the new books which appeared just before the holidays have sold remarkably well during the past few weeks when people had more leisure time to read.

The Cambridge Corporation, Limited, announce that they will soon publish, for subscribers only, "Beautiful Britain," in fifteen volumes. This promises to be one of the most handsome editions ever introduced to Canadians. The edition will be limited to one thousand copies.

The Renouf Publishing Co., Limited, have opened their wholesale headquarters at 61 Union Avenue. From this office will be distributed to the trade text books and educational works.

Mr. F. G. Granger, of Librarie Granger, has left on a business trip to New York and other centres in the United States. Mr. Granger, who recently entered the wholesale trade, will buy a large stock for his firm.

Mr. H. H. Hebb, with the L. E. Waterman Fountain Pen Co. of Canada, Limited, has returned from a business trip through Eastern Canada and reports trade exceptionally good.

Many records of large orders for post cards have been recorded from time to time, but it is doubtful if any of them can beat the one secured by Valentine & Sons Publishing Co., Limited, from a Canadian firm, for two million of their post cards.

Mr. Thomas Clagget, representing the J. B. Lippincott Co., Philadelphia, spent some time in Montreal during the past month.

Mr. B. A. Clark, of Ward, Lock & Co., London, England, was a visitor in Montreal lately in connection with the business of the firm.

The recent curling bonspiel held here brought some prominent booksellers and stationers to the city. Among them were noticed, Mr. McMurry, of Fredericton, N.B., and Mr. A. A. Andrews, of Campbellton, N.B.

Mr P. Gumlek, of the Montreal Import Co., is at present traveling in European markets in the interests of his firm.

Mr. J. Aron, of the Illustrated Post Card Co., is expected to return soon from a European trip where he has been securing the latest novelties for the Canadian market.

Mr John Morgan, Montreal manager for Raphael Tuck & Sons Co., was in New York last month on a business trip.

TORONTO.

State of Trade—What Retailers are Doing—McKenna Moves His Store—Wholesalers Elect Officers.

Office of BOOKSELLER AND STATIONER,
10 Front Street East, Toronto
February 9, 1907.

JOBBERs say January was a record breaker this year. Business was considerably in excess of any previous January in the history of the trade. Retailers report a fair turn-over quite up to their expectations.

J. P. McKenna, who for nine years has conducted a book and stationery business at No. 151 Yonge St., Toronto, has moved to No. 159 Yonge St. He recently

opened a branch store at No. 346 Yonge St., where a specialty is made of picture post cards

Business in Toronto is very steady. Picture post cards are going as lively as ever. Most dealers say that local view cards are the best sellers.

It looks like a good season for valentines of the better class. Some dealers report that they are carrying no comic valentines at all.

Playing cards and all sorts of parlor games are very active. The best selling card games, exclusive of the regular playing cards are Pit, Bunco, Bourse and games of a similar nature.

A. L. Merrill, the picture post card and stereoscopic view dealer is very busy in his line of business. He has

three branch stores in the city going at full swing.

Wm. Tyrell made a good show of valentines this year, both in his window and in the store itself.

The wholesale booksellers and stationers of the Board of Trade held their annual meeting on January 29, and elected their officers and executive for 1907: Chairman, G. R. Warwick; vice-chairman, S. R. Hart; secretary-treasurer, F. G. Morley; executive, John F. Ellis, Rev Dr. Briggs, Richard Crown, W. P. Gandy, E. S. Munroe.

Mr. Frank Wise, president of the Macmillan Co. of Canada, has sailed for England to confer with the Macmillan Co.'s London house. He will be absent for about two months.

STYLE IN A BOOKSELLER'S OFFICE STATIONERY

By Arthur Conrad

ATTRACTIVE office stationery is more of an asset than the average bookseller and stationer thinks.

A neat letter-head has an air of quality about it that almost unconsciously gives the recipient of the letter an impression that the firm which uses it, possesses a prestige in the business community. It is usually the case that the more progressive and more prosperous the firm, the neater and more tasty is the office stationery. Conversely, when we receive a particularly attractive-

ery. In fact, price has very little to do with it. If you don't insist on a good job from the printer, you will have to pay the same amount for an inefficient piece of work as you would pay for an effective one. The bookseller and stationer should make it his own personal affair to see that he secures the neatest and most effective office stationery the local printer can turn out.

From a batch of letters recently received from Canadian booksellers, a couple of letter-heads are selected

Robert Duncan and Company

Manufacturing Stationers, Printers, Bookbinders, Embossers, Dealers in Wallpaper

R. A. Robertson

W. R. Turbull

Cor. James Street and Market Square

Hamilton,
Canada.

looking letter, it is quite reasonable to conclude that the firm sending it, has a sound business rating

What difference does this make, may be asked. Is the firm with the neat stationery going to derive any extra profit on that score? A moment's reflection should be sufficient to convince the sceptic. Weightier matters have turned on smaller considerations than the quality of a firm's note-paper.

If any favors are going the rounds, it is more likely that the firm with the prestige for progressiveness is

for purposes of illustration. They are the best in the series and reflect credit on the firms issuing them. There were a few others among the number received, that approached fairly near them in point of quality, but the majority were mediocre and might well be improved.

The heading of Robert Duncan and Company, Hamilton, is an even more effective piece of work in the original than it is in the reproduction. The rule work and the fancy device in the centre have been printed in salmon color and this, in combination with the black of the type

MUNICIPAL TELEPHONE 114

ESTABLISHED 1864

P. O. BOX 346

A Letter from



ESLEY R. HENDERS

(THE BAZAAR)

Retail dealer in Books, Stationery, Fancy Goods
Cut Glass, China, Brass Goods, Leather Goods
Toys, Bells, School and Blank Books, Etc., Etc.

Agents for
OFFICE SPECIALTY MFG. CO. Limited
OFFICE FURNITURE

PORT ARTHUR [
ONTARIO]

going to get them, and attractive stationery is no small factor in the composition of this prestige. We can conceive a case where rival merchants in a town are weighed in a balance for some particular purpose and one gets the favor solely because the judge is mentally biased towards him, because he uses the most attractive stationery.

In consequence of all this, poorly printed stationery is just as dear, if not dearer, than well-printed station-

matter, makes a striking design, which carries the impression of quality in every particular.

The design from Port Arthur likewise loses considerable of its value in the reproduction. The engraver has not been able to do justice to the fancy initial, which in the original is an artistically embellished letter in red and black. The use of the different type faces produces a pleasing combination.

**THE
BOOKSELLER AND STATIONER
and Fancy Goods Review.**

Published promptly on the second Wednesday of every month.

The MacLean Publishing Company, Limited

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

OFFICES :

CANADA—

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

GRAT BRITAIN—

LONDON, ENG. (J. Meredith McKim) - - - - 48 Fleet St. E.C.
Telephone, Central 12900.
MANCHESTER, ENG. (H. B. Ashburner) - - - - 18 St. Ann St.

UNITED STATES—

CHICAGO (J. Roland Kay) - - - - Teutonic Building

FRANCE—

PARIS, Agence Havas, 8 Place de la Bourse.

Subscription, Canada and the United States, \$1.00
Great Britain and other parts of the British
Empire 4s. 6d

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

Vol. XVI. FEBRUARY, 1907. No. 2

THE DEPUTATION OF PROTEST.

WHILE it cannot be said that the booksellers of Ontario got what they wanted on January 15—an assurance from the Minister of Education that there would be no interference with their trade in school books—yet they had the satisfaction of learning that nothing would be done in the matter of altering school book distribution, without their being accorded an opportunity to state their case in detail.

Had there been no deputation and no word of protest from the booksellers, we feel assured that the Government would not have hesitated to push through any measure they had a mind to, confident that the indifference of the bookselling trade, was sufficient sanction. Now, they must feel, even in a small degree, the influence of the united opinion of the booksellers, and must accordingly act warily, in order not to antagonize any more interests than they can help.

The most beneficial result of the gathering of booksellers in Toronto was the formation of the new Booksellers' and Stationers' Association. This organization has been greatly needed. It would have strengthened the booksellers' position materially last fall, during the sessions of the School Book Commission, when not a word on behalf of the retail trade was uttered. Elsewhere some account of its formation, its officers and its work is given, and it is hoped that all our readers will read this account carefully.

ATTENTION TO DETAILS.

NOWADAYS, when a dealer's store is so full of a diversity of goods and new lines are being added so frequently, it is undoubtedly hard to bestow the necessary attention on each new article that is offered for sale. Yet a dealer loses by not specializing on each particular class of his new goods. Novelty wears off rapidly and unless new goods are merchandized quickly, they become an encumbrance.

It is advisable, therefore, to plan a retailing campaign for each novelty secured and, as far as possible, have plans cut and dried beforehand. This may seem burdensome and even impossible but, once the habit is cultivated, it will be seen to work wonders.

Take your clerks into your confidence and discuss plans with them. For instance, you expect a consignment of picture post cards of a novel type. Your old way of retailing them would be to show them in your window as soon as they arrive. By this means you would of course dispose of a good many. But surely there are other methods that will bring you in greater returns. For a day or two you must concentrate your efforts on selling them. Let your whole staff devise means to this end. Then, having cleared out the bulk of the supply, you are ready to bring forward other goods.

WHO PAYS FOR YOUR ADVERTISING ?

WHIO pays the cost of advertising? At first sight this question looks easy. One is apt to say off-hand that the advertiser pays it. But upon closer investigation it becomes apparent that an advertiser, who advertises properly, gets back all the money he spends in advertising, and a good deal more—else what would be the use of his advertising?

The purchaser doesn't pay it, because he gets the goods as cheaply from an advertising firm as he could from a non-advertising firm. In many cases he buys cheaper. Then who pays the cost of advertising?

The non-advertiser does! By the lack of enterprise in bringing his goods before the attention of the public he loses customers, who buy from advertising people. The profits which are lost by non-advertisers, find their way into the coffers of those who do advertise.

As an example: If \$20 spent in advertising brings you in \$30 additional profit, your advertising is paid for and you are ten dollars in pocket.

APPEAL TO THE MEMBERS.

BOOKSELLERS throughout the province could not do better than follow up the protest made last month by the deputation which waited on the Minister of Education, against Government distribution of school books, than by appealing direct to their representatives in the Legislature. A great deal can be done in this way. If every dealer makes it a point to write a vigorous letter to his local member, pointing out how serious will be the result of the adoption of any such policy, there is

bound to be at least a modification of views on the question, which will effect the general trend of legislation.

The Booksellers' and Stationers' Association is collecting data on the subject, which will be at the service of any bookseller, who desires to prepare a special letter of protest to send to his member.

Action in the matter should be immediate. The House is now in session and the report of the School Book Commission, with its recommendation of free text books, has been brought down. We have heard the expression of opinion of the Minister of Education, which, while it was very carefully stated, contained a note of no uncertain sound. The leader of the Opposition came out strong for free text books. In fact, there seems to be a decided sentiment in the House adverse to the booksellers' interests.

A REFRESHING INCIDENT.

LAST month, an example of business integrity was brought to our attention, which was as rare as it was refreshing. We regret that we have been prohibited from mentioning names; it would have given us particular pleasure to have openly expressed the appreciation of the trade for the man who acted with such a high sense of his obligations.

It was the old story of a failure years ago and a struggle ever since to gather together funds to repay creditors, who, in the eye of the law, had no claim on the bankrupt. It meant the building up from the foundation of a business which has proved a success and which has enabled the owner to pay off all debts with interest to date.

The trade has few such examples before it and this one should serve as a reminder that even in the ordinary course of business, there is something a little higher and finer than the mere adherence to legal obligations.

OUR REWARD.

MANY kind things were said about this paper at the booksellers' luncheon last month, for which we are indeed grateful. If it would not be out of place, might we point out one or two ways in which our readers can show their appreciation of the little service we rendered them at that time. There is no use in our attempting to conceal motives. We acted primarily in the interests of the trade; yet, at the same time, we hoped to strengthen our position a little, by placing the trade under a certain amount of obligation to us.

If, then, our readers would put in a kind word for us whenever opportunity offers, we would consider our services well rewarded. To be known as the favored organ of the trade, means a lot to us, and this reputation can only be won, if our readers will give us hearty support. A word to a traveler, a reference in a letter to an advertiser, may mean a great deal to us, and surely such little acts are easy of performance.

Another favor could be rendered us if readers would kindly give a preference, whenever convenient, to the firms who advertise in our columns. This, also, means much to us. We live largely on our advertising returns and our strength depends on the number of our advertisers. So that, anything our readers can do to increase our advertising, will be appreciated.

UTILIZING THE COPYRIGHT LIST.

HAVE you ever had a customer come into your store and ask you if you had a book on such-and-such a subject? On such an occasion the customer is often very vague in his description of what he wants; and no doubt in many cases you have been unable to satisfy him. The copyright list published each month in Bookseller and Stationer may help you out some times in this matter.

There are copyrights of books, pictures and songs granted from time to time, which appear in the list, but which do not reach the bookseller through the regular channels. They are published oftentimes by obscure people in obscure places—frequently by the writers themselves—and are advertised very little if at all. Yet there may be among them books dealing with subjects in which some of your customers may be deeply interested, books which those customers would very much like to buy.

Here is where the list of copyrights becomes especially useful. You may, by carefully scanning the list each month, come across items which would be interesting to certain of your customers. Tell them about it. It may or may not result in an order for a copy of a book; but this one thing is certain, it will result in friendly relations between your customer and yourself. It will impress upon the minds of your customers the fact that you can be relied on to keep your eyes open for anything of interest to them, and that you are a good man to do business with.

HIGHER PRICES.

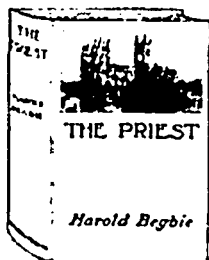
AT LAST the upward movement is beginning to be felt in Canada. In the United States first one line and then another has been advanced in price. Last month writing paper went up, the advance ranging anywhere from five to twenty cents a pound. Increased cost of manufacture and scarcity of supplies are given as reason for the increase.

In Canada prices on some few lines have already been altered and it is beyond doubt that a very general increase will have to be made shortly, in order to meet the greater cost of raw material and labor.

It will be the wisest thing for dealers to anticipate their requirements as far ahead as possible and order accordingly. There is still time to get supplies on the old price-basis in many instances, but it is a question how long this advantage will last. Staple lines, at least, can be ordered now in increased bulk, in order to forestall the advance.

Spring Announcement from William Briggs

NEW BOOKS



The Priest

By HAROLD BEGBIE

A Novel that will stir Englishmen to their depths.

Cloth, \$1.25



The Flyers

By

GEORGE BARR McCUTCHEON

Probably one of the most artistic books for 1907

Cloth, \$1.25

Hilma

By

WM. TILLINGHAST ELDRIDGE

Cloth, \$1.50

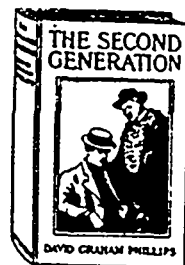
This book is said to be another "Gratustark."



The Second Generation

By DAVID GRAHAM PHILIPS

This, the most powerful novel Mr. Philips has written, represents two years of literary labor.



Little Esson

By S. R. CROCKETT

A worthy successor to the "White Plumes of Navarre." Cloth, \$1.25

Running Water

By A. E. W. MASON

This is one of the important spring books. Cloth, \$1.25

The Story of Martin Coe

By RALPH D. PAINE

Cloth, \$1.25; paper, 75c.

The Daft Days

By NEIL MUNRO

\$1.25

Towards the Light

By DOROTHEA PRICE-HUGHES

Daughter of Hugh Price-Hughes
Cloth, \$1.25; paper, 75c.

The Philosopher and the Foundling

By GEORGE ENGEL

Cloth, \$1.25; paper, 75c.

Mysterious Millionaire

By CUTCLIFFE HYNES

Cloth, \$1.25; paper, 75c.

Living Lies

By ESTHER MILLER

Cloth, \$1.25; paper, 75c.

A Wilderness Winner

By EDITH A. BARNETT

Cloth, \$1.25; paper, 75c.

Outer Darkness

By R. H. WRIGHT

Cloth, \$1.25; paper, 75c.

Second Bloom

By A. TAYLOR

Cloth, \$1.25; paper, 75c.

Electric Theft

By N. W. WILLIAMS

Cloth, \$1.25; paper, 75c.

Maid of Brittany

By MAY WYNNE

Cloth, \$1.25; paper, 75c.

We have just issued in PAPER form the following important books, 75c.:

The Treasure of Heaven.

By CORELLI

Sir Nigel

By CONAN DOYLE

Jane Cable

By McCUTCHEON

White Plumes of Navarre

By CROCKETT

Bob Hampton of Placer

By RANDALL PARRISH

Profit and Loss

By OXENHAM

Fenwick's Career

By MRS. HUMPHRY WARD

I Will Repay

By Author of "Scarlet Pimpernel"

WILLIAM BRIGGS,

29-33 Richmond Street West,

TORONTO

NEWS OF THE BOOK WORLD

JANUARY BEST SELLERS.

The best selling book returns for January show that "The Doctor" is still well in the lead. The sale of this book is phenomenal; and there is as yet, no indication that its popularity is on the wane. "Fighting Chance" and "The Undertow" also keep their relative positions.

Canadian Summary:

	Points.
1. The Doctor, by Ralph Conner	155
2. Fighting Chance, by R. W. Chambers	87
3. The Undertow, by R. E. Knowles	55
4. Sir Nigel, by Conan Doyle	40
5. Whispering Smith, F. H. Spearman	40
6. Tides of Barnegat, by F. H. Smith	36

CANADIAN LITERATURE.

Wilfrid Campbell, the Canadian poet, has been making a considerable residence in Scotland, one of the results of which is the publication of a novel, "Ian of The Orades," of which Revells are the American publishers. It is a stirring tale of intrigue and adventure and love in feudal Scotland. There is practically no dialect and what there is has no taint of the kail yard.

Under the title of "Canada's Opportunity," Major Larmour, of Stratford, in a brochure now in the William Briggs' press, reviews Butler's "Great Lone Land" in its relation to Canada's progress and her future prospects, and discusses the immigration problem. The quotations from Lieut. Butler's famous book, and from his less familiar, but equally remarkable report to Lieut.-Governor Archibald, show him to have been wonderfully impressed, even at so early a date as that which chronicled the first Red rebellion, with the potentialities of the West. His predictions have been amply fulfilled in "the roll of the great tides of immigration" which have swept over the fertile prairies and plains.

The shocking tragedy at Malow Lea, Man., in 1882, when a farmer found John Taylor, with his wife and three daughters, perished in a blizzard after they had been turned out of their burning home is recalled and described in detail by Mr R. Dezell, of Jackson, Ont., in a book entitled, "Fire and Frost," now being published by William Briggs. The author has drawn the main facts of the story from the recital of the sole survivor of the household, the niece, Martha Taylor. Grim though the tragedy was, it is believed by the heroism shown by one of the unfortunate girls in going out into the storm in search of the sister who had tried to get to a neighbor's for help and had lost her way, and the heroic efforts of Miss Reid to save her aunt from death.

A very attractive story for children, with several original illustrations, entitled, "Jan," by Mrs. T. W. Nisbet, of Sarnia, is in course of publication by William Briggs. It will unquestionably interest and please juvenile readers and their elders as well.

The America market for J. D. Freeman's popular book, "Life on the Uplands," has been secured by Messrs. A. C. Armstrong & Son, of New York. The book has had an extraordinary sale in Canada, running into a second edition within a fortnight.

A volume of poems with the new wild life of the Yukon as its theme and inspiration will be published in February by William Briggs. The author is Robert W. Service, manager of the branch of the Bank of Commerce at White Horse. The poems are said to be uncommonly clever reminding strongly in style and treatment of the work of Bret Harte and Rudyard Kipling.

Not only by adherents of his own church, but by those of all other religious bodies who are interested in missionary work in British Columbia, the Rev. Thomas Crosby is known as one of the most famous of Canadian pioneer missionaries. The announcement that an autobiography covering the first twenty years of Mr. Crosby's missionary life in British Columbia is in the press will be received with interest. Going out to the coast, via New York and the Isthmus of Panama, at his own expense, in 1862, Mr. Crosby, after working for some time in Victoria at the trade of carpentry to repay the passage money advanced by friends, began his ministry to the Indians by teaching a mission school at Nanaimo. He was ordained by Dr. Morley Punshon, and afterwards labored at Port Simpson, Bula Bula, Chulwaek and other points. His volume should be a very interesting and entertaining work, a valuable contribution to the early history of that part of the Dominion as well as a study of the nation races. Mr. Crosby has entitled his work "Among the An-ko-me-nuns." It will be fully illustrated.

A third edition of Major Richardson's "Wacousta" has been issued by the publishers. This makes a total issue of 5,000 copies within eight months, a satisfactory item for those interested in the sale of Canadian literature. As interesting to a Canadian boy as "Ivanhoe," this famous romance is bound to have a large sale and a continuous one.

PUBLISHING ACTIVITIES.

The Practical Photographic Pocket Library consists of a series of four useful little handbooks for amateurs, which retail at 15 cents each. The titles are, "Correct Developing," "Correct Exposure," "P.O.P. Printing," and "Bronside Printing." They are handled by the Copp, Clark Co.

"The Patriot," the first of the novels in Antonia Fogazzaro's famous trilogy, was published last month by the Copp, Clark Co. and now a third edition of "The Saint," the third of the trilogy, has been called for.

During the month, the Copp, Clark Co. will publish the new novel by J. A. Stewart, entitled, "Wages of Pleasure." They will also bring out the latest John Henry book, called "Beat It."

It is worth noting that the first volume of "The Old Testament in Art," which the Copp, Clark Co. publishes, covers the period from the Creation to the Death of Moses, which is the portion selected for this year's series of International Sunday School lessons.

Harold Bindloss, who has written several good western stories, notably "Alton of Somasco," and "The Cattle Baron's Daughter," has a new story ready, "The Dust of Conflict," which McLeod & Allen will bring out in Canada.

Paper editions of "The Man Who Rose Again," by Joseph Hocking, "The Lost Leader," by E. P. Oppenheim, and "Hope, My Wife," by L. Moberley, are being issued this month by the Copp, Clark Co. at 75 cents.

The leading novel on McLeod & Allen's spring list is "The Port of Missing Men," by Meredith Nicholson, author of "The House of a Thousand Candles." It is to be ready immediately in both cloth and paper editions at \$1.25 and 75 cents respectively.

"The Captain of the Kansas," the latest Tracy book will be issued about the end of the month by McLeod & Allen in cloth and paper editions.

A paper edition of "The House of a Thousand Candles," by M. Nicholson, at 25 cents, will be issued during the latter part of the month by McLeod & Allen.

"Karl Grier," and "The Great Mogul," will be brought out soon by McLeod & Allen in cheap editions, paper at 25 cents and cloth at 50 cents.

McLeod & Allen will have the Canadian edition of "Friday the Thirteenth," by Thomas W. Lawson.

MUSLIN BOOKS.

Copp, Clark Co., Limited, of Toronto, have made arrangements for the exclusive control of the Saalfield muslin books throughout Canada. The large market found for these juveniles the last two seasons has been very gratifying both to the publishers and bookdealers, and they are adding two new series to the line this year.

The Greenaway Series, known as Series No. 2, sells at 20c., is 5 x 6 1/2 and contains twelve pages. The famous Kate Greenaway drawings are reproduced in colors, and a simple verse for the baby is printed in plain, large type.

Series No. 4, the other new one, retails at 35c., is 5 1/2 x 10 1/2, and also contains twelve pages. The titles are "My Object Book," "The Jungle," "Doggie's Promenade," and "The Goose Book."

The publishers are now taking orders for holiday shipment, and are making preparations to take care of all orders. Last year they were unable to fill many requisitions, as the demand was beyond their anticipations. The Copp, Clark Co., Limited are much gratified at controlling this popular line for their territory.

COPP, CLARK'S 1907 CONNECTIONS.

As the result of Mr. William Copp's visit to England last year was so satisfactory in increasing import book business, he went over again this year and made further arrangements. The Copp, Clark Co. are now in a position to supply the publication of a number of the leading English publishers on very advantageous terms.

As before, they hold the exclusive Canadian agency for

all the publications of the important London house of James Nisbet & Co. They have the sole Canadian agency for Arthur C. Fifield, London, and Alexander Gardiner, Paisley, both publishers of fine books.

They will act as agents, as in previous years, for Blackie & Son, Glasgow; R. & T. Washbourne, Duckworth & Co., Hills & Co., and Everett & Co., London, while the following publishers have been added to their list: Eneasz Mackay, Stirling, Sisley's Limited, Scott, Greenwood & Co., Geo. Harrap & Co. and E. Seeley Clark, London.

Special terms were arranged with a large number of publishers, giving the Copp, Clark Co. control over a number of choice lines. Among these publishers are: Chatto & Windus, George Bell & Sons, Cassell & Co., Grant, Richards & Co., Kegan, Paul, Trench & Co., Seeley & Co., John Long, Pall Mall Gazette, Methven & Co., Greening & Co., Chapman & Hall, Madgwick, Houlston & Co., C. Arthur Pearson, George Routledge & Sons, Hodder & Stoughton, James Clark & Co., Wm. Collins Sons & Co., David Bryce & Son, William Blackwood & Sons, Milner & Co., and others.

The Copp, Clark Co. also control the sale of the following annual volumes: "Canadian Children's Treasury," "Child's Companion," "Our Little Tots," "Cottager and Artisan," "Canadian Little Folks," "Quiver," "Cassell's Magazine" and "The Green Room Book, or Who's Who on the Stage."

They have been appointed agents for the Saalfield Publishing Co., of Akron, Ohio, publishers of "The Lightning Doctor," Magnus' "Standard Horse and Stock Book," the Billy Whiskers Series and other juveniles; G. W. Dillingham Co., New York, publishers of the "John Henry" books, of which the latest, "Beat It," is just ready, and Morgan, Sheppard & Co., publishers of holiday books.

Travelers for the firm are going on the road immediately with a complete representation of the above lines, as well as the usual assortment of poets in fancy bindings, bibles, prayer books, toy books, etc.

WILLIAM BRIGGS.

The spring list prepared by William Briggs is more extensive than usual and embraces many strong books. One of the most important will be David Graham Phillips' new novel "The Second Generation," which is now ready. It has a striking cover design and is well illustrated. The story is one of the strongest presentations ever made of the evils of inherited wealth. Cloth only, \$1.25.

"Running Water," by A. E. W. Mason, which is said to be the leading spring book in England, will be ready about the end of the month. The story has been running

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London; Geo. Har-
rap & Co., London;
A. C. Fifield, Lon-
don; Alex. Gardner,
Paisley; Blackie &
Sons, Glasgow; P.
T. Washbourne,
London; Duckworth
Co., London, etc.

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Import**

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Representatives

Saalfeld Pub. Co.,
Akron, O.; Morgan-
Shepard Co., New
York; G. W. Dil-
lingham & Co., New
York; Eneas Mac-
Kay, Stirling; Sis-
ley's Limited, Lon-
don; T. Sealey,
Clark, etc.

The Musson Book Co., Limited

Import Trip, 1907

OUR TRAVELLERS will shortly be on the road with Book Samples for the coming season, and whilst justly proud of our reception last year, we may safely anticipate still better results this season. We have added to our numerous agencies those of Siegle Hill & Co., and Sampson Low—the latter, publishers of the celebrated Alcott books—also many single lines of exceptional merit and value.

For bindings we have selected our sheets, and have gone to the fountain-head, the London Book-binders, a class as distinct from the publisher as the publisher is from the consumer. We carry everything that is included in a Bookseller's stock.

AGENCIES:

Gowans & Gray. (Art Masterpieces, Etc.)	Dean & Son. (Pig Book and Limp Toys)
Foulis, of Edinburgh	G. W. Jacobs & Co., Philadelphia
Orrocks, of Edinburgh	F. J. Drake & Co. (Mechanical Books)
Sampson Low & Co. (Alcott Books, Etc.)	David McKay, Philadelphia
Siegle Hill & Co.	Anderson Publishing Co. (Prints)
Wells Gardner, Darton & Co.	The "Canada" Series Bibles, Prayers and Hymns, Etc.
S. W. Partridge & Co.	
Gibbings, London	
Sands & Co.	

and selected lines from all the other leading publishers, to enable us to make what we might call a perfect sequence of requirements

CALENDARS AND CHRISTMAS CARDS

In anticipation of a still more successful season with **Calendars and Christmas Cards**, we will have a number of surprises this year. It is somewhat early to describe these in detail, but the appended list will convince you of our permanency in the front rank of dealers in this line.

Newcombe's Calendars
 Baird's Christmas Cards
 Private Greeting Cards and
 Canadian Designs
 Hagelberg's Cards and Calendars
 Cooper's Novelties in Calendars
 Dorendorf Celluloid Art Calendars
 The Musson Book Co., Art Calendars
 " " " Leather "
 Frink (of Boston) Calendars and Novelties
 Wheeler's Calendars
 Hamilton's Church Christmas Cards
 Wilder (of Boston) Novelties
 Anderson's Unique Series

PICTURE DEPARTMENT

A department that has been developed by us since the Summer of 1906.

We are Agents for

Anderson & Co., New York

The Anderson prints have secured wide popularity by such subjects as "Nobody Loves Me." "In a Dark Hall with a Little Bear Behind," "Caught by the Sandman," etc. There are hundreds of other subjects to select from.

We have also secured the Canadian Market for a new photographic process reproduction of Local Views, these are very large in size and can be had either plain or colored.

The Musson Book Co., Limited, Toronto

The first "big book" of 1907.

THE MYSTERY

BY
STEWART EDWARD WHITE
and
SAMUEL HOPKINS ADAMS

"The Best Since Treasure Island"

The United States cruiser WOLVERINE finds a schooner abandoned in the Pacific with every evidence of recent occupation. A prize crew is put on board only to vanish; then a second crew, whose unaccountable disappearance deepens the wonder. In the solution of this staggering mystery we have an adventurous voyage the like of which will never be again.

With cover in colors, and 16 illustrations by Will Crawford, \$1.50.

The Successful Novel that in two weeks made its author famous.

THE VIPER OF MILAN

BY
MARJORIE BOWEN

Seventeenth Edition, Cloth, \$1.25

"Fairly tremendous is Marjorie Bowen's story of 'The Viper of Milan,' says the *New York Sun*."

"A really magnificent story . . . of extraordinary power and brilliancy," to quote the *New York Times Review*. The century has not produced a romance so supremely fascinating.

THE PRINCESS VIRGINIA

BY

By C. N. & A. M. WILLIAMSON

CLOTH \$1.25

"Without question this will be the most popular and lasting book of the year."

GROWTH

BY

GRAHAM TRAVERS

A New Long Novel by the Author of "Mona Maclean, Medical Student."

Cloth, - - \$1.25

Paper, - - .75

"It is a remarkable picture of throbbing activity in things of the intellect and the spirit . . . It is a deeply interesting Book.—*Scotsman*

MR. BARNES, AMERICAN

(A Sequel to Mr. Barnes of New York)

BY

ARCHIBALD CLAVERING GUNTHER

Cloth, - - - \$1.25

Paper, - - - .75

"Mr. Barnes of New York has been translated into several foreign languages and is said to have had a sale of over 1,000,000 copies.

The Musson Book Co., Limited, - Toronto

serially in the Century Magazine, where it has attracted considerable attention.

A novel, which the English publishers announce "will stir Englishmen to their depths," is "The Priest," by Harold Begbie. It is being published by Dodd, Mead, in the United States, with the title "The Penalty." The cover design is of a striking character, calculated to sell the book.

The new G. B. McCutcheon book will be ready about March 1. It is called "The Flyers," and is said to be the best thing McCutcheon has written of late. The cover is artistic as usual, being embellished with a diamond-panel design, done in pale blue and white.

But the most beautiful design of all is that on "Hilma," a story after the "Graustark" pattern, written by William Tillinghast Eldridge. It is embellished with vio-



Illustration from "The Woman of Babylon" by Joseph Hocking. (Copp. Clark)

lets and bears a charming picture of the heroine. This book also will be ready on March 1.

The new Crockett book, entitled "Little Esson" is on William Briggs' list and will be issued about April 1. It is said to be a worthy successor to "The White Plumes of Navarre."

Among other spring announcements are "The Daff Days," by Neil Munro, to be published on April 1, "Towards the Light," by Dorothea Price Hughes, a daughter of Hugh Price Hughes, "The Philosopher and the Foundling," by Georg Engel, "The Mysterious Millionaire," by C. J. Cutcliffe Hyne, "Living Lies," by Esther Miller, "A Wilderness Winner," by Edith A. Barnett, "The Outer Darkness," by R. H. Wright and "Second Bloom," by H. Porter, all of which will be brought out immediately.

A new volume, concluding the adventures of "The Roosevelt Bears," has been arranged for fall publication.

Fifty more titles are being added to Everyman's Library. These will include Ruskin's works, hitherto only available in high-priced copyright editions. The complete three-volume edition of Shakespeare in this series meets with great favor.

William Briggs has also secured the sole Canadian rights for Collins' Home Library, which contains a great many famous titles. The books are well illustrated, with fine frontispieces in color.

He has also taken over the jobbing rights for Charles Chapman Co.'s line of school books, published in London, Ontario. These embrace loose-leaf systems of copy-books and drawing-books.

He controls the sale in Canada of the new "Tarbell's Teacher's Guide" to the International Sunday School lessons.

Paper editions of the following important books have been issued at 75 cents:—"Sir Nigel," by A. Conan Doyle, "Treasure of Heaven," by Marie Corelli, "Jane Cable," by G. B. McCutcheon, "Fenwick's Career," by Mrs. Ward, "Profit and Loss," by John Oxenham, "Bob Hampton of Placer," by Randall Parrish, "White Plumes of Navarre," by S. R. Crockett and "I Will Repay," by Baroness Orczy.

MUSSON BOOK CO.

Import business with the Musson Book Company has grown within the last year or two by leaps and bounds. Last year they made an admirable showing, which will be remembered by all those who were privileged to inspect their display. This year they confidently expect to surpass all previous efforts.

They have added to their list of agencies, those of Siegle, Hill & Co., and Sampson, Low & Co., of London, two strong publishing houses. The latter are publishers of the Alcott books, for which there is still a remarkable demand, and the acquisition of their line should add strength to the Musson collection.

The other houses, which the Musson Book Co. represent are Canada are, Foulis, of Edinburgh; Orricks, of Edinburgh; Wells, Gardner, Darton & Co., London; S. W. Partridge & Co., London; Sands & Co., London; Gibbings, London; Dean & Son, London; G. W. Jacobs & Co., Philadelphia; F. J. Drake & Co.; David McKay, Philadelphia.

Last year, it will be recalled, much of the pleasure given by the Musson display, was derived from the many beautiful pictures and calendars that were used as a background. It is now announced that this feature will be present on a still larger scale this year. The productions of many of the leading art publishers have been secured and will be fittingly displayed. Among them will appear the prints of the Anderson Publishing Co., of New York, which are so justly admired.

The spring list of the Musson Book Company's own publications is now partially ready. Five strong novels appear on it, two of which have already been issued. There are, "The Mystery," by Stewart Edward White and Samuel Hopkins Adams, a tale of adventure on the Pacific Ocean and "The Viper of Milan," the powerful historical novel by the youthful author, Marjorie Bowen.

"The Princess Virginia," by C. N. and A. M. Williamson; "Growth," by Graham Travers, and "Mr. Barnes, American," by Archibald Clavering Gunther, will soon be ready.

SOME RECENT BOOKS.

DRAMATIC WORKS OF RICHARD BRIMSLEY SHERIDAN. Oxford edition. Henry Frowde: Oxford University Press, London, New York and Toronto. Cloth. An introduction by Joseph Knight gives in brief form an outline of the dramatist's life. This is followed by reproductions of "The Rivals," "St. Patrick's Day," "The Duenna," "The School for Scandal," "The Critic," "A Trip to Scarborough," "Pizarro," and "Verses to the Memory of Garrick," with notes and illustrations.

FAIRSHIELDS. Memories of a Lammermoor Parish. By T. Ratcliffe Barrett, Edinburgh: Oliphant, Anderson & Ferrier, 2s. 6d. net. This is a small volume of sketches, with a charm all their own. The writer, with a true and deep love for his rural parish in Scotland, writes of the place and its people, with a sympathetic pen. He has the poetic temperament and adds fancy to prosaic fact in pleasing proportions. Photogravures increase the interest of the book.

THE NATURAL MAN AND THE SPIRITUAL MAN, or Sin and Death versus Grace and Truth. London: Samuel Bagster and Sons, Square 16 no. 100 pages. Cloth extra, 1s. 6d. In this small volume the state of the human soul is traced in symbolical pictures; on the one hand, from careless indifference, through the various stages, to the final enthronement of the Devil and his angels; and on the other hand from the first promptings of the Holy Spirit up to the glorious consummation of the "Crown of Life."

SAYS MR. DEVERY. By Percy Lindon Howard, New York and Akron, Ohio. Saalfeld Publishing Co. Cloth \$1.50. A homely philosopher, something after the style of Mr. Dooley, is Mr. Devery. He has something to say on most of the topics of the time, and he says it wittily; getting to the point he is driving at with great force. Although a funny book, written to make the reader laugh, at the same time it launches a lance at many a popular vice which might be hard to get at in another way.

STUDIES IN CHARACTER. By Carol Norton, C.S.D., Boston: Dana Estes & Co. Cloth. A number of essays on such themes as love, purity, friendship, selfishness, liberty, etc., comprise the contents of this book. The author writes in a simple, straightforward style. There is no great profundity of thought and reasoning but an earnest desire to make plain to the least intellectual the need for good qualities in character-building.

Mrs. Henpeck (who insists on buying her husband's clothes): "I want something nice in trousers."

Assistant (with a merry twinkle): "Yes'mf Would I come anywhere near your ideal, mum?"

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Catholic Prayer Books, Etc.

To the Trade—

We thank you for the generous patronage given us during 1906.

Our travellers are now on the Road with

Import Samples—September Delivery

We wish to emphasize **two facts** for your interest

First—We are Specialists.

Secondly—As such we ought to be better able to help you in your buying.

Wait for our Travellers or drop us a request postal.

W. E. BLAKE

Catholic Book Publisher

123 Church St., Toronto

RECREATION

With which is combined The

Illustrated Outdoor News

THE combination of these two popular magazines devoted to clean recreation, taking effect with the February issue, is of more than passing interest to the trade, for several reasons, one of them being because

THE TRADE PRICE IS REDUCED, GIVING THE DEALER ONE CENT MORE PROFIT

on the same retail price as before.

The new **RECREATION** is in the large form of **OUTDOOR NEWS** printed on fine coated paper throughout. It is profusely and beautifully illustrated.

It is devoted to Hunting, Shooting, Fishing, Motoring, Dogs and *all other clean Recreation.*

Price 15 cents retail, 11 cents to the trade, returnable on 60 day basis.

Push IT for it will sell. If you are not handling it, order a few copies of your News Company and write to us for our plan for "helping" you.

RECREATION, 4 West 22nd Street, NEW YORK



PELOUZE POSTAL SCALES

Invaluable to the Office, Store and Home

They tell instantly the exact cost of postage in cents on all mail matter. Warranted Accurate. Several sizes.

NATIONAL, 4 lbs. - \$3.75 STAR, 1 lb. - \$2.00
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JOHN HEATH'S PENS

A good pen is a good servant, and John Heath's Pens are made to serve!
 ALWAYS READY AND ALWAYS WILLING
 They were first 45 years ago, and are still leading the way. British made of British steel. Write for samples.
 LONDON AGENCY
 8 St. Bride St., LO DON, E.C., ENGLAND



Writing and Selling
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WAVERLEY PENS

EVERY PEN SELECTED

Sold by the Leading Wholesale Houses

Sample cards and trade price lists sent per return mail

Macaiven & Cameron, Ltd., Waverley Works, Edinburgh

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES

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

CANADIAN AGENTS:
THE BROWN BROS., LIMITED
 TORONTO.

A JET BLACK FLUID INK.

THERE has always been a demand for a fluid black ink. The demand has been as constant and as steady as the difficulties in the way of producing it have been numerous, but it is whispered on good authority that the L. E. Waterman Company, New York, the large manufacturers of the Ideal Fountain Pen, owing to the exceptional demand that has been upon them as the result of their fountain pen sales, for such an ink, been experimenting for a number of years and it is said that within a short time they will put something on the market that will fill all the requirements of the jet black ink and yet not present any of the objections that previous attempts of this kind have presented.

The trade are all acquainted with the fact that while there are many jet black inks, that none of them have been adaptable for fountain pen use and some of them have been objectionable even for a steel pen use, but the very fact that the Waterman Company have had to make an ink that would be fluid enough to work in a fountain pen, should be a sufficient guarantee that this jet black ink (if they put it out), will be a satisfactory one because it would hardly do for them to place anything on the market that would not work through a fountain pen, and if it does this it will surely be satisfactory for other purposes.

This concern has in a quiet way built up a remarkable ink business and mainly because their product has been such as had to fill the demands of particular people and they were driven into the ink business because there were so many different mixtures on the market which, while they each might have been perfect in their way, were not always satisfactory when different brands were mixed in the same fountain pen, and so the Waterman Company put out a product that absolutely has to answer the requirements of the most fastidious people.

"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 tool, by the same process and at the same Works as the series of 'Waverley' Pens which Hinks, Wells & Co have for 33 years and upwards (prior to Sept., 1901) manufactured for and supplied to the Proprietors thereof.

HINKS, WELLS & Co., Birmingham, Eng.

SPENCERIAN STEEL PENS.

The Standard Brand in United States for over **FIFTY** years

Works, BIRMINGHAM, ENGLAND

Imported by all the leading Stationers in

TORONTO and MONTREAL



STATIONERY DEPARTMENT



TRADE CONDITIONS.

An excellent January business, fifty per cent. ahead of last year, is the average expression of opinion heard from the wholesale stationers and this, despite rumors of higher prices. It is this latter phase of the situation that commands attention to-day. The advance is beginning to be felt in Canada and is extending from one line to another. In the United States, increased prices have been very general for some months and it was only a matter of time until the effect of them should spread to this country. How it will affect the general trade here remains to be seen. It will be out of the question to advance retail prices on many staple articles, so other means must be found to offset the increases.

LABEL REGISTRATION.

The American Stationer calls attention in a recent article to the evil of label duplication. If a manufacturer of papeteries brings out an idea for a label, he has, in many cases, no means of knowing if there are papeteries already on the market bearing a very similar label. It is quite possible that substantially the same idea may be thought of by more than one among the bright and progressive men in the stationery business; and it often happens that a manufacturer, after spending a lot of time and money on a label, finds another on the market of which his own might easily be a duplication.

Some manufacturers claim that accidental duplications form only an inconsiderable fraction of the cases of duplication. One manufacturer deliberately copies the label of another for any particular line of goods, and the manufacturer whose label has been copied brings the matter to the attention of the other, there is always that legitimate excuse—that there was no means of knowing.

The American Stationer suggests that a remedy for the evil could be provided in the shape of a bureau of registration where each manufacturer could register his labels. Such a bureau, of course, would have to be in the hands of some perfectly trustworthy person or organization. Then whenever a manufacturer contemplated bringing out a new label he could have a search made in the bureau of registration to see if it had been registered by anyone else. If it had not, he could register it and so protect himself.

Stationers' Hall in London, England, performs substantially the duties of such a bureau of registration, and much time and trouble is thereby saved the trade, by the prevention of label duplication.

The cigar trade is protected in a similar manner; and the expense of registration is so small that it causes no inconvenience from the standpoint of expense. And surely a label of a papeterie box is as important to the papeterie manufacturer as a cigar label is to a cigar manufacturer!

MODERN WEDDING STATIONERY.

It has been said—and with some truth—that the cost of the stationery pertaining to a wedding among people of the wealthy classes to-day would dress the bride of some years ago. Ostentation is not sought after, but wedding stationery to-day must be artistic; and there

are certain forms and styles of stationery which must be adhered to.

The correct wedding note of invitation is limited to plain, heavy, white, handmade paper, slightly oblong, to fold once, and is restricted to certain forms of wording and engraving. Script was the correct thing a few years ago, but the proper lettering now-a-days is shaded old English text or plain or shaded French script. The greater cost of engraving shaded old English and shaded French script causes them to be used by the exclusive.

In sending out an invitation sometimes as many as four additional cards are enclosed, which, of course, swells the wedding stationery bill. With a church wedding there is a card of admission to the ceremony. Another card is sent for the reception; a third may give the couple's future address and receiving day; while in the larger cities the card of admission to the boat or train has become an established custom. This latter usually gives the time of departure of the bridal train and the time of a returning train to the city, in the event of the party going to a country house.

The proper beginning for a wedding note is "Mr. and Mrs. So and so have the honour of announcing to (name of guest), the marriage," etc. A distinction is made between notes for a church and a home wedding. In the former "Mr. and Mrs. So and so request the honour of your presence," etc. is the proper form, while in the latter case the ceremony being less formal the honour of the guest's "company" is asked, instead of his "presence." It will be noticed that in wedding announcements "honor" is spelled in the old way, viz. "honour." On notes announcing a wedding after the ceremony has taken place it is also the custom to leave a blank in which the recipient's name is written.

In the matter of visiting cards it should be observed that black shaded old English or black and shaded Roman and French script are the proper styles of lettering. A rule laid down by the authorities on the subject is that only a single style of lettering shall be used on one card or invitation, or on a set of several enclosures, but this style may embrace several sizes. All visiting cards are now small, men's being oblong in shape, and women's nearly square. Children's cards are half-size. The name should be in full and the street and number in the lower right-hand corner, the numbers being spelled out in full.

REVENUE FROM PLAYING CARDS.

It is not generally known perhaps, to what extent the playing card contributes to the revenue of Great Britain. Every pack of cards sold there pays an excise stamp duty of three pence. The great popularity of the game of bridge whist is not in the least abating, but is indeed, growing more and more popular. Not only is games played in the stately homes of Mayfair, but it is equally popular in suburban homes. Workingmen's clubs are also going in for progressive whist and progressive bridge to a much greater extent than formerly.

Never was the demand for playing cards greater in the Old Land than at the present time. Last year the revenue derived no less than £23,370 from the sale of playing cards, indicating a sale of nearly two million packs.

A Good Thing!

6s. Mont ly : 6s. per Annum (post free.)

THE CAXTON MAGAZINE

ROBT. HILTON, Manager and Editor.

Pronounced "Second to None" for Technical Value :: Original Job Designs in Colour for Printers to Imitate :: Art Supplements in Black and Colours Competition Prizes of Gold, Silver, and Bronze Medals and Framed Art Certificates. Competition Prizes for Apprentices. Specimen copy Sixpence (by post) from

119-125 FINSBURY PAVEMENT, LONDON, E.C., ENGLAND

VENUS PENCILS

THE BEST THE WORLD PRODUCES
17 DEGREES—SOFTEST TO HARDEST

SAMPLES AND PARTICULARS ON REQUEST.

LONDON, ENG. AMERICAN LEAD PENCIL COMPANY, NEW YORK

VENUS PENCILS CAN NOW BE OBTAINED FITTED WITH HEAVY GILT PROTECTORS and RUBBERS



C. F. Rumpff & Sons

Established 1850

MANUFACTURERS OF

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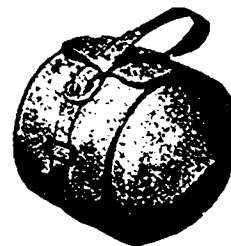
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New York Salesroom: - - - 683 and 685 Broadway



Bridge Whist Sets



Collar Rolls

EASTER GREETINGS

MARCH 31st, 1907, IS EASTER DAY

EASTER CARDS—Hill's "For the Empire" Series

Original designs, appropriate quotations, dainty productions in artistic printing, gold and silver blocking, photogravure and hand painting, upwards of eighty varieties. Retailing at 5c., 10c., 15c., 20c., 25c., and 50c. per card.

BOX NO. 50—A novel assortment of chicken and rabbit designs, with birch bark effect backgrounds and borders. Price, \$1.50 per 100 cards.

BOX NO. 47—Assorted satin Easter post cards, showing various appropriate Easter designs. Price, \$7.00 per 100 cards.

EASTER POST CARDS

BOX NO. 49—Assorted, beautiful post cards, embossed with crosses entwined with delicate flowers. Price, \$1.50 per 100 cards.

EASTER NOVELTIES

Each in a box

5 designs at 80c. per dozen; 12 designs at \$2.00 per dozen; 8 designs at \$2.40 per dozen; 8 designs at \$3.00 per dozen.

Send for our Easter Goods Catalogue, giving description and prices of all lines

The Copp, Clark Company, Limited

64 and 66 Front Street West

TORONTO


**FANCY GOODS
AND NOTIONS**

STATE OF THE TRADE.

AT the time of writing the valentine business is at its height. This year will witness a bigger turnover than usual in this department. There seems to have been a revival of interest in the old custom of sending missives on February 14 and many people who have not purchased valentines for years are doing so this year.

Looking towards the future, the import fancy goods houses are getting in and arranging their samples for the fall season. The regular jobbing houses are beginning to send out their travelers. By next month buying will begin in earnest. It is a little too early to talk of the character of this year's lines, but, judging from hearsay, they will excel anything heretofore shown.

EASTER NOVELTIES.

Easter this year falling on March 31st, it becomes necessary for the progressive stationer to be early in his choice of Easter fancy goods. Rabbits, chicks and roosters continue to be the most popular lines. One of the latest of the imported novelties in this line is a very small white rabbit, holding in his front paws a very large quill pen. Another is a little white rabbit in a toy wire baby carriage. Still another is a small and seated-looking rabbit squatting on a fancy woven hamper.

SPRING LINES OF TOYS.

Very new things are yet to be found among imported toys as the great bulk of spring toy novelties have not yet arrived. There is, however, one article which will be in great demand by the boys, and that is the "Frigate" kite. This kite is French in origin and manufacture, and is made in several styles and so constructed that it can be taken apart and put together again with great ease. It is tailless and very light in weight and quite steady. Besides being a toy, the Frigate is made also in a scientific model which can be used for signals, aerial photography, wireless telegraphy, and atmospheric studies. In the toy models, No. 1 is 27½ inches high, made of paper; No. 2 is 32½ inches high, of the same material; No. 3 is a trifle over 31½ feet, likewise of paper, while No. 4 is the same height as No. 3, but made of cloth. Every kite is packed in a paper bag, and full directions for flying are furnished. This is a splendid article and one that will be greatly appreciated by the youngsters.

BAGS, NECKLETS, COMBS, ETC.

There has been very little let-up in the fancy goods trade. Lines in the retail stores were well depleted by the heavy holiday trade, and desirable goods are in none too large supply. Easter coming early brought orders in at an early date. New goods and new samples are also arriving, and from the way business is opening up in this department, a big spring season is before the trade.

Beaded bags have by no means had their full run, and will come to the fore for Easter selling. Besides the popular white and gold, the latter is mingled with other colors with good effect. Steel beads are also showing again and a revival in their favor is considered possible. Beaded purses, in much the same designs as beaded bags, are also being brought out. Taking it all through bead lines are in big demand.

The jewelry end of the line should not be neglected, for some sort of a necklet is generally worn and will be more wanted than ever as a neck finish when the season opens up, because of the universal wearing of either no collar or one of transparent material.

Pearl effects lead, but coral, amethyst, etc., are also favored. The novelty, however, is the garnet garnet beads, and pins, etc., set with garnets. Jet also is going to play a considerable part, and beads, pins, etc., promise to be very considerable sellers.

Combs of some kind or other continue to be indispensable, and few feminine heads lack this form of adornment. Though highly adorned combs are in great favor, there is said to be a reaction coming in favor of the comb ornamental only with carving, etc. Jet combs are decidedly good sellers.

A LEATHER NOVELTY.

Carriage Companions are found among imported leather goods. They are very serviceable little folding cases used to keep in carriages and holding various things useful when driving, such as a small silver-mounted dust brush, a mirror on a folding hinge, which can be placed at many angles, a writing tablet and several pockets for pencils, calling cards, etc. These cases come in black walrus and pigskin and can be conveniently slipped under the carriage seat where they are readily accessible, but out of the way.

IMPORT SAMPLES ARRIVE.

Every day now, huge cases of samples of import fancy goods are being received at the warerooms of Warwick Buss & Rutter, Limited, Toronto, and are being got ready for the opening next month. A staff of workers are busily engaged preparing the top floor of the warehouse for their accommodation. This year the display will be larger than ever. It has always been the aim of the firm to improve the character of their line every year and 1907 will witness a bigger and better show than ever before. The number of samples will approach 12,000, from which it should be an easy matter for the trade to make a good selection. All the countries of Europe have been drawn from to make up the collection.

VALUE OF A DEPARTMENT.

A good fancy goods department is one of the most profitable, and also one of the best drawing cards, that a store can have. It induces many people to go in search of something novel, and where is the merchant who does not admit that to get prospective buyers into his store is what he most desires. Once in they will look around to see what inducements the various departments offer. As large as was the business done in this line last year, the opportunities are greater this year, and results promise to be more than commensurate. It is a paramount necessity that the department be kept right up-to-date—new features should be added persistently, and no article should escape effective display.

NEW NOTES ON INDOOR GAMES.

Bridge would be a game par excellence if it didn't land so many who play it into deep water.

"Quit" is a nice game, but is far from popular among bad tenants.

"Snap" is quite the rage in certain households where husband and wife are at variance.

Chess is mainly suitable to people who possess patience, and might therefore commend itself more than it does to doctors.

Ping-pong—Oh dash ping-pong.

A Fact Accomplished

Without doubt the "Land of the Maple" Pictorial Post Cards are the best ever produced in Canada and they clearly prove the fallacy of foreign importations, to obtain the best results. They are a work of art from beginning to end, copyrighted and registered to protect our own union labor in every detail. Samples submitted, customers own views produced and every satisfaction given to prove the efficiency of the work. Garner's Living Pictures, Colored Comics, Flower Cards, Jewelled, Embossed and Spangled Cards, Tinselled Cards and every good line required by stores to make a good profit, with a creditable display. Write now for full particulars to all principal jobbers and wholesale houses or direct to

A. H. COOPER,
Publisher and Importer
 73 Queen St. E., and 51 Richmond St. E.
TORONTO

Spring and Summer Goods are now reaching us and prompt delivery is assured.

Samples are now in the hands of our salesmen and the lines and values shown will be interesting.

SPECIAL EARLY REMINDERS

Fireworks and Crackers, Domestic and Foreign, some especially new and interesting features.

Flags, including **Welcome Flags and Streamers**, in English Bunting, Cotton or Silk.

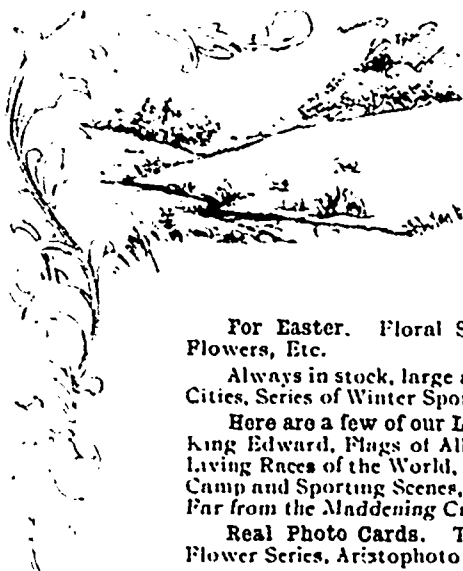
Baseball Goods, Balls, Bats, Gloves, Mitts, Masks, Etc.

Tennis Rackets, Balls, Nets, Etc.

Lacrosses, Footballs, Rugby Balls, Marbles and Allies, Easter Bells and Novelties.

Import Lines of Special Values in China, Glassware, Etc.

The **SUTCLIFFE-EDMISON CO., Limited**
 SUCCESSORS TO
THE KELK-SUTCLIFFE CO.
76 YORK ST. (Below King) TORONTO



Valentine's Series of Picture Post Cards

ALWAYS EMBRACE THE LATEST IDEAS.

WE ORIGINATE — OTHERS IMITATE

The selling qualities of our post cards are demonstrated by the numerous repeat orders we receive. Our latest flag series sold out rapidly and won the unstinted praise of the press and trade. New consignments will arrive immediately.

For Easter. Floral Series (Gold Panel) Greeting Cards, Chic Studies, Language of the Flowers, Etc.

Always in stock, large assortment of: Beauty Spots of the Provinces, Views of Canadian Cities, Series of Winter Sports, Moonlight Views of Canadian Lakes and Mountains.

Here are a few of our Latest Comics and Studies which will brighten your Winter Trade: King Edward, Flags of All Nations, Winter Scenes, Our Pets, Ruling Monarchs, Marois Studies, Laving Races of the World, The King's Army, Bow Belles, Name Cards, Mezzographs, Canadian Camp and Sporting Scenes, Over the Garden Wall, In Loveland, Plantation Songs, Harvest Songs, Far from the Maddening Crowd, Actresses at the Seaside, Magic Cards, Etc.

Real Photo Cards. The Famous Bamforth Life Model Series, Rotograph Cat, Dog and Flower Series, Aristophoto Child Studies and Fancy Cards.

LARGE SHIPMENT OF POST CARD ALBUMS JUST RECEIVED.

NEW CUSTOMERS GIVEN SPECIAL ATTENTION. SAMPLES AND CATALOGUES SENT ON APPLICATION.

Our Specialty—Local View Cards printed from customers' own photos.

Best Work and Lowest Quotations.

The Valentine & Sons Publishing Co., Limited

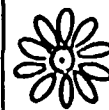
69 Adelaide St. E.
 Toronto

Scotch, Irish and Welsh song books. Pocket editions of Burns and Scott. Children's gift books, birthday books, all beautifully bound and illustrated.

510 Coristine Bldg.
 Montreal



PICTURE POST CARDS



HOW I INCREASED SALES 50 PER CENT.

By J. Fred Benson, Chatham, N.B.

IN a recent issue of *Bookseller and Stationer* I noticed a hint on pushing post card sales during the dull days of January, by making an attractive window display, and although I have been in the habit of displaying cards from time to time, with good results, I resolved to make a show this January that would compel passers-by "to stop and look."

Having an excellent assortment of cards, a large number of cardboard holders with room for six cards each,



Lambton Golf Club, Toronto
(Land of the Maple Series)

were filled, and giving up one of my windows for the display. These were hung in rows from ceiling to floor, about four inches apart, and in such a manner that persons looking through the window could see nothing but post cards three feet deep. The bottom of the window was completely filled with albums, opened, and filled with cards of every description.

The result was at the end of one week sales had increased 50 per cent., and many who had never bought a card before were drawn into the store by the show, and in several instances nice sales of other goods were made.

Although post cards are only carried as a side line in my bookstore, this shows what business can be done when they are properly displayed, and these facts are merely mentioned for the benefit of others who may not have tried the experiment of a large window show.

A NEW CANADIAN SERIES.

INSTEAD of dying, as was predicted of it, the picture post card seems ever to be growing better and stronger. A new series has been added to the field from which stationers in Canada may make their choice. The name of this series is the "Land of the Maple"; it is published, and sold to the trade, by A. H. Cooper, 51 Richmond St. east, Toronto. The present edition, which is the first, covers 120 views of points of interest in Canadian towns and cities from the Atlantic to the Pacific. New views will be added from time to time. The views are produced in sepia and are printed upon a maple leaf in glowing natural colors, which makes a most striking and

distinctly Canadian background. As appears by the registered design on the face of each post card, the name of the series and the design are both copyrighted.

Dealers wishing to use the design for pictures of their own locality may get views made into post cards by Mr. Cooper, and he will grant them the exclusive use of his design for these particular views. Of course the better the photo, the better the reproduction. Mr. Cooper is therefore taking pains to impress upon his customers the necessity of getting the best photographs possible, if they would have their own views equal to the rest of the series. The two illustrations on this page being a scene in High Park, Toronto, and a view of the Lambton Golf and Country Club near Toronto, are exactly the size of the pictures on the post cards; and these views, with the maple leaf design, make a standard size post card. As is right and proper, this patriotic series is produced wholly in Canada.

THE COPP, CLARK'S CARDS.

Thirty new subjects have recently been added to the Art series. The Comic Frogs consist of six subjects; the Hunting cards of four; Dolhe's Prayer of three; the College Mascots of five, the Big-eyed Children of four, and there are also a number of miscellaneous subjects. Each subject is put up separately, or an assortment of subjects may be ordered. The price is \$1.50 per 100 cards.

The Copp, Clark Co., Limited are showing a new Bear series of post cards. There are six cards in the series, numbered from 206 to 211. The subject of each is a little brown or white bear in some comical situation, printed in colors against a very dark background. An appropriate title is given each one.



Tobogganing in High Park, Toronto
(Land of the Maple Series)

Another card shown by the Copp, Clark Co., is the Shamrock design. Very popular will this card be when St. Patrick's day, the 17th of March draws near. The design consists of a single shamrock, slightly larger than life size, which occupies one-half of the card, while a poem of four verses occupies the other half. The front of the card is divided into halves to admit of both communication and address. The card is printed entirely in a nice shade of green.

The Copp, Clark Co have also stocked an extensive line of Old Country view cards. They are put up in packets of twelve views each. The series includes views of 61 places in England, Ireland, Scotland and Wales. The views cover the entire card and are printed in natural colors from original photographs on thick cardboard of A1 quality. This line should sell well among the numerous people in Canada who treasure memories of the Old Land.

The same firm is also publishing a series of sectional post cards especially for the Easter season, known as the No. 11 Rabbit series. Each set consists of four cards, each card being part of a complete picture of a rabbit carrying on its back a basket of eggs. Each card also contains two lines of an eight line verse, which, when completed, makes an appropriate Easter wish.

VALENTINE'S LATEST NOVELTIES.

This firm have recently added to their large assortment of artistic designs, several cards which are entirely new departures. Many of them sell so rapidly that they have much difficulty in meeting the demand, especially for their latest creations. Orders to the home office are cabled and all attention is given deliveries, but fresh stock is exhausted so quickly that it is with difficulty that their establishment can meet the demand. This forcibly demonstrates the selling qualities of the cards.

One of the new series is "Flags of All Nations." Flags have been overdone in the past, but Valentine's struck the happy plan of commissioning an artist to paint an original and artistic design. To say that it was successful is putting it very mildly. The cards were no sooner out than there was an enthusiastic clamor for them, which in a short time cleaned out the entire stock. The Canadian flags are particularly pleasing, one shows a flag draping the length of the card, standing on it is a little child holding up to view the part which shows the Canadian coat of arms. Another shows a typical Canadian girl reclining on the flag, in this, maple leaves and the crests of the different provinces are shown. The colorings of these cards are particularly elaborate, and the success of the productions, both as a work of art from the artist's brush, and the firm's advanced system of engraving have won the praise of the press. Other flags are artistically treated and are meeting with well deserved success throughout the world.

The Magic post cards, No. 2, are a flat contradiction to the fallacies that humor is dead and that there is nothing new under the sun. The firm's humorous men have surpassed their previous efforts in these creations. Comic views and verses are shown beside a blank space, which when developed by exposure to heat reveals another phase of the subject which cannot fail to provoke a laugh.

The Canadian winter scenes, showing the various outdoor winter sports have sold at a remarkable speed. Other lines which need no introduction and which sell wherever and whenever shown, may be mentioned—The Mezzographs, Bamforth's Life Model Series, Gold Panel Series, The Canoeing Girl, Ruling Monarchs, Cupid's Message, Living Races of the World, Harvest Girls, Studies of Indians in Western Canada.

There is a growing demand for Scottish song books and songs of other nations. The firm have been so successful with these, that they have added to the collection "Songs of Wales," bound and printed as neatly as the others which made them such good property to the retailers.

A large consignment of albums has been received. These can be supplied to trade from prices ranging from

\$3.00 to \$12.00 per dozen. These albums have been bought with the object of meeting all sorts of demand and are particularly suitable as gifts.

The Montreal quarters of the firm have been largely extended recently, but the demand necessitates still larger stock being carried and more room will be added shortly.

ABOUT WARWICK BROS. & RUTTER'S CARDS.

The success of the Fab patchwork post cards has been great. They came along in a dull season as a decided novelty and woke up the trade. To the present series will shortly be added Canadian flowers and city views, which should take well, wherever properly pushed.

Several additions are being made this season to the series of embossed, tinselled and tinted cards, which sold so well last season. The leading cards in this line, it will be remembered, were the pictures of the G.T.R. and C.P.R. expresses and the steamboats. The additions will include six views each of Niagara Falls, Toronto and Montreal, and three views of Ottawa. In tinselled designs these sell at five cents each, and in plain at two for five cents.

For the Easter market, great provision has been made. There is first of all a series of 20 different designs in air brushed, embossed and shaded cards. There are fifteen designs in air brushed, embossed and tinselled cards, and fourteen kinds of colored and embossed cards. All are highly appropriate.

A new series of "Flags of All Nations" contains 23 cards. Each bears the picture of a girl in the costume of her native country, waving the national flag, while in the corner appears the national coat of arms. These cards may be had in assortments of one hundred.

Cards which should prove particularly popular in the Province of Quebec are handsome Taber bas relief portraits of His Holiness, the Pope, and Sir Wilfrid Laurier. These may be had either plain or jewelled. In the same style there are also a series of portraits of the crowned heads of Europe and their consorts.

In leather post cards, purses and match-holders are shown, which are unique in design and tastily made.

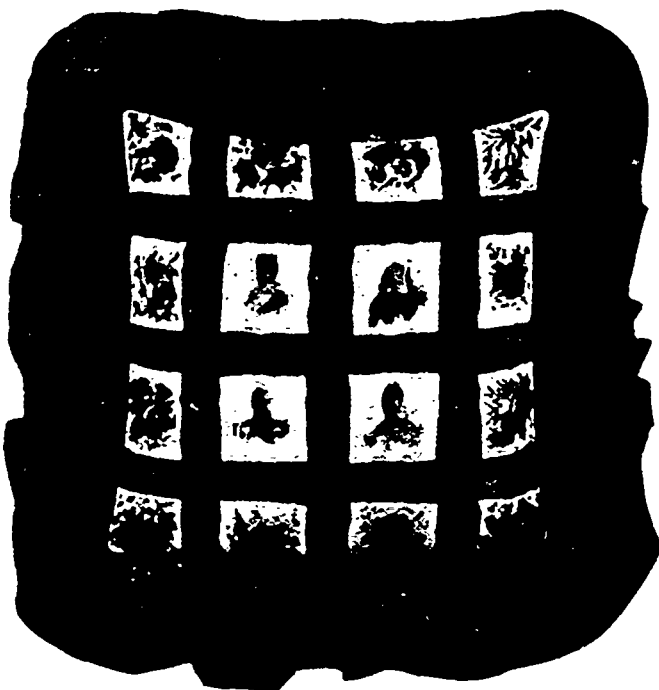
Warwick Bros. & Rutter also show a number of new designs in post card albums.

ORDER NOW.

The wise Canadian stationers will, about this time, get ready for the summer souvenir post card trade. Colored views—if they are well done—are always very popular with a summer visitor, and he is a wise merchant who gathers in a few choice views of his own locality and has them transformed into beautiful colored picture post cards. Among the firms who make a specialty of picture post card manufacture is the Arthur Otto Company, of 39 Union Square, New York, who make all styles of colored views. Any goods ordered from this firm are shipped directly from their German and Austrian factories to the buyer, thus saving the cost of re-shipment at New York.

The growth of our country is made more and more apparent by the increasing number of foreign manufacturing firms which find it necessary to have a permanent office here. The latest American firm, having interests with Canadian stationers, to open an office in Toronto, is the Cashman and Denison Manufacturing Co. This firm has opened an office at No. 77 Victoria St., with Mr. Charles W. Rainbow in charge. The goods manufactured by this firm are metal stationery specialties, such as the "Gem" paper clips, time and dating stamps, numbering machines and safety inkwells.

The Latest Novelty Fab Post Cards



King Edward
Queen Alexandria
Prince of Wales
Princess of Wales

Coats of Arms
Scotch Clans
English Scenes
Assorted Flowers

FAB Post Cards are the very latest novelty. The beautifully decorated satin squares are attached to an ordinary post card and can be easily removed. When detached they can be made into fancy and useful articles such as Tea Cosies, Bedspreads, Table Centres, Handkerchief Holders, Cushions and many other dainty forms of needlework.

Write for samples and quotations to

Warwick Bros. & Rutter,

Wholesale
Agents for Canada

Limited
Toronto

TRADE NOTES.

Mills Bros. have opened up a wall paper and paint business on Talbot St. west, Aylmer.

Haddad, Mussalem & Co., fancy goods merchants, of Winnipeg, have dissolved partnership.

The Canadian Folding Paper Box Co., whose plant in Brantford was severely damaged by fire a few weeks ago, have removed their entire plant to London, where they will henceforth carry on business.

During the next session of the Alberta Legislature it is expected that legislation will be introduced providing for provincial high schools and a university. The Department of Education has been for some time past selecting suitable text books to replace those now in use. The change will, in all probability be introduced next fall.

New England paper manufacturers have advanced the prices of their product from 5 to 10 per cent, according to grade. As a reason for the advance they say that the prices of raw materials and of labor have so advanced during the past few years as to render the present advances necessary. The advance mainly affects writing papers and envelopes.

An advertisement has been sent to its patrons by the Canada Drug & Book Co., of Regina, which, while being a good advertisement, is at the same time very useful to the recipient. It consists of a desk blotter pad, with leather corners, at the top of which is a flap containing a calendar for 1907, with perforated daily calendar sheets underneath.

The Copp, Clark Co., Limited, are selling a very useful line of assorted envelopes. Many a dealer is daily asked for envelopes of a particular size. Oftentimes the size asked for is not carried and the customer either goes out without buying anything or else has to take something which is not just what he wants. Copp's assorted box will go far to overcome just such a difficulty. It contains 500 envelopes, made up in no less than nine of the most useful sizes, packed in a neat enamelled cardboard box, and sells to the trade for \$1.50.

PERSONAL MENTION.

Mr. J. H. Kenner, the Stratford bookseller, has been elected an alderman of that city.

Mr. W. P. Gundy, vice-president of the W. J. Gage Co., Toronto, has been on a business trip to Western Canada.

Mr. Frank E. Waterman, the Canadian representative of the Eaton Hurlbut Co., has started out for the coast on his regular spring trip.

Mr. Samuel M. Lowery, the Petrolia stationer, was married on Jan. 17, at Windsor, to Miss Louise Van Sickle, daughter of Mr. James Van Sickle, of Petrolia.

Mr. W. F. J. Mallagh, Brantford, has removed from his old stand to hands on new premises on Colborne St., where he has undoubtedly one of the finest bookstores in Ontario.

Mr. M. M. Barr, who left Hamilton for Chicago when quite a young man, has come back to his home city and engaged with Buntin, Gillies & Co., where he worked when a lad. Mr. Barr was with Bradner Smith & Co., Chicago, for 15 years.

Representatives of Raphael Tuck & Sons Co., Montreal, are now out on the road with Easter cards, post cards and toy books. Mr. John Morgan is looking after Ontario, Mr. J. R. Gay, Western Canada, and Mr. F. A. Hutchinson, Quebec and Maritime Provinces.

Mr. Frank A. Symons, formerly of London, who has successfully represented W. J. Gage & Co., of Toronto, for some time in Western Ontario, has been appointed to represent the same firm throughout the Northwest Provinces, with headquarters in Regina. His many friends will be pleased to hear of his promotion.

Mr. Archibald M. Huestis, son of Rev. Dr. S. F. Huestis, of Halifax, who has been for many years connected with the Methodist Book Room in Toronto, as manager of the shipping department, severed his connection with that institution lately, to become manager of the Canada Coating Mills Company, of Georgetown. The staff of the Book Room presented him with a beautiful club bag before his leaving.

Mr. C. L. Nelles, the Guelph bookseller and stationer, has been appointed manager of the Guelph branch of the Metropolitan Bank of Canada. Mr. Nelles has been in the book and stationery business in Guelph for many years, and has succeeded in building up one of the most progressive stores in Ontario, and has established an extensive business connection with citizens of Guelph and its vicinity. The bookstore is being advertised for sale in this month's Bookseller and Stationer, and should be a good investment for somebody.

Mr. Samuel Clare, for nearly forty years in the stationery business at 444 Queen St. west, and for eighteen years writing and bookkeeping master in the Toronto Normal and Model Schools, died on Jan. 8, after a week's illness. Deceased was eighty-five years old, and a widower. Two sons, William and Hamilton, and four daughters, Miss Clare, Miss Kaisa Clare, Mrs. (Dr.) A. D. Watson, Toronto, and Mrs. (Dr.) Beauchamp, Dauphin, Man., survive. The late Mr. Clare was a member of Queen St. Methodist Church.

TO MAKE FOUNTAIN PENS.

It will be of interest to the trade to know that the name of MacNiven & Cameron, Limited, so long and indissolubly connected with the "Waverley," "Pickwick" and "Owl" pens, will hereafter be found also upon a very fine line of fountain pens manufactured and advertised under the name of the "Waverley" fountain pen. The makers have been for many years asked to supply a trustworthy fountain pen fitted with a gold nib similar to the "Waverley," the merits of which are so well known and appreciated, and the arrival of a pen with this nib in fountain form will be welcomed by many users of the steel "Waverley."

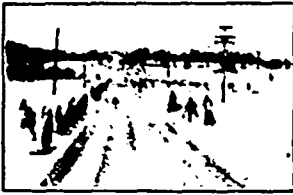
Not a few contend that fountain pens, as a rule, are lacking in flexible action and resiliency in the nib, but this disadvantage certainly does not exist in the new "Waverley." The nib retains the "Waverley" action, special ducts in the patented feed bar prevent blotting, and, in conjunction with the gold top bar, ensure a uniform flow of ink as soon as the pen touches the paper. It is claimed that the simplicity of its construction carries with it many advantages, one important one being the ease with which the pen is cleaned and kept in order. The "Waverley" is manufactured in many patterns and nibs of differing points are supplied—"standard" as in the ordinary "Waverley," "fine point" and "broad."

Pictorial Postcards. Auto-chrom, Phototype, and Lithographic Coloured, etc.

Cards made from any Photograph. All orders receive prompt and careful attention. Lowest terms.

German Postcard Works
Boch & Kirsch-Frankfort

Several Rewards Established 1872 GOOD AGENTS WANTED



This picture to be had in half-tone Post Cards Photos, 8x10 Half-tone Pictures in tubes for mailing, size 11x28. Also panorama views of Montreal, size 18x54.

D. & W. FORREST, 13 ST. JOHN ST., MONTREAL

Picture

Made to order only according to instructions supplied.

Specialties: Modern Heliotype styles, plain and coloured.

Post

Very fine make. First class Goods only.

Well known for efficiency and high-class workmanship.

Cards

Otto Leder

Meissen 19 Saxony

Picture Post Card Manufacturer. WHOLESALE EXPORT

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

**Black and White
Our Colored Cards
STAND ALONE**

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

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

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.



ONLY FOR WHOLESALE DEALERS AND POST CARD PUBLISHERS

MARKERT & SOHN

Graphic Art Works

DRESDEN—A. Wintergartenstr. 74

MANUFACTURE

PICTURE POST CARDS

OF ALL PROCESSES

Telegram-Address
KUNSTMARKERT,
DRESDEN

AS A SPECIALTY WE MAKE

**COLLOTYPE, COLOURED COLLOTYPE,
DOUBLE TONE GLAZED and
AUTOTYPE POST CARDS, ALBUMS**

Ask for samples and quotations

Fine Art Printing Co.

Kaufbeuren, Munich, Germany

Manufacture to order for important buyers, as a specialty:

Postcards

in Collotype, from 1,000 upwards, per design.
in Copper-plate Printing, from 1,000 upwards, per design.

in Retochrom—combined letter press and lithographic color printing, 3,000, 5,000 and 10,000 per design, in sheets of 24 and 60 designs

W. NEUMANN & CO., Wasserthorstrasse 42, Berlin, S. 42

High-class Collotype Printers

SPECIALTY: **Collotype Postcards** TO ORDER

**Hand-coloured Collotype Cards
Double-tone Collotype Cards**

**Glossy Collotype Cards
Photochrom Collotype Cards**

ALL KINDS OF VIEW-ALBUMS AND SAMPLE SHEETS

CHEAPEST PRICES.

WHOLESALE AND EXPORT ONLY

HERE AND THERE AMONG THE JOBBERS

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

An Easter novelty secured for the Canadian market by the Copp, Clark Co., is a Japanese natural duck. It is not an imitation, but a real bird, preserved by the art of the taxidermist. It is especially made and exported for the Easter trade. The ducks are packed one dozen in a box, fastened to a display card, and are listed at \$1.50 per dozen.

Something new in bridge score pads has been secured by Warwick Bros. & Rutter. It is said to be more convenient and better suited to the needs of the game than anything yet devised. There is a space on each sheet for five different rubbers, with special ruling at the top of every leaf for totalling individual scores, making one leaf contain the total score of an evening's play. Instructions as to counting are printed in colors on the back of the pad.

For the convenience of travelers, Warwick Bros. & Rutter have prepared a new-idea oblong memo book, bound in Russia, in two sizes. When the book is filled, a new filler can be inserted in the cover. Each cover is accompanied with four refills and the whole is packed in a neat box. In the department there was noticed a leather memo

A novelty papeterie box shown this month by the Copp, Clark Co. has on the cover a reproduction of the famous picture of the skull, "All is Vanity." The box retails at 75 cents. At 50 cents there are some designs, including pictures by Gilbert, treated after the same fashion.

Dodd Brothers, Colborne St., Toronto, are now showing the entire line of the Whiting Paper Company. They will shortly start out on their first regular trip, covering Canada from coast to coast.

Warwick Bros. & Rutter, Toronto, have received a stock of the celebrated hand-made paper of Pietro Miliani, of Fabriano, Italy. This paper is naturally expensive, but its beauty of finish and its high quality, will commend it to connoisseurs. It has the genuine deckle edge on every fold of the notepaper and envelopes.

A muslin sign in colors is being manufactured by The Copp, Clark Co., Limited, which will form an attractive part of a show window dressed in Easter garb. The sign is three by five feet in size, and the illustration reproduced on this page shows the details of its design. They are selling at \$1 net, each.

MUSLIN EASTER SIGN IN COLORS.



ACTUAL SIZE THREE BY FIVE FEET

with flap, having a pocket and pencil holder. It also was bound in Russia and comes in two sizes.

Warwick Bros. & Rutter, Toronto, can now supply dark red sea island twine in boxes containing solid colors. Heretofore this kind of twine could only be supplied in boxes assorted with lighter shades.

Two new staple boxes of stationery to retail at 25 cents are Venetian linen and Belgian linen, shown by Warwick Bros. & Rutter, Toronto. The boxes are hand some in appearance, having on the cover reproductions of water color paintings of scenes in Venice and Brussels. The stock is recent size linen face, and the envelopes have printed flaps.

Handy boxes containing 25 each invitation and at-home cards and envelopes to match are shown by Warwick Bros. & Rutter. Cards are linen finish.

Among boxes of stationery at a low price for spring trade are Dolly Varden, Garland and Poppaea at 15 cents retail. The paper comes either ruled or plain. Boxes are prettily decorated and standard size. La Belle Helene and Oriental are 10 cent boxes.

ABOUT SEALING WAX.

Colored sealing wax is likely to be the fashion during the coming season, and large quantities are being bought by London stationers. The revival in the use of sealing wax for ordinary correspondence is believed to be largely due to the increased demand for gold signet rings, which has been noted by dealers in antiques all over the country. Another feature of the coming fashion promises to be a complete phraseology of sealing wax, according to the color employed. There are as follows:

White	Invitations to weddings
Chocolate	Invitations to dinners.
Violet	Expressions of sympathy.
Green	Hopeful lovers.
Ruby	Engaged lovers.
Red	Business.
Pink	Youthfulness.
Brown	Refusals of offers of marriage.
Blue	Constancy.
Grey	Firm friendship.
Yellow	Jealousy.
Black	Mourning

Sealing wax is extensively used in Birmingham in connection with an article which would appear to need little wax—the penny-in-the-slot gas-meter, the manufacture of which is to a large extent a local industry. These machines, before being sold, have to be tested by the local magistrates, who then place over the screw a large red seal, which must be removed before the mechanism can be altered. This seal, which bears the date of issue surmounted by a crown, is a guarantee of the capacity of the meter and its accurate working. The manufacturers state that lately there has been a sudden and large demand for penny-in-the-slot meters from China and Japan.—Ex.

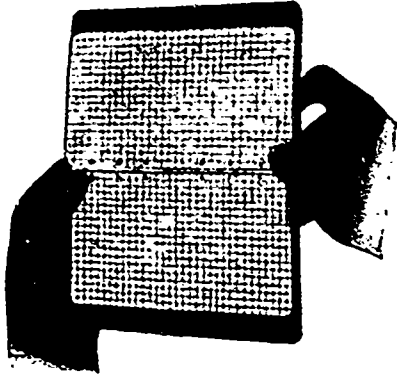
LOOSE LEAF MEMORANDUM BOOKS.

In this day of loose leaf systems there is a strong demand for a good loose leaf pocket memo book, and it is with this phase of the loose leaf subject that this article proposes to deal. There are a great number of loose leaf memo books on the market at present, but for some reason or another, few seem to be able to hold their own after a short trial. The difficult point seems to be to get a loose leaf binding that will be secure, work easily, and at the same time be simple, and not get out of order. One of the best makes that seems to fill all the requirements is the I. & P. line. This make is so simple that

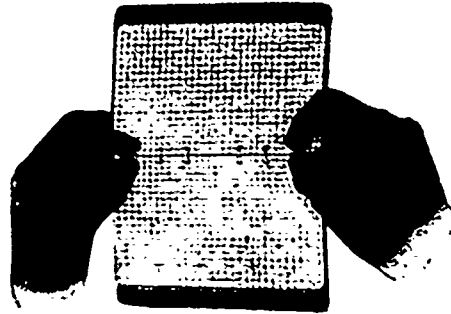
itself. Nothing to wear, nothing to break, nothing to work loose, just as rigid at the last as at the beginning.

The I. & P. loose leaf price book has been on the market some time now, and there has not been a single instance of a broken or imperfect book returned to the agents, The Brown Brothers Limited, Toronto, who will be pleased at any time to send illustrated catalogue and price list of the justly celebrated I. & P. line of loose leaf memo books and price books.

The Education Department of the Saskatchewan Provincial Government has for some time been seriously



"You Touch the Button."
Method of Opening Rings.



Showing Method of Closing Rings.

any one can understand it and yet so strong that it never gets out of order, or wears on any of the working parts. A positive guarantee accompanies each book. The I. & P. line of loose leaf memo books is made in two styles—open end and open side—one quality—"the best." real Russia cover, leather lined, four sizes and four rulings, leather tab index. The smallest book will easily fit a vest pocket, the largest (size 6 1/2 x 3 3/4), suitable for a pocket price book. The number of rings (see cut) adds strength to the loose leaf and reduces to a minimum the liability to tear out.

The simple working of the metal parts is "simplicity"

considering a change in some of the books in use in the Public Schools. For the past nine or ten years the Ontario readers series has been in use in the Northwest. D. P. McColl, Deputy Commissioner of Education, said that the department was contemplating a change in the near future and for that purpose certain firms in Toronto had been asked to submit samples of their publishing and the samples had not been sent. The books would likely be obtained at less cost by co-operating with Alberta. There are prospects that uniformity in the selection of text books might be made between the two Provinces to the mutual advantage.

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**THE
IDLE MOMENT**

It was in the book department of a crowded Toronto department store. A lady who had managed to get next to the counter asked for a boy's book on animals; and the young lady sold her "The Jungle," by Upton Sinclair.

The following is one of the best of the many good stories told of Mark Twain. The famous laughing philosopher, it appears, was in the habit of frequenting a certain hotel to have his hair cut. On one occasion, while having his white locks trimmed, he caught sight of a very diminutive boy in buttons, who was standing near by trying to attract his attention in order to present him with a card. With a twinkle in his eye, but looking profoundly solemn, Mark inquired: "Who are you?"

"A page, sir," the boy replied.

"A page!" exclaimed Mark, with feigned scorn. "A page! Why you are hardly big enough for a paragraph."

A novelist who has written one or two rather popular books is very fond of praise when he is sure of its sincerity. Sometimes he hides his identity and talks to people in book shops and libraries about his own works.

On one occasion, he went into a shop to get some novels. The assistant, who didn't know him, after bringing forward several volumes, displayed some of the customer's own works.

"Will you try this, sir?" he said.

The novelist, eager for praise, exclaimed:

"Dear me! I can't stand that man's stuff."

"Can't you, sir?" said the shopman. "Well, to tell the truth, I can't, either."

"What made Scribber's book take the public favor at a bound? It's going into the hundred thousands."

"It's all owing to a mistake of a printer."

"How was that?"

"The Reviewer said the book was 'immortal,' and the printer omitted the 't.'"



BENEFITS FORGOT.

OLD GENTLEMAN (he had been charged across the field by the infuriated animal, and only just scrambled over the gate in time—gasping for breath): "You infernal, un-grateful beast! An' me—been a vegetarian—all my life!—Puck."

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TORONTO

"How did Clipper's wife come to leave him?" asked a man of a mutual friend.

"It was all her fault."

"How?"

"Why, she told Clipper that if he did not get her the bonnet she wanted she would go home to her mother."

"Well, why didn't he let her have it?"

"There it is, you see. He would have done so if she hadn't uttered that threat."

Wall Paper

IT is not the policy of Canadian wall paper manufacturers to let much news leak out regarding their spring designs, while their plans are incomplete. By the end of the month, however, the manufacturers expect to be in the midst of the sampling season. There is a reason behind the reticence of the manufacturers. The tariff on foreign wall paper is none too protective, and great is the rivalry between domestic manufacturers to produce the most exclusive designs. They realize to the full that their successful existence depends to a very large extent upon the exercise of proper judgment in the selection of designs. More pretentious endeavors are being made than ever before in view of the great prosperity of the country; and while the main output of the factories is the "bread and butter" pattern, the more expensive and artistic styles are not being neglected. It was noticed at the end of last season that the average weight of paper sold was heavier than in previous years, and while a great quantity of the cheaper lines have been sold there has also been an increase in the sales of the better grades.

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Hughes' Savings Bank Interest Tables. At 2 1/2, 3 or 3 1/2 per cent. (each on separate card) on the basis of one month, being 1/12 part of a year; by CHARLES M. C. HUGHES. Price, \$1.00.

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Buchan's Par of Exchange (Canadian). Giving sterling into dollars and cents and vice versa, from 21 upwards, also sterling equivalents, Canada into New York and vice versa; by EWING BUCHAN. Price (in sheets), each, 20c.; mounted (on boards), each, 35c.

The Importers' Guide. A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 100 shillings per piece of 46 yards; by R. CAMPBELL and J. W. LITTLE. Cloth, 75c.; leather, \$1.00.

The Canadian Customs Tariff. Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, Franco-German Hixmark, at Canadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc., etc. Cap & ro. cloth. Price, 50c.

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BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

BELLEVILLE.

1. "The Doctor," by Ralph Connor. Westminster Co.
2. "Fighting Chance," by R. W. Chambers. McLeod.
3. "Whispering Smith," by F. H. Spearman. McLeod.
4. "Treasure of Heaven," by Marie Corelli. Briggs.
5. "Awakening of Helena Ritchie," by M. Deland. Poole.
6. "Cattle Baron's Daughter," by H. Bindloss. McLeod.

BRANTFORD.

1. "The Doctor," by Ralph Connor. Westminster.
2. "Fighting Chance," by Robert W. Chambers. McLeod
3. "Whispering Smith," by F. H. Spearman. McLeod.
4. "The Undertow," by R. E. Knowles. Revell.
5. "Coniston," by Winston Churchill. Macmillan.
6. "Adventures of Billy Topsail," by Norman Duncan. Revell.

CHARLOTTETOWN.

1. "The Doctor," by Ralph Connor. Westminster.
2. "The Heart That Knows," by C. G. D. Roberts. Copp.
3. "Sir Nigel," by Conan Doyle. Briggs.
4. "White Plumes of Navarre," by S. R. Crockett. Briggs.
5. "Fighting Chance," by R. W. Chambers. McLeod.
6. "The Undertow," by R. E. Knowles. Revell.

EDMONTON.

1. "The Doctor," by Ralph Connor. Westminster.
2. "The Silent War," by J. A. Mitchell. Life Pub. Co.
3. "Tides of Barnegat," by F. H. Smith. McLeod.
4. "Cattle Baron's Daughter," by H. Bindloss. McLeod.
5. "The Saint," by Antonio Fogazzaro. Copp.
6. "Whispering Smith," by F. H. Spearman. McLeod.

GUELPH.

1. "The Doctor," by Ralph Connor. Westminster.
2. "Fighting Chance," by R. W. Chambers. McLeod.
3. "Half a Rogue," by Harold McGrath. McLeod.
4. "Tides of Barnegat," by F. Hopkinson Smith. McLeod.
5. "Jane Cable," by G. B. McCutcheon. Briggs.

HALIFAX.

1. "The Doctor," by Ralph Connor. Westminster.
2. "Fighting Chance," by R. W. Chambers. McLeod.
3. "Tides of Barnegat," by F. H. Smith. McLeod.
4. "Sir Nigel," by Conan Doyle. Briggs.
5. "White Plumes of Navarre," by S. R. Crockett.
6. "Heart that Knows," by C. G. D. Roberts. Copp.

HAMILTON.

1. "The Doctor," by Ralph Connor. Westminster.
2. "Half a Rogue," by Harold McGrath. McLeod.
3. "Sir Nigel," by Conan Doyle. Briggs.
4. "Cupid and the Candidate," by Mrs. Leeming Carr. Briggs.
5. "Awakening of Helena Ritchie," by M. Deland. Poole.
6. "Adventures of Billy Topsail," by Norman Duncan. Revell.

KINGSTON.

1. "The Doctor," by Ralph Connor. Westminster.
2. "Fighting Chance," by R. W. Chambers. McLeod.
3. "Treasure of Heaven," by Marie Corelli. Briggs.
4. "Half a Rogue," by Harold McGrath. McLeod.
5. "Jane Cable," by G. B. McCutcheon. Briggs.
6. "Silver Maple," by Marian Keith. Westminster.

MONCTON.

1. "The Doctor," by Ralph Connor. Westminster.
2. "Jane Cable," by G. B. McCutcheon. Briggs.
3. "Half a Rogue," by Harold McGrath. McLeod.
4. "Treasure of Heaven," by Marie Corelli. Briggs.
5. "The Undertow," by R. E. Knowles. Revell.
6. "Fighting Chance," by R. W. Chambers. McLeod.

MONTREAL.

1. "The Mystery," by Stuart White. Musson.
2. "The Far Horizon," by Lucas Malet. Dodd, Mead Co.
3. "The Doctor," by Ralph Connor. Westminster.
4. "Coniston," by Winston Churchill. Macmillan.
5. "Sir Nigel," by Conan Doyle. Briggs.
6. "Half a Rogue," by Harold McGrath. McLeod.

OTTAWA.

1. "The Doctor," by Ralph Connor. Westminster.
2. "Orbit of Life," by Dr. W. T. Herridge. Revell.
3. "The Undertow," by R. E. Knowles. Revell.
4. "Fighting Chance," by Robert Chambers. McLeod.
5. "Whispering Smith," by F. H. Spearman. McLeod.
6. "Far Horizon," by Lucas Malet. Dodd, Mead Co.

PETERBORO'.

1. "The Doctor," by Ralph Connor. Westminster.
2. "Silver Maple," by Marian Keith. Westminster.
3. "The Undertow," by R. E. Knowles. Revell.
4. "Sir Nigel," by A. C. Doyle. Briggs.
5. "Fighting Chance," by R. W. Chambers. McLeod.
6. "Treasure of Heaven," by Marie Corelli. Briggs.

ST. JOHN.

1. "The Doctor," by Ralph Connor. Westminster.
2. "Fighting Chance," by R. W. Chambers. McLeod.

3. "Whispering Smith," by F. H. Spearman. McLeod.
4. "The Undertow," by R. E. Knowles. Revell.
5. "Jane Cable," by G. B. McCutcheon. Briggs.
6. "Tides of Barnegat," by F. H. Smith. McLeod.

STRATFORD.

1. "Whispering Smith," by F. H. Spearman. McLeod.
2. "The Doctor," by Ralph Connor. Westminster.
3. "White Fang," by Jack London. Macmillan.
4. "Tides of Barnegat," by F. H. Smith. McLeod.
5. "The Undertow," by R. E. Knowles. Revell.
6. "Jane Cable," by G. B. McCutcheon. Briggs.

ST. CATHARINES.

1. "Fighting Chance," by R. W. Chambers. McLeod.
2. "The Undertow," by R. E. Knowles. Revell.
3. "The Doctor," by Ralph Connor. Westminster.
4. "Tides of Barnegat," by F. H. Smith. McLeod.
5. "Saul of Tarsus," by E. J. Miller. Bobbs-Merrill.
6. "Blindfolded," by H. E. Walcott. McLeod.

TORONTO.

1. "Lonely Lady of Grosvenor Square," by Mrs. De La Pasture. Dutton.
2. "Clipping Borough," by L. J. Weyman. McClure.
3. "Lady of Rome," by F. M. Crawford. Macmillan.
4. "The Doctor," by Ralph Connor. Westminster.
5. "From a College Window," by A. C. Benson. Putnam.
6. "The Saint," by A. Fogazzaro. Copp.

VICTORIA.

1. "Fighting Chance," by R. W. Chambers. McLeod.
5. "The Spoilers," by R. E. Beach. Poole.
3. "Call of the Blood," by Robert Hichens. Briggs.
4. "Sir Nigel," by Conan Doyle. Briggs.
5. "Clipping Borough," by S. J. Weyman. McClure.
6. "Coniston," by Winston Churchill. Macmillan.

WINNIPEG.

1. "The Doctor," by Ralph Connor. Westminster.
2. "Sir Nigel," by Conan Doyle. Briggs.
3. "The Undertow," by R. E. Knowles. Revell.
4. "Treasure of Heaven," by Marie Corelli. Briggs.
5. "Fighting Chance," by R. W. Chambers. McLeod.
6. "Adventures of Billy Topsail," by Norman Duncan. Musson.

CANADIAN SUMMARY.

	Points.
1. "The Doctor," by Ralph Connor	155
2. "Fighting Chance," by R. W. Chambers	87
3. "The Undertow," by R. E. Knowles	55
4. "Sir Nigel," by Conan Doyle	40
5. "Whispering Smith," by F. H. Spearman	30
6. "Tides of Barnegat," by F. H. Smith	36

TUCK'S PLANS FOR 1907.

SEVERAL announcements that will interest the trade have been made by the Canadian office of Raphael Tuck & Sons Co., Limited, in connection with 1907 business. In the first place, and perhaps most important of all, they will keep in stock in Montreal, everything that their travelers will show on the road, so that orders can be filled at once.

In the department of toy books and juveniles, they are showing this year for the first time in Canada, the complete line from the London house, including a big range in calico, linen, boards, etc.

In the department of post cards, the 1907 lines have been stripped of everything not suitable to the Dominion. Last year a good many cards of a distinctly English style, were included which did not appeal to Canadian buyers. All such have been omitted this year. The new cards embrace main fine landscapes, marines, military types, comers, and views of the chief cities of the world.

So pleased are Raphael Tuck & Sons Co. with the way the trade sent in orders for private greeting cards last year, that they have decided to issue a very much larger sample book this year. In this book will be a large number of cards specially designed for the Canadian market.

In the matter of Easter cards, they show two large low-priced assortments, as well as several hundred designs in a better quality card. These can be delivered immediately.

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during January, 1907.

Cours de Droit Civil de la Province de Quebec. Par l'Honorable F. Langelier. Tome Deuxieme. Wilfrid John Wilson & Theophile Lafleur, Montreal.

The Kingdom of God and Life Therein. By the late Rev. W. R. Forster. (Book.) Rev. T. G. A. Wright, Walkerton

A Compendium of the Christian Religion. By Rev. T. M. Talbot, B.A., B.D. (Third Edition.) Thomas Mason Talbot, Napinka, Manitoba.

La Cause de Baptiste. Comedie en un Actt. Par Regis Riv. J. E. Belair, Montreal.

Nocturne. For piano. By Erik Meyer-Helmund. Op. 28. No. 1. *Border Ballad.* Song, words by Sir Walter Scott. Music by John Adamson Whaley, Royce & Company, Limited, Toronto

No Wedding Bells for Me. Song, words by E. P. Moran and Will A. Heelan. Music by Seymour Furth
I'm in Love with the Slide Trombone. Words by Arthur J. Lamb. Music by Seymour Furth Maurice Shapiro, New York.

Table of Contents in Feet Beard Measure Saw Logs Compiled and Enlarged by William Peter Grant. (Book.) William Peter Grant, Three Rivers, Que.

Oh! How I Love My Teacher. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Company, New York.

Piche Kindergarten Music Method. For use in Public Schools. (Book.) Florence Piche Foster, Warton.

Cuttin' Up. Slow Drag. For piano. By Chas. G. Haskell. Jerome H. Remick & Company, New York.

I've Got a Vacant Room for You. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Company, New York.

The Smiler. (Joplin-Rag.) By Percy Wenrich. (Music.) Arnett-DeJonas Company, Chicago

To a Wee Bird Trying to Fly. By Mrs. M. E. T. de Touffe Lauder. (Song.) Maria E. T. de Touffe Lauder, Toronto.

Fleurs Ursulines: Notices Biographiques d'An- cieunes Eleves des Ursulines des Trois-Rivieres. (Livre.) La Communite des Ursulines des Trois-Rivieres, Trois Rivieres, Que.

Match Making Game. (Rules and cards.) Rev. John Bailey, Camlachie, Ont.

The Digby Racquette. The Digby Water Front. The Digby Basin and Town. (Photos.) Paul Yates, Digby, Nova Scotia.

The Digby Basin and Town. (Photos.) Paul Yates, Digby, Nova Scotia.

Pretty Peggy. Song. Words and music by Charles B. Lawlor. Charles B. Lawlor, New York.

The Law of Probate: Including Administration, Guardianship, Contentious Proceedings, Custody of Infants, Succession Duty, etc. By A. Weir, B.A., LL.B. (Book.) The Canada Law Book Company, Limited, Toronto.

Buster Brown and Tige: Happy Days! Oh! Happy Days! (Sheet of pictures.) Little Nemo, The Magician's Daughter: A Surprise Trick Ushers in the New Year. (Sheet of pictures.) Canada Newspaper Syndicate, Limited, Montreal.

When Poultry Pays (Book.) J. J. Gibbons, Toronto

Le Docteur Pierre Martial Barly: Sa Vie, Ses OEuvres et Sa Memoire. Compilation par l'Abbe F. X. Burque. Francois Xavier Burque, Pretre, Quebec.

Starlight. Three Step. By Lorin Morton. Only

a Picture Post Card. Song. Words and music by Harry Herbert. Harry H. Sparks, Toronto.

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Royal Northwest Mounted Police, Fort Saskatchewan, Xmas, 1906. (Photo.) Ernest Brown, Edmonton, Alberta.

Fort William, from Elevator B. (Photo, No. 1.)

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16.) George Ryerson Evans, Fort William, Ont.

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