

# BOOKSELLER & STATIONER

and  
Canadian Newsdealer

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

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 10 Front St. E. WINNIPEG, 511 Union Bank Bldg. LONDON, ENG. 38 Fleet St. E.C.

PUBLICATION OFFICE: TORONTO, MAY, 1909.



## This is our Special 10c Package

The cut does not fully represent its real selling value. We are simply trying to give you a general idea of what it looks like. The carton is lithographed in colors. The bottle contains 5 full ounces of

### UNDERWOOD'S INK

either Everlasting Bank Ink or Egyptian Black Ink. These inks are guaranteed to be absolutely gall and iron inks. They are permanent and free from sediment of any kind. The trade price, packed 36 cartons in a case, is \$8.00 per gross.

ASK THE WHOLESALE TRADE

**JOHN UNDERWOOD & Co**

90 Richmond St. East

NEW YORK

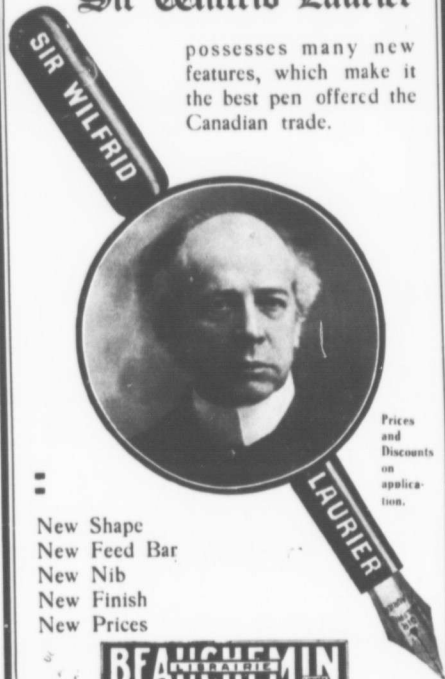
TORONTO

LONDON, ENG.

THE NEW MODEL

## Sir Wilfrid Laurier

possesses many new features, which make it the best pen offered the Canadian trade.



Prices and Discounts on application.

New Shape  
New Feed Bar  
New Nib  
New Finish  
New Prices

**BEAUCHEMIN**  
INDUSTRIALS

79 St. James St.

26 St. Gabriel St.

MONTREAL

Wholesale Books and Stationery

Established in 1842

# Holiday Papeteries

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The most satisfactory circumstance about our range of Holiday Papeteries for this year is the size of the orders placed by the Trade who have had the opportunity of seeing them. Do not be persuaded into placing orders for American or other lines until you compare our values and designs. Over one hundred different numbers of our own manufacture.

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OUR TRAVELLERS ARE NOW SHOWING SAMPLES

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**Warwick Bros. & Rutter, Limited**

Wholesale Manufacturing Stationers

**Toronto**

# ALL THE LEADING WHOLESALE

Stationery and Fancy Goods Houses

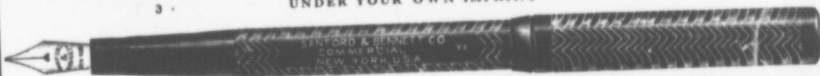
SELL

# GOODALL'S PLAYING CARDS

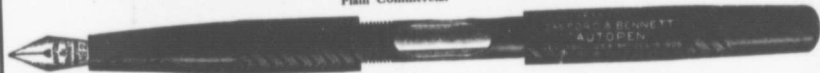
A. O. HURST - 24 Scott St., - TORONTO

## Guaranteed Fountain Pens

UNDER YOUR OWN IMPRINT



Plain Commercial



Autopen (open)

**A**LL our fountain pens are guaranteed. We do this to protect our customers. We wouldn't do it if we did not feel sure that every piece of material and workmanship which we put into the manufacture of our pens would warrant it. We stand ready and willing to make good every claim we make about them. If we did not follow this policy we would not have the trade of the best jewelry and stationery firms in Canada and the United States. We are the largest manufacturers of fountain pens for special imprint orders in America. When you want to get a special line of pens with your own imprint on them of a style and quality you will be proud to own—let us hear from you. Our prices are very satisfactory and you will be more than pleased with the goods.

### SANFORD & BENNETT CO.

Manufacturers of Fountain, Stylographic and Gold Pens for foreign and domestic trade  
Patentees of the "Autopen" (Self Filler), the "Gravity Stylo Pen," and the "Commercial Fountain Pen."  
JEWELERS' COURT, 51-53 MAIDEN LANE, NEW YORK



# SWISS CAMBRIC STATIONERY

**WHITE LINEN FINISH  
NOTE PAPER and ENVELOPES**

Best value, most popular sizes for  
Private and Business Correspondence

Como Note, - - -	size, $4\frac{1}{4}$ x $5\frac{1}{2}$
do Envelopes, - - "	3 x $4\frac{1}{2}$
Lucerne Note, - - "	$4\frac{1}{2}$ x 6
do Envelopes, - - "	$4\frac{1}{4}$ x 5
Geneva Note, - - -	5 x $6\frac{1}{2}$
do Envelopes, - - "	$3\frac{1}{2}$ x $5\frac{1}{4}$

**MOURNING BLACK BORDERED  
NOTE PAPER and ENVELOPES**

Same Sizes—  
All Widths of Black Border

**BROWN BROS., LIMITED**

Wholesale and Manufacturing Stationers  
51-53 Wellington St. West, - TORONTO

# The Pearl

Series of  
**Christmas  
Cards**  
for  
**1909**

**Calendars**

**Dance  
Programmes**

**Masonic  
Stationery**

and

**General  
Card Stationery**



WHOLESALE AGENT FOR CANADA  
REQUIRED

**THOS. M. WOODHEAD**

The "Pearl" Artistic  
Stationery Works

Established 1878

BRADFORD - ENGLAND

BOOKSELLER AND STATIONER



# Dennison's Adhesives

Are As Good As

## Dennison's Tags

Stationers will appreciate the force of this statement, for Dennison's Tags are the World's Standards.

Dennison's Adhesives represent a line that responds to and pays well for any attention it may receive from dealers.

**Dennison's GLUE**—Possesses the greatest adhesive power of any glue ever put on the market. Put up undiluted. Is strong, clean and sweet, and will stay so. In Patent Pin Tubes—2 sizes; also in cans.

**Dennison's ART PASTE**—Pure white and absolutely stainless. Tests of five years' duration have

proved Dennison's Art Paste to be the only paste that will not discolor photographs. Unequalled for mounting Botanical Specimens, working in Crepe and Tissue Paper, etc. In Patent Pin Tubes; 2 sizes.

**Dennison's MUCILAGE**—Made of Pure Gum Arabic. Keeps sweet permanently. The ideal medium adhesive for office and home use. In Patent Pin Tube.

**Dennison's PATENT PIN TUBE**—Pin Tube Adhesives were original with Dennison. No other tube compares with Dennison's. Keeps contents sweet and clean for years. Solid metal top. Pin cannot come loose or prick through. No air can get in.

### For Counter Displays

For display purposes we supply dealers with a beautiful counter case of mission oak with detachable easel. Contains a full assortment of Glue, Paste and Mucilage in tubes of different sizes.

*We would like to take the matter up with you at short range. Write any of our stores.*

### Dennison Manufacturing Company

*The Tag Makers*

- |                           |  |                                  |
|---------------------------|--|----------------------------------|
| BOSTON<br>26 Franklin St. | NEW YORK<br>13 John St.                                      | PHILADELPHIA<br>109 Chestnut St. |
| CHICAGO<br>8 Randolph St. | Uptown Store, Twenty-seventh St.<br>Bot. 5th Ave. & Broadway | ST. LOUIS<br>412 North 5th St.   |
| (A New Dennison Store)    |  |                                  |



BOOKSELLER AND STATIONER



## Christmas Papeteries



Our offering for 1909 is better than ever. One hundred and twenty-seven numbers retailing from 25c. to \$2.50. Before placing your order, examine our line of Christmas Cards, Post Cards, Calendars, Seals, Tags, Greeting Cards, Holly Napkins and Holly Wrapping.

**Buntin, Gillies & Co., Limited**  
Hamilton and Montreal



If you get stuck on

### Fancy Calendar Pads for 1910

It will be because your competitor had Elliott Pads and you didn't.

Proof of the superiority and salability of Elliott Fancy Calendar Pads will be cheerfully sent you in shape of a complete sample line if you write us for same.

Also remember the Elliott  
Line of Art Calendars.

THE  
**CHAS. H. ELLIOTT**  
COMPANY  
Philadelphia, Pa.

## National <sup>BLANK</sup>BOOKS



TRADE

MARK

**M**ADE in all sizes, rulings and bindings to meet every requirement of the accountant. They contain paper of extra fine quality—the best products of the Holyoke Mills being used for the purpose.

The National Line also includes a wide variety of Loose Leaf Ledgers, Price Books and Memorandums.

**National Blank Book Co.**  
HOLYOKE MASSACHUSETTS

# Section of School Supplies

Exercise Books  
Copy Books  
Scribblers

Readers  
Maps  
Crayons

**Crayons—A New Sort—** Many Stationers lose business which is at their door, through not having new, correct School goods, and not submitting same to the Authorities, Teachers and Scholars. These people are hunting out and want proper materials with which School work can be carried on, and aggressive firms, making special efforts for this trade, are getting it easily in a large volume. It pays a hundred-fold to reach out for this business, for quite apart from the profit of sales from School materials, it brings customers for other goods, for as naturally as a duck takes to water, so do buyers patronize a live store. The School supply business is increasing rapidly, and live merchants are reaping the benefit by introducing and creating a steady trade for goods which please and make friends. There will be no better line to do this with next School season than—



## CRAYOGRAPH CRAYONS

for they are not ordinary crayons, but a sort which perfectly do what crayons should do, hence **Crayograph Crayons** are creating a demand for themselves because of their merits. **Crayograph Crayons** are the result of the work of expert crayon manufacturers, aided by teachers who specialize in color teaching. Your order for the next season's School Supplies will be decidedly incomplete without some of these Crayons. They are obtainable from all wholesale houses. Makers:

THE AMERICAN CRAYON CO.

# E. H. Harcourt Company Limited

Publishers of the new

## Ontario Copy Books

Manufacturers of

## Exercise Books, Scribbling Books

and all School Blanks

**O**UR LINE this year contains twenty new designs—Canadian and Patriotic. Our full line contains 100 designs. Special attention paid to mail orders accompanying copy books.

WRITE US FOR SPECIAL TERMS

**NEW  
EXERCISE**

**NOVEL  
BOOKS**

**SCENIC  
SURPRISES**

**ARTISTIC and ATTRACTIVE with  
CATCHY COLORED COVERS**

The Front Cover represents some scene or event of historical or local interest, while the Back Cover contains a detailed description of the idea illustrated in front.

**SOME OF THE DESIGNS ARE**

- |   |  |
|---|--|
| <b>THE ALARM.</b> Exciting, stirring. Brigade hurrying to fire.                           | <b>THE WORLD WIDE.</b> Geographical and historical.                            |
| <b>THE LIGHTHOUSE.</b> Striking and suggestive.   | <b>BULL'S EYE.</b> Target practice vividly illustrated.                        |
| <b>THE BISON.</b> A true picture of a magnificent specimen of this almost extinct animal. | <b>CHINOOK.</b> Indian girl's head on dark brown and khaki colored background. |
| <b>MARATHON.</b> Of special sporting interest to all.                                     | <b>THE AIRSHIP.</b> Imag'native and inventive.                                 |
| <b>VULCAN.</b> Blacksmith-shop scene. Cheery and life-like.                               | <b>RED CROSS.</b> Nurse in uniform, worth while preserving.                    |
| <b>FARTHEST NORTH.</b> A dash for the Pole.   | <b>WALRUS.</b> An excellent imitation of walrus hide.                          |

---

**THE COPP, CLARK CO., LTD.**  
64-66 Front St. West - Toronto, Canada



# BIG THINGS IN SCHOOL SUPPLIES

Our line of School Supplies is essentially large and complete. Everything and anything likely to be called for in this direction we carry. They have yearly proved themselves to be Successful Self-Sellers. This we are proud of and take pleasure in publishing a proclamation of the fact, that Our Goods have stood the supreme test, and have proved their value as quick money makers.

## These Lines Are For You and Your Trade

**STUDENTS' NOTE BOOKS**—All sizes and qualities.

**NATURE-STUDY NOTE BOOKS.**

**ART DRAWING BOOKS.**

**MAP DRAWING BOOKS.**

**SCRIBBLING BOOKS.**

**EXERCISE BOOKS.**

**LEAD PENCILS**—An infinite variety and assortment. All qualities.

**SLATE PENCILS**—All varieties.

**PENHOLDERS** — Assorted, Rubber, Metallic, Fancy.

**COMBINATION PEN and PENCIL.**

**BLACKBOARD CRAYONS** — Yellow and white enamel. Semi-dustless.

**COLORED CRAYONS.**

**SLATES**—"America's Best," which is sanitary and hygienic. Noiseless, felt bound. Indestructible, wire bound.

**BAGS**—Canvas, Leather and Waterproof.

**PENCIL SHARPENERS**—Three kinds.

**ERASERS**—Ink and lead.

**BLACKBOARD BRUSHES**—Noiseless and dustless.

**INK** --- Black, blue-black, red, brilliant scarlet.

**BLOTTING PAPER** --- Colored and plain white. Pads and sheets, large and small.

**EYE SHADES**---Comfortable and convenient.

### PENCIL BOXES

Lock boxes, also single, double and triple section boxes.

**THE COPP, CLARK CO., LTD.**  
**TORONTO, CANADA**

# School Blanks

¶ Samples of our new lines of Practice Books, Exercise Books and Note Books for School Opening are now in the hands of our travellers. We are offering better value and showing a greater variety of choice new designs than have ever before been presented to the trade. It will pay well to reserve orders until you have seen them.

¶ We are also showing a full range of the newest and best things procurable in Stationery Sundries of all kinds, for School Opening, and at close figures.

**W. J. Gage & Co.**

Limited

*Manufacturing Stationers*

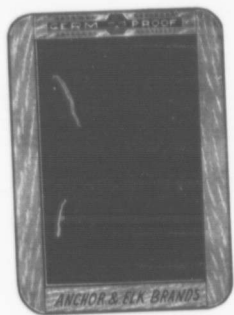
**Toronto**



**Ontario**

PAPER MILLS AT ST. CATHARINES, ONT.

# Why don't you sell more School Slates?



Here is a slate with a new talking point. It has been claimed by educators that the ordinary school slate is more or less unsanitary because of the accumulation of germs through constant use.

They say that if this objection is removed there is no reason why the slate should not regain its old-time popularity.

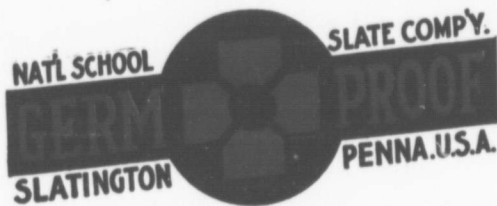
We agreed with the educators; and we have removed the objection by perfecting the

## GERM-PROOF SLATE

Every slate we make is treated *chemically* to make both slate and frame thoroughly antiseptic and absolutely *germ-proof*; and we guarantee that every slate will remain in that condition for at least several years.

*The Board of Education of Toronto has adopted "Germ-Proof" Slates for use in the Public Schools.*

This trade-mark is on all genuine Germ-Proof Slates. Insist on the Genuine



They cost you nothing extra—and you can Guarantee them to your Customers

Carefully graded under these names—each brand bearing the above trade-mark: "ANCHOR" and "ELK" D. "WIREBOUND," "PEERLESS," "CROWN," and "OAK LEAF" noiseless.

FOR SALE BY ALL THE LEADING JOBBERS

*Manufactured only by*

**NATIONAL SCHOOL SLATE COMPANY**  
SLATINGTON, PENNA., U.S.A.

BLACK BOARDS	SCHOOL MAPS	SCRIBBLERS	EXERCISES	NOTE BOOKS	BLANK DRAWING BOOKS	SCHOOL SLATES	LOCK BOXES	CRAYONS	FOOTSCAP	PEN HOLDERS
<h2 style="margin: 0;">Buy Your School Supplies Now</h2> <p style="margin: 0;">and stock up while the selection is good. We have a large and choice assortment of standard school goods in a splendid variety of styles and designs. Our stock of</p> <p style="margin: 0;"><b>Scribblers, Exercise Books, Note Books, Drawing Books, Slates, Crayons, Maps, School Bags, Black Boards, Pencils</b></p> <p style="margin: 0;">will particularly interest you as they have been carefully selected with the exact requirements of the trade in view. Our lines are reasonably priced and we can promise you early shipments. Your orders, whether large or small, will receive our best consideration.</p> <p style="margin: 0;"><b>CLARK BROS. &amp; CO., Limited</b> - <b>WINNIPEG, MANITOBA</b></p>										
MUCILAGE	GLUE	PENCILS	DICTIONARIES	PAINTS	SCHOOL INKS	SCHOOL BAGS				

## ART SUPPLIES

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

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

SEND FOR CATALOGUE

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

Agents for WINSOR & NEWTON, London

## CRAYONS

The "Standard" for quality, quantity, variety, economy, and satisfaction. Can be had only of

**The Standard Crayon Mfg. Co.**  
 Danvers, Mass.

## Copying Presses

In All Sizes  
 ALSO SCHOOL FURNITURE



**The James Smart Mfg Co., Limited**

Brockville, Ont.,  
 and  
 Winnipeg, Man.

SEND FOR CATALOGUE

## A Modern Device



**The Acme No. 2 Binder**

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

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

Ask your jobbing house about it.

**Acme Staple Company, Limited**  
 112 North Ninth St. Camden, N.J., U.S.A.

## CAN YOU BEAT IT? IMPERIAL TRACING LINEN

All 24 yards to Roll

	10 Rolls astd.	50 Rolls astd.
30"	6.16 per roll	5.85
36"	6.72 " "	6.30
41"	9.10 " "	8.65
54"	11.90 " "	11.31
	5.70	6.22
	8.42	11.01

Terms: 30 Days

**HOW IS YOUR STOCK OF INK, MUCILAGE AND PASTE ?**

Our line of Stephen's, Stafford's, Underwood's and Higgins' Ink is complete. Mail orders receive special attention.

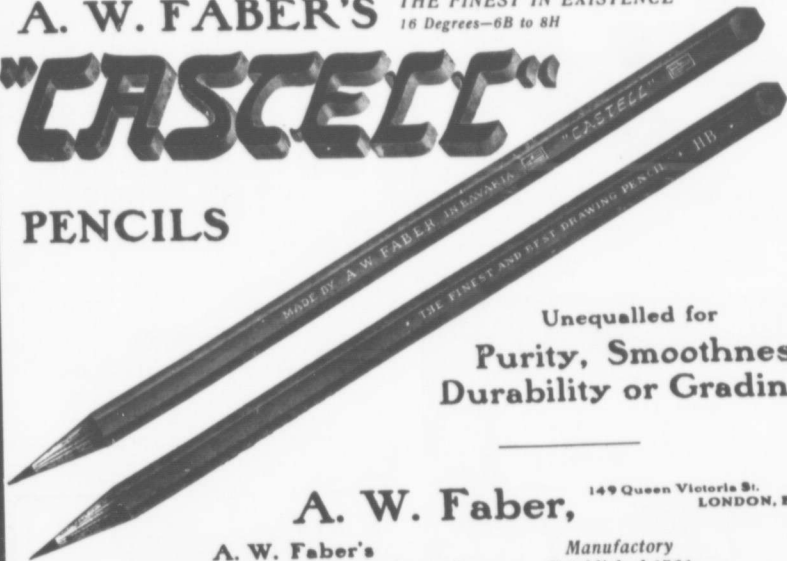
**Smith, Davidson & Wright, Limited, Vancouver, B. C.**

BOOKSELLER AND STATIONER

A. W. FABER'S THE FINEST IN EXISTENCE  
16 Degrees—6B to 8H

"CASTELL"

PENCILS



Unequaled for  
Purity, Smoothness  
Durability or Grading

A. W. Faber,

149 Queen Victoria St.  
LONDON, E.C.

A. W. Faber's  
"Castell" Copying Pencil

Manufactory  
Established 1761



FACTORIES  
STEIN, GERMANY  
GEROLDSGRUEN  
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NEWARK, N. J.

A. W. FABER.

ESTABLISHED 1761.

RUBBER WORKS

ELASTIC BANDS ERASIVE RUBBER



HOUSES  
STEIN, GERMANY  
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41 - 47 DICKERSON STREET AND 68 - 88 HECKER STREET

NEWARK, N. J., U. S. A.



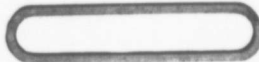
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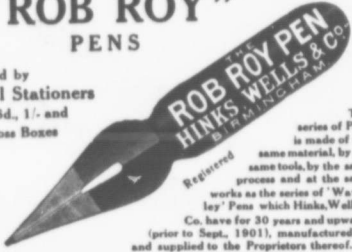
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**"ROB ROY"  
PENS**

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



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

HINKS, WELLS & CO. BIRMINGHAM, ENGLAND

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THE CANADIAN PRINTER AND PUBLISHER  
Montreal Toronto Winnipeg

**SPENCERIAN  
STEEL PENS.**

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

**THE BEST**

Works: BIRMINGHAM, ENGLAND

Imported by all the leading stationers in Canada.

Proprietors: Spencerian Pen Co., New York

**HAVE YOU TRIED THIS ONE ?**

**JOHN HEATH'S PENS**

Supplied by leading Wholesale Houses in Toronto and Montreal.

London (Eng.) Export Agency:  
8 St. Bride St., London, E.C.

9278 TELEPHONE PEN. Reg. in Canada

**The TELEPHONE PEN.**  
REG. IN CANADA

**Waverley Pens**

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

**"Boons and Blessings"**

Sold by the Leading Wholesale Houses  
Sample Cards & Trade Prices sent by return mail

Waverley Works, **MACHIVEN & CAMERON,**  
Edinburgh Limited

**WESTERN ASSURANCE COMPANY.**

Incorporated 1891

**FIRE AND MARINE**

HEAD OFFICE—TORONTO, ONT.

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

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

**British America Assurance Company**

A. D. 1833

**FIRE & MARINE**

Head Office, Toronto

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CAPITAL \$1,400,000.00  
ASSETS 2,162,753.85  
LOSSES PAID SINCE ORGANIZATION. 26,833,820.98

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.

## STATIONERS!

When placing your Spring Order  
bear in mind that

# "RELIANCE INKS"

will please your most fastidious customers.  
Flows freely, does not corrode the pen.

WRITE FOR PRICE LIST

RELIANCE INK CO., Ltd., - Winnipeg

**Picture** Made to order only according to instructions supplied.

Specialties: Modern Heliotype styles, plain and coloured.

Well known for efficiency and high-class workmanship.

**Otto Leder**  
Dresden 7 Saxony  
Picture Post Card Manufacturer.  
WHOLESALE EXPORT

**Post** Very fine make. First class Goods only.

**Cards**

## The Northern Mills Co.

PAPER MANUFACTURERS

# PRINTING AND WRITING PAPERS

Super-calendered, Velvet and Machine Finished Book, Litho and Antique Printing, Engine Sized Writing and Envelope Papers, White and Tinted Bond.

Typewriter Papers (Glazed and Rough Finished), Envelopes, Bill Heads, etc.

Ask for "Canadian Bond," "Provincial Bond," "Adelia," "Northern Mills," and "Federal Writing Manila."

Head Office, Montreal, 278 St. Paul St.

Mills, St. Adele, Que.

## The Patent "Interleaf" Post-Card Album

The most perfect album ever published. Requires only to be seen to be appreciated. Best British Manufacture. Holds either 6 upright or oblong Cards all on one page. No Corners of Cards protrude on either side of leaf but are perfectly protected. Published in five different Bindings, to hold 200, 400 and 600 Cards respectively, and retailing from 6s. to 18s. each. Specially suited for use on Shop Counters for exhibiting Picture Post Cards.

Full particulars and terms, etc., post free on application.

Inspection Invited. Sample Album will be forwarded on receipt of 4s Carriage extra. Published exclusively by

The Patent "Interleaf" Album Co., Limited  
13, New Street, Covent Garden, London, W. C., England  
Tel. Berghoff, London. Code: 5th Edit. A.B.C.  
MAY BE HAD OF ALL WHOLESALE AND EXPORTERS

## "SUPERIOR"



Patented July 14, 1908

### Paper Fasteners

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

Samples and quotations furnished the trade upon request.

For sale by all leading stationers.

Superior Manufacturing Co., Sidney, Ohio

## DAVID'S CELEBRATED INK

Unsurpassed for  
Quality and Value

Electro-Chemical  
BLUE BLACK  
FOUNTAIN PEN  
CARMINE

Manufactured by  
Thaddeus Davids Co.  
New York. Established 1825

## BROWN BROS.

Limited

Canadian Agents, Toronto



**SOMETHING NEW!**  
**Carter's Spreader Tube**

filled with  
**PHOTOLIBRARY PASTE**

A new paste tube which is sealed with a pin--no threads to become clogged. Has a unique spreader to distribute the paste. Work all done with one hand and that hand kept clean.



No. 275 and 275½ "The Tube With the Tongue."

**MADE IN TWO SIZES**

No. 275, - 3 Oz.  
No. 275½, - 1½ Oz.

Both packed one doz. in display box.

*Write for prices*

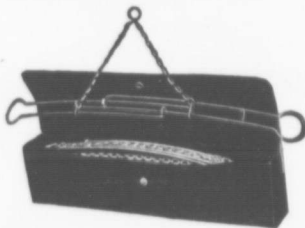
**HAS ALREADY MADE A HIT.**

**THE CARTER'S INK CO.**

BOSTON NEW YORK CHICAGO MONTREAL

**Tourist Leather Goods**

WE MAKE A LARGE COLLECTION  
OF ARTICLES FOR TRAVELLERS



COAT AND TROUSER HANGERS IN CASES  
SEND FOR NEW ILLUSTRATED CATALOG

*Manufactured by*

**C. F. RUMPP & SONS**

**PHILADELPHIA**  
FINE LEATHER WARE  
ESTD 1850

NEW YORK SALESROOM - 663 and 665 Broadway (Cor. 3rd St.)

**Every Man with a Fountain Pen**  
NEEDS THE

**Kymox Clip**



The Show Card sells it  
at sight

The only clip that gives  
entire satisfaction

One dozen  
on a card.

German Silver,  
10 cents

Rolled Gold,  
25 cents



Discount to the Trade on  
application.

**Consolidated Safety Pin Co.**

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Our  
No. 25  
  
Retail  
Price  
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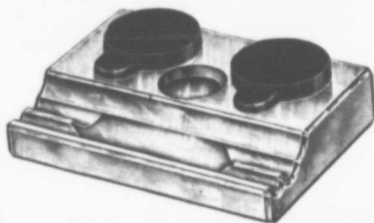
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Shows  
Our  
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WITH the intention of assisting those of our subscribers who either because of want of time or lack of knowledge cannot attend properly to their advertising, BOOKSELLER and STATIONER is willing to undertake this service for them.

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*William G. Bolgate,*

*Manager Copy Department.*

BOOKSELLER AND STATIONER  
10 Front St. East TORONTO, CANADA

# Bookseller and Stationer

## and Canadian Newsdealer

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

W. A. CRAICK  
Editor

Subscription: One Dollar a Year  
Single Copies - - Ten Cents

Vol. XXV.

TORONTO, CANADA, MAY, 1909

No. 5

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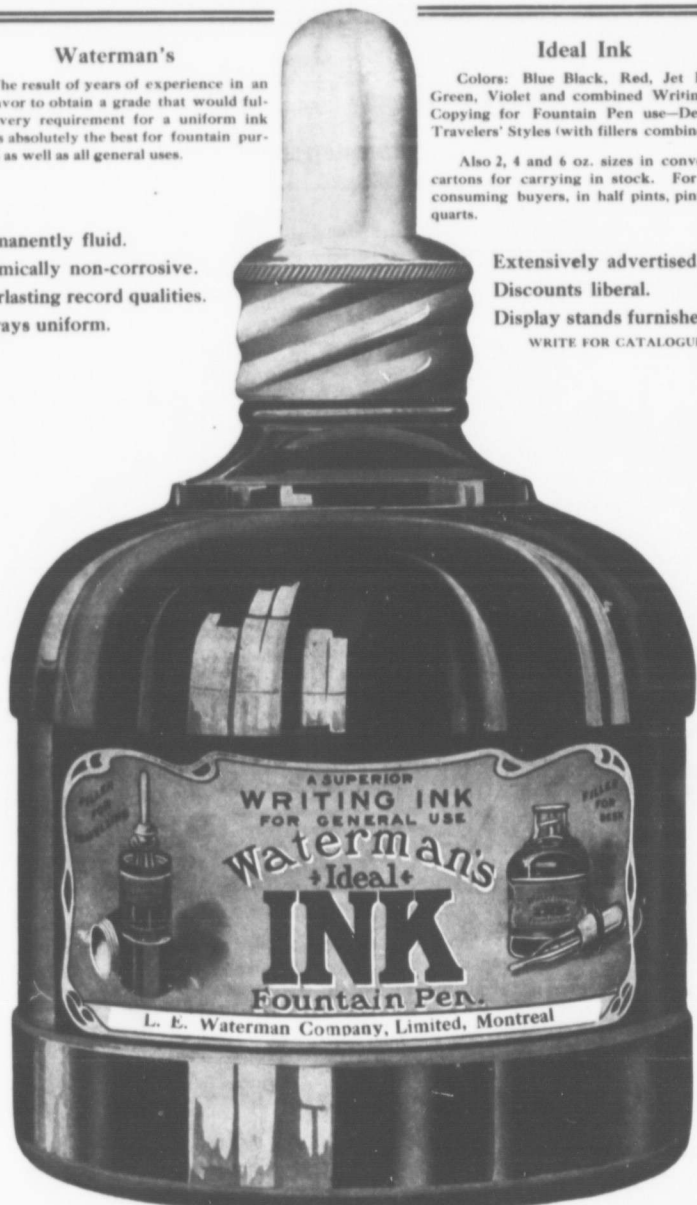
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# Bookseller and Stationer

and Canadian Newsdealer

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of the Bookselling and Stationery Trades

Subscription: One Dollar a Year  
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Vol. XXV.

TORONTO, CANADA, MAY, 1909.

No. 5.

## EDITORIAL COMMENT

The sole topic of conversation this month among the members of the trade with whom the staff of Bookseller and Stationer have come in contact is the new school book contract awarded by the Ontario Government to the T. Eaton Company of Toronto. In whatever way we regard it, there seems to be no consolation for the afflicted bookseller. The contract has been signed, sealed and delivered and the successful tenderers announce that they are going to live up to every letter of it. This means that they intend to retail the books at the same price at which they will supply them to the booksellers. It also means that they will print their name as publishers on every copy of the edition. The Government announce that they will do nothing to put the arrangement on an equitable basis for the book trade. It might be within their power to keep the publisher's name off the books. Even if they did this much something would be accomplished but this is too much to expect.

• • •

Having accepted the inevitable, all the trade can do is to take precautions to prevent further damage. The thin edge of the wedge is in. Undoubtedly the Eaton Company will follow up their advantage by tendering for other books as the opportunity offers. Any such contingency must be guarded against. The Government must be told that the policy of taking sides with the enemy of the retail trade and against the interests of that trade, is distasteful to thousands of merchants and their friends throughout Ontario. It is something that every bookseller can easily do. Letters to local members and to the Minister of Education should be despatched at once protesting vigorously against the Government policy. The booksellers should go further and secure the co-operation of every other retailer in their locality. A mass of such letters pouring in on the Education Department would create a great impression.

• • •

Some special attention is paid in this number to school supplies, for this is about the season when most retailers place their orders for the goods required at

school opening. School opening time and holiday time are two periods in the year when the stationer has an opportunity to stir things up. He should lay plan early to handle this business competently. Elsewhere we give a few pointers on ways and means of making a success of the business. The general recipe nowadays is aggressiveness. The man who gets out after the business with determination is bound to succeed.

• • •

This year's meeting of the National Association of Stationers and Manufacturers of the United States is scheduled for July 19 to 23, at Toledo, Ohio. It will be the fifth annual convention of the organization and, if the same degree of progress is exhibited here as at previous meetings, there will be a very large attendance of stationers present. An attractive booklet, describing Toledo and outlining plans for the entertainment of the visitors has been issued, which proves to be a most alluring bait. We feel sure that Canadian stationers will be welcomed at this convention and we would urge as many as are able to get away from home in July to take in the meeting. Stationers resident in Western Ontario should not find it difficult to reach Toledo. The meetings of the United States Association are always profitable and pleasant. The biggest and brainiest men in the trade are there and valuable information is given out.

• • •

There is a matter involving the business probity of some of our stationery manufacturers, which we would like to bring to the attention of our readers. In the matter of Government contracts for stationery supplies, the accusation is frequently made against the manufacturers, that by the exercise of favoritism and shading of prices, they enable certain dealers to secure the business. The fact of the matter is that party pull has usually far more to do with this than price-cutting. There may be a few manufacturers, who would shade prices, but the reputable firms, whose first principle is to adhere rigidly to a fixed scale, never do it on any consideration and it is unfair to accuse them of such a practice. The Government's policy, when prices are equal, is to divide the

## BOOKSELLER AND STATIONER

contract so that all sections secure the business. If a certain dealer appears to be favored the chances are that he has a political pull, not that he has cut his price. Investigation has proved this to be the case in several instances. The trade would do well to remember this next time they feel inclined to blame the manufacturers.

\* \* \*

Under the Ontario assessment act of 1905, business assessment was substituted for the old personal property tax. After nearly five years of trial it is generally admitted that the new system is preferable, though some inequalities have developed, which require remedying. During the recent session of the Legislature several notices of amendments to the act were brought forward and specific cases instanced where its provisions were unfair, but nothing more definite was done by the House than to appoint a special committee to inquire into and report upon the working of the present act. All business men who think that some of the present clauses should be altered, would do well to lay their views before the members of the committee, which consists of Sir James Whitney, Premier; Hon. W. J. Hanna, Provincial Secretary; Hon. A. J. Matheson, Provincial Treasurer; W. K. McNaught, North Toronto; J. W. Johnson, West Hastings; I. B. Lucas, Centre Grey; W. F. Nickle, Kingston; Col. Hugh Clark, Centre Bruce; Henry Elber, South Huron; W. S. Brewster, South Brant; W. H. Hoyle, North Ontario; G. H. Pharand, Prescott; J. R. Dargavel, Leeds; W. H. Hearst, Sault Ste. Marie; James Torrance, North Perth; P. H. Bowyer, East Kent; F. G. Maediarmaid, West Elgin; J. J. Preston, East Durham; George Pattison, South Waterloo; Allan Studholme, East Hamilton; Hon. A. G. MacKay, Leader of the Opposition; Daniel Reed, South Wentworth; V. Stoek, South Perth; W. J. McCart, Stormont; James McEwing, West Wellington; Duncan C. Ross, North Middlesex; Wm. Proudfoot, Centre Huron; J. C. Elliott, East Middlesex.

\* \* \*

Under the assessment act of 1905 all booksellers and stationers, grocers, hardware dealers, etc., are assessed at 25 per cent. of the value of the premises occupied where the population of the municipality is over 50,000; 30 per cent. where the population is over 10,000; and 35 per cent. if under 10,000. The business tax of wholesalers is 75 per cent. and manufacturers 60 per cent. This method is easy of application, definite and fixed and the assessor does not have to delve into the private affairs of everyone doing business. It is not claimed that the system is equitable from a basis of wealth, and could not be for the reason that a percentage of the assessed value of the land is taken as the business assessment in lieu of the value of personal property. Large capital is employed in small places and vice versa, but its advocates contend that it has this effect; and that is, no one can escape. Under the old way, debts due on account of personalty were to be deducted and it is said that not one-tenth of the personal property liable to assessment was assessed. Under the business assess-

ment a certain rating is fixed by the act and an assessor cannot go beyond this rating. Here is where the improvement comes in, although the rating may afford causes of dissatisfaction. Inquiries made from the city assessment department in Toronto and other cities elicit the information that the new system of business assessment is regarded as a decided improvement, and, while not perfect perhaps, is more satisfactory than the personal property tax. In fact, the number of appeals entered by merchants, wholesalers, and manufacturers are not one-half what they used to be under the old order of things.

\* \* \*

A subscriber writes in, about our Canadian list of books, which was discontinued last year. He says: "We thought the idea was a good one. It is so difficult to keep the run of books published in Canada. We have the Bookseller and Stationer containing the lists for reference, it being the only thing there was. We think the list a helpful one. Of course, the more complete, the more useful." A few more opinions like this would soon induce us to resume the publication of the list. There is one question about it, however, which would need to be settled first and that is the definition of a Canadian book. Various views could be taken of what would constitute a Canadian book. We might limit it to books printed in Canada, or we might go further and take in all books, bearing on the title-page, the imprint of a Canadian publisher. Books by Canadian writers, published outside the country would have to be considered. In fact there are a lot of ways to look at it. The views of our readers would be appreciated.

\* \* \*

The vote on the date of the annual meeting of the Booksellers' Association has not been particularly satisfactory. Only 25 per cent of the cards sent out were returned and of these a slight majority voted for holding the meeting during Exhibition time. An equal number were in favor of a meeting early in August and in October. The other dates had very few supporters. It will now be for the Executive to decide whether a date during the progress of the exhibition will be tried again or whether a new date, say in October, be named as a further experiment.

\* \* \*

Reports are coming in from various quarters in Ontario that some dealers are going to give up the trade in school books, because of the Ontario Government's action in giving the contract for the readers to a Toronto department store. Such a policy is extremely foolish and no self-respecting dealer should adopt it for one minute. It is playing direct into the enemy's hand. By resolutely fighting the department store with its own weapons, the trade can stop further concessions to them. At present it is only the thin edge of the wedge aiming at the vitals of the trade. If half the trade take the blows lying down, the evil will increase. Now is the time to resist and resist strenuously.

# COMMENTS ON THIS YEAR'S SCHOOL SUPPLY BUSINESS—Originality in Methods Needed to Secure Local Trade—Aim to get Your Store Talked About—The Premium Idea Still a Good One—An Attractive Window Trim Creates Talk and Brings Custom.

Once again the trade is coming within sight of another school opening. While scholars are getting ready for examinations and the prospect of summer holidays seems very far distant, the retailer's business instinct warns him that the summer months are fleeting and that it won't in reality be so long until the schools open again.

What is the trade going to do about school opening this year?

That is a problem that must be dealt with sooner or later and the sooner it is settled the better.

It is a great thing to have plans cut and dried well in advance. Every reader of this article must realize this. The procrastinator invariably regrets his folly when the critical time comes. He knows he ought to take steps to prepare for the campaign now, but it is so easy to put it off for a day or two and the days creep into weeks and the weeks into months and nothing is done.

## A Fighting Chance.

Every bookseller and stationer has a fighting chance to secure the bulk of the school supply trade of his town or village. With well laid plans he can do it. And now is the time to lay the plans. If he sits down in the quiet of his office with the determination to evolve a scheme for the conquest of the school supply trade, and, if he adheres to his scheme when once he formulates it, the chances are that he will be ahead of the game next September. Isn't this a fight worth entering into? Doesn't it stir the pulse and quicken the blood?

But the successful dealer will have to do something more than follow the beaten track of by-gone years. There will have to be novelty in his plans and some daring in their working out. Schemes which brought in the trade a year ago will fail this year, for the spell will be broken.

## The Essentials.

The first essential is a good stock, well arranged. The second essential is to have your stock talked about. The first should present little difficulty. Reference to the section in this number of Bookseller and Stationer containing the advertisements of the school supply houses will show where the goods are to be secured. Experience will indicate the best lines for each dealer to purchase.

The second essential demands more attention. How to get the store talked about as the place to buy supplies, is a harder proposition. It is a problem in which the child-mind enters and, while in one sense the child-mind is easily understood, in another its workings are complex. You must aim to get the child on your side and having got him or her, the rest is easy.

## The Premium Idea.

The premium idea is an old and well-worn plan. It has served its turn well and in modified form may do service again. Provided you get something novel to offer to the children, which your competitors cannot duplicate, you will have a strong drawing-card. While it won't do to show your hand too soon, still you must let the children know early that you have something

wonderful for them. Start your advertising early. Get the lists of promotions in the local schools as soon as they are out and send letters or cards of congratulation to the children, indicating that you would like to have them buy their supplies from you in the fall and that you will have a nice present for all purchasers of so much.

If anyone is in doubt as to where to get suitable premiums, the editor of Bookseller and Stationer, would be pleased to supply a list of firms dealing in premium novelties to any subscriber.

## The Window Trim.

A good window display of school lines will also create talk. Keep down your curtain while the window is being dressed. Place it to the effect that the curtain will go up at such and such an hour. Invite the newspaper publisher to come and inspect it and request him to describe it in his paper. All these little devices will create talk and that is just what you want.

The Pharmaceutical Era describes an effective window trim, which it designates "The Bridge of Knowledge."

Through the centre of the window from front to rear make a wide river of glass. Cover balance of window with green sawdust with river banks of sand. At each side of the window, their height dependent upon the window's breadth, erect bridge towers of stacks of tablets. With strong thread fasten a number of pencils end to end so that they answer as bridge cables. There must be two cables of sufficient length to go over the tops of the towers and sag at the centre to the level of the bridge floor. At the floor level, extending from pier to pier, place a thin, strong board. This should be covered with paper and upon the top of it place tablets to form the visible bridge floor. Run twine from the bridge floor to the pencil cables at intervals of a few inches, in imitation of the floor supporting cables. Finish off the tops of the bridge piers with cupolas of ink bottles. On the floor of the bridge display small supplies, such as rubber and steel erasers, pens, pencil sharpeners, pen-wipers, and so on.

Upon the glass river place boats of scholars' companions, pen and pencil boxes, drawing sets, and so on, with masts and funnels of pencils, pen-holders, pencil sharpeners and chalk. Make background similar to that in little red school-house display.

## Outside Work.

Much effective work can be done outside the store and this is where the average dealer is very lax. He is content to let custom come to him; he rarely goes after custom himself. School boards are doing more and more of the buying of supplies. In some municipalities they do it all. Ergo, the school board must be approached, either direct or through the medium of the teachers. There are always a number of new lines each year, which may profitably be brought to the attention of the people who buy for the schools. Germ-proof slates are prominent this year and should appeal to all sensible people. If these slates are unknown in your locality, be the first to introduce them,—make hay while the sun shines.

# MAKING A SUCCESS IN SELLING TOYS AND GAMES

—Harold A. Wilson's Experience in Toronto—Has a Large Flat in his New Store Devoted to Toys Exclusively—Some of his Selling Methods.



HAROLD A. WILSON

“They take up too much room, there are too many breakages and the sales are not large enough, outside the holiday trade, to bother carrying them.” This is what the average bookseller and stationer says when asked why he does not handle toys. Of course, there are exceptions. Parents must have toys and games for the family and have to buy them somewhere. If there were no playthings, no indoor amusements, no miniature creations or imitations of working implements and household articles, which make for the comfort, convenience and advancement of life's conditions, what would childhood be? The little ones would be robbed of their pleasure, the realm of imagination, the great make-believe world, would be cheated of its sweetest possessions and the mythology of Santa Claus, the golden treasures that loom so large and real in the mind of every lisping, toddling cherub with its innocence and mirth, its laughter and song, its prattle and play, would be one stern, cruel, barren blank. Childhood without toys, the pretty, little, golden-haired darling without a doll and doll carriage, the ambitious, hero-worshipping boy without a cart, engine or box of tools—why, one might as well pluck the sun from the noon day, kill the spirit of fancy or ring the death knell of hope that a better and brighter day is yet to come. From the dawn to the decline of life, the one fascinating, never-ending picture, the beacon light that ever beckons us on, whether growing or grown up, is elusive expectation. Call it anticipation, imagery or delusion if you will; it matters not. The great underlying principle of it all remains the same, unchanged by the finger of fortune or the hand of time.

### A Big Stock.

“Toys! Why certainly I carry them,” remarked Harold A. Wilson, of the Harold A. Wilson Company, 297-299 Yonge Street, Toronto, when a representative of Bookseller and Stationer dropped into his large establishment the other day. “Come right up here to the first floor. Without boasting, I may say that on this flat, which is 125 feet long and 30 wide, we have the largest and most varied assortment of games and toys of any house in Canada, and, with two or three exceptions, I may add in America. We have always taken a pride and a pleasure in handling them. We make some, but the majority come from Germany and Austria. We have dolls ranging in price from 25 cents up to \$25, doll's cabs and carriages from \$1 to \$16, including all kinds of mechanical, electrical, clock-working, water, spring, friction and steam toys, wind motors, hook and ladder wagons, printing presses, passenger trains, typewriters, conjuring tricks, flying machines, home telephones, steel autos, magic lanterns, post card projectors and countless other creations selling as high as \$25 and \$30.”

“How do you find the profit on them and what about breakages? Do the customers, who may happen to be

trying how they work, have to make good the damage in case anything goes wrong?” was asked.

“The profit is much larger than on many staple lines. We find there is a good, steady trade in toys and games the year round, while the demand at Christmas is very heavy. Children, as you know, are always demanding something to entertain and amuse them. Then, there are birthday parties and other events in the life of juveniles which must be marked by various presentations. As to breakages, they are very few. We do not allow persons to experiment with toys. The salesladies demonstrate the various mechanical devices and give instructions, and, as they are experienced, not many toys get out of repair. As each one is sold it is tested before leaving the store and we know that it works all right. We are not troubled by persons desiring to change them. If a customer comes in and says the toy was out of repair when he or she received it, we deal with each individual case on its merits and use our own judgment. The best that we do in such an emergency is to meet the customer midway and allow half the cost on a new toy. But our difficulties in this line are not numerous and are scarcely worth mentioning.”

### People Who do Not Buy.

“Do many persons come here and not buy—simply roam around to show the children what you have, or to put in time?”

“I may say,” continued Mr. Wilson, “there are none of the class of which you speak. We have the goods so displayed that they can be seen to the best advantage without handling and thus the temptation to touch is removed. Then there are not many curiosity seekers. The departmental stores get the most of them. I am safe in saying that fully ninety per cent. of those who visit this department purchase something before they depart. Our goods are so shown that they pull too much on the pocket for anyone to leave without buying something. Now, with regard to departmental stores, perhaps seventy-five per cent. of those who inspect toys do not purchase. We carry only the best class of playthings and games and have practically nothing under twenty-five cents, so that our offerings are all well made and substantial in character.”

### How Toys are Sold.

“What is your selling plan?”

“It is very simple. When customers come in comparatively few know what they want. They say that Willie or Johnny, Mary or Susan is going to have a birthday or that Santa Claus will have to pay a visit in a few weeks, and they do not know exactly what to get. Our clerks in this department are all trained and go about selling toys and games in a methodical manner. At the outset they ask the age of the children, taking the girls first and the boys after, when something has to be secured for all the members of the family. The ladies in charge know exactly what is suitable and pleasing for a girl four years old, another of eight, ten, twelve and so on. The same applies to boys of all ages, from the two-year-old lad to the lad in his teens, and each child's wants are attended to separately and systematically. Sometimes a customer will say, ‘I am afraid you cannot help me, as my child has everything that I can think of.’



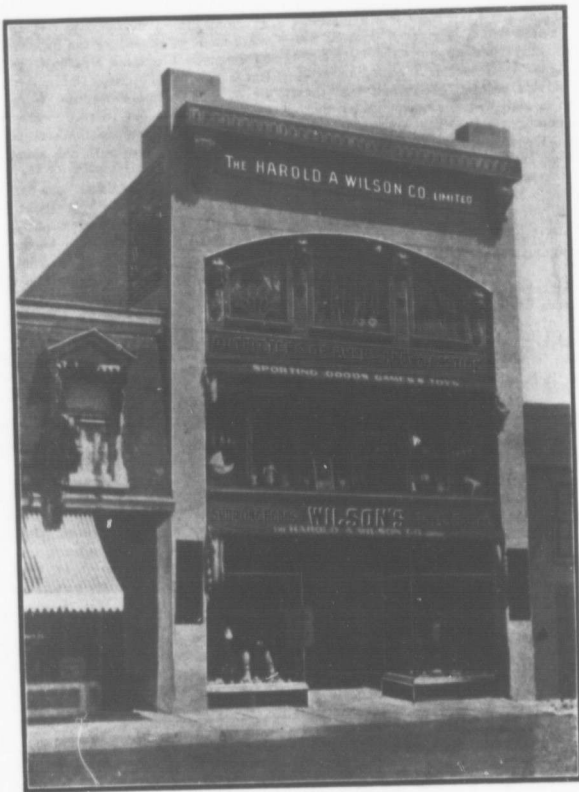
## BOOKSELLER AND STATIONER

But we always have something novel or unique—as we search the world's markets and the customer is conducted to positively new creations, and there is sure to find some article which he or she never dreamed existed in toyland. Then we send out our catalogues to all the homes in Toronto. These catalogues are illustrated, with prices under each device, along with a short description. This assists many a father and mother to solve what is frequently a perplexing problem. They often bring the catalogue with the articles which they desire picked out. You see that we have our selling plans in this branch of the business down to a science so far as it is possible to get it."

all the mechanical devices, where they can be seen to the best advantage without lingering. All plush goods, such as stuffed animals, birds, men, etc., are shown in glass wall cases. Water toys, spring and friction devices, are exhibited on adjustable tables. Sight-seers are not allowed to handle anything. The aisles are wide, the flooring space ample, and there is no crowding, either on the part of contrivances or people.

"Do you ever have bargain sales?"

"No! we do not. When we have a few odds and ends we gather them together, place them on a separate table and put up a card to the effect that anything on that table can be had for 25 or 50 cents. We get rid of bro-



Harold A. Wilson's Fine Toronto Store.

"Yes! but what about games? How do you manage there?" was the next question.

"We ask if it is a game for indoors, outdoors, for the floor or table. This gives four sub-divisions and materially lessens the difficulty. We have several that come under any one of these heads. I may add about our games that, with few exceptions, they are ones of skill and not of chance, games where the judgment of mind, eye and hand are brought into play."

All dolls, etc., are displayed in cases or shelves along the wall on one side of the toy department, as are also

ken lots in this way. All goods in the store are marked in plain figures, so that anyone picking up the tag knows exactly what the selling price of each article is."

Mr. Wilson is a strong believer in the effectiveness and drawing power of attractively arranged windows and show cases and keeps an expert who does nothing else but attend to these duties. His windows are changed every week, but seldom are goods tagged with prices. As to advertising, he does not employ newspaper space, but makes use of catalogues exclusively. These are printed twice a year and delivered to every home in Toronto.

## BOOKSELLER AND STATIONER

Some 200,000 catalogues are published annually by the firm. One issue goes out the first of May, containing illustrated announcements as to spring and summer goods. It is practically a book of sporting goods referring to tennis, golf, croquet, cricket, football, baseball and all in and outdoor games. Then in the fall, about the middle of November, there is published the toy catalogue, which also covers winter and fall sports, such as hockey, football, fencing, basketball, snowshoeing, tobogganing, gymnasium equipment, etc. Toys are more specifically referred to in view of the approach of the glad Christmas season. In addition to being distributed to every home in the city, catalogues are sent all over the Dominion, to Newfoundland, Great Britain, the United States, and even to South Africa and Australia. Then there is a gymnasium apparatus booklet printed which is given a wide circulation. Mr. Wilson estimates that annually there are about 75,000 of his catalogues scattered in Toronto, and 125,000 forwarded to outside points. About half the total business of the firm is mail order, principally for sporting, athletic and camping goods. The company makes everything it sells in the sporting goods line, made from iron, wood, canvas or leather, and is the manufacturer of and outfitter of every known pastime, while a large export trade is done. Mr. Wilson handles copyright novels, magazines and current periodicals and has worked up a fine trade in these branches.

The sporting, camping and athletic goods departments are not dealt with here. The object of the foregoing reference is to enlighten and instruct booksellers, stationers and fancy goods dealers on how and why toys can be handled with profit and advantage, to impart ideas and suggestions, which may be made use of by others, and to correct wrong impressions about the "nuisance" of carrying toys—as it is often called.

### Mr. Wilson's Career.

Mr. Wilson learned the stationery and book business in Sarnia. Twenty-nine years ago he came to Toronto and entered the employ of P. C. Allen, who conducted a sporting goods and toy establishment at 35 King Street West. In 1895 Mr. Wilson bought the business, which he has directed with marked success and constant expansion ever since. About a year ago he built a handsome and commodious brick block on Yonge Street, which is, without doubt, the finest specialty store in Canada. It has four floors and 16,000 square feet of flooring space. The basement is devoted to storage purposes, reserve stock and shipping. Here the enameling and nickeling departments are located as well as the forges, etc. The ground floor is given strictly to athletic and sporting goods, the second exclusively to children's amusements, toys, games, etc., and the third flat to the manufacturing plant and show room for gymnasium apparatus.

Space is even now at such a premium that plans are prepared for the erection of another store on his premises at an early date. The firm has also a large factory on Victor Avenue, where athletic clothing and leather goods, such as punching balls, boxing gloves and baseball mitts, are made.

(Since the foregoing was put in type a fire visited the factory of Mr. Wilson and did considerable damage to the third floor. The loss on the stock of the lower floors was \$25,000, and that on the building about \$3,000. The business will in no way be interrupted except the factory portion, which will be put in running order again as speedily as possible.)

## ANOTHER LETTER ABOUT THE YUKON Mail Service—Mr. Landahl writes to the Postmaster-General demanding equal Privileges with the Eaton Co.—Gets his Magazines from the United States.

Bookseller and Stationer has been sent the following open letter, continuing the discussion on the winter mail service to the Yukon Territory, which appeared in the March and April issues.

Dawson City, April 5th, 1909.

Postmaster General, Ottawa, Ont. :

Hon. Sir,—I am merely writing this to ascertain by what mode of procedure the merchants of this city could be extended the same treatment as is accorded the T. Eaton Co., of Toronto, Ont.

When a catalogue wends its way to me addressed Dawson same is put to rest in the Dead Letter Office in Vancouver. When a small Xmas present is started for Dawson it meets with the same inconsiderate treatment.

To rescue said Xmas present takes about three months time to say nothing about the writing of numerous letters filled with submissive appeals or profanity to the Dead Man in the Dead Letter Office in Vancouver. Then the express amounts to from two dollars and up to twenty or more according to the mood the White Pass happens to be in.

But, Sir, the Eaton Company can address 400 catalogues to Dawson, pay postage only, mind no express and have same come right through in the dead of winter as mail, a privilege which is denied to any and all local merchants whether he gets a one pound catalogue or more.

If there is any way whereby I could be placed on the same level as the T. Eaton Company I would be pleased were you to let me know. And, once again, kindly do not forget that the Eaton Company can stuff off 400 catalogues on this community, address same direct to Dawson and surrounding creeks and not be subjected to your regulations. But Warwick Bros. & Rutter, of Toronto, can not get any further than within speaking distance of the P. O. clerk or master in Toronto with a measly little package of pens addressed to me in Dawson.

The greatest Canadian magazine, "The Busy Man's," I order from Seattle, U.S.A., all other Canadian and English publications I also get from Seattle. Fine state of affairs that. But that way I get them regular without any officious public servants in Canada throwing red tape in front of them.

Now please do not send me one of those yellow regulation slips dealing with the Yukon Territory. I can repeat same from one end to the other, backwards, any way and please do not tell me that the Eaton Company's catalogues were not addressed direct to Dawson, contrary to your regulations, forwarded as mail over the ice, unloaded by the W. P. Stage at the Post Office in Dawson and distributed through wickets and boxes.

If you think this is on the square, if you think this is right and just do with this letter the same as your Department for years has done with similar communications—throw it in the waste paper basket and forget. I presume judging from results that all our petitions for relief have met with such fate.

Yours respectfully but withal

Sincerely disgusted,

H. J. LANDAHL.

## IMPORTANT HAPPENINGS AT THE Capital—Government Contract goes to United States —Ottawa Trade Discusses School Book Contract— Reid Bros. Move to New Store.

Ottawa, May 6th, 1909.—Your correspondent ran across a peculiar piece of information the other day while in conversation with one of the local booksellers. The talk drifted to Government orders when he remarked that he had been given a good time in this connection just a few days previous. He said he had been told on good authority that an order for over one thousand dollar's worth of Sanford's ink and mucilage had been placed with the Sanford people through a New York jobber named Kimpton. The point of interest was the fact that such an order should be placed through a foreign house when it could have been handled just as expeditiously by some Ottawa house, or even a Canadian house, and the benefits resulting therefrom accrue to Canadian business men and tax-payers. Surely our Government purchasing agents might consider the Canuck first with favors at their disposal.

### Public Library Attacked.

The Public Library is rapidly increasing in popularity and all branches of this great reading institution are being patronized. However, some severe criticism has been levelled against the institution on account of some of the books said to obtain a place on its shelves. Father Lajeune preached a strong sermon on morality in books and referred specifically to the public library. L. J. Burpee, librarian, states that there are no such books in the circulating section, but that of course there are to be found in every library books which are not intended for young people, and such volumes are kept in the reference department. Should these books be getting into the hands of young people an effort will be made to prevent this. At a meeting of the board of directors held last evening, Librarian Burpee made a report on the subject and stated that every precaution was observed to prevent the circulation of unsuitable books among young readers. An invitation has been given Father Lajeune to submit a list of the books which he considered improper.

### Change in Criminal Code.

Bill No. 148 introduced by Hon. A. Aylesworth as an act to amend the Criminal Code, contains many paragraphs of interest to booksellers. The following paragraph in the present code is suggested for repeal: "Everyone is guilty of an indictable offence and liable to two year's imprisonment who knowingly, without lawful justification or excuse, manufactures, or sells, or exposes for sale or to public view, or distributes or circulates or causes to be distributed or circulated, any obscene book, or other printed, typewritten or otherwise written matter, or any picture, photograph, model or other object tending to corrupt morals," and in substitution thereof the following:

"(a) makes, manufactures, or sells, or exposes for sale or to public view, or distributes or circulates, or causes to be distributed or circulated, or has in his possession for sale, distribution or circulation, or assists in such making, manufacture, sale, exposure, having in possession, distribution or circulation, any obscene book or other printed, typewritten or otherwise written matter, or any picture, photograph, model or other object tending to corrupt morals, or any plate for the reproduction of any such picture or photograph."

It will be seen therefrom that the law against immorality in literature is to be very strict and every bookseller should assist in the full observance of such an act.

### Reid Bros. Move.

Reid Bros. have moved from their old store 35 Bank St. to that formerly occupied by the Ottawa Hardware Co. on the corner of Bank and Albert Sts., or as they state in their advertising "on the transfer corner." In these new and commodious quarters these gentlemen will find adequate room in which to display to advantage their immense stock of cards and other souvenirs. The old store was uncomfortably crowded and the shortage of space did not conduce to business profit. The stock is of course still unsettled in the new home, but the increased facilities for the promotion of business should account for an encouraging increase in the patronage accorded Basil Reid and his brother.

### The School Book Contract.

In connection with the school book contract which has been awarded The T. Eaton Co., some of the local booksellers do not seem to be worrying much. One gentleman said that so long as the Eaton Company would sell to the public at the regular price of the book it would not make any difference to him, but if they followed the practice of cutting the price twenty per cent. then that would practically resolve itself into giving the books to the consumer at wholesale prices and such an action should be opposed by joint forces. It is of course conceded that The Eaton Co. will receive a large amount of advertising owing to their imprint being on the books. One other stationer remarked that in one way he was mighty glad such action had occurred as it would undoubtedly awaken the ire of the publishing houses and accordingly arouse in them a little more thought for the smaller booksellers scattered throughout the Dominion. Heretofore he said it has been the practice for publishers where they had some "left overs" to go to the large departmental stores and endeavor to dispose of the whole lot to them rather than peddle them among the small fellows. Now Mr. Publisher is getting rapped by the departmental store and the former may now experience some of the feelings of the retail man on occasions when he has received a little raw deal. As far as this stationer was concerned in regard to the sale of the books he thought there would be no dissatisfaction among the retail trade if prices were not disturbed, but in the event of such happening, then he considered concerted action the only remedy.

Business is picking up and new books continue to arrive. "Katrine" and "The Man in Lower Ten" have been meeting with a good demand.

G. E. M. H.

There are 66 pages in Hurst & Co.'s "Trade and Order List for 1909" and these 66 pages are full of the lists of books in the various series and libraries which Hurst & Co. publish. The extent of these lists is enormous, embracing the world's best literature in all sorts of editions. The line is strongest in medium-priced goods and, to any one wishing to select a general and comprehensive list of books, the Hurst editions can be unqualifiedly recommended. The order list should be in the possession of every bookseller and any one who has not yet received a copy should send for one immediately.

# ADVERTISING OF SPORTING GOODS AND SUPPLIES Requires Special Treatment—Style of Copy Needed—Importance of Window Displays in Connection With Newspaper Advertising—Special Efforts Should be Made in This Direction—Some Suitable Suggestions

By William G. Colgate

With the advent of spring the fields of the country and the vacant lots of the city will resound with the shouts and excited yells of youngsters as they engage in the grand old game of baseball. On Saturday afternoons and holidays the seniors will show up on the diamond arrayed in all the splendor of regulation uniforms with club colors and "play ball" surrounded by a lusty-lunged, cheering crowd, who watch intently the players as they make a brilliant play, occasionally lapsing into a silence that can be felt—"a calm before the storm"—at some psychological period of the game. The season of baseball opens up in the early spring with the appearance of the first robin and continues until the early fall. It's a hardy perennial and the keen interest and enthusiastic devotion shown for it by men of all ages in every vocation indicates that the game carries a universal appeal, such as few other sports possess.

Nearly all the trade handle sporting goods and particularly baseball supplies to some extent. As

long since been endorsed by the results which they brought. The average purchaser will not buy unless he knows how much the goods cost before he enters the store. He does not like to be embarrassed by asking the price and discovering that he cannot afford it. A dealer might just as well attempt to make himself understood in pantomime as to make a display without the goods which he desires to sell and the price cards. Besides the price tickets cards could be used plainly lettered offering hints or suggestions that might cause the passerby to become an immediate purchaser of the article displayed.

## The Way to Dress It.

The best way to set about dressing a window is to decide beforehand what you intend to display, have an idea how you can display the goods to the best advantage. Have your goods ready to be put in their places and modify your plans as you proceed. Do not over-



A suggestion for Window Display of Baseball Goods.

the demand for these goods lasts for about six months of the year the trade should find in this department of their business a steady source of profit for that period at least.

## The Window Display.

In promoting a selling plan for the sale of outdoor supplies no dealer should overlook the advantage which his window offers him. Let him not be content with hanging a few bats, mits, or masks outside the door and thinking that will be enough. He should go to work, clean his window space of everything and make special displays of baseball supplies, or fishing requirements exclusively. He will get much better results this way than from window exhibits crowded with a miscellaneous collection of articles which tend to confuse.

All goods displayed should be attractively ticketed. Price and sign markers admirably adapted to this special purpose can be bought cheaply and will be found most convenient and useful in enlarging the possibilities of your display. In regard to price cards their use has

crowd your window. Try and arrange your display so that it will leave a plain definite impression and passerby will not have to stop and "study it out." Of course, clean windows are essential to an attractive display just as well brushed clothes are essential to a pleasing appearance in a salesman.

Herewith is shown a window display suggestion which is not beyond the capabilities of the average dealer. The central figure in the display, a baseball player, can be made by simply procuring and ordinary tailor's dummy and dressing it up in a baseball uniform. This figure could be borrowed for a time from almost any tailor or dry goods merchant in town. If it is not possible to get it, it could be omitted and something else substituted. In arranging this display first get a green baize cloth or similar material and completely cover the bottom of the window with it. At each end of the window as will be seen from the diagram are two diamond-shaped mounds of baseballs. These can be held in place with narrow strips of half inch strips nailed down diagonally to form a diamond. Then the

balls can be arranged inside. Alongside of these mounds are arranged baseball bats resembling the stacking of muskets. These can be easily arranged in a way that

your copy simply written and brief in argument. Unless a man is going to make a purchase running into the hundreds, he seldom wants to bother with a lot of reason-why arguments, although he invariably likes to know prices before hand.

If it is possible to procure them, it is always advisable to use illustrations. A good picture, that is, one that is appropriate to the subject-matter increases the "interest" of an ad. nearly a hundred per cent. No dealer should neglect an opportunity to increase the force and effectiveness of his advertising.

# Base Balls, Bats, Gloves, Masks, Etc.

Everything in  
SPORTING GOODS  
to be found at

**Henry Thompson & Co.**

The Old Reliable Stand  
for Sporting Goods.

MAIN ST., SLEEPERVILLE

The Wrong Kind of an Ad.

will naturally suggest itself to the dealer. Resting against the bats a couple of price tickets may be used to give effectiveness to the exhibit. In the back ground on either side a neat arrangement of masks and body protectors will give a balance and finish to the display. At back a black or green baize curtain to match ground covering may be used. On this wording can be lettered in whitening or chalk solution that will brush off when dry, "tacked" to form a suitable inscription like that suggested in the illustration. This display is not difficult to assemble, and its striking effect will amply repay the dealer for his efforts in attracting to his window passersby who by comment and purchases will help to repay the merchant for the time and labor involved.

### Out of the Ordinary Methods.

Because a dealer who sells sporting goods is appealing to a field somewhat different from the ordinary, he will of necessity have to adopt methods of publicity varying slightly from those he has been accustomed to, though essentially along similar lines. In a word, he will have to specialize. Where before his advertising was general, it is now being directed to a particular field, comprising for the most part the sporting element of his district. In the preparation of his copy he should not fail to consider this. Lengthy introductions should be dispensed with. Introductory sentences should be terse and snappy. Omit no necessary information, of course, but do not indulge in superfluity of words. Have

### The Wrong Way.

How many dealers in sporting goods are there who consider these essentials? Take the first advertisement on this page.

One must admit frankly there is nothing about such advertising to induce anyone to buy at "the old reliable stand." No descriptions of the goods, no prices quoted, no specific reasons why anyone should deal there. Thus, its aimless message conveys nothing definite to the mind of the reader and leaves him to tally in the dark as to the merits of the goods. The articles may have value or they may not. Its up to the advertiser to say so and tell why. It's this very kind of advertising that causes the advertiser to grumble and say, "There's nothing in advertising. I tried it once. I

## You'll Need the Very Best

in BASEBALL SUPPLIES if you expect them to stand the wear and tear to which they are subject during the excitement of the game. Pay a little more money and get dependable goods—articles you can absolutely rely on.

Q Bargain prices should not tempt you to buy an article you expect so much from as you do from baseball goods. Come in and see our goods—you'll buy them all right. We can fit up your whole team or supply your individual needs at very little cost—quality considered.

Q We carry full lines of standard makes in Masks, Mitts, Gloves, Protectors, Shoes, Bats, Balls, etc. Prices for Uniforms for teams range from \$2.00 to \$10.00. Slightly higher for individuals.

"Everything in Sporting Supplies"

**William C. Thompson**

Raymond, Ontario

The Right Kind of an Ad.

know." Also to lament the average readers lack of discernment, when the failure to possess this quality lay with the former instead of the latter.

(Continued on page 38.)

# DISASTROUS POLICY ADOPTED BY THE ONTARIO Government—Gives Contract for Printing and Publishing School Readers to the T. Eaton Company—Alienates Every Retail Merchant in Ontario—Eaton Company Will Give the 20 per cent. Discount to All.

The contract for the printing and publishing of the new Ontario school readers has been awarded by the Provincial Government to the T. Eaton Company, Limited. The tender of this firm was the lowest received.—Toronto Globe, April 21, 1909.

Without a word of warning, without a moment's notice, this remarkable announcement came hurtling down on the heads of both booksellers and publishers on the morning of April 21. For a moment or two dazed readers of the newspapers failed to grasp its significance. There had been some suspicions that the Government would have some unpleasant surprises for the trade—when the new readers were arranged for, but that they would go to the extent of handing the school book business over to the sworn enemy of the retail trade of all Canada was almost past belief. Would anyone dream that they would be so foolish as to antagonize the business interests of every city, town and village in Ontario?

## Eaton's Shrewd Move.

Only a very narrow-minded person would hesitate to admit that the T. Eaton Co. have made an extremely shrewd move. As a display of business acumen, this coup of theirs would be hard to equal. They have undoubtedly taken on the contract at prices which under ordinary circumstances would mean a distinct loss, but this little venture of theirs is merely part and parcel of a scheme to attract the entire school supply trade of the province to themselves. They can well afford to lose on the readers, when they can easily make up on other books and supplies, which will be ordered at the same time.

## Twenty Per Cent. Off to All.

Some booksellers throughout the province are of the opinion that the Eaton Co. will ask the regular retail price for the books in selling them to the public. If that were true, the booksellers' plight would not be so bad but unfortunately the Eaton Co. are not going to be so magnanimous.

Just to settle this question a representative of The Bookseller and Stationer called on R. Y. Eaton, superintendent of the T. Eaton Co. and put some questions to him.

"Can you make any announcement as to the method of handling the Ontario readers, Mr. Eaton? Will the booksellers buy direct from you or through the jobbers?"

"They may buy in whatever way they desire," he replied, "through us or the jobbers. The terms are the same to all according to the provisions of the contract."

"Will you make any concessions to booksellers?"

"Only that which is implied in the contract—that which is called for and that is twenty per cent."

Questioned if they intended to give the twenty per cent. discount to all purchasers of books in their store or through the mails, he added that the contract contained a clause that the publishers have to give twenty

per cent. off to all who pay cash, and they certainly intended to carry that out in all purchases made in their store or through the mails.

"But that will be selling them to the user at the same figure as the jobber or booksellers can get them from you. Do you make no distinction between wholesale and retail trade?"

"We do not recognize the terms at all in this business."

## Where is the Bookseller's Profit.

"Parents will naturally send you for books from all over the province rather than pay booksellers in their own towns the full price. There is only a margin of twenty per cent. allowed the dealer and yet you intend to sell the consumer at the same price as you do the dealer—twenty per cent. off. Where does the profit of the bookseller come in?" was the next query.

"He has twenty per cent. profit for handling them," replied Mr. Eaton.

"But you are going to sell the books to the consumer direct at a reduction of twenty per cent."

"The contract calls for a discount of twenty per cent. to any one purchasing from the publishers and paying cash and we will, of course, live up to the terms of the contract. I may say in many cases, I should think it would be cheaper for the purchaser to secure a book in whatever centre he resides, giving the bookseller the twenty per cent, which he gets for handling them, rather than send to us and pay postage on the book. We certainly do not intend to pay postage on any school books," declared Mr. Eaton.

Questioned as to when the books would be ready and if the imprint of the publishers, the T. Eaton Co. would appear on the books, Mr. Eaton said that the books would be ready by August 1st as called for in the contract, and the name of the publishers would also appear on them as that was one of the conditions of the contract. They intended to live strictly up to the terms.

"Is it the intention of your company to tender for other school books when opportunity offers?" was the final query.

"I do not know whether that is anybody's business but our own," he declared and the interview was ended.

## Minister of Education Interviewed.

Hon. Dr. Pyne, Ontario's Minister of Education, was next seen and several questions were fired at him.

"Has the department any information to give the book trade as to the method in which the Ontario readers will be sold, Dr. Pyne?"

"I presume the only way is through the publishers. That was the way with the last contract and I do not see any reason why it should be changed. I know of no other method," asserted the doctor.

"But the present publishers are dealers as well and have announced that they will sell the books to the user either at their store or through the mail at twenty per cent. discount—the same as the trade are allowed. In other words the contractors are retail distributors."

"Yes, that is so," mused the Doctor; "but I do

not see how the Department of Education can help that. The matter is one that will likely work its own cure."

"It has been stated that the Government can prevent the Eaton Co. from using their name as publishers. Is this going to be done?"

"I am not aware of this and I certainly never heard of such a statement before. The publisher's name has in every instance been on the books in the past. The contract calls for it and it will be done in the same way now," was the reply.

#### Further Changes Contemplated.

Asked if there were any other changes in text books for the fall, and what would be the next issue for which tenders would be called, Dr. Pyne added that he could not give any definite information in that line at present. He admitted that further changes in other text books were contemplated, and would be carried out as soon as the existing contracts expired. Some of these ran for one, some two and three years yet.

"Are the Government aware that in giving this contract to the Eaton Co., they have antagonized the retail trade throughout the Province—not only the booksellers but every other merchant as well?" was the concluding query.

"That is a question which I scarcely know how to answer. Any one has the right to tender for printing the new issue of books, and if the T. Eaton Co. happens to be a large departmental store, that is not our fault. Our primal—our first object—was to give the public good, cheap school books and, under the new contract, we are going to do so. We cannot stop to take into consideration every condition and I think you will find that the people, who have to buy the books, will make no complaint. As to having the books delivered to the Educational Department and, through the department distributed among the purchasers, this would only be feasible if we had a large emporium and a big staff specially for that work. I suppose, for that matter, we could go into many other things, but we do not choose to do so. Our sole purpose, as I said before, is to furnish good, well bound books at the lowest possible cost to the user and this is what we are doing."

#### City Papers Silent.

The much-vaunted freedom of the press (?) was very much in evidence at the time the contract was announced. Though a most disastrous blow was being dealt at the local trade of the Province and though the Government were going out of their way in giving the business to a concern, which can lay no claim to being a publisher, yet not a single Toronto paper dared to utter a protest. Why? Simply because the fear of losing the Eaton advertisements tied them down. They were, in fact, loyal to their big customer. Have other newspapers throughout the province been equally loyal to their customers,—the retail merchants? If not, the merchants should ask the reason why.

#### Trade Newspapers Fight.

The trade organs of the various business interests of the province have not been silent. They have been loud in their protests and have urged their readers to take up the fight vigorously.

The Canadian Grocer says—

"It is estimated that during the first year some 700,000 books will be required from the T. Eaton Company. This means that something like 700,000 children throughout Ontario will send to the Toronto department store for the necessary readers. The significance of this should

make every retailer sit up and think, and think seriously, for not only will it be books that the parents will send to the T. Eaton Company for, but with the catalogue of that firm in their possession they will naturally, when they have to send for books, purchase other things. While this menacing state of affairs is, for the present, confined to Ontario, business men in other parts of Canada cannot afford to remain disinterested spectators. The T. Eaton Company can print the same books for other provinces, the only condition being that they shall not charge a higher price than that in Ontario. What does this mean? This and nothing else: if the Governments of the other provinces become possessed of the idea of getting books at less than cost, they may be led into the temptation of making a similar contract. The retail merchants all over the country would then find themselves in a similar position to that of their confreres in Ontario. It behooves them, therefore, to be on the alert."

#### The Government's Blunder.

Hardware and Metal says—

"It is not our intention for one moment to blame the Government of Ontario. Its first thought was no doubt to get cheap books for the school children throughout that province. But in its desire for this it doubtless overlooked the fact that it was giving a monopoly to an institution which has already done a great deal of damage to the retail trade throughout the country. Before tenders were sought the Government experts no doubt ascertained the approximate cost of printing the books. They must have known, therefore, when the tenders were received that the figures of the T. Eaton Company were below the cost of production. Knowing this, it is unfortunate that they did not realize that the T. Eaton Company, not being a publishing house in the ordinary sense, must have had some ulterior motive in quoting the figures they did. This ulterior motive is now obvious to everyone. As we pointed out in a previous issue, every book will bear the imprint of the T. Eaton Company and every book that goes out will probably carry advertising literature, not only regarding books, but merchandise in general. As far as the retail trade throughout the country is concerned, it is here that the heaviest blow is struck. It is not yet too late for the Government to deprive the T. Eaton Company of this trade menacing evil. It has the power to have the imprint of the educational department put on the books and the books delivered to the educational department and through that department distributed among the purchasers. Self-interest demands that the retail merchants of Ontario stir up both their local members in the Ontario Legislature and the local press with a view to bringing about the necessary modifications in the contract."

#### Newspapers Should Help.

The Printer and Publisher says—

"One of the most serious blows ever levelled at the retail trade of the Province of Ontario, has been dealt by the Whitney Government. In awarding the contract for the new Ontario readers to the T. Eaton Company, of Toronto, they have done irreparable injury to local merchants all over the province. It is hard to realize that the Government could have made such a blunder. The hearty support of the business interests of the cities, towns and villages of the province must surely mean more to them than the favor of a Toronto departmental store. We are credibly informed that permanent officials of the Government did not realize what damage they were doing when they recommended the acceptance of

the Eaton tender. It is no secret that the books will be sold at a loss when disposed of at the contract price. The Eaton Company tendered away down just to get the business. It means something to them to have their name on the books. It means more to have the business in other school books and supplies, which will accompany the readers. Cornering this contract was about the cleverest thing the Eaton Company ever did. The most damaging feature of the contract is the provision that the discount of twenty per cent. allowed on the retail price is available to any one with the cash. That means that any boy or girl in Ontario can buy a reader just as cheap as the local merchant. The retail merchants are hard hit. What is the press going to do about it? Is the press of Ontario going to allow itself to be muzzled like the Toronto press? Their interest lies altogether on the side of the local merchants. Let them attack this iniquitous contract and show the Government that in pandering to the cries of the irresponsible public, they are shaking the foundations of the mercantile fabric of the province. Unless vigorous opposition is made now, worse things will happen."

#### Shrewd Advertising Scheme.

The Dry Goods Review says :-

"The local retail merchant must, ere this, have become impressed with the gravity of the fact that, in securing from the Ontario Government the contract for supplying the province with public school readers, the T. Eaton Co. have pulled off a coup which practically gives them a monopoly of the school book business in Ontario. Further than that, they have obtained control of a means whereby they may push their interests in opposition to the local store far more effectively than has heretofore been possible. As the contract stands at present, the Eaton Co. may place their imprint on every reader they send out. In that way they have their name continually before the young people who use the books they produce. The dangerous influence that the local merchant will see in this is that it reinforces through the children, any opinions that the older people may have been induced to form. It thus paves the way towards first impressions. In fact, it may safely be assumed that the proposition, as it stands, is one that further promotes the inclination to shop away from home. The advertising value of the "bargain" that the T. Eaton Co. have given the Government has, therefore, enabled them to quote a ridiculously low price—about 15 per cent. below the next highest tenderer—in competition with men who are exclusively in the publishing business, who could not possibly figure on that basis and keep a reasonable profit in view, and who in no way encroach upon the territory of the local retailer."

Miss A. Goodeve of the Oxford Book Store, Woodstock, is offering a special prize of a cut glass inkstand to be competed for by the boys of Oxford County in the stoopchase at the games in Woodstock on May 24.

The difficulty between the Red Magazine, published by the Amalgamated Press (Harnsworth's) and the Red Book Magazine, published by the Red Book Corporation has been settled. It will be remembered that the latter company secured an injunction about a year ago preventing the sale of the Harnsworth magazine in Canada on the ground of infringement of title. This injunction has since held in the Province of Quebec, but was dissolved in the other provinces. Both magazines will still be sold in Canada.

#### TRADE ORGANIZATION NEEDED IN Winnipeg—Three Evils Exist there which can only be Overcome by United Action—Direct Sales to Consumers—Price Cutting—Low Tenders.

There is great need on the part of local booksellers and stationers of an organization for the protection of their interests. It is rather a surprise, however, to note the apathy which prevails so generally among them in this regard. In an interview with many of them one would be inclined to think that such a proposition was too radical to permit of realization.

There are three evils prevailing at the present time which might be eradicated if the retail book and stationery merchants were come to a definite understanding. In the first place, there is that problem which seems to come into every trade, the matter of wholesale and jobbing houses selling to consumers. If the prevalence of such a condition means a demoralized trade, the trade in Winnipeg is truly demoralized. The same thing has been true to a certain extent in the hardware business, but at the present time the retailers are standing firm and together and not later than last week did the wholesale hardware houses concede to their request. It is true in any line, if the retailers do not unitedly oppose it, nothing is going to stop its continuance.

It may be asked, how can it be remedied, since the jobber is free to sell to whom he pleases. One jobbing house in the city recently took special pains to land the stationery trade of the hotels of the city; the same house also secured orders for the supply of toilet paper to as many hotels as possible. The same house sends a representative to the retail stores and request is made for business. The retailers, every one, could very soon put the jobbing house in a position where it would depend solely on such puny trade as it could find with hotels, etc.

Another matter that would be remedied is that of price cutting among retailers. The prices on certain articles vary ridiculously in different stores, this is absolutely needless. Of course every retailer now and then runs off some stock at cut prices which is quite legitimate, but regarding regular prices it is quite unnecessary to have the same goods selling differently in different stores.

The third matter is a very important one. Every year the school board calls for tenders for the supply of stationery to the schools of the city. For that purpose they issue circulars with the lists of articles printed on them, to which the retailer will be obliged to attach his quotation. For several years past some retailer has secured the tender at a very low figure, and at a figure in which there is absolutely no profit. Often before the year is out the retailer is putting out goods at a loss. It is absurd that any retailer should have to lose on such a proposition.

The printers of the city were called upon by the school board to submit tenders for the various schools in a similar way. They, however came together as a body and agreed not to underrate one another on tenders, but rather agreed to a certain rate which would be adhered to by all, and that the contract year by year should be given alternately to each one. This system could be adopted by the stationers quite as well as by the printers.

The retail booksellers and stationers are doing an injustice to the trade, and to themselves individually by standing as individuals. It is truly a proverbial statement which is repeated in many vocations—"United we stand, singly we fall."



**PERSONAL ITEMS OF INTEREST—SOME  
New Stores Being Started—New Business at the  
Soo—Travelers Doing Well.**

Fire did about \$40.00 damage to Watson's bookstore on St. Thomas last month.

John A. Hill has purchased the Central Book Store, Fort William. Mr. Hill was formerly in the employ of the Morning Herald.

J. D. Ferguson, representing the National School Slate Company, of Slatington, Penn., called on the wholesale trade in Toronto towards the end of April.

Edward Bogges, formerly of Marshville, Ontario, has purchased a book and stationery business in Virdeon, Manitoba. He has been in Winnipeg for several years.

The Montreal office of The Bookseller and Stationer of Canada is now located in Rooms 701-702 Eastern Townships Bank Building, corner St. James St. and Victoria Square.

John McK. Beattie, who conducted a stationery store in Picton for several years, died recently at the age of 59 years. He was latterly employed as book-keeper for the Picton Foundry Co.

On May 10, H. Judson Smith, proprietor of the H. J. Smith music store in Brantford, took into partnership Robert C. Burns, the firm now being known as H. Judson Smith & Co. The store is being remodelled.

A. D. Power, manager of Sir Isaac Pittman & Sons, London, England, is expected to visit Canada in the near future. He sailed from Liverpool on the Lusitania on May 8 and will stay a few days in New York before coming on to Canada.

John Underwood & Co., Toronto, received an interesting letter from John A. Hart & Co., their agents in Winnipeg, speaking of the great success of Underwood's gold medal brand of typewriter carbons and ribbons in that territory.

Under partnership arrangement taking effect June 1, T. H. McCready, Phm. B., of Fernie, B.C., and Robert Sage will assume the title of The Red Cross Drug and Book Co., and will carry on business in new premises on Redpath St., Lethbridge.

The interests of James T. Swift in the E. H. Harcourt Co., Toronto, have been purchased by members of that company. Mr. Swift was formerly a representative for this firm in Western Ontario. F. E. Craig will now represent them in that district. Mr. Craig was formerly with W. J. Gage & Co.

S. K. Davey, who conducted a drug and book business in Fergus, for four and a half years, has sold his business to J. A. McDonald and moved to Chesley, where he has purchased a similar business. He was a member of the Fergus School Board and superintendent of the Methodist Sunday School.

Incorporation papers have been granted the Chaudiere Supply Company, Ottawa, makers of Bankers' Protective Ink. The officers are: president, A. Wilson; vice-president, Geo. G. Row; secretary-treasurer, Ben. B. Pannett. Directors are those already mentioned and R. C. Row. The firm has opened an office at 196 1/2 Sparks Street, while they will manufacture at 37 Dale Street.

On June 1, the progressive city at the Soo will have a new book and stationery store, to be opened by the Soo Stationers, Limited, a company capitalized at \$40,000. Roy Hiekingbottom will be the manager. Mr. Hiekingbottom learnt the book business in Kelly's Book Store, Toronto, and was later employed by the Consolidated Stationery Co. of Winnipeg and more recently by

Albert Britnell, Toronto. The Soo Stationers will carry books, stationery, souvenir goods, office supplies, etc.

Albert Britnell, the Toronto bookseller, has bought the property on the east side of Yonge Street, occupied by numbers 263 and 265. This is largely a speculative venture, as Mr. Britnell expects that property in that immediate vicinity will advance considerably above the price he paid for it. Already he has had one good offer, but refused it because he expects to enlarge his store shortly and will require the newly-acquired accommodation while alterations are under way. The purchase price was \$42,000. The property has a frontage of 25 feet by a depth of 128 feet.

George and Edward Hazen, of Warwick Bros. & Rutter, and J. L. Hobden, of The Musson Book Company, of Toronto, have just finished a successful four weeks opening in St. John, N.B., at the Royal Hotel sample rooms, where they had customers from all over the province of New Brunswick and Prince Edward Island. They occupied a suite of five very large sample rooms, and made a splendid display. Customers expressed their amazement and delight at the large range shown by them. The trio are leaving for Halifax, where a stop of a month or five weeks will be made at the Halifax Hotel. According to their present booking they have engagements made for outside customers of Nova Scotia and the eastern section of Prince Edward Island for a month ahead, which denotes they will be rushed to keep up with their appointments. Messrs. Hobden and Hazen report business excellent and stated that they were more than satisfied with the results from their St. John opening.

**ST. JOHN DEALERS MAKE CHANGES—  
J. M. Roche & Co. Move to New Premises—Flood  
Company Retire from Business—Reid Bros. Start  
New Store.**

St. John, N. B., May 5.—Spring business in St. John has opened up very satisfactorily and the prospects for the future look very bright. Dealers who carry a line of wall papers in addition to their book and stationery business have been kept busy for a month back supplying the wants of the housecleaners and in other lines there has been considerable activity.

The first of the month saw several important changes in the business district. J. M. Roche & Co., dealers in books, stationery, souvenirs, photo supplies, etc., who have been for some years on Charlotte Street have moved to larger quarters on King Street. Their show windows at the new stand are among the largest in the city and being situated in the very heart of the business district, opposite the Royal Hotel, they will doubtless have a large share of the tourist trade.

The building occupied by the Floods Company on King Street for many years has been purchased by Manchester, Robertson, Allison, and they took possession on May 1. The Floods have retired from business.

Reid Bros., dealers in art goods, wall paper, etc., who were burned out some weeks ago have decided to retire from business and are now selling off the balance of their damaged stock.

A new firm has opened up on King Street. It is composed of George S. Hoyt, who had charge of Reid Bros' picture framing department and his brother, Charles, previously in the upholstery business. They are carrying a stock of art goods and conducting a picture framing business under the firm name of Hoyt Bros.

—W. E. H.

# WHAT MANUFACTURERS AND JOBBERS OFFER— School Supplies to the Fore—New Brand of Crayons—Germ-Proof Slate on the Market—Pencil and Pen Assortments in Great Variety.

## Assorted Pencils and Penholders.

W. J. Gage & Co., Toronto have several new assorted boxes of pencils and penholders for this season.

There is the Arena assortment of 5c. pencils, hexagon and round with colored rubber tips, all extra quality put up in fancy show stand containing 6 dozen.

The Alhambra assortment of pencils is put up in a new style of display stand, containing 6 dozen assorted 5c pencils, round, fancy finishes, assorted.

The Crown is the latest in fancy display boxes of 5c pencils. It holds 6 dozen extra quality hexagon and round pencils, with gilt tips and inserted eraser.

The Pinwheel is a new style of assorted box of penholders, which revolves on centre pivot. It is furnished with 3 dozen extra quality holders, cork, rubber and other style tips, assorted, all of which retail at 5c.

The Tunnel is one of the latest things in display

break as easily. They respond readily to the touch. Colors are fast to light, clear and pure. Different colors can be worked one over another, combined, blended and modified in a most remarkable way.

There are eight colors, six standards with brown and black, corresponding color label to match the color of each crayon. Crayons  $\frac{3}{4}$  inches long.

## Exclusively in School Goods.

Among the wholesale supply houses in Canada there is one which occupies a rather unique position, dealing exclusively in school supplies. This is the Geo. M. Hendry Co. Ltd. who after some years of dealing in maps and globes in Ontario have extended their field of operations to include the whole of Canada and now occupy their own warehouse of three flats and basement, stocked to its capacity with everything that a school requires. They are giving special attention to their



Pencil Assortment shown by W. J. Gage & Co.

cases of penholders, comes with 3 dozen assorted styles, rubber, cork and fancy tips; to retail at 5c each.

The Torpedo pencil is a new propelling pencil, made of hard rubber, chased-finish, about same size and appearance as a fountain pen. By turning the barrel the lead is pushed out and drawn back, as desired. In the end of the pencil is put an extra supply of leads. Torpedo pencil comes in two sizes, long and short, and retails at 25c.

## The New Crayon.

The latest in crayons is the Crayograph, manufactured by the American Crayon Co. It is really an artists' material at a popular price, free from the gloss or slummy effects of wax crayons but rich in lustre. Being made under great pressure they last fully four times as long as wax crayons and being much stronger do not

Trade Department and have added many lines which will prove attractive and profitable to those of the trade who get in touch with them. Special attention is given to the selection of those goods which are of first quality and high educational value, such lines as joint boxes, brushes, crayons and drawing papers being first approved of by those in authority in educational matters. For this reason all supplies are guaranteed, and samples are cheerfully furnished to assist dealers in securing the adoption of these "quality goods" in their schools.

This house is Canadian agents for several lines which appeal particularly to the Stationery trade, such as Plasticine, the new modelling material, W. & A. K. Johnston's atlases, maps, and globes, Milton Bradley's song books, story books and kindergarten material; and the Prang Educational Company's supplies.

## BOOKSELLER AND STATIONER

### Have Moved Their Office.

On and after May 17th the Acme Staple Co., Limited, will be located at 112 N. 9th St., Camden, N. J. They have been compelled to evacuate their old premises,



New Factory of Acme Staple Co.

owing to the enormous increase of business and the need to improve their plant. The Acme Staple Company were formerly located at 500 North Twelfth Street, Philadelphia.

### \$1,000 BOTTLE.

In visiting the "Pen Corner," headquarters of the L. E. Waterman Co., New York, one will frequently see several small bottles as illustrated below, and, upon investigation, will find that they are worth thousands of dollars. The bottle shown here is actual size, and the iridium contained is valued at over \$1,000. It is learned that the Waterman Company are the largest and most particular buyers of this metal in the country. There are many grades and various artificial alloys formed by fusing iridium and platinum, but no other grade than that which meets with the approval of the Waterman Company is considered satisfactory to use on the points of the best Gold Pens.

Iridium is the hardest of known metals, and, when pure, is not acted upon by acids. It was discovered by Tennant in 1804, and is mined particularly in the Ural Mountains on the borders of Asiatic Russia. It is very



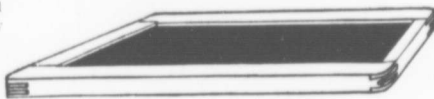
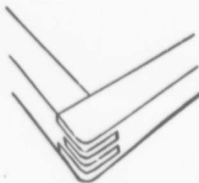
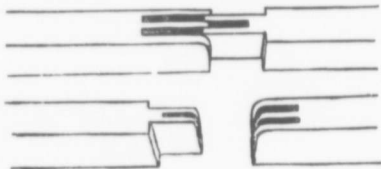
rare, and costs no less than \$1,500 a pound. Its hardness is second only to the diamond, and it is thrice as hard as the ruby. Iridium melts at the phenomenally high temperature of 3542 deg. Fahrenheit.

The placing of iridium upon the notched pen point is indeed a very delicate operation. Particles smaller than pin-heads are dexterously placed on the points and held by a solution of water and borax until fused with the gold by a blow pipe. It can safely be said that one of the main reasons for the satisfaction given by Waterman's Ideal is due to the excellent qualities of the gold pen to which the iridium adds a very important feature.

### Ink Stands.

A range of eighteen styles of office and library ink stands, one of which is shown here, is being introduced by Buntin, Gillies & Company. The bases are of solid oak, finished in two colors, and mounted with heavy glass ink bottles, sponge bowls and pen blocks. The complete line is illustrated and described in a circular which will be mailed on request.

The Copp, Clark Co. are agents for a Sanitary-Hygienic slate, manufactured from high-grade non-



A Hygienically-Constructed Slate.

porous material. The frame corners are connected by what is known as a triple tenon joint, producing a perfect connection and leaving no lurking places for disease germs.

### Some Hurd Productions.

George B. Hurd & Co. are showing a fine line of Christmas greeting cards, dinner cards, dance orders and birth announcements. The variety is large and the subjects and workmanship of the highest order. They should be among the best sellers the coming season. The company's holiday line of papeteries has been well received by the trade and orders have already been received for immense quantities. The line is certainly a beauty. One of the good sellers in the staple line is Hurd's color border papers. The box tops are embossed with four varieties of flowers. The poppies box contains paper and envelopes with a narrow red border; the violet a purple border; lilies a green border and forget-me-nots a blue border. It is a good novelty and is selling very well.

**The Scriptographe Described.**

Modern commercial and financial institutions have, for some years back, demanded a means of facilitating the signing of checks, bonds and bank-notes. This is due both to the necessity of prompt issuance, the curtailing of the excessive expense of temporarily appointed officers with power of attorney and the minimizing of the laborious task of an individual who is continually responsible for the signing of "paper."

2,500 signatures laid down in one day has always been a good record, although, perhaps, for one hour, a higher rate has been accomplished. The Scriptographe, which is described hereafter, has made possible the signing of approximately 1,250 papers an hour, or has reduced a long day's work of 2,500 signatures to the minimum of two hours' pleasant work. The machine is a simple one, made with such care and skill as to insure the rapid and uniform action which is necessary to the most easy manner of signing. To the body of the machine are attached two metal arms which support the carriage, carrying five Waterman's Ideal fountain pens. The complete carriage is manipulated by a monitor pen, which controls, in accurate unison, the four other pens. In repose the pens fit up right close to the body of the machine, and it is

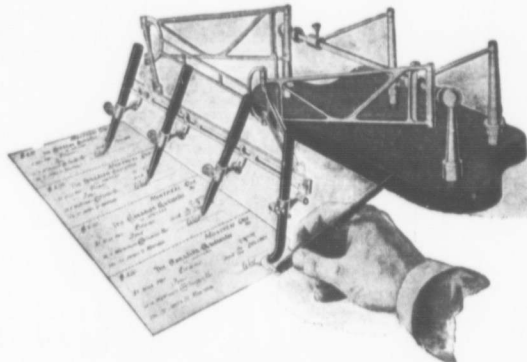
used, in late years, to the institutions of both this country and the United States.

**A New Series.**

The Valentine & Sons Publishing Co., Coristine Building, Montreal, and 77 Bay Street, Toronto, recently issued a new series of plate-sunk post cards. They comprise scenic gems of Canada and all principal towns and cities. The views are sunk into the plate, giving them an artistic effect that is almost as natural as a colored photograph. They are somewhat smaller than the ordinary card and each scene is made prominent by a beautiful white border.

**Holiday Papeteries.**

Buntin, Gillies & Company, are showing this year a much finer line of Christmas goods than ever before. The holiday papeteries consist of one hundred and twenty-seven numbers to retail at from 25 cents to \$2.50 each. A new line being featured is a portfolio of blotting paper, handsomely covered with flowered shintz, and containing note paper and envelopes. These are sure to meet with the approval of the ladies, and should prove as popular as the papeteries. Other import goods



The Scriptographe in Operation.

will extend about nine or ten inches. The action of the machine is so simple and easy that the regular style of signature can be obtained, and the use of the monitor is the same as if writing with an individual pen; yet each of the five pens work right along in rapid unison, rendering every mark as accurate and perfect as obtained in the use of the single pen.

Anyone can operate this machine upon the first trial without in the least destroying the character of a signature. The monitor is attached to the first pen by a ball and socket joint. The signature made by each pen is in full view of the writer. The monitor can be used at any angle, or in any position that a writer is accustomed to.

The first machines that have been produced have been put into immediate use by some of the largest financial institutions of the country, and their success has been phenomenal in both time-saving and prompt issuance of "paper." The machines are adjustable to any size document, check, certificate or bond, any of which are prepared in perforated sheets which are readily separated after signing.

The Scriptographe has fulfilled a long-felt demand, and the perfection of this simple, yet effective machine is sure to be one of the greatest conveniences that has been of

shown are Christmas cards, calendars, post cards, seals, tags, etc.

**Gage's School Supplies.**

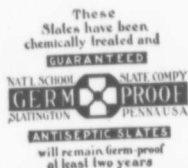
A new line of school scribblers in stock by the W. J. Gage Co., comprises over fifty numbers to choose from in a great variety of colors and designs. These are grouped into three: No. 1 printed one color; No. 2 in two colors; No. 3 in three colors. No. 1 series contains several pretty designs printed in one color. There is the "Daffodil" cover, which shows a young girl surrounded by daffodils. The "Standard Bearer" suggests the character of the subject on this cover. In this lot is a series of subjects called "Contempt," among the titles of which are, "We are Coming," "Where is your Nose," showing a favorite school trick; "Hello, Whose Speaking," "We are Friends," etc.

Series No. 3 contains the following popular subjects: "Prairie Rose," a western scene showing a cowboy girl with bronco. "Rally round the Flag," "Swinging in the Orchard," a spring time scene; "The Melody" "Good Morning," "The Mail Boat," showing a little Dutch boy sailing a boat in a pond; "Music in the Air," showing a group of kittens on the shelf being in-

spected by a lively fox terrier much to their discontent. These scribblers are all gotten up with bright colors. They are well printed and show much taste and artistic skill in their designing. They would make a nice window display and are sure to attract attention of buyers in search of something novel. Certainly they should appeal to the school boy or school girl because they contain to a great degree that which is most likely to attract.

**"Germ Proof" Slates.**

The only real improvement that has ever been made in a school slate is to make it antiseptic—"Germ Proof"—and thus remove all possibility of contagion resulting from disease germs lodging and breeding in the crevices of the frames. This objection has been raised by educators all over the country, and it has been carried so far in some localities that slates are no longer in use. After years of experiments which resulted in the completion of machinery both economic and effective, the National School Slate Co., probably the largest manufacturers of school slates in the world



have now placed on the market a real Germ-Proof school slate which they guarantee for two years. As slate is porous, it will readily absorb the antiseptic fluid discovered by the inventors of the Germ-Proof process.

A leading Canadian jobber who recently paid a visit to the works of the National School Slate Co., is very enthusiastic as to the prospective sale of these goods. The Toronto school authorities have already adopted Germ-Proof school slates for use in the public schools. These goods are for sale by all leading jobbers.

**What Warwick Bros. & Rutter Provide.**

There is a strikingly beautiful series of exercise books and scribblers now being shown by Warwick Bros. & Rutter. It is called the "Canadian Art Series" and, as the name perhaps would indicate, exhibits examples of some of the best work of our most noted Canadian artists and academicians, including F. M. Bell-Smith, A.R.C.A., who contributes one of his picturesque scenes of the Rockies entitled "Mount Hungabee," which gives a vivid idea of the primeval grandeur of these famous mountains. A water color scene of "Queenston Heights," by C. W. Jefferys, O.S.A., shows a sunlit view of that historic old battlefield with Brock's Monument in the distance, and in the foreground the rushing, swirling waters of the impetuous Niagara. The soft, rich tones of the water color and the warm, blushing atmosphere of the bright clear day are admirably conveyed in the realistic handling of the subject. C. M. Manly, A.R.C.A., goes to the romantic land of Evangeline for his "Cape Blomidon," a beautiful spring landscape, showing an apple orchard in full blossom and sheep grazing in the pasture. This is treated in Mr. Manly's masterly style and displays a deft touch in the handling of colors. It makes a most attractive cover and its genuine artistic value should make it a popular seller. For those who like flowers, an oil study, "Sweet Peas" by Mary H. Reid, A.R.C.A., who is noted throughout Canada and elsewhere for her natural and sympathetic treatment of floral subjects, is shown in this series. The flowers are reproduced in fresh, natural colors are a life-like reproduction of the original. They make a bright and pretty cover.

In connection with the four covers there is a drawing competition, open to all purchasers of these books, which closes on December 31, 1909, when Warwick Bros. & Rutter distribute among the prize winners \$1,000 worth of books.

Besides the above handsome series Warwick Bros. & Rutter's stock includes a number of artistic covers done in conventional design. Some of these are: "Plastic," "The Essay," "The Linette," "The Mystic," "Beauty," "Thistle," "High Flyer," "Autumn Leaves," "Butterfly," "Scenic," and "Starlight," a striking cover showing a bright clear winters night with a "school closing"

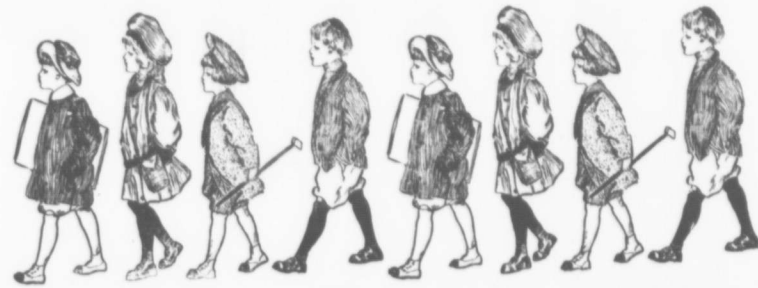
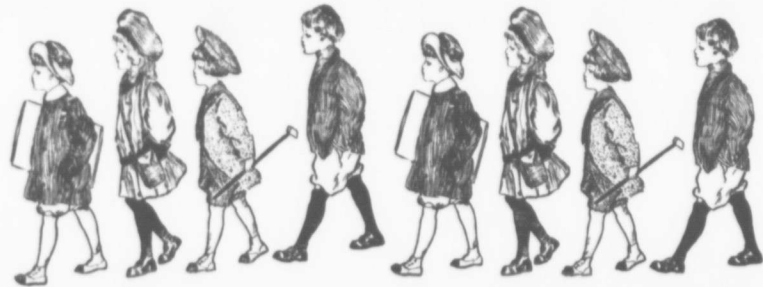
## TO KEEP ABREAST of the TIMES

is an admirable maxim which most progressive business men are content to follow. So should we, but that we have found a better one—**TO KEEP AHEAD OF THE TIMES.** That's why we set the pace in all that pertains to the best in Fine Stationery. We create the prevailing styles, which, in turn create business for those who handle them. Are you one? If not, an examination of our samples will convert you. Why not get them?

Are you prepared for the wedding trade? Hurd's stocks and sizes will help you get orders. They are perfect in quality, and correct in style.

**GEO. B. HURD & CO.**  
 Fine Paper Makers  
 425 & 427 Broome Street, New York, U. S. A.





# Our Big 1909 Business-Creating Plan For School Opening Time MAP DRAWING COMPETITION

In connection with the Canadian Art Series

We are this year offering to the school children of Canada as prizes, 250 Boys' Own Annuals and 250 Girls' Own Annuals, valued at One Thousand Dollars, for the best finished map of the Division of Canada in which the pupil resides.

So that all may compete on equal terms the Dominion is divided into three divisions (1) The West, comprising Manitoba, Saskatchewan, Alberta and British Columbia; (2) The Middle, comprising Ontario; (3) The East, comprising New Brunswick, Nova Scotia and P.E.I.

The pupils in these divisions will be divided into classes—Class I, First Book. Class II, Second Book. Class III, Third Book. Class IV, Fourth Book. Class V, Continuation Classes, High Schools and Collegiate Institutes.

Write for full information about the Competition

## Warwick Bros. & Rutter,

of School Practice Books—Our 1909 Specials

The Prizes will be awarded: to the West—15 Boys' Own for the 15 best maps sent in by the boys of each class and 15 Girls' Own for the 15 best maps sent in by the girls of each class—to the Middle, 20 and 20 respectively, and to the East, 15 and 15 respectively.

A drawing sheet is given free with each copy of the Canadian Art Series of School Practice Books and on this sheet maps must be drawn.

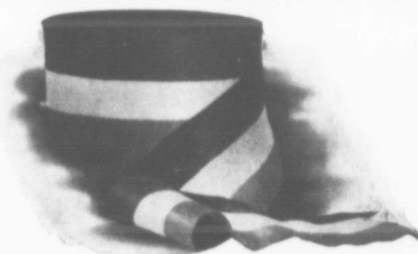
The covers of the series are reproduced from original paintings by four of Canada's most famous artists, as follows:—"Sweet Peas," by Mary H. Reid, A.R.C.A.; "Mount Hugabee," by F. M. Bell-Smith; "Cape Blomidon," by C. M. Manly, and "Queenston Heights," by C. W. Jefferys.

The result of the competition will be made known through the booksellers and the prizes distributed by them.

and lay in an adequate supply of the practice books.

## Warwick Bros. & Rutter, Limited, Toronto

# Paris Tri-Colored Ribbon Crepe Paper



The Newest and Best Article for Window and Carnival Decorations

**Also Paris Holly and Paris Plain Ribbon Crepes**

All three inches wide, one hundred feet to the roll, three rolls to the box

**Christmas Holly Wrapping and Box-Covering Papers**

All Big Sellers. Put them in your next list

**The Tuttle Press Co.**  
Manufacturers  
Appleton, Wis.

in the foreground and the pupils and others arriving in sleighs. The school is brilliantly lit up and the contrast with the darkness gives it a certain luminous quality which should make it effective for a window display.

Something new in notebooks is the Science Note Book and Science Scribbler. These are made in a new size, 6 1/4 inch x 7 1/4 inch and open at the end. They are ruled and plain and are made particularly for those engaged in scientific work.

The display boxes for pencils this year are something out of the ordinary. They are very conveniently arranged in compact form with lithographed bases in bright colors. The pencils are stacked in neat rows in a variety of styles and present a most attractive appearance. They can be strongly featured in window and show case displays.

The manufacturers of school supplies have responded to the outcry for hygienic methods in schools with a germ-proof slate, which costs no more than the ordinary slate, and has the additional selling advantage of being antiseptic. They are made in both cloth bound and wire bound styles. They are branded and made in standard sizes. The trade should experience little difficulty in disposing of these goods as their antiseptic properties will recommend them strongly to parents and children.

Warwick Bros. & Rutter are making a specialty of an imprint pencil. On 25 gross lots the dealer's name is put on without any extra charge. These pencils are made of high grade lead and usually sell for 3c each.

Another pencil called the "Emerald" is being sold to the trade to retail at 5c each. It is made of extra compressed lead. With every initial order of five gross is given away a handsome quarter-cut oak cabinet, cathedral finish with five drawers divided for different grades, complete in every detail. This cabinet is a beauty and is intended to be a companion to a similar case this enterprising firm sent out with note paper last year.

The first number of the British Family Journal, a new weekly published by the Amalgamated Press, has been received in Canada.

## ADVERTISING OF SPORTING GOODS.

(Continued from page 27).

### Score Board.

A good feature which may be adopted to attract probable purchasers of sporting goods to the store, and one which is extensively used in the larger towns and cities, is to have a score board hanging up in a conspicuous place on which is announced the results of the day's league games. Of course in the small towns it would hardly be possible for obvious reasons to get these results until the following day. However, they will be news then to the towns just as much as when received fresh from the field in the cities. Results can be obtained for this purpose from metropolitan morning or evening dailies which can be delivered to the dealer. Another idea worth trying out at the beginning of the season is to prepare a special letter with suitable printed lists quoting prices and giving adequate descriptions of goods and forward these to the secretaries of clubs in the district besides any others you may happen to know of who are interested in outdoor sports. The dealer, too, should interest himself in the formation of clubs and leagues in his district. He should be able to do this without making his personality too conspicuous.

In preparing a sales list for general circulation it should be made more comprehensive and include every-line handled pertaining to outdoor pleasures, such as fishing, tackle, quilts, hats, rubber balls, and tennis sets, croquet, hammocks, fireworks, Chinese lanterns, flags, etc., always remembering to quote prices.

The best position for your newspaper advertisements will be on the sporting page and it would be well to insist on that position. If the paper does not carry a regular sporting section, then have your ad near news matter that will be read by those interested in sports.

If the dealer follows out with a reasonable degree of faithfulness the selling plan which I have outlined, supplementing the suggestions offered with other ideas which may seem feasible, there is no reason apparent why he should not gather nearly all the trade available in his neighborhood.

QUALITY BETTER THAN ANY, DELIVERED QUICKER THAN MANY!

**Collotype**

**POSTCARD**

post cards of high class finish MADE TO ORDER  
Hard colored collotype cards Double tone collotype cards  
Photocrom collotype cards

Glossy collotype cards and all kinds of view albums and sample sheets  
Wholesale and export only

ADDRESSES FOR CARLSRUHE LEYBROUCK, BERLIN

Write to

**Messrs. W. Neumann & Co.**

42 Wasserthorstrasse

Berlin S. 42  
Germany

## School Supplies Exclusively

Our supplies for Schools will meet the most exacting requirements of School Boards and Teachers. Their quality and educational value are in every case guaranteed. We have many lines of Home Amusements and Kindergarten Materials especially put up for home use.

Write our TRADE DEPARTMENT for particulars and discount sheets.

Plasticine, in boxes, 15c. to \$1.50  
Kindergarten Outfits, 25c. up.  
Kindergarten Song and Story Books.  
Paint Boxes and Brushes.  
Drawing Paper and Crayons.  
Pocket Maps, 25c.  
County Maps.  
Wall Maps and Charts.  
Globes, 75c. to \$60.00.  
Blackboards, framed and unframed.

*Write us to-day and get your name on our Trade Department Mailing List. It means to, expense for you now, but profits for you in the future.*

The Geo. M. Hendry Co., Limited  
EDUCATIONAL SUPPLIES  
20 Temperance St., - Toronto, Ont.

## Sap's running —the carpets are up

and the smell of the ubiquitous moth ball greets one's nostrils. 'Nuther words, 'tis Spring. And so it behooves all faithful booksellers and stationers to push wall paper for all there is in it. There's a lot in it too—that is, if you are lucky enough to be handling

## Staunton Wall Paper

Spring means other things too, such as finding how your stock stands and giving us an opportunity to help you sort up with decorative needfuls. Send us a post-card asking for free samples from which to make necessary selections for additions to stock.

Uptotheminate service on rush orders,

## STAUNTONS Limited

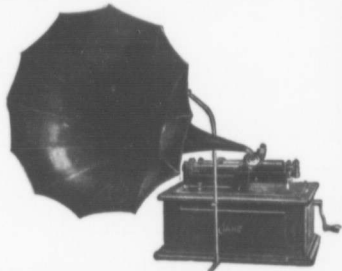
Manufacturers of fine Wall Paper

933 YONGE STREET

TORONTO

ONTARIO

*Are you on the list for the monthly receipt of our wall paper magazine "Gilt and Glimmer"?*



# EDISON

## Phonographs and Records

If there is not a dealer already established in your town for this popular and well-advertised make of Phonograph : : : :

## You Can Control the Sale of Them

by placing your order with us at once, but you must agree not to cut prices as these goods are sold at one price only. There is a big margin of profit with only a small amount of cash invested.

When you sell a Phonograph you make a nice profit and just start an everlasting customer for records

Cut this Coupon out and send to-day for full particulars of exclusive sale for Edison Phonographs and Records for your town.

SEND FOR CATALOGUE

The **Williams** & Sons Co.  
R.S. Limited

Winnipeg, Man.

Toronto, Ont.



## USEFUL POINTERS ABOUT CARBON Paper—Dealers Handling Carbon Paper Should Always Know How to Advise their Customers About the Correct Use of the Paper—It Helps Their Business — Reproduced From the Scribe.

To obtain the best results from carbon paper, it is necessary to use the paper best adapted to the work in hand.

A light weight carbon should not be used for general office work in making from one to four copies at a time, as a medium weight paper will do the work equally well, handle better, and give more wear through not so easily crumpling or wrinkling in use. A light weight paper is properly used for making five copies or over at one operation, indeed with a Semi carbon as many as twenty-five copies may be made if exceedingly thin typewriter paper is used.

A medium weight paper should not be used for making numerous copies as it was never intended for this, and any copies above the fifth will be indistinct and blurred on account of the thickness of paper through which the force of the stroke must be carried.

### Consider the Paper Carefully.

In choosing a carbon for office work, in addition to considering the number of copies required, it is well to take into consideration the kind of paper on which the carbon copies are to be made so that carbon of the proper finish will be selected. Different results are obtained from the use of the same carbon with hard, smooth or glossy paper, and soft or dull paper.

On adding and listing machines it is necessary to use a sensitive finished carbon for the reason that the stroke of these machines is not the forcible, staccato blow of the typewriter, but rather a pressure blow.

With the full typewriter carbons, in particular the 4 lb. paper, as many as thirty copies may be obtained. In arranging to make a number of copies with full carbon, the oversheet should be first laid down, then a tissue, then a full carbon, two tissues, a full carbon, etc.

Copyable carbon is handled the same as regular typewriter carbon, though it is very sensitive to moisture and should not be touched with moist, perspiring hands, or allowed to come in contact with any moist article. From the carbon copies, letter press copies may be taken in the usual way.

Offsetting or the disfiguring of carbon copies in smoochy streaks may be due to one of several reasons, as when the carbon copy is turned through the machine by spinning the platen and the original writing and carbon sheets are stuck some way in the operation so that the carbon is forcibly rubbed against the carbon copy; by using too heavy paper and too heavy carbon in the machine; by using the wrong kind of carbon with the copy paper, by attempting to erase the ribbon writing over carbon and copies as they lie in the machine; by the paper feed rolls of the machine being too tightly adjusted, or in some makes of machines, by leaving the rubber rolls in the paper fingers in contact with the paper and exerting pressure on it, when these rolls are intended only to hold the paper firmly in the machine, when it is desired to write very close to the bottom of the page.

### Test for Non-Smutting.

Smutting is often times used as another name for offsetting. Some carbons if pulled forcibly together between the finger and thumb will emit a squeak and those which speak will not usually leave an impression on the thumb. This is not a fair test, as the carbon paper does

not have to be handled with force in any case, and whether the carbon does or does not squeak or soil the thumb, it affects little its value if used for the purpose for which designed. A fair test of the non-smutting qualities of carbon is to rub the finger across a carbon writing, or to rub paper over the writing, and such a test will rarely show smutting to an objectionable degree.

Tearing of the typewriter carbon is perhaps most often caused by the carbon sheet being too wide for the copy paper, and thus unprotected in the machine; by broken paper fingers which will catch and tear the carbon; by catching on the alignment rule; by awkward removal from copies, or other mishandling.

Cutting or slitting of carbon in use is sometimes done in tabulating where the hyphen, underscore or other sharp character, by repeated use, will really cut the carbon, though the original and copy sheets may not be harmed.

### Causes of Wrinkling.

"Treeing" or the wrinkling of the carbon sheet in the machine may be the result of not inserting the carbon sheet even with the rest of the paper, or failing to insert the whole evenly in the machine, also by unequal pressure of the feed rolls, or by the carbon becoming crumpled or wrinkled by lying loose on the desk. To guard against "treeing" the paper feed rolls should also be loosened after the work is inserted in the machine so that unequal tension in the paper and carbon may adjust itself.

Wear of typewriter carbon to an extent which will give rise to complaint, either in fabric (tissue) or carbon coating, may be caused by the carbon being punched through and through by sharp type, periods, commas, or other sharp characters, especially against a rough, worn platen; and in this case, a backing sheet, for which a sheet of ordinary heavy Manila wrapping paper serves very well, should be used. A forceful, hard operator, the use of a machine equipped with Elite type, the careless making of numerous copies, or the use of an especially soft, punky paper for the carbon duplicates, will cause this sort of a complaint.

### About Typewriters.

It is not our purpose to enter into an exhaustive and critical examination of the many typewriting machines now on the market with respect to the use of carbon paper. It will perhaps be enough to say that the basket models, blind writing machines, and both the top and front stroke typewriters are in general good manifolders, while those machines printing from a cylinder are incapable of producing a large number of copies. With these it is particularly necessary to use a very light weight, soft finished, sensitive carbon.



### Why Don't You Sell Carbon Paper?

**T**HERE is a steady demand for it and a good profit in it. It is a legitimate line that you ought to handle. But in stocking up be sure to get the brand that will be the most profitable to you and the most satisfactory to the consumer. The greatly increasing demand for **PEARLESS CARBON PAPER** would indicate that it fulfills these requirements to a large degree. We make Carbon Paper for dealers only. Let us send you some attractive quotations.

**Pearless Carbon and Ribbon Mfg. Co., Ltd.**  
Factory, 176-178 Richmond Street West, Toronto

# British Magazines and Periodicals

The proprietors of the under mentioned British publications solicit the assistance of Canadian Booksellers and Newsdealers in promoting circulation in the Dominion and request that the trade keep well supplied with their various publications. Bookseller and Stationer may be referred to for further information.

Sells wherever shown

## Farm Field & Fireside

Enjoys an enormous sale in the United Kingdom. The features of this journal's contents embrace everything associated with life in the country, and is the ideal weekly farming journal for the Canadian agriculturalist.

The selling price is 2 cents per copy.

Annual prepaid subscription post free to Canada \$2.10. To the trade a discount of 25 per cent.

## The Mark Lane Express Agricultural Journal and Live Stock Record.

Annual Prepaid Subscription post free to any part of the Dominion, \$4.25. Special discount to the trade of 33 per cent.

The Oldest Agricultural and Live Stock publication in the British Isles Est. 1832. Well illustrated and full of valuable information concerning Agriculture and Pedigree Stock Raising. The Farmers' business journal, published every Monday. Gives fullest market prices. A valuable help to Canadian agriculturists.

Application for specimen copies of both these journals, which will be sent free, should be addressed to William A. May, Offices: 3 Wellington Street, Strand, W.C., London, England.

ESTABLISHED 1884

"GREAT THOUGHTS" contains extracts from the MASTER MINDS of all countries and all ages. BIOGRAPHICAL SKETCHES AND INTERVIEWS—Articles on Literary and other subjects by the foremost writers of the day. 1d. weekly, 6 p. at free 8s. 5d. per annum, 6d. monthly, post free to Canada for 7s. per annum.

SMITHS PUBLISHING CO., Ltd., Temple House, Tallis St., London, Eng.

The "CHRISTIAN AGE," a religious journal for the house. Containing sketches and portraits of religious workers, a sermon by a well-known preacher and many illustrations.

One penny weekly, 8s. per annum post free. Monthly parts 6d. Post free to Canada 7s. per annum.

SMITHS PUBLISHING CO., Ltd., Temple House, Tallis St., LONDON, ENG.

## Hobbies

Price 1d.

An Illustrated Magazine for Men and Women

Large sheet of working drawings given away with every number. HOBBIES' Fretwork Designs are known all over the World—Illustrated articles upon all sort of Hobbies including:—Carving, Metal Work, Fret cutting, Live Stock, Stamps, Coins, Electricity, Turning in Wood and Metal, Ladies' Work, Gardening, Chess and Draughts, Furniture, Puzzles and Tricks, Photography, Cycling, Camping Out, Leather Work.

Hobbies can be obtained through all news agents. Specimens will be sent on application to

Hobbies Limited, 12 Paternoster Square, London, Eng.

The different makes of machines differ rather considerably in their extremes in regard to the degree of hardness of the platen. In general, a hard platen is best for manifolding. With such a platen, a hard finished carbon is preferable, a soft-finished carbon with a soft platen. With all this, the fact must not be lost sight of that different operators on the same machine and with the same carbon can get different results, so much does operation affect the quality of the work.

In using pen and pencil carbons, the particular paper should be selected, which, after trial, is found best suited to the work in hand. Proper implements should be used too, a good pencil, 3H or harder, or a good manifolding pen, and the copies should be backed by a hard smooth writing surface, either good glazed press-board or a metal plate.

## People's Library

100 Titles Now in Stock  
20 More Expected July

## Sixpenny Novels

NEW TITLES NEW COVERS  
BEST SELLING LINE  
NO DEAD TITLES.

NOW is the time to order

## "Chums' Annual"

Unable to fill the demand last Fall.  
Moral—ORDER AT ONCE.

Have you seen the

## "New Magazine"?

Latest Addition to our list  
THREE EDITIONS necessary to fill orders for first number, just out.

Write for Sample and Prices.

Catalogues, Circulars on Request.

## Cassell & Co., Ltd.

42 Adelaide St. W., Toronto, Ont.

**PAYSON'S INDELIBLE INK**



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

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

**Standard Commercial Works**

**Matts' Interest Tables**

At 4, 5, 6, 7, 8, 9 and 10 per cent, per annum, by NATHAN MATTS, 14th Edition. Price, \$3.00.

**Matts' Three-Per-Cent Interest Tables**

By the same author. On five heavy paper and strongly bound. Price, \$3.00.

**Hughes' Interest Tables and Book of Days Combined**

At 3, 2½, 4, 5, 6, 7, 8 and 9 per cent, per annum. By CHARLES M. C. HUGHES. Price, \$5.00.

**Hughes' Supplementary Interest Tables**

Comprising a special Interest Table for daily balances, showing interest for one thousand days on any amount, rates from ½ per cent to 3½ per cent, inclusive. Also a table showing interest for one thousand days at ½ per cent, by means of which in connection with Comparative Tables, interest for one thousand days can be obtained at any rate from ½ per cent to 3½ per cent, inclusive, and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from ½ per cent to 10 per cent, inclusive, on the basis of 360 days in the year at 4 per cent rates. By CHARLES M. C. HUGHES. Price, \$2.00.

**Hughes' Interest Tables**

At 6 and 7 per cent, per annum, on the basis of 360 days in the year, for one, two, three and four months and days of grace, for use in Discounting and Retrospectively Promising Notes. By CHARLES M. C. HUGHES in folded card, INDELIBLY strongly bound. Price, \$1.00.

**Hughes' Savings Bank Interest Tables**

At 2½, 3 and 3½ per cent (each on separate cards) on the basis of one month, being 1/12 part of a year. By CHARLES M. C. HUGHES. Price, \$1.00.

**Buchan's Sterling Exchange Tables**

Converting sterling into Canadian currency, and vice versa, advancing by 80s and 100s, with other useful tables. By EDWIN BUCHAN. Second edition. Price, \$1.00.

**Buchan's Sterling Equivalents and Exchange Tables**

Showing the relative value, according to the rate of discount in London, in Canadian and New York systems of quotations of bills of exchange drawn at any rate, of having any number of days to run, etc., etc. By EDWIN BUCHAN. Price, \$1.00.

**Buchan's Par of Exchange (Canadian)**

Giving sterling into dollars and cents and vice versa, from £1 upwards also sterling equivalents, Canada into New York and vice versa. By EDWIN BUCHAN. Price, in cloth, each, 25c; mounted on boards, each, 35c.

**Import Costs**

Showing "landed costs" from one-eighth of a penny to one thousand pounds, with advance on sterling costs from five per cent to fifty per cent, calculated at the Canadian par of Exchange, advancing by two and a half per cent, more. A separate table for each rate. By H. K. MARTIN. Price, \$1.00. Full bound leather limp. 5s.

**The Importers' Guide**

A hand-book of advances of sterling cost in decimal currency from one penny to 1,000 pounds, with a PLANNED TABLE from 25 to 100 shillings per piece of 40 yards. By R. CAMPBELL and J. W. LITTLE. Leather. 5s.

**The Canadian Customs Tariff**

Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Acts, Sterling Exchange, France, German, Harbours, and Canadian Customs rates, also a table of the value of francs in English money, Harbours, Dues, etc., etc. F. Cap. Rev. cloth. Price, 35c.

**MORTON, PHILLIPS & CO.,**

115 and 117 Notre Dame St., West, MONTREAL.

The BROWN BROS., Ltd., Toronto, carry a full line of our publications.

**HOTEL DIRECTORY.**

**WINDSOR HOTEL**  
HAMILTON, BERMU DA

This house is pleasantly and conveniently located on the east side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiard and Pool. Hot and cold water baths. A. M. Nick, Prop.

**TOWER HOTEL**  
GEORGETOWN, DEMERARA  
BRITISH GUIANA

This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer wharves, and near to all principal public buildings. Cool and lofty bedrooms. Spacious dining and ladies' rooms. Billiard room. Electric light throughout.

**VICTORIA LODGE**  
HAMILTON, BERMU DA

Mrs. J. F. SMITH, Proprietress  
Opposite Victoria Park and Cedar Ave.  
Private Board \$12 to \$14 per week.  
Open November Closes in May

**WINTER RESORT**  
**QUEEN'S PARK HOTEL**  
Port-of-Spain, Trinidad, B.W.I.

JOHN McEWEEN, Manager  
For rates, etc., apply  
TRINIDAD SHIPPING & TRADING CO.  
29 Broadway, New York

**THE GRAND UNION**

The most popular hotel in  
OTTAWA, ONT.  
JAMES K. PAISLEY, Proprietor

**HALIFAX HOTEL**  
HALIFAX, N.S.

**ACCOUNTANTS AND AUDITORS.**

JENKINS & HARDY  
Assignees, Chartered Accountants, Estate and  
Fire Insurance Agents.  
15½ Toronto St. 460 Temple Bldg.  
Toronto Montreal

**COLLECTIONS, ETC.**

**THE MERCHANTS MERCANTILE CO.**  
360 St. James St., Montreal  
MERCHANTS REPORTS AND COLLECTIONS

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1885

**The Topaz Pencil**  
As good as any at any price.  
Better than any at the same price.

**HB, H, with rubber tips,  
HB, H, 2H, 3H, 4H, B, 2B**  
without rubbers.  
**INDELIBLE COPYING**  
Medium and Hard.

Write for Samples to  
**Warwick Bros & Rutter, Limited**  
Wholesale Stationers, TORONTO.

**Squibs.**

It is said of a certain village "innocent" or fool in Scotland that if he were offered a silver sixpence or copper penny he would invariably choose the larger coin of smaller value. One day a stranger asked him:

"Why do you always take the penny? Don't you know the difference in value?"

"Aye," answered the fool, "I ken the difference in value. But if I took the sixpence they would never try me again."—Everybody's Magazine.

The manager of the big store stood stock-still outside the little box-like chamber which held the telephone of the establishment, for he was a very startled manager indeed. Within the chamber he could hear Miss Jones, the typist, speaking, and this is a scrap of the conversation the scandalised man overheard:

"I love you, dear, and only you! I'm weeping my heart away! Yes, my darling, speak to me once more! I love you, dear—I love you so!"

The young woman rang off and stepped out of the cabinet to confront the angry manager.

"Miss Jones," he said, "that telephone has been fixed where it is for the purpose of convenience in conducting business, and not for love-making in office hours. I am surprised at you. Don't let it occur again!"

The young woman froze him with a glance.

"I was ordering some new music from the publishers for No. 3 department," she explained, icily.

And then the manager felt that this was a cold world indeed.—Cassell's Journal.

"All the latest popular novels!" sang out the train boy. Then, holding out a copy of "The Guest of Quessnay" to a prosperous looking passenger, he urged: "Buy Booth Tarkington's latest work, sir!"

The man looked annoyed.  
"No! I am Booth Tarkington himself."

"Then buy a copy of 'Three Weeks,'" persisted the boy. "You ain't Elinor Glyn too, are you?"—Everybody's Magazine.

# Condensed or "Want" Advertisements

The "Want Ad." gets work for workers and workers for work. It gets clerks for employers and finds employers for clerks. It brings together buyer and seller and enables them to do business, though they may be thousands of miles apart. It helps booksellers and stationers to clear their shelves of unsaleable stock. It enables them to get out-of-print books. In brief it is invaluable.

## RATES.

Two cents per word first insertion; one cent per word subsequent insertions.

Five cents additional each insertion where box number is desired.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

## PERIODICALS.

**KEEP POSTED**—The leading authority in Canada on groceries and food products is **THE CANADIAN GROCER**. Important trade conditions generally discussed every week. Price \$2 per year.

**THE BUSY MAN'S MAGAZINE** is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodicals press is too valuable to overlook. **BUSY MAN'S** is on sale at all newsstands. Better still, send \$2 for one year's subscription. Mail it to-day. **THE BUSY MAN'S MAGAZINE**, Toronto.

**THE** market reports make **HARDWARE AND METAL**, a necessity to every hardware merchant, paint and oil dealer in Canada. It is mailed every Friday. Subscription price \$2 per year. Address **HARDWARE AND METAL**, Montreal, Toronto or Winnipeg.

## BOOKS FOR SALE.

How to dispose of shop-worn or unsaleable books is the problem of many a bookseller. Try an advertisement under this heading.

**AUTHORS, WHO PUBLISH THEIR OWN** books will find the **BOOKSELLER AND STATIONER** a good medium through which to interest the trade in their publications.

## MAPS, GLOBES AND ATLASES.

**C. S. HAMMOND & CO.** 142 Fulton St., New York, Atlases, School Maps, Road Maps, Globes. (11-09)

## BOOK PLATES (EX LIBRIS)

**ROBERT SNEIDER CO.**, 143-145 FULTON ST., New York. Designers and engravers of book plates (ex-libris) heraldic and monogrammes, pearl inlaid stamping, for stationery. (12-09)

## BOOKS ON HORSES, CATTLE, &c.

**WILLIAM R. JENKINS CO.**, 851 and 853 Sixth Ave. (cor. 48th Street), New York. The literature of the world concerning horses, cattle, dogs, &c. (18-09)

## BOOKS WANTED.

How to secure a copy of an out-of-print book or magazine may sometimes puzzle. Try this solution.

**BOOKSELLERS HAVING IN STOCK** copies of books dealing with the early history of Ontario and of counties are asked to communicate with "Historian," Box 77, **BOOKSELLER AND STATIONER**. (12)

## BOOKS IN FOREIGN LANGUAGES

**LEMCKE & BUECHNER**, 11 EAST 17TH ST., New York. (All foreign books.) (12-09)

**LEMCKE & BUECHNER**, 11 East 17th St., New York. Best facilities for supplying books in all languages.

**WILLIAM R. JENKINS CO.**, 851 and 853 Sixth Ave. (cor. 48th Street), New York. French and other foreign languages. (18-09)

## LITHOGRAPHY.

**HIGH CLASS COLOR WORK**—Commercial stationery, posters, The Hough Lithographing Co., Limited, Office, No. 3 Jarvis St., Toronto. Telephone, Main 1576. Art, good workmanship, business methods. (11)

## AGENTS WANTED.

**A FIRM** of Bavarian print manufacturers are desirous of securing agents in Canada. Address Box 208, **BOOKSELLER AND STATIONER**, Toronto. (11)

**WANTED**—A firm of wholesale agents in Cape Town wish to communicate with Canadian dealers in art calendars. Box 210, **BOOKSELLER AND STATIONER**. (11)

## SITUATIONS VACANT.

You want a manager or a clerk. Here is the place to let your wants be known to just the class of people you require.

**FOR SALE**—Book and Stationery store; our old established Cordova street branch, terms easy. Bailey Bros. Co., 540 Granville St., Vancouver, B.C.

**WANTED**—Young man who thoroughly understands book, stationery and wall paper business, capable of taking charge. Apply immediately, with references, stating salary. Box 212, **BOOKSELLER AND STATIONER**. (5)

**WANTED**—In every town and village, a representative to take charge of the circulation of our various publications:—Hardware Plumber and Steamfitter, Dry Goods Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery, and Busy Man's Magazine. Good financial standing and business connection a strong recommendation. Just the position for a retired business man for his spare time. The **MACLEAN PUBLISHING COMPANY** Limited. (11)

## BUSINESS FOR SALE

**BOOKS**, Stationery, Fancy Goods and China business, in city of 10,000, with profitable opportunity. Stock will invest about \$10,000 and fixtures \$1,000. Net profit last year almost \$3,000. Satisfactory reasons for selling. Box 207, **BOOKSELLER AND STATIONER**. (11)

## MISCELLANEOUS

**DICTATING** to the **DICTAPHONE** saves 50 per cent. We will prove it to you if you will send us a post card for full particulars. Toronto Phonograph Co., Ltd., Dictaphone Dept., 14 Malinda Street, Toronto. (11)

**ELLIOTT FISHER** Standard Writing-Adding Machines make toll easier. Elliott-Fisher Limited, 813 No. 83 Craig St. W., Montreal, and 129 Bay St., Toronto.

**KEEP AN ACCURATE ACCOUNT** of your employees' time. **THE BUNNY AUTOGRAF TIME RECORDER** is the ideal Time Recorder for retail merchants. Is the only machine where one employe cannot register for another, as each employe signs his name and the employer knows the signatures of his employes. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for illustrated catalog. **INTERNATIONAL TIME RECORDING CO. OF CANADA**, Limited. Office and factory 13 Alice Street, Toronto. (11)

**NOTICE**—Users of Pinner Gasoline Lamps are warned against being induced to purchase parts of other makes of lamps to be used on the Pinner. The most vital part of any lamp is its generator, and the Pinner generator has been granted a patent in Canada, the United States and other countries, on the principle of its improved method of generating gasoline vapour. Supplied and parts for the Pinner lamps can be received by return mail by applying to our representatives or direct to the **PINNER LIGHTING CO., Ltd.**, 36-38 Lombard St., Toronto, Ont. (11)

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## INFORMATION WANTED.

**THE EDITOR** of the **BOOKSELLER AND STATIONER** desires to be kept posted on the publication of all new books and magazines in the Dominion of Canada. Readers will confer a favor by acquainting him of any omissions from the lists published each month.

CLASSIFIED LIST OF ADVERTISEMENTS.

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Ramsey, A. & Sons, Montreal.

Art Publishers.

Copp, Clark Co., Toronto.

Books and Magazines.

American Code Co., New York.  
Baker's Book Shop, Birmingham, Eng.  
Briggs, Wm., Toronto.  
Boy's Man's Magazine, Toronto.  
Cassell & Co., Toronto.  
Clark Bros., Winnipeg, Man.  
Canadian Facts Publishing Co., Toronto.  
Copp, Clark Co., Toronto.  
Farm, Field and Fireside, London, Eng.  
Financial Post Toronto.  
Hobbes Limited, London, Eng.  
Smith's Publishing Co., London, Eng.  
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Copp, Clark Co., Toronto.  
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Ramsey, A. & Son, Montreal.  
Smith-Davidson & Wright, Vancouver, B.C.  
Standard Crayon Co., Danvers, Mass.  
Warwick Bros. & Rutter, Toronto.  
Gage, W. J. & Co.  
Waterman, L. E. Co., Ltd., Montreal.

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Toronto Phonograph Co., Toronto.  
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Hurst, A. O., Toronto.  
Warwick Bros. & Rutter, Toronto.  
Gage, W. J. & Co.

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Warwick Bros. & Rutter, Toronto.  
Gage, W. J. & Co.

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# The Canadian Bookman

A Monthly Review of Contemporary Literature Devoted to the  
Interests of Canadian Bookbuyers

Volume I No. 5

May, 1909

10c per copy, \$1.00 per year



BYRON E. WALKER, C.V.O., D.C.L., LL.D.

A Distinguished Patron of Literature and Art in Canada.



HON. JOSEPH HOWE

A new edition of whose speeches is to be published shortly.

### GOSSIP OF THE MONTH.

Canadian literature and art owe much to the zeal and interest of such men as B. E. Walker of Toronto. A banker by profession, head of the second largest capitalized bank in the Dominion—the Canadian Bank of Commerce,—he has yet found time to devote attention to literature, science and art. Up to April last he occupied the position of president of the Canadian Society of Authors. He is the active head of the Champlain Society, a member of the National Battlefields Commission, appointed by the Dominion Government, a member of the Advisory Art Council, entrusted with the task of selecting paintings for the National Art Gallery at Ottawa, a fellow of the Geological Society (England) and of the Institute of Bankers (England). His interest in all these organizations is far from being superficial. Whatever post he occupies, he gives to the work of that post the best service possible. In truth, his versatility is amazing and is the wonder of his friends. As an author, Mr. Walker has devoted his pen mainly to the exposition of banking problems. He has written a number of pamphlets on these subjects, which may be regarded as text-books of the art and he is looked upon as the leading authority on banking in Canada.

The Champlain Society, of which Mr. Walker has been president from the first, occupies the same position in Canada as the Hakhuyt Society, the Prince Society, the Surtees Society, etc., in the United States. That is to say, its aim is to put in permanent form, works of an historical nature, which have long since gone out of print and which are consequently not readily available to the student and also on occasion to publish modern historical works, which would not otherwise secure a publisher. It need hardly be said that the work of the society is deserving of every support and encouragement. Established in May 1905, it is now entering upon its fifth year. So far three volumes have been published and distributed to members and to the subscribing libraries, while a lengthy list of new volumes is in preparation. The announcement that authority has been given to the Council of the Society to increase the membership should be pleasant news to many Canadians.

who would like to have an opportunity to enter the Society and participate in its work.

It is not often that the speeches of Canada's public men are published in book form. Of biographies there have been not a few but volumes of speeches are rarities. Whether it be that there is not a demand for such books or that enterprising editors are scarce, the fact remains that the works of biography far exceed the compilations of speeches. In this connection it is interesting to refer once again to the forthcoming two-volume edition of the speeches of Nova Scotia's greatest statesman, Joseph Howe. No less a person than the new mayor of Halifax, J. A. Chisholm, K.C., has had editorial charge of the work and the Chronicle Publishing Company will handle the edition. The publication of this important book will doubtless be one of the notable events of the present year in the Canadian field of letters. It will be interesting to hear later on just how well the edition has been taken up. Is there a demand in Canada for this class of book, which would warrant the publication of similar books in the future?

Joseph Andrew Chisholm, K.C., the editor of Howe's Speeches, is a native of St. Andrew's, Antigonish, N.S., where he was born in 1863. The present Lieutenant-Governor of Nova Scotia, Hon. D. C. Fraser, was his mentor in the intricacies of the law. He was called to the bar in 1886 and practised in Antigonish until 1889, when he moved to Halifax, becoming a member of the firm of Borden, Ritchie, Parker and Chisholm. Mr. Chisholm's literary proclivities were developed during the years that he edited the Antigonish Casket. A brother-in-law of the late Sir John Thompson, premier of Canada, and chief magistrate of the ancient city of Halifax, he has been and is in touch with the ruling classes of the land.

The appointment of a new secretary for the Ontario Historical Society in the person of Clarkson W. James,



J. A. CHISHOLM, K. C.

Editor of the new edition of Howe's Speeches and recently elected Mayor of Halifax.

secretary of the Education Department of Ontario, is good news. Apart from the fact that new brooms usually sweep clean, it may be confidently expected that Mr. James will keep the work going along

## BOOKSELLER AND STATIONER

smoothly just as long as he is in charge of the secretarial post. The Society stands in need of a re-organization in this department and, with an active man in the position, there is no reason why the work of the Society should not flourish as it has never flourished before. Mr. James will have the helpful support of Barlow Cumberland of Port Hope, the president, who is keenly interested in the preservation of historical material. He is the author of "The Story of the Union Jack," a book which by the way has gone completely out of print and which is to be republished in a second edition in the near future.

"What do our public men read?" is a question which is entertainingly answered in the following pages. Of course it has been impossible to refer to the favorite books of our various public men. Possibly an inquisition into the exact tastes of many of them would disclose an undoubted appreciation of books as ornaments, while for practical purposes newspapers would fill the bill. Still it would be cruel to probe this far, and, to say that the Hon. So and So prefers books on political economy



A. D. DeCELLES  
General Librarian, Ottawa.

and the Hon. Other Fellow's tastes lie in the direction of books of travel, is much more generous treatment. However, the big men at Ottawa have very luxurious quarters in which to indulge their tastes for literature and one could well imagine a book-lover standing for Parliament just in order to get an entree into this treasure-house.

This much can truthfully be said of the average book-buyer in Canada,—he buys books for use and not for ornament. So far as publishers, booksellers and even authors are concerned, it might be a nice thing if we had more of the ornamental variety of buyers but, for the good of the country, it is better to have 200 books bought and read than the same 200 books bought and shelved. Even if the number of buyers is limited, it is satisfactory to feel that they one and all appreciate the books they buy for what is in them.

Dr. Thomas O'Hagan, the Canadian poet, critic and lecturer, intends to bring out a new edition of his volume of poems entitled "Songs of a Settlement," which has been out of print for several years. The book



BARLOW CUMBERLAND  
President of the Ontario Historical Society and author of "The Story of the Union Jack."

of verse appealed particularly to such writers as John Greenleaf Whittier, Charles G. F. Roberts, and Charles D. Warner, from whom he received warm personal letters of praise. It is expected that Dr. O'Hagan's new volume of essays entitled "Essays, Literary, Critical, and Historical" will be issued within a few weeks. William Briggs, who is Dr. O'Hagan's publisher, is to bring out this new volume.

At least half a dozen additions have made so far this year to that admirable little set of supplementary readings for schools, Morang's Literature Series. These small books, containing from 100 to 150 pages, well printed and bound in flexible cloth, are excellent examples of book-making and possess wearing qualities that suit them well for school use. Possibly the most interesting of the new titles is a compilation from the Makers of Canada, containing the best chapters from this important series. Then there are editions of "The Cricket on the Hearth," "Evangeline," "Tales from Shakespeare," "Enoch Arden" and a second volume of narrative poems. The price of these books is 15 cents each.

W. A. C.



CLARKSON W. JAMES  
The new Secretary of the Ontario Historical Society. Mr. James is Secretary of the Ontario Education Department.





A BOOKLOVER'S PARADISE

A glimpse of the luxurious Parliamentary Library at Ottawa, where Canada's legislators can, if they wish, spend many pleasant hours.

## What Canada's Big Men Read

An Investigation Into the Kind of Books Read by the Public Men at Ottawa.

What do the public men of Canada read? What do our parliamentarians peruse?

Aside from Hansard, the Orders of the Day, the Blue Books, the Journals of the House and the Canada Gazette, of literature, past and present, there is abundance available for their edification. The Commons and Senate reading rooms contain files of every weekly and daily paper published in the Dominion and are liberally patronized by the members, particularly the rural representatives, who scan the sheets from their home towns to find what their respective communities are doing when the biggest man—of course, the M.P. himself—is not "in their midst."

In the magnificent library of parliament there are 250,000 volumes. This immense pile is being added to yearly at the rate of 5,000 copies. Attached to noble and stately old cathedrals of Europe are famous chapter houses and upon somewhat similar lines has the beautiful building at the north of the main block of the Parliament buildings at Ottawa been planned. Circular in form and ninety feet in diameter the buttressed walls stand four feet thick. It is conceded that no finer site could have been found in Canada for the housing of the nation's books.

The interior is artistic and imposing. Planned in the form of a polygon of sixteen sides, each angle is supported by a flying buttress which touches the main wall at the point designed to make it better resist the heavy outward thrust of the vaulted roof. Gazing aloft the eye

rests upon the great dome forty two feet in altitude, the base of which is an equal distance from the floor. In the centre of the library stands a splendid statue in marble of the late Queen Victoria as she looked when crowned in 1837. It is the work of Marshall Wood. Busts of King Edward, Queen Alexandra and other notable people adorn the angles of a number of the alcoves. Wood carvings of an attractive and impressive character decorate the interior. Shields of the different provinces are in front of some alcoves and in glass cases are coins, medals, medallions, script, specie and many other mementos of home and foreign lands.

Books, Books, Books—on every side until the shelves of the three galleries are so congested that the librarians do not know where to store the constant inflow of publications. Some years ago, plans were prepared by the chief architect to increase the space temporarily, but, though such a move has been frequently talked of and incessantly recommended by the librarians in their annual report, no arrangements have yet been effected for extra accommodation. Space is utterly inadequate to meet the demands made upon it and the crowding has become so severe that books are placed in rows three deep which often causes endless difficulty in searching for a volume. If the present state of things is not soon remedied and some relief afforded the result will be a case of "confusion worse confounded."

But what do our big men read? What are their tastes, their favorite themes, their hobbies?

## BOOKSELLER AND STATIONER

### The Cabinet Ministers' Tastes.

The cabinet ministers, who make the most use of the library, are Sir Richard Cartwright and Hon. William Paterson. The Canadian Minister of Customs does not, as some might suppose, devote his spare moments to the study of tariffs, fiscal problems, and economic questions, but revels in tales of travel, exploration and discovery.

The Minister of Trade and Commerce is not looking up treaties and traffic returns, exports and imports, but passes many a pleasant hour among the Henty books so popular with boys, which would indicate that the veteran knight, now in his seventy-fourth year and the hero of many a political battle, is still young in spirit and dearly loves adventure, prowess and a fighting chance.

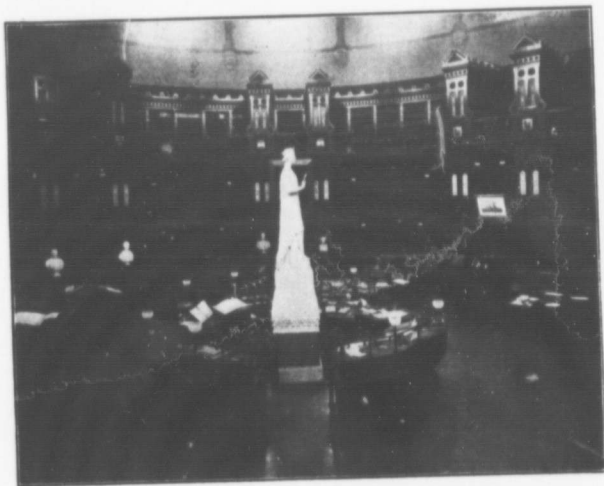
The Minister of Finance, Hon. W. S. Fielding, although a busy public man, manages to keep the library staff on the move at different times. He reads the copyright novels of the day and wanders through the field of general literature. Hon. Sydney Fisher is also among the

critiques by eminent men, but is what might be described as a general reader, current literature and popular authors falling constantly under his eye. The latest on parliamentary procedure, political economy and the history of the world is Mr. R. L. Borden's choice. He is serious, thoughtful and studious—and appreciates the advantages and accessibility of the library.

Hon. R. F. Sutherland, Speaker of the Commons in the last Parliament, makes many researches in parliamentary history and other kindred subjects. The Minister of Railways and Canals in the Macdonald ministry, Hon. J. G. Haggart, is another public man who does not allow dust to accumulate on biographical and historical works. It will surprise many to learn that Mr. Haggart reads thoroughly volumes that comparatively few consult. It is rarely that he asks for a novel.

### The Senators.

The leader of the Conservative party in the Senate, Hon. James A. Loughheed, does a good deal of general



HOME OF THE NATION'S BOOKS

A general view of the interior of the Parliamentary Library at Ottawa. A statue of Queen Victoria occupies a position in the centre.

familiar figures in the library. His reading is general rather than technical.

Some members of the cabinet have fine private libraries and on this account do not need to patronize the parliamentary pile. Among these, fortunately situated, are the Prime Minister who is a great student of history, biography, political systems and forms of government. When his own library fails to supply his needs, Sir Wilfrid frequently sends "to the hill" for certain numbers.

Hon. Rodolphe Lemieux, Canada's brilliant Postmaster-General, consults the volumes on the shelves many times during the course of a session. The heavier works in French and English appeal to him, biography and history being his favorites. The Secretary of State, Hon. Charles Murphy, is an omnivorous reader, books of a political and legal character engaging his attention.

Hon. George E. Foster, although a virulent critic, does not while away his leisure hours in reading famous

reading while the former Premier, Sir Mackenzie Bowell, peruses history and biography. Among the private members of the House, Martin Burrell, of Yale-Cariboo, H. H. Miller, of South Grey, Dr. Michael Clark, of Red Deer, and others, who might be mentioned, are familiar figures in the big reading room. There are perhaps half a hundred or more M.P.'s who never enter the oaken doors except to show a visitor or conduct a constituent around the building.

It is not always the men, who are the most diligent readers that make the most instructive and interesting speeches or are the most forceful and argumentative in debate. Generally, the politician, familiar with conditions and history of the past and possessing a knowledge of economics, social science, various forms of government, and procedure, is able to marshal all his facts and present his points in a more comprehensive and cogent manner.

**The Governor-General.**

His Excellency, Earl Grey, frequently sends to the library for editions of travel, history and biography. The Governor General scrutinizes much in the field of current literature being interested in many present day problems. His addresses at all public functions afford convincing evidence that they are not ready-made utterances—not phonographic productions. He has views of his own and is not diffident about giving voice to them. He has identified himself closely with the welfare and interests of the people. He has shown such intimate acquaintance with the country and appreciation of the resources and progress of the Dominion that the Canadian Government had printed an edition of His Excellency's speeches to preserve them in permanent form and permit of their wide distribution.

**Books Not Allowed Out.**

During the session of parliament no one is allowed to take books from the library except the legislators, but in recess, on the recommendation of the Speaker or an M.P., the librarians issue a card of admittance to the person so recommended, entitling the holder to take out two works at the same time. There are generally between 500 and 600 ticket-holders in the Capital, although the new Carnegie library in that city has reduced the number. Nearly half of the 250,000 volumes are in French. All parliamentary debates, papers, reports and records are, of course, printed in both languages.

Works of reference, historical and literary documents, early public records and original papers are not allowed to be removed from the building. Every summer, university students, historians and reviewers, the majority being young men, who are pursuing post-graduate courses in American seats of learning or are preparing theses, come to Ottawa and for several weeks use the library and reading compartments which are comfortably equipped with upholstered chairs and polished tables. They generally number from twenty to twenty-five and at the parliamentary institution they obtain information at first hand by having access to works bearing on British views and interpretation of the Declaration of Independence, the Canadian records of the stirring times of 1812-1813, the Fenian Raids, and other strenuous struggles in the early history of the Dominion and its relations to the neighbors to the South. The visitors are shown every courtesy. All the facilities of the library are placed at their disposal.

Of standard English classics there are several sets of each.—Scott, Dickens, Thackeray, George Eliot, and others. Dickens is the favorite novelist but the others are close competitors in popularity. Standard works are for the use of the members and not outsiders. Of poets, Shakespeare and Tennyson appeal to the majority, but Longfellow, Whittier and Poe have many admirers. The novels of Charlotte Brontë are called for on many occasions.

A few months ago the Canadian Bookman gave an interesting review of what the people of Toronto read. The favorite authors and poets in this city also claim the affection of readers in the national library. With few exceptions, inquiries from the librarians revealed the existence of the same literary tastes in the national as in the provincial capital—an instance possibly of great minds running in the same channel.

**Management of the Library.**

The parliamentary library is under the direction of a joint committee of both Houses. The amount of the annual appropriation for books is about \$15,000. Of this, some \$10,000 is devoted to the purchase of general works

of biography, history, political, social and medical science law, exploration, etc.; \$1,000 for current Canadian works and rare Americana; the remaining amount,—\$4,000—goes toward the expenses of rebinding old and worn volumes.

Comparatively few works of fiction, biography or history are presented to the library by authors, but hundreds of pamphlets, debates, statistical compilations and reports are annually received from Imperial and foreign parliaments in exchange for those from Canada.

In the United States one condition of the copyright law is that three copies of any work have to be sent to the Library of Congress at Washington. In Canada the regulations stipulate that three copies must be furnished to the Minister of Agriculture, one of which is deposited in the parliamentary library, one in the British Museum while one is retained by the Department. It would seem advisable to have this condition amended so that more copies of a book should be placed in the library for public use. A single copy of a popular Canadian novel is of little advantage. It is put in the library for safe keeping only and not for general use. So many readers want to peruse it that the demand can be met only by purchasing more. This seems a peculiar imposition on a national institution since it costs a Canadian publisher or author only one dollar to register a copyright which endures for 28 years, from the time of recording. In view of the meagre fee it would apparently be a wise stipulation that more copies than one of a work, at the time of publication, should be donated to the parliamentary library. There should be at least three; one is a tangle. In the case of new copyright fiction of a meritorious character five or six books are bought in Toronto and placed in the central public library and one or two additional for each of the five city branches. To think that in a growing country like Canada, where the copyright law is so simple and the conditions so easily and economically complied with, the national book shop gets no copy gratis, is out of the idea of the fitness of things as conceived by the librarians on the hill.

**An Eccentric Arrangement.**

Another evidence of eccentricity is placing the administration of the copyright law under the department of Agriculture. "What have books, pictures, sculpture, engravings, paintings, and drawings to do with agriculture?" asked a publisher recently. "Books have to do with culture but comparatively few novels, poems or historical articles have anything to do with Agri—culture." In Washington copyrights are issued by the Library of Congress and why should not some such sensible and consistent arrangement be made in Canada? Why should not the copyright law, now under the Department of Agriculture be transferred to the Public Works or Marine and Fisheries Department? In the fitness of things such an arrangement would seem about as reasonable as the present one.

The joint librarians at Ottawa are A. D. De Celles, C.M.G., and Martin J. Griffin. Both former newspaper men, they had already won their way to the front in the journalistic world before being transferred to Ottawa. Mr. De Celles occupied the editorial chair of *La Minerve*, Montreal, when called to the library staff in 1880. He is general librarian. Mr. Griffin, parliamentary librarian, who was appointed to the post in 1885, was at that time editor of the *Toronto Mail*. The chief clerks are Colonel Todd and Mr. Sylvain; their associates are Messrs. MacCormac, Bouchette, and Smith. The number of persons engaged in classification, tabulation, cataloguing, etc., is about ten and the work of the staff is by no means light.

—G. B. V. B.

## What the Publishers are Providing for Canadian Readers

Spring Lists are Now Almost Complete—Attention is Being Directed to the Fall Trade.

"The Chippendales" by Robert Grant, author of "Unheavened Bread" was published early this month by the Copp, Clark Co.

Paper covered editions of "The Soul of Dominic Wildthorne" by Joseph Hoeking and "Wild Geese" by Stanley J. Weyman have been issued by the Copp, Clark Co.

Mrs. Humphrey Ward's new novel "Mariage a la Mode" is announced for early publication by the Musson Book Company. They will also publish soon "Wallace Rhodes" by Nora Davis.

"Mind and Work" by Professor Gulick, "Faith" by the Bishop of Durham and "Popular Electricity" by Hibbert, are three interesting publications this season of Cassell & Co. They are all three listed at \$1.00.

The Macmillan Company of Canada, Limited, have just published the late Marion Crawford's "White Sister." In this story Mr. Crawford takes us back to Rome, the scene of so many of his successful novels.

The Copp, Clark Co. expect to have ready about the middle of the month the Russian novel, "A Flight from Siberia." A little later on they will publish "The Sins of Society," "Marriages of Mayfair" and "Round the Fire Stories."

"Quaint Subjects of the King," a handsomely illustrated volume by Foster Fraser, giving interesting information about the various races in the British Empire, has just been published in Canada by Cassell & Co. It is listed at \$1.75.

"The International Encyclopedia of Prose and Poetical Quotations," on which William S. Walsh has been at work for eleven years, is a valuable compilation, issued in a Canadian edition by the Copp, Clark Co. Cloth binding, \$3.00. Limp leather, \$5.00.

William Briggs, has arranged for and will place on the market towards the end of May a new book by Allen Raine, the author of "The Welsh Singer." The title of this new book is "Where Billows Roll" and it promises to be as great a success as "The Welsh Singer."

Two important works on religion just published by The Macmillan Co. of Canada, are: "Modern Thought and the Crisis in Belief," by Professor R. M. Wenley, and "A Valid Christianity for To-day," by the well-known Bishop of Michigan, Dr. Chas. D. Williams.

The Macmillan Co. of Canada have just published Eden Philpott's latest story, "The Three Brothers." In the opinion of the critics this story is not only the best that Mr. Philpott has written, but it entitles him to be considered the greatest of active contemporary novelists.

Cassell & Co., Toronto, expect to receive shortly "Royal Academy Pictures, 1909." This is the new volume of a most acceptable series containing handsome reproductions of this year's pictures in the Royal Academy. In cloth binding it sells at \$1.50 and in paper covers, 90 cents.

The Musson Book Co. announce for publication during the summer, "The Horse: How to Ride and Drive, etc." by F. M. Ware, a practical handbook on the horse; "Tracks and Tracking," by Josef Bruner, a volume of woodland love and the language of the forest; and "Boat

Sailing," by Captain A. J. Kenealy, a seventh edition of a capital book.

The Musson Book Co. have now ready the following fiction,—"Kingsmead" by Baroness von Hutten, "Set in Silver" by C. N. and A. M. Williamson, "The Inner Shrine (anonymous)," "The Royal End" by Henry Harland, "Katrine" by Elinor Macartney Lane, "Open House" by Juliet Wilbur Tompkins, "The Bridge Builders" by Anna Chapin Ray, etc.

The latest volume of the English Men of Letters series is Professor G. R. Carpenter's "Walt Whitman," published by the Macmillan Company of Canada. In this connection it may be interesting to remark that the same firm is issuing the earlier volumes of this series in a pocket edition which for cheapness of price and excellence of "get-up" leaves nothing to be desired.

Cassell & Co. have received the Canadian editions of the following novels, announced earlier in the year,—



ROBERT GRANT  
Author of "The Chippendales."

"The Sword of the Lord" by Joseph Hoeking; "The Show Girl" by Max Pemberton; "The Yellow God" by Rider Haggard; "Peggy, the Daughter" by Katharine Tynan; "Double Bonds" by Florida McCall; "Conquest of Christabel" by Mrs. De Horne Vaizey; "An Interrupted Kiss" by Richard Marsh and "The Lure of Eve" by Edith Mary Moore.

Among recent publications of The Macmillan Co. of Canada, may be mentioned: "The Government of European Cities," by Professor W. B. Munro of Harvard; "The Laws of Friendship Human and Divine," by Professor H. C. King; "The Story of the Great Lakes," by Professor E. Channing; "Psyche's Task," a very convincing "discourse" concerning the influence of superstition on the growth of such institutions as government, private property, marriage and respect for human life, written by Professor J. G. Frazer, author of "The Golden Bough"; "The Earth's Bounty," by Mrs. K. V. Saint Maur, author of "A Self-Supporting Home"; "The Psychology of Thinking," by Professor J. E. Miller.

# A Survey of the Canadian Literary Field.

## Books by Canadians and Books About Canada—Several New Titles Announced.

As the year advances the number of books falling under the general head of Canadian increases. This month it is possible to refer to quite a lengthy list of titles comprising books under nearly every possible head.

### Biography.

The York Pioneer and Historical Society, which celebrated the fortieth anniversary of its foundation last month, has issued a memorial volume, containing much historical and biographical matter of interest. It is illustrated with portraits of deceased members.

Eight years' experience as a missionary in the early days of British Columbia, form the subject of an interesting book entitled "A Bishop in the Rough," in which Bishop Sheepshanks of Norwich, England, narrates his adventures. The scene of his labours was New Westminster, then a mere clearing in the forest, where he established himself alone in a little log hut and set to work to collect a flock. The publishers are Smith, Elder & Co., London.

Beekes Wilson, author of "The Great Company," being a history of the Hudson's Bay Company, has been at work for some time on a life of General Wolfe, which is announced for early publication. Its title will be the "Life and Letters of James Wolfe" and it will contain fresh biographical material as well as over forty letters never before published.

As a preliminary to the larger work, containing the speeches of Joseph Howe, to be issued next month, the Chronicle Publishing Co., Halifax, have published a 42-page booklet, containing the sketch of Mr. Howe, which appeared in a special number of the Chronicle last year and a chronology of his life. The booklet is the work of J. A. Chisholm, K.C.

"Heroines of Canadian History," by W. S. Herrington, of Napanee, which was announced several months ago, and which was unfortunately delayed, is now ready, and has just been published by William Briggs. The book contains a frontispiece picture of the heroines mentioned in the book. Though intended primarily for use by young people the book will also be very interesting to those of older years. Volumes such as this one and "The Story of Isaac Brock" should be in every school in the country. There have been so many books used as supplementary reading in our schools, which have originated in the United States, and which are colored to suit the American idea, that the introduction of books written and published by Canadians is a much-to-be-desired feature.

Dr. Henry J. Morgan, of Ottawa, is working very industriously on his new edition of "Canadian Men and Women of the Times" which is to be issued by William Briggs. It was expected that this volume would be published some time this summer, but on account of the great care and accuracy which has to be exercised in preparing a work of this kind it is now probable that the book will not be ready at least until the fall or the winter of 1909. Dr. Morgan still continues to receive orders from all parts of the world for this volume. It is indispensable to all public men, journalists and in fact everyone wishing to have a ready reference volume which

will give them information in concise form relating to all the notable men and women of the present day in Canada.

### Speeches.

The splendid speech delivered at Chicago by J. A. Macdonald, editor of the Toronto Globe, on the occasion of the Lincoln Centenary, will be published in book form some time in the autumn. Hodder & Stoughton will issue the book in London and New York, and the Westminster Co. in Toronto. The title of the address was "The Significance of Lincoln" and that doubtless will be the title of the book. It contains about ten thousand words.

The Chronicle Publishing Company of Halifax announce that the new edition of "The Speeches and Letters of Joseph Howe," edited by J. A. Chisholm, K.C., will be ready some time between June 1 and 15. It will appear, as did the original edition, in two volumes, and will be sold at \$10.00 a set. All the speeches and public letters of Mr. Howe, which are deemed worthy of preservation, will be included and there will also be a carefully prepared chronology and index as well as two portraits of the statesman.

### History.

A new and revised edition of Sir J. G. Bourinot's "Canada," written originally for the Story of the Nations series and first published in 1897, has been issued by T. Fisher Unwin of London. The work of revision has been carried on by Edward Porritt, an Englishman, now resident in New England, who has been paying considerable attention to Canada of late. In a supplementary chapter with the title "Canada as a Nation," he traces the industrial growth of the country since 1896. The present edition is printed on heavy paper and is well illustrated.

Of the writing of histories of Canada there seems to be no end. 1908 saw the publication of several important works in this department. The present year bids fair to see as many more. Sir C. P. Lucas, Under Secretary at the Colonial Office, has published through the Oxford University Press an imposing volume of 360 pages, tracing the history of the country from 1763 to 1812. Needless to say Sir C. P. Lucas writes with authority and his history may be regarded as the most definitive of this important period in the development of Canada. The volume is admirably printed and bound,—an assertion which is really superfluous in the case of any book published by the Oxford Press.

At the last meeting of the Nova Scotia Press Association, it was decided to prepare and print a booklet recording the fact that the Royal Gazette of Halifax is the oldest paper in America. Its establishment in 1752 and its continuous publication ever since give it this priority. The booklet will contain a history of the paper and a facsimile of the first number. The President of the Association, J. W. Regan of Halifax, states that it has not yet been decided who will write the pamphlet. It hardly seems likely that a more capable author could be secured than Mr. Regan himself.

## BOOKSELLER AND STATIONER

Some five years ago Rev. A. G. Morice, O.M.I., issued his very interesting "History of the Northern Interior of British Columbia," formerly New Caledonia. Father Morice has now in the press of William Briggs a new book which is entitled "The History of the Catholic Church in Western Canada" to be ready early in the fall. Father Morice is one of those members of the Roman Catholic Church who take naturally to the art of letters. He has received very high honors at the hands of various scientific societies in different parts of the world, being an honorary member of the Philological Society of Paris, and of the Natural History Society of British Columbia, corresponding member of the Canadian Institute, and the Historical and Scientific Society of Manitoba, of the Geographical Society of Neuf Chatel, Switzerland, and member of the Ethnological Committee B.A.A.S. Father Morice has the historical instinct to a very high degree, inheriting the old historical proclivities of the Jesuit Fathers.

### Religion.

Volume 6 of "The Interpreter's Commentary on the New Testament," by Lyman Abbott and John F. McFadyen, deals with "The Corinthians and Galatians." This volume is the work of Professor McFadyen, v.l.o., it will be remembered, is on the staff of Knox College, Toronto. The publishers of the series are A. S. Barnes & Co., New York, but the Westminster Co., of Toronto, has an edition of Professor McFadyen's book.

The Ven. W. J. Armitage, rector of St. Paul's Church and Archdeacon of Halifax, N.S., already the author of at least three helpful religious books, will issue still another and larger volume in the early summer, entitled, "The Soldiers of the King, their Warfare, Weapons and Victory." The publishers are Marshall Bros., Keswick House, Paternoster Row, London.

### Poetry.

A new volume of poetry from the pen of W. M. McKeracher, of Montreal is in the press of William Briggs. Mr. McKeracher received some very high praise for his previous book of verse which was entitled "Canada My Land." The Montreal Star in speaking of Mr. McKeracher's work said: "We consider Mr. McKeracher on account of his sincere patriotism to be the Poet Laureate of the Dominion. We know of no other Canadian author who has sung the praises of Canada more musically and enthusiastically." Mr. McKeracher's new volume is to be entitled "Sonnets and Other Verse."

Mrs. C. R. Townley, of Vancouver, B.C., who was at one time on the editorial staff of the Toronto Mail and Empire, has a volume of poems in the press of William Briggs. The title has not definitely been decided on, but it may be "Opinions of Mary." This is Mrs. Townley's first published work.

Donald A. Fraser's new volume of verse announced last month is to be entitled "Pebbles and Shells," not "Pearls and Pebbles." It is to be issued shortly from the press of William Briggs.

E. W. Thomson has collected a number of his more recent poems, including "Peter Ottawa," etc., into a volume, which was recently issued by Houghton, Mifflin & Co., Boston, with the title "When Lincoln Died and Other Poems."

William Johnston of St. Mary's, Ontario, has published through the Stratford Beacon a volume of poetry, entitled "Canadian Melodies and Miscellaneous Poems."

It is a book of 212 pages and contains several poems of undoubted merit.

### Fiction.

"A Breath of Scandal" is the title under which a six shilling novel by a new Canadian writer will be published in London, England, this month. This is the first work of Ella Sawtell, (Mrs. A. O. McKeen) a native of Woodstock, Ontario, who has made her home in London for the past ten years.

Arthur Stringer's new novel of South American life, "The Gun-Runner," published in Toronto by Thomas Langton, will have at least one page of interest to Canadians. This is the page which bears the dedication, for the book is "apprehensively yet affectionately inscribed" to Major Charles Edward Mills, of the Middlesex Battery of the Canadian Artillery, and one of the Canadian Contingent who fought in South Africa. Mr. Stringer's dedication reads as follows: "To my old bunkie and friend and camp-mate, Major Charles Edward Mills, who in the good days that are gone was known as 'Shorty,' who knocked about all the blessed Seven Seas of the earth and smoked over camp-fires in four continents and adventured up and down the length of the two Americas and always loved war and danger and the open road, and full many a time tramped and camped and hunted, and went hungry with me, I most apprehensively yet affectionately dedicate and inscribe this volume." The Gun-Runner, by the way, is a story of action, dealing with a revolution in a South American republic. The hero, a Nova Scotian named McKinnon, is a wireless operator, and "wireless" plays an important part in the development of the story.

The fact that a Champlain celebration is to be held this summer on Lake Champlain will renew interest in all books dealing with the great explorer and with the scenes of his activity. Among the number attention might well be directed to Miss K. L. MacPherson's "Scenic Sieges and Battle Fields of French Canada," issued in handsome form by the Valentine & Sons Pub. Co.

"The People of the Plains" is the title of the new book by Amelia M. Paget, which is now in the press of William Briggs. This volume deals with the Indians of the far West of Canada, and promises to be a very interesting and valuable contribution to the history of the native races of our Dominion. In this connection it is interesting to note the growing interest evinced by Canadians in all books which deal with the history or resources of Canada.

Two volumes dealing with the Great Lakes have recently been published, both the work of American writers. The first, published by G. P. Putnam's Sons, New York, is entitled: "The Great Lakes: The Vessels that plough them, their Owners, their Sailors and their Cargoes, together with a Brief History of our Inland Seas." It is written by James Oliver Curwood and is profusely illustrated. The second is called "The Story of the Great Lakes," by Edward Channing and Marion Florence Lansing. It is published by the Macmillan Co. of Canada.

A new Canadian novelist has appeared in the literary firmament in the person of Miss Frances Fenwick of Montreal. She has written a novel entitled "The Arch Satirist," which deals with present day Montreal. It will be published in the fall by a Boston firm.

# Fourth Annual Meeting of the Champlain Society

## A Lengthy List of Publications in Preparation—Proposal to Increase the Membership.

The fourth annual meeting of the Champlain Society was held in Toronto, on Wednesday, May 5, with the following officers and members present—President, B. E. Walker, C.V.O., D.C.L., LL.D.; secretary, George M. Wrong, M.A.; treasurer, H. H. Langton, M.A.; councillors, A. H. U. Colquhoun, LL.B.; James H. Coyne; assistant secretary-treasurer, Miss Eleanor Croighton; members, Prof. A. E. Lang, M.A.; A. C. Casselman; W. G. Eakins; D. A. Cameron; Alexander Fraser, B.A.; J. Watson Bain; Dr. J. S. Hart; Dr. R. A. Reeve; Angus MacMurchy, K.C.; A. St. L. Triggs, all of Toronto; A. F. Hunter, Barrie; Barlow Cumberland, M.A., Port Hope.

The meeting opened with the following remarks by the president, Dr. Walker:

"I have to report that notwithstanding the fact that sixteen vacancies have arisen in the membership list during the year by death and resignation, also by the transfer to the Library list of two names which really represented libraries, these vacancies have all been filled by names from the waiting list. Thus far no solicitation for members has ever been necessary, and none has ever been made beyond the original circular sent out when the Society was founded.

"So far in each case of the death or resignation of a member, we have secured the return of the volumes issued and have refunded the fees paid, thus enabling the member who has filled the vacancy to obtain all the books which have been issued. Of course this will only be possible in the early years of the Society, and later on we shall not be able to supply new members with the earlier publications.

"While the list of members has always been complete, our list of libraries numbers so far but 66. During the year a circular was issued to over 800 libraries in Canada, the United States and Great Britain, but until more works have been produced by the Society, the growth of the library list must necessarily be slow.

"The Council of the Society has desired since its inception to publish the complete works of Champlain, but realized that it was rather a large undertaking. The subject was discussed at meetings of the Council, and it was decided to lay the matter before the National Battlefields Commission, which body had charge of the celebration of the Tercentenary of the landing of Champlain in 1908. This was done, and as a result out of a small surplus available in connection with the funds supplied for the Tercentenary a grant of \$5,000 has been made to the Champlain Society to assist in publishing a complete edition of Champlain. This, however, is to be regarded as the official memorial of the Tercentenary and is to be available for purchase by the ordinary citizens of Canada in addition to the members of the Champlain Society. While nothing has yet been decided by the Council, this will probably mean that we shall issue a numbered edition for the members, and an edition on thinner paper for the general public. At a later time we may report more precisely the form it will take. Technically this may seem like a breach of the system we have established of having all our books limited strictly to our members and to libraries, but we shall try to do what everyone will think fair, and we ought to be conscious of the honor of being entrusted

by the Government with the publication under our own imprint of the book that will remain for all time the memorial of the Tercentenary of the arrival of Champlain at Quebec."

### Secretary's Report.

The secretary's report was read by Professor Wrong, as follows:

"The Council regret to have to report that only one volume has appeared during the past year. In spite of every effort to make haste the editors of various volumes have been unable to complete their work at as early a date as had been hoped. Professor Munro's "Documents relating to Seigneurial Tenure in Canada," the volume published during the year, is a valuable addition to the literature of the subject, and will always be a standard work. Two volumes are now in the press, the second volume of Lescarbot and Colonel Wood's valuable work dealing with the Navy's share in the British conquest of Canada. Half a dozen other volumes are being prepared rapidly, and the council hopes in time to issue two volumes for each year since the Society was founded. They think it desirable that the members of the Society should be furnished with such interesting but now expensive works as the Journals of Knox and Hearne, and these are in course of preparation. The accompanying list will show what books members may expect in the near future. The publication of a translation of the complete works of Champlain accompanied, as it will be, by the original text is a great undertaking. It will serve as a fitting memorial of the recent Tercentenary celebration.

### Works in Preparation.

Lescarbot: History of New France. Edited by W. L. Grant and H. P. Biggar. Vol. II. (To be completed in three volumes). (In the press.)

The Logs of the Conquest of Canada. Edited by Colonel William Wood, author of the Fight for Canada. (In the Press). The long historical introduction to this volume constitutes a history of the naval side of the British conquest of Canada, based on materials hitherto unpublished. The principal logs of the ships concerned are printed in full.

The Works of Samuel de Champlain. An English translation with the French text. Edited by H. P. Biggar, author of The Early Trading Companies of New France. (In preparation). This work will probably extend to six volumes. With Mr. Biggar will be associated a number of scholars who have made Champlain's period a special study.

Samuel Hearne: Journey from Prince of Wales Fort in Hudson Bay to the Northern Ocean 1769-1772. A new edition edited by J. B. Tyrrell, whose journey in the far North is described in Mr. J. W. Tyrrell's "Across the Sub-Arctic of Canada." (In preparation). This is a most interesting book. The original, published in 1795, is now difficult to obtain.

Captain John Knox: Historical Journal of the Campaigns in North America 1757-1760. Edited by Arthur G. Doughty, Dominion Archivist. (In preparation). This work, now very scarce, is by far the

fullest account of the events of the time, including especially the two sieges of Quebec in 1759-1760.

**Chrestien Le Clercq**: *Nouvelle Relation de la Gaspésie*. An English translation with the French text. Edited by Prof. W. F. Ganong. (In preparation.) An interesting study, hitherto untranslated, of the Gaspe region and of the North American Indians. A number of important and interesting unpublished documents connected with the work will be given, together with a very important contemporary map of Gaspesia made by the author's colleague, Jumeau.

The *Journals of La Verendrye*: An English translation with the French text. Edited by Lawrence J. Burpee, author of "The Search for the Western Sea." (In preparation.) These journals make up an interesting narrative of the discovery of the Rocky Mountains.

**Louisbourg**: From its Foundation to its Fall, 1743-1769. Edited by J. S. McLennan. (In preparation.) This work which will contain much about the famous fortress and its sieges is now nearing completion.

The *Rebellion of 1837*: Hitherto unpublished material, edited with an historical introduction by J. Edmond Roy, Assistant Archivist, Ottawa. This work will undoubtedly throw much new light on an important epoch in Canadian History.

"Professor Shortt still promises the volume of Cartwright Papers announced three years ago, but the date of completion is uncertain.

"The Society can say, with some satisfaction, that its publications have already become essential to the historians writing of Canada, and that they will steadily become more necessary."

#### To Increase Membership.

Some discussion then followed regarding the advisability, in view of the slow growth of the Library subscriptions which at present is causing the finances of the Society to work rather narrowly, of increasing the number of members, say to the extent of 100, thus lessening the books set aside for libraries.

It was then moved by Mr. Barlow Cumberland, seconded by Mr. D. A. Cameron and carried: That authority be given to the Council to increase the number of members and decrease the number of library subscriptions if this be found desirable.

On proceeding to the election of officers, the action of the council in appointing Mr. H. H. Dangton, Librarian of the University of Toronto, to the Treasurership of the Society (the power to appoint having been left in their hands at the last Annual Meeting) was approved.

The appointment of Dr. A. H. U. Colquhoun, Deputy Minister of Education for Ontario, as a councillor in room of Mr. Langton was also approved.

It was moved by Dr. Walker, seconded by Mr. Alexander Fraser and carried: That the Hon. D. C. Fraser, Lieut.-Governor of Nova Scotia, and the Rev. R. A. Falconer, President of the University of Toronto, be appointed vice-presidents of the Champlain Society in room of the Hon. L. J. Tweedie and Sir. William Mortimer Clark.

The remaining officers of the Society were unanimously re-elected, the list standing as follows:

President: Dr. B. E. Walker.

Vice-Presidents: Sir Louis Jette, Sir D. H. McMillan, Hon. Richard McBride, Hon. D. C. Fraser and Dr. R. A. Falconer.

Secretaries: Prof. Charles W. Colby, Prof. George M. Wrong.

Councillors: Dr. A. G. Doughty, Mr. Adam Shortt, Mr. James H. Coyne, His Honor, Judge Sicotte, Dr. A. H. U. Colquhoun.

#### MISCELLANEOUS BOOKS.

The Toronto Graduate Nurse's Club publish "The Canadian Cook Book," compiled by Miss Lucy Bowerman. The book contains 350 pages and is bound in oil-cloth.

The volume just issued by William Briggs, entitled "The Empire Birthday Book," by Miss Mabel Clint, is very tastefully gotten up, the cover-design being by Harold Harris, the central feature of which is a displayed Union Jack. This book promises to be one of the popular presentation books for the fall, and will also be a very pretty souvenir book for summer.

The Railway Lands Branch of the Department of the Interior, Ottawa, have issued in book form a revised and illustrated edition of the reports of the two select committees of the Senate, which sat during the sessions of 1887 and 1888, to investigate the resources of northern Canada. The book is entitled "The Great Mackenzie Basin" and is supplied at 60 cents a copy.

A most valuable bibliographical work is being done by Professor Wrong and Librarian Langton of the University of Toronto in their "Annual Review of Historical Publications relating to Canada." This work has now reached its thirteenth volume. Its contents are devoted to recording and reviewing all books and pamphlets bearing in any way on the history of Canada. The editors appear to have covered their field very thoroughly, thus rendering the work trustworthy and reliable. The publishers are Morang & Co., Toronto.

#### AN EARLY CANADIAN POEM.

Toronto, April 29, 1909.

Editor Canadian Bookman:—

Eight years ago I read a paper before the Ontario Librarians' Association on Canadian poets in which reference was made to some of the rarer poems written in Canada. The first item was as follows: "The Reduction of Louisburg. A poem. Wrote on board His Majesty's ship Orford in Louisburg. By Valentine Nevill, Esq." It was published in London in 1759 after the return of the fleet and sold at one shilling. This information was gathered from a short review that appeared in a contemporary British magazine. That was all the information then available. Interest in this rarest of poems on Canada is revived by a recently issued catalogue of The Museum Book Store, High Holborn, London, England, in which is advertised for sale the original manuscript of the poem in eight pages quarto, wherein the poem is ascribed to Valentine Nevill, of Greenwich, in Kent, secretary to the Honorable Admiral Townshend. It is further therein stated to be inscribed to the Honorable Edward Boscawen. The price advertised is ten pounds. Yours very truly,

Toronto, April 29, 1909.

C. C. JAMES.



## Brief Reviews of Some Recent Publications

### Fiction Predominates Among Current Books—A Few Good Novels—Several Miscellaneous Books.

There is plenty of variety to be found among the books of the past few weeks. Fiction is predominant, of course, and among the novels published are several that merit attention. Arthur Stringer's "Gun-Runner" is probably the most interesting of all to Canadians.

#### Fiction.

**CURTIES, CAPTAIN HENRY.** A Bride on Trust. Boston: Dana Estes & Co. London: Alston Rivers, Ltd. Cloth, \$1.50.

The theme of this story is the undaunted love of a Lieutenant in His Majesty's Imperial Guards for a beautiful woman whose acquaintance he makes under peculiar circumstances. Daring death and other dangers this brave youth claims her as his wife—truly a bride on trust, for he takes her knowing nothing of her past, fearing nothing for the future. Such perfect love was rewarded, but the denouement is quite as unexpected as it is exciting.

**THOMAS, ROWLAND.** The Little Gods. A masque of the Far East. Illustrated by Charles Sarka. Toronto: The Musson Book Company Limited. Cloth, \$1.25.

The author of this stirring book of life in the Philippines won the five thousand dollar prize from thirty thousand competitors awarded by Collier's to his remarkable story of "Fagan," which forms the first chapter in "The little gods." The other sketches are vivid portrayals of the lives of real men and women as they are found in the Philippines. There is only a slight connection between the sketches, an old Asiatic priest being supposed to inspire the telling of the stories.

**OSGOOD, IRENE.** Servitude. Boston: Dana Estes & Co. Cloth, \$1.50.

A historical romance dealing with the depredations of the Barbary pirates during the unsettled period of the Napoleonic wars. The writer gives a graphic description of the horrors of slavery as practised in the city of Algiers as well as the social conditions prevailing among the followers of Mahomet. The story involves the fortunes of William Brown, an English naval officer on secret service. He is captured by the Corsairs, sold into slavery and subjected to the most cruel treatment. He aids in the rescue of a young American girl with whom he is in love, effects his own escape and renders signal service in the bombardment of Algiers by Lord Exmouth.

**VON HUTTEN, BARONESS.** Kingsmead. By the author of "Pam," "What Became of Pam," "The Halo," etc. Toronto: The Musson Book Co. Cloth, \$1.25.

Kingsmead is the fine old English country seat that Lord Kingsmead, finding himself deeply in debt on coming of age, sold to a Mr. Lansing, who had made a fortune through a special kind of bathtub. Lord Kingsmead (our old friend "Tommy" of "The Halo") and young Lansing had been intimate from college days, and one of Tommy's greatest pleasures when in England was to visit at his old home. There are interesting people gathered there for Christmas, which include Tommy's sister, Briget, now Lady Pontefract, our old friend Pam and little Pummy. The plot has chiefly to do with two love affairs, and Lord Kingsmead's efforts to help all

parties. Kingsmead is pictured as a very charming fellow, delicate, sensitive and rather eccentric.

**GALSWORTHY, JOHN.** Fraternity. Toronto: Copp Clark Co. Cloth, \$1.25.

The author of this book has succeeded in showing that aesthetic culture alone is but a poor remedy for social evils. In the Dallisons of both families he has given specimens of the finished product of that fin-de-siècle cult of art and intellect which was expected to do so much for society. They but afford illustrations of the disintegrating processes of a cult which has the ego for its god, liberty for its fetish and the social organism for its nemesis. The book is clever and serious and well worth reading. Many words of wisdom proceed from the mystical old author of *The Brotherhood of Man*.

**SNAITH, J. C.** Araminta. Toronto: William Briggs. Cloth, \$1.25.

Mr. Snaith is nothing if not daring and original. In Araminta he has chosen a most unique heroine and he has done her full justice both in description and in the situations he has created for her. A young Amazon endowed with beauty and a singularly sweet simplicity of character, one follows her career with interest after she is launched upon the gaieties of London social life. Her ludicrous drawl and her frequent reiteration that she is nicknamed "Goose Girl, because I am rather a sil-lay, you know," produce a sensation among the jaded old worldly men and women among whom she is thrown. But the Goose Girl is not only refreshing, she is genuine and maintains her loyalty to her home and to her first love throughout the book and all ends happily.

**WEBSTER, HENRY KITCHELL.** A King in Khaki. By the author of "The Whispering Man," joint author of "Calumet K." Illustrated. Toronto: The Copp Clark Co., Limited, 1909. Cloth, \$1.25.

The scene of this entertaining romance is laid in a tropical island near Jamaica where an American development company is producing tropical products under the management of the hero, an ex-newspaperman. The capitalists in New York, who control the company, try to influence him to submit unfavorable reports in order to squeeze out the smaller shareholders. He refuses and actually attempts to kidnap one of the capitalists, in order to put him out of the way, while he goes to the annual meeting of the company. The fight between the two men forms the chief interest of the story, while indirectly the capitalist's daughter plays no unimportant part.

**VANCE, LOUIS JOSEPH.** The Bronze Bell. By the author of "The Brass Bag," "The Black Bag," etc. With illustrations by Harrison Fisher. Toronto: William Briggs 1909. Cloth, \$1.25.

The hero is a young American who has lived for some years in India and written books about it. The reader is first introduced to him on his way to a friend's place on Long Island for a few days' duck shooting; his telegram has been detained and his friend fails to meet him at the station; he starts to walk to his final destination and has an adventure with a beautiful girl on a

## BOOKSELLER AND STATIONER

black horse and a fat and dirty Hindu, who presents him with "the token," a bronze bell in a box. The scene changes to India, where the hero goes in pursuit of the heroine, and with the hope of unravelling "the mystery" and gets into international complications.

### Miscellaneous.

THE CHILDREN ACT EXPLAINED. By Rev. Henry Carter. Pamphlet. London: Robert Culley.

ROBERT BLATCHFORD'S NEW RELIGION. By Rev. J. E. Rattenbury. London: Robert Culley. Pamphlet containing sermon preached at the Lyceum Theatre on January 31, 1909.

A GENTLEMAN FROM MISSISSIPPI. Founded upon the popular play of the same name by Harrison Rhodes and Thomas A. Wise. New York: J. S. Ogilvie Publishing Co. Cloth, 60cts.

BUSINESS! PRACTICAL HINTS FOR MASTER AND MAN. By T. Sharper Knowlson. London: F. Warne & Co. A small volume of kindly advice and counsel on various phases of business life, condensed into brief, pithy chapters.

SOCIAL IDEALS. Papers on social subjects by Will Crooks, M.P., P. W. Wilson, M.P., George Lansbury, J. Ramsay Macdonald, M.P., S. E. Keble, J. H. Clapham and J. A. Faulkner. London: Robert Culley. Paper, 6d. net.

THE STANDARD—EVERY MAN'S MEMO BOOK. Chicago: Laird & Lee. Genuine morocco, gilt edges, 50 cts.; seal grain leather, red edges, 25 cts.

A convenient little volume, not only valuable as a register of daily events, but especially useful for the ready information it contains on points constantly arising in business and social affairs.

MEMORIES OF DR. HORATIUS BONAR. By Relatives and Public Men. Edinburgh and London: Oliphant, Anderson & Ferrier. Cloth, 2s. 6d. net.

A memorial volume presenting various aspects of the life and work of a great Christian, whose hymns are familiar to countless people throughout the world. His centenary is being celebrated this year.

GLIMPSES OF THE ALASKA-YUKON-PACIFIC EXPOSITION and the Great Northwest. Chicago: Laird & Lee. Cloth, 75c. Paper, 25c.

A handsomely bound collection of realistic photographic views, illustrating the wild natural beauty and marvelous progress of Western America, and graphically depicting the most interesting features of the International Exposition to be held at Seattle from June 1 to Oct. 16, 1909. Accompanying each view is an instructive and entertaining explanation of the scene shown.

GEORGE BORROW: The Man and his Work. By R. A. J. Walling. Cassell & Co., Limited, London and Toronto. \$1.50 net.

The unique personality of the author of "Lavengro" and "The Bible in Spain," renders him a striking figure among English men of letters of the past century. At the present day there seems to be a growing interest in him, which such a book as this is calculated to gratify. The author narrates Borrow's life with sympathy and with clearness, drawing a splendid picture of the man himself and of the experiences through which he passed.

THE SEVEN WHO WERE HANGED. By Leonid Andreyev, translated from the Russian by Herman Bernstein. New York: J. S. Ogilvie Publishing Co. Cloth, \$1.00.

This book is, in the form of fiction, the same protest against the Reign of Terror in Russia, that inspired Count Tolstoy to raise his voice against wholesale executions, in his famous appeal, "I Cannot Be Silent." It is the first story of any length by Andreyev, translated into English, and created a literary and political sensation upon its publication in Russia last year.

OUR PLYMOUTH FOREFATHERS. By Charles Stedman Hanks. Boston: Dana Estes & Co. Cloth, \$1.50.

Beginning with the departure of the Pilgrim Fathers from England and their settlement in Holland, the author traces the religious movements of the times that led to the expedition to America. The story of the Plymouth Colony and its relation to those stirring events in our country's earliest history is given with the impressive detail that is devoid of pedantry, while the style is simple, forceful and convincing. The work is extra illustrated with numerous beautiful double tone plates and has a complete index.

WHEN RAILROADS WERE NEW. By Charles Frederick Carter. New York: Henry Holt & Co. Cloth \$2.00.

In his preface the author points out how very little is actually known about the beginnings of railroads in America. Public attention seems nowadays to be directed more towards present-day railroad problems than towards the struggles and difficulties of pioneer builders and operators. Yet in these experiences of sixty years and more ago Mr. Carter has discovered a veritable romance, which he has not hesitated to work up into the entertaining form of the present book. To those interested in railroads the stories he tells will be found to be fascinating and many of the experiences narrated will prove to be as good as anything in a novel.

### ONTARIO HISTORICAL SOCIETY.

A meeting of the Council of the Ontario Historical Society was held at the Education Department, Toronto, on Thursday, May 6. Among those present were Barlow Cumberland, president of the Society, J. H. Coyne, C. C. James, Miss Agnes Fitzgibbon, Mrs. E. J. Thompson, David Williams, Clarkson W. James and W. A. McLean.

The principal business before the meeting was the appointment of a secretary, who would take hold vigorously of the work of the Association and place it once more on a satisfactory basis. The choice of the meeting fell on Clarkson W. James, who as secretary of the Department of Education was well qualified for the post.

Plans for the annual meeting were left in the hands of the president, secretary and C. C. James. The meeting will probably be held between the middle of September and the middle of October, though the place of meeting has not yet been decided upon.

### AGENTS FOR CONSTABLE.

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6. Peter. F. H. Smith. McLeod.

#### Branford.

1. Septimus. W. J. Locke. Frowde.
2. Music Master. C. Klein. Dodd.
3. Special Messenger. R. W. Chambers. McLeod.
4. King of Arcadia. Francis Lynde. McLeod.
5. Anne of Green Gables. L. M. Montgomery. Page.
6. Lewis Rand. Mary Johnston. Briggs.

#### Charlottetown.

1. Anne of Green Gables. L. M. Montgomery. Page.
2. Special Messenger. R. W. Chambers. McLeod.
3. Lonesome Pine. John Fox, Jr. McLeod.
4. Mr. Crew's Career. Winston Churchill. Macmillan.
5. Holy Orders. Marie Corelli. Briggs.
6. Bronze Bell. Louis Joseph Vance. Briggs.

#### Chatham.

1. Governors. Oppenheim. Copp.
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3. Little Brother of the Rich. J. M. Patterson. McLeod.
4. Life of Dr. Robertson. Ralph Connor. Westminster.
5. Lady of the Decoration. Frances Little. Musson.
6. Trailers. R. L. Mason. Revell.

#### Edmonton.

1. Sowing Seeds in Danny. Mrs. McClung. Briggs.
2. A Million a Minute. Hudson Douglas. McLeod.
3. Songs of a Sourdough. R. W. Service. Briggs.
4. 54-40 or Fight. Emerson Hough. McLeod.
5. Lorimer of the Northwest. Harold Bindloss. McLeod.
6. King of Arcadia. Francis Lynde. McLeod.

#### Guelph.

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2. Joshua Craig. D. G. Phillips. Briggs.
3. Together. Roger Herriek. Macmillan.
4. Sowing Seeds in Danny. Mrs. McClung. Briggs.
5. Lorimer. Harold Bindloss. McLeod.
6. Lonesome Pine. John Fox, Jr. McLeod.

#### Hamilton.

1. Special Messenger. R. W. Chambers. McLeod.
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4. Septimus. W. J. Locke. Frowde.
5. Katrine. Elinor Macartney Lane. Musson.
6. Red Mouse. W. H. Osborne. Briggs.

#### Kingston.

1. Katrine. Elinor Macartney Lane. Musson.
2. Waters of Jordan. H. A. Vachell. Briggs.

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4. A Million a Minute. Hudson Douglas. McLeod.
5. Peter. F. H. Smith. McLeod.
6. Comrades. Thomas Dixon, Jr. Copp.

#### London.

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3. Message. Louis Tracy. McLeod.
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5. Lady of the Decoration. Frances Little. Musson.
6. 54-40 or Fight. Emerson Hough. McLeod.

#### Montreal.

1. Katrine. Elinor Macartney Lane. Musson.
2. Kingsmead. Bettina von Hutten. Musson.
3. An English Honeymoon. A. H. Wharton.
4. Jewelled Ball. Flora B. Guest. Cambridge.
5. Araminata. J. C. Snaith. Briggs.
6. Climbing Courvatels. E. W. Townsend. Copp.

#### Moncton.

1. Girl and the Bill. B. Merwin. Briggs.
2. Together. Roger Herriek. Macmillan.
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5. Message. Louis Tracy. McLeod.
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#### Peterboro.

1. A Million a Minute. Hudson Douglas. McLeod.
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5. Anne of Green Gables. L. M. Montgomery. Page.
6. Lorimer. Harold Bindloss. McLeod.

#### Quebec.

1. Message. Louis Tracy. McLeod.
2. Angel. Ranger Gull. Dillingham.
3. Whither Thou Goest. J. J. Bell. Westminster.
4. Miss Minerva. F. B. Calhoun. Musson.
5. Bronze Bell. Louis Joseph Vance. Briggs.
6. Struggle for Imperial Unity. Colonel Denison. Macmillan Co.

#### St. Catharines.

1. Bronze Bell. Louis Joseph Vance. Briggs.
2. Anne of Green Gables. L. M. Montgomery. Page.
3. Special Messenger. R. W. Chambers. McLeod.
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5. King of Arcadia. Francis Lynde. McLeod.
6. Divas Ruby. F. J. Crawford. Macmillan.

#### St. John.

1. Anne of Green Gables. L. M. Montgomery. Page.
2. Katrine. Elinor Macartney Lane. Musson.
3. Bronze Bell. Louis Joseph Vance. Briggs.
4. Peter. F. H. Smith. McLeod.
5. Joshua Craig. D. G. Phillips. Briggs.
6. Long Arm. Oppenheim. Briggs.

#### Stratford.

1. 54-40 or Fight. Emerson Hough. McLeod.
2. Bronze Bell. Louis Joseph Vance. Briggs.
3. Knack of It. C. B. Loomis. Frowde.
4. Message. Louis Tracy. McLeod.
5. Joshua Craig. D. G. Phillips. Briggs.
6. Riverman. Stewart White. Musson.

#### Toronto.

1. Climbing Courvatels. By Edward W. Townsend. Copp.
2. Katrine. By Elinor Macartney Lane. Harpers.
3. The Climber. By E. F. Benson. Doubleday.
4. Special Messenger. By R. W. Chambers. McLeod & Allen.

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5. Anne of Green Gables. By L. M. Montgomery. Page  
6. Comrades. By Thomas Dixon, Jr. Copp.

### Vancouver.

1. Songs of a Sourdough. R. W. Service. Briggs.
2. Septimus. W. J. Locke. Frowde.
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5. 54-40 or Fight. Emerson Hough. McLeod.
6. Comrades. Thomas Dixon, Jr. Copp.

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20771. Primary Exercises in Mental Arithmetic for Ninth Year. (Book.) Herbert J. Silver, Montreal, 5th April.
20774. Five Thousands Facts About Canada. 1309 Edition. Compiled by Frank Yeigh. (Book.) Frank Yeigh, Toronto, 5th April.
20776. Catalogue of the Morris Collection of Indian Portraits at the Gallery of the Canadian Art Club, 1909. (Book.) Edmund Morris, Toronto, 5th April.
20778. The Fugitives. A Sheaf of Verses. By H. L. Spencer. (Book.) Hiram Ladd Spencer, Whitehead, New Brunswick, 7th April.
20787. Britannia. By Grant Balfour. (Poem.) James Miller Grant, Toronto, 7th April.
20791. Atlas Practice and Exercise Book. W. J. Gage & Company, Limited, Toronto, 10th April.
20800. Glad Tidings. (Washing Powder.) (Poem.) Robert S. Walker, Vancouver, British Columbia, 13th April.
20811. The Canadian Industrial Blue Book, the Manufacturers' List Buyers' Guide of Canada, 1909. The Manufacturers' List Company, Montreal, 16th April.
20816. Syllabus of Lectures on the Outlines of German Literature. By L. E. Horning. (Book.) L. E. Horning, Toronto, 17th April.
20830. Heroines of Canadian History. By W. S. Herrington. (Book.) W. S. Herrington, Nanawee, 21st April.
20831. The Universal Spelling Book. For Canadian Schools. The Educational Book Company of Toronto, Limited, Toronto, 22nd April.
20835. Tercentennial Quebec. (Literary work.) (Temporary Copyright.) Lt.-Colonel William Wood, Quebec, Que., 23rd April.

20837. Gall's Guide and Directory of the Silver North, (Cobalt and Gowganda) with Maps. (Book.) William Gall, Cobalt, Ont., 24th April.

20838. O Canada. (Poem.) Eugene Payment, Quebec, Que., 21 avril.

20839. Dominion Coal Company, Mining and Transportation. By F. W. Gray. (Book.) The Mines Publishing Company, Limited, Toronto, 23th April.

20840. Diagramme de la Cite de Montreal divisant la dite cite en Districts pour Indiquer le Taux ou Prix pour la Livraison de Messages Express (Rush) dans la cite. (Tariff for Rush Deliveries.) (Carte.) Napoleon LaFortune, Montreal, 26 avril.

20842. Canadian Civics. By R. S. Jenkins, M.A. Manitoba Edition. (Book.) The Copp, Clark Company, Limited, Toronto, 28th April.

20843. How Canada is Governed. By J. G. Bourinot, K.C.M.G., LL.D. Sixth Edition. Revised by Arnold W. Ducloux, B.A., B.C.L. (Book.) The Copp, Clark Company, Limited, Toronto, 26th April.

20847. Table of Capacities, Standard Rams under Various Falls and Variations, per 24 hours. (Book.) Arthur Charles Morris, Toronto, 26th April.

20848. An Act Respecting Pounds. By James M. Glenn, K.C., LL.B. (Book.) The Municipal World, Limited, St. Thomas, 27th April.

20855. Songs of Sentiment. By Henrietta Gardner Cattapani. (Book.) Henrietta Gardner Cattapani, Preston, Ont., 30th April.

20865. Cobalt Silver Mines. Second Edition. Illustrated. (Book.) A. E. Osler & Company, Toronto, 4th May.

20866. Public School Poetry Book, Part II. Edited with Notes by J. F. White, B.A., LL.D. and W. J. Sykes, B.A. (Book.) Moran Educational Company, Limited, Toronto, 4th May.

20867. Longer Narrative Poems. Edited with Notes by John Jeffries, B.A. (Book.) Moran Educational Company, Limited, Toronto, 4th May.

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