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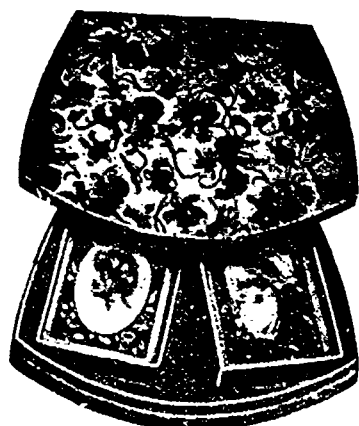
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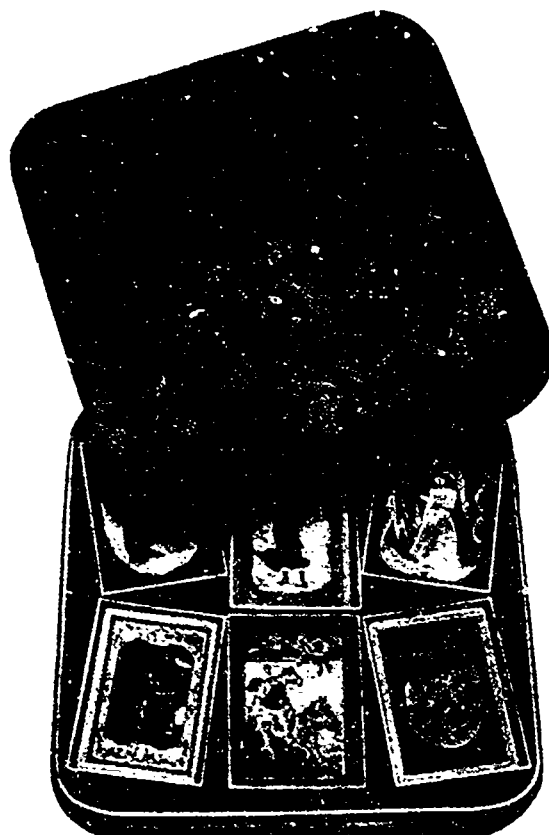
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No. 2- Two packs.



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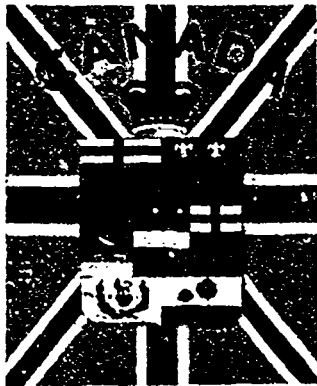
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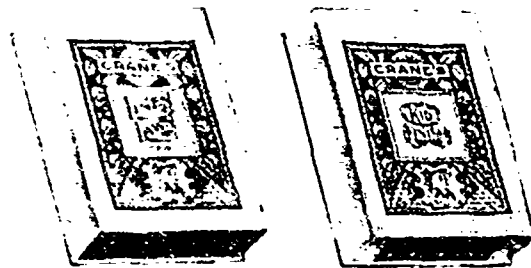
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THE Bookseller and Stationer

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Vol. XXI.

MONTREAL AND TORONTO, CANADA, DECEMBER, 1908.

No. 12.

OUR PLANS FOR THE NEW YEAR

WITH this number another volume of Bookseller and Stationer is completed. To say that we are satisfied with our work during the past year would be misleading. Of course we have reason to be proud of the record made—large numbers, increased advertising patronage and more subscribers. But we can never be satisfied while there are still new fields to conquer. We realize our shortcomings, and it will be our aim to overcome these to the greatest extent possible during the coming year.

Many people have obtained a wrong idea of the function of a trade newspaper. They imagine it to be merely an advertising medium, published for the benefit of advertisers, edited for their own ends, and distributed gratuitously. This may be the root idea of some so-called trade newspapers. It certainly is not the idea of the publishers of Bookseller and Stationer. We believe that in giving our readers a first-class, well-edited, monthly, in which they are shown how to strengthen and develop their business, as well as where to buy their goods, we are doing far more both for their own welfare and our own welfare than if we became merely a trade circular for the convenience of advertisers. We unite the three functions, viz., a news medium, a business instructor, and a trade directory, and we believe that in so doing we are fulfilling the highest end to which any trade newspaper can be called.

Our readers should pay particular attention to the reports from trade centres that appear regularly in this paper. In this issue Winnipeg, Montreal, Halifax and Toronto are all heard from. Special correspondents are located in each of these cities at some expense to the publishers. With the New Year we expect to have regular correspondence from one or two other points, making a chain right across Canada from ocean to ocean.

The January number of Bookseller and Stationer will as usual be given over largely to stationery inter-

ests. The publishers hope to make this a record issue in every respect. As the opening number of a new year it will contain all the special features that will be run during the year. Now is a splendid time for non-subscribers to send in their names for a year's subscription.

A word or two about our circulation. Unlike a great many trade papers, Bookseller and Stationer has no free list among retailers. This is a point about which we speak with no small degree of pride. It emphasizes two things. In the first place it proves that we cover the retail trade thoroughly. If we did not, it would be absolutely necessary for us to send out some free copies in order to keep faith with our advertisers. In the second place it enhances the value of the paper, not only as a newspaper but as an advertising medium. The man who has to pay for his trade paper appreciates it far more than if it came in month by month without expense to him.

Now about the New Year and our plans for it. We have several good things in store for our readers. One of the most important is a series of lessons in book and stationery advertising, which will extend over the twelve months and will be varied with competitions to see how the lessons are being received. There will also be a series of illustrated articles on window dressing and interior displays. Another group of articles will take up departmental work, showing how dealers can introduce new departments into their businesses. There will be a monthly portrait gallery. The series of leading Canadian stores will be carried on. Finally, all the regular departments will be in place, with such improvements as we find to be necessary.

We cannot close this page without a word of thanks to our advertisers and subscribers for their loyal support during the past year. To them it is due that we are able to announce the enlargements and improvements noted in the previous paragraph. To all alike we would wish a very successful holiday trade and a prosperous New Year.

PUBLISHERS' ANNOUNCEMENTS

Morang & Co., Limited.

Morang & Co., Limited, have this year an exceptionally fine list of novels, and one of which would make a suitable gift for the person who loves stories. Two of the best are "Heart's Desire" and "The Road Builders," which have already been noticed in the columns of Bookseller and Stationer. Lovers of the romantic will enjoy Charles Major's latest contribution, "Yolanda." Stanley Weyman's novels will always command attention, but in "Starvevor Farm" he has produced his most notable novel since "Under the Red Robe." Maurice Hewlett, Henry Wallace Phillips, Ernest Thompson Seton, Eden Phillpotts, and Beulah Marie Dix, are names represented on Morang's list.

They are bringing forward again some very handsome volumes by Hamilton Wright Mabie—"Backgrounds of Literature" and "Nature and Culture"—and several of Kipling's books—"Kim," "Traffics and Discoveries."

In the line of poetry they are selling Lampman's complete works, Duncan Campbell Scott's "New World Lyrics and Ballads," Mr. J. E. Wetherell's selection of "Poems of the Love of Country," "Old English Love Songs," Epton's "The City," Sara Wiley's "Alcestis," Kipling's "The Five Nations," and three dramas by Henry Arthur Jones. "Whitewashing Julia," "The Crusaders," and "Michael and the Lost Angel."

Professor Goldwin Smith's "Irish History and the Irish Question," and Dean Harris' "Days and Nights in the Tropics," are both selling as Christmas books.

A handsome book for young people is Loney Chisholm's "In Fairyland," a charmingly illustrated fairy book in which the tales are all the old favorites with the addition of a few new. It will prove a delight to any child.

Besides these there are "The Oak Tree Fairy Book" at \$1.50, "Wilderness Babies" at \$1.50, "Amy in Acadia," "Sidney Her Summer on the St. Lawrence," "The Royal Story Books," "Dorothy's Adventures," "The Outlook Story Book," "Just So Stories," "The Outlook Fairy Book," and "Tales of the Fish-Patrol."

"The Oak Tree Fairy Book" is edited by Clifton Johnson, and contains all the old favorites told in the most enticing way. The book is illustrated by Willard Bonte.

"Wilderness Babies" is a book every child should have. It contains the story of the beginning of the world, and of the lives of the babyhood of various wild animals.

In addition to the Mabie-books they are selling, also, under the head of illustrated books, "A Wanderer in Holland," by E. V. Lucas. This book is a particularly fascinating one, and contains besides 20 illustrations in color 34 particularly fine illustrations after old Dutch masters. This volume sells at \$1.75 net. "In the Heart of the Canadian Rockies" appeals especially to Canadians. James-Outram, the author, writes from personal experiences, and knows his ground thoroughly. The book sells at \$3 net.

Among all the elaborate volumes that have been produced this season to lure the book buyer, there are very

few indeed that approach the handsome edition of Charles and Mary Lamb's "Tales from Shakespeare," published by T. & C. Jack, in England, and Morang & Co., Limited, in Canada. The chief attraction of the book, which is small quarto in size, is the series of illustrations from the pencil of Norman M. Price. These exquisite pictures harmonize not only with the general scheme of the book, but also with the reader's conceptions of the Shakespearian plays. They are reproduced in soft, harmonious colors. Portraits of the authors face the title-page. The cover design, in simple scroll work, is richly gilded. As a Christmas gift for children, old and young, this volume can be heartily commended. (Cloth, \$2.50).

A companion volume to the preceding is Bunyan's "Pilgrim's Progress." This new edition of the famous English classic is likewise illustrated in three colors, the artist being Byam Shaw, whose pictures are full of imagination and charm. A quaint picture of Bunyan forms the frontispiece. The cover is of red cloth, heavily gilded. (\$2.50).

A third volume in the series is "In Fairyland: Tales Told Again," by Loney Chisholm. Thirty pictures in color, by Katharine Cameron, add to the charm of the book. This, too, can be commended as a juvenile gift book. (\$2.00).

George Bell & Sons.

With the publication in two volumes of "The Age of Transition," (1400-1579), by F. J. Snell, M.A., the series of "Handbooks of English Literature," published by George Bell & Sons, London, England, nears completion. Other volumes in the series include "The Age of Chaucer," by F. J. Snell, M.A.; "The Age of Shakespeare," (2 volumes), by Thomas Seecombe and J. W. Allen; "The Age of Milton," by Rev. J. H. B. Masterman; "The Age of Dryden," by Richard Garnett; "The Age of Pope," by John Dennis; "The Age of Johnson," by Thomas Seecombe; "The Age of Wordsworth," by Prof. C. H. Herford, and "The Age of Tennyson," by Prof. Hugh Walker. Several of these volumes have already gone into third and fourth editions. The handbooks are crown 8vo., and sell at 3s. 6d per volume. Of the general scope of the work, nothing better can be said than that it fulfills its purpose completely. In terse condensed form it presents to the student the very marrow of the subject. The various contributors are all gifted men and their work is thorough.

Art lovers will hail with delight the admirable library of "Great Masters in Painting and Sculpture," which George Bell & Sons are now placing on the market in cloth volumes at five shillings net each. The series now numbers some forty volumes, and includes nearly all the great masters. The latest volume treats of Peter Paul Rubens, and is written by Hope Rea, an authority on art. The book is divided into two parts, the first taking up the painter's life and the second his work. The illustrations number over thirty, and include all the best productions of the artist. A catalogue of Rubens' paintings completes the book.

Additions to the various series of books published at popular prices by George Bell & Sons, London, are being made monthly. In the Miniature Series of Musicians, a volume on "Verdi," by Albert Visetti, has appeared at one shilling net. To the York Library an addition of "Gulliver's Travels," by Jonathan Swift, at two shillings net, has been added.

A life of J. M. W. Turner has been added by George Bell & Sons to their British Artist Series. This series

now includes Burne-Jones, Leighton, Rossetti, Gainsborough, Reynolds and Turner. The volumes are simply and firmly bound in decorated cloth. Particular attention has been paid to the illustrations, which reproduce the more famous paintings of the various artists. The frontispiece is in colors. The "Life of Turner" has been ably written by W. L. Wyllie, A.R.A. A catalogue of the exhibited works of Turner is appended. (7s. 6d net.)

William Briggs.

The Canadian edition of "Ben Blair" was exhausted very soon after publication, and the publishers have found it necessary to order another edition. In the United States this book has sold edition after edition, and the publishers there, A. C. McClurg & Co., of Chicago, have recently ordered a fourth printing. No book of late detailing the free western life and atmosphere has met with such an immediate success as "Ben Blair," and the number of re-orders for this title have been surprisingly good.

A first edition of 25,000 copies of "A Sword of the Old Frontier," by Randall Parrish, was issued in the United States. Large though this edition was, it was soon exhausted, indicating the popularity which has been achieved by Mr. Parrish. The Canadian edition is also going well.

The Copp, Clark Co., Limited.

Several of the Fall publications of The Copp, Clark Co. are going into second editions. Those already issued are "Maid Margaret," by S. R. Crockett; "A Maker of History," by E. P. Oppenheim; "A Servant of the Public," by Anthony Hope; "The Heart of Lady Anne," by Agnes and Egerton Castle, and "Cameron of Loehiel," by C. G. D. Roberts. A third edition of "Rose of the World," by Agnes and Egerton Castle is also ready.

So good has been the demand for "The Gospels in Art," by Walter Shaw Sparrow, that The Copp, Clark Co., Limited, are getting out a second edition. It is gratifying to find a book of such a high class selling so well.

A second edition of "A Specimen Spinster," the first novel of Mrs. Frank Yeigh, has been called for and will be issued almost immediately. (Copp, Clark Co.)

Miscellaneous.

Hurst & Co., New York, announce the publication in cheap form of "Tales of a Wayside Inn," by H. W. Longfellow; "In School and Out," and "Rich and Humble," by Oliver Optic. The copyright of these three books has just expired and these are the first editions in cheap form.

The plates, copyright and stock of all the works of Archibald Clavering Gunter have been purchased by Hurst & Co., New York, from the Home Publishing Co. There are in all thirty-six titles, making an important addition to the Hurst publications.

A. C. McClurg & Co., of Chicago, are the publishers of a charming gift book in which nature and fiction are skilfully entwined. It is called "A Garden in Pink," and is the work of Miss Blanche Elizabeth Wade. The illustrations are unique, being photogravures on tissue pasted high up on the page. Panel floral designs are interspersed through the book, which is bound in a richly ornamented cover, daintily boxed. The story is concerned with the experiences of a young married couple in their garden. (\$1.75).

THE MACMILLAN CO., OF CANADA, LIMITED.

It has been the policy of the parent house of Macmillan, in London, to establish independent houses in the various English-speaking countries just as soon as it has been practicable to do so. Thus, some ten years ago, what had been the American branch in New York was incorporated as an independent house, with American money represented. Early in this year in the same manner a company was formed in Melbourne for the purpose of properly handling the Australian business of the Macmillan houses. There are also at present branches of the London house at Calcutta and Bombay.

In Canada both the English and American houses have been doing each year an increasing business, until now it has been decided to establish in Toronto a company with a Canadian charter, having the whole Dominion for its field of operation. It is expected that the premises at 25 27 Richmond street west will be ready for the commencement of business January 1



Mr. Frank Wise,
President of the Macmillan Co. of Canada, Limited.

Mr. Frank Wise will be the first president, and will act in the capacity of general manager. He was associated for a number of years with the New York house in various departments, and comes well equipped to look after the interests of the Canadian trade. Although born in Boston, Lincolnshire, Mr. Wise has been a resident of the United States for a number of years, being interested in banking and newspaper work in the west prior to his connection with the Macmillans.

It is the intention to keep in stock a full supply of Macmillan titles, English and American, and also those published by Adam & Charles Black, London. This will enable the Canadian bookseller to replenish his stock in the shortest time possible, and save unpleasant waits both for himself and his customer.

Although the Toronto house will not carry them in stock, arrangements have been made by them with the New York house to supply on order the publications of the various firms for which the New York Macmillan's act as American agents, for instance Dent, Bell, Bohn Libraries, Cambridge Univ. Press, Whittaker, and several others. This arrangement will also be of immense accommodation to the bookselling trade of Canada.

	BOOKS OF THE MONTH.	
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COOKE, GRACE MACGOWAN—"The Grapple." Toronto: The Copp, Clark Co., Limited. \$1.50. A story which has for its theme the much-discussed question of "Labor versus Capital." The writer treats of trades unions and what they have effected in bettering the condition of the working man; of strikes and their futility as a weapon of warfare in the industrial world, and advocates arbitration as a means of adjusting differences. The plot is simple. The love story of Mark Strong furnishes a touch of pathos and Captain McClintock's funny stories brighten the pages of this very readable book.

CRAWFORD, F. MARION—"Fan Margaret." Toronto: Morang & Co., Limited. \$1.50. A story of theatrical life, the leading lady being Margaret Dome, a young English girl endowed with musical gifts amounting to genius. She is somewhat under the influence of a wily Greek, and is rescued from a dangerous situation by her lover, Tushington, and his mother, a whilom prima donna. The denouement is reserved for another book, thus leaving the reader in a state of expectant curiosity.

HARLAND, MARION—"Everyday Etiquette." Indianapolis: The Bobbs-Merrill Company. Cloth, \$1 net. This is not a dry book of hackneyed rules. It is a literary effort and may be read with as much pleasure and instruction as the average novel. Marion Harland discusses the various problems that confront the student of etiquette simply and sanely. She covers her subject thoroughly, taking up almost every possible phase of the question. She writes with a sympathetic pen, remembering the class of people whom she is addressing—the learners.

HERRICK, ROBERT—"The Memoirs of an American Citizen." Toronto: Morang & Co., Limited. \$1.50. These memoirs trace the evolution of an American citizen along commercial lines. A youth with brains, will-power and opportunity lights his way in the business world from the lowest to the topmost rung of the ladder. Cool, clear-headed, cynical, with an elastic code of morals suited to his occasion, Van Harrington tramples upon everything and everyone that stands in the way of success. He wins what he seeks, money and power, and becomes that finished product of the American social system—a senator. A strong and vigorous book.

HICHENS, ROBERT—"The Black Spaniel and Other Stories." New York: Frederick A. Stokes Co. \$1.50. In this collection of short stories, as in his "Garden of Allah," there is abundant evidence that Mr. Hichens is no mere story-teller, nor does he much concern himself with the creation of individual character. The deep mysteries of nature and human nature are his theme. In the "Black Spaniel" the dual nature in man, the correspondences and antagonisms that exist between men, the relation of the human to the brute creation, and a metempsychosis upon which that relation is based, are the materials out of which a weird and tragic tale is woven. "The Mysteries of the Desert" form the staple of the remaining short tales.

KEAYS, H. A. MITCHELL—"The Work of Our Hands." Toronto: The Musson Book Co. Cloth, \$1.50. This is a strong study of temperament, the main interest centering about Aylmer, the beautiful wife of a young millionaire, who is led to realize her responsibility towards the laboring classes. Her husband opposes her philanthropy, but in the end is led to see as she does. There is a beautiful denouement, which affords a striking ending to a strong book.

MACGRATH, HAROLD—"Hearts and Masks." Indianapolis: The Bobbs-Merrill Co. Toronto: McLeod & Allen. Cloth, illustrated, \$1.25. A charming romance, short, brisk and compelling. The story centres about two self-invited guests to a masked ball at a country club near New York. How they became unwittingly mixed up with a daring robbery, and how they escaped provides one interest of the book, while the other interest is afforded by the love element, which enters into their relations. The illustrations are numerous and beautifully executed.

MARDEN, ORISON SWETT—"Choosing a Career." Indianapolis: The Bobbs-Merrill Company. Cloth. This voluminous book with its broad scope, careful arrangement and wealth of detail, should prove very helpful to the young man or woman about to embark on life's more serious affairs. It is divided into two parts; the first dealing with the abstract and theoretical side of the question, the second with the practical, giving the expert opinions of men distinguished in all walks of life.

MILLER, J. HARRY—"The Rapture of the Forward View." Edinburgh: Oliphant, Anderson & Ferrier. Cloth, 1s. net. A helpful book, giving fresh courage to the despondent and breathing forth a quickening faith. It speaks of the deeper things of life, urging men to set their hearts on heavenly treasures.

MOTT, LAWRENCE—"Jules of the Great Heart." Toronto: The Copp, Clark Co., Limited. \$1.50. A tale of the northern wilds. Nature as she reveals herself in some of her sterner moods of storm and stress is well interpreted. The hero, Jules Verbeaux, is an untutored trapper and free trader of the noble type of manhood. The simple tale of his strenuous life and adventures appeals to the sympathy of those who love what is genuine and true. The colloquial portions of the book are in the mixed jargon of the half-breeds, acquired by contact with the trading fur companies.

NICHOLSON, MEREDITH—"The House of a Thousand Candles." Indianapolis: The Bobbs-Merrill Co. Cloth, \$1.50. A mediæval romance in a twentieth century setting is the singular theme of this absorbing story. A huge mysterious country house in Indiana, with many a secret passage, a buried treasure estimated in the millions, and a relentless hunt for this treasure furnish material for an exciting yarn as has been written this year. The characters all play their parts well, and the denouement is as happy as it is unexpected.

OPPENHEIM, E. PHILLIPS—"A Maker of History." Toronto: The Copp, Clark Co., Limited. \$1.25. A clever story which maintains its thrilling interest till the final chapter. Guy Poynton accidentally becomes possessor of a paper containing part of a State secret, and the efforts of detectives and foreign spies to regain the paper furnish both Guy and his sister with many astonishing and unexpected ad-

ventures. A rather unusual trend of a love story runs throughout the book.

OXENHAM, JOHN.—"White Fire." Toronto: The Copp, Clark Co., Limited. \$1.50. A missionary story of the South Sea Islands full of romance and adventure. Kenneth Blair and his young wife, filled with a fine enthusiasm devote their lives to reclaiming the savage cannibals of the Pacific by bringing them under the influence of the gospel and instructing them in the arts of civilized life. His christianity is of that muscular type which has no scruples in making use of Winchesters and Maxims to protect his little community against unprincipled traders.

RILEY, JAMES WHITCOMB.—"Songs o' Cheer." Indianapolis: The Bobbs-Merrill Co. Cloth, illustrated. Bright and optimistic songs are these, with which the poet cheers and encourages his reader. They tell of simple people and simple things; they are full of nature in her smiling moods. No one can read through this volume of verse without feeling the better of it.

SQUIRE, FRANCES.—"The Ballingtons." Boston: Little, Brown & Co. \$1.50. A striking and original book. The ever-recurring problem of the liberty of the individual in the marital relation is handled with skill and deep insight into the ethical and spiritual questions involved. The theories of the writer are exemplified in the lives of two married couples. Frederick Ballington, armed with the power of the purse, seeks by a system of repression to destroy the individuality of his wife. Beatrice Sidney, the inheritor of immense wealth, tries to attain the same end by a lavish bestowal of her possessions on her young husband. In both cases the results are disastrous, because high ideals and spiritual aspirations prove stronger than more selfish interests.

TARKINGTON, BOOTH.—"The Conquest of Canada." Toronto: Poole Publishing Company, Limited. Cloth, illustrated, \$1.50. In this latest story by the author of "The Gentleman from Indiana," the main interest centres about two characters, Joe Loudon and Ariel Tabor. As depicted first in their youth, Joe is the scapegrace of Canaan, while Ariel is a poor, despised little girl. After a lapse of years Joe returns and starts the practice of law. Hampered by his earlier bad name, he begins the conquest of Canaan. His final success is won with the assistance of Ariel, who had inherited a fortune and had grown into a beautiful young woman. On this groundwork Mr. Tarkington has built up a strong, convincing story with a deep, human interest.

RECOLLECTIONS OF THE AMERICAN WAR.

ANOTHER valuable piece of work has been done by the Historical Publishing Company, of Toronto, in putting into book form "The Recollections of the American War," written by Dr. Dunlop, a work which, up to the present time, has remained hidden in the pages of an old periodical, the Literary Garland. Dr. Dunlop served throughout the latter year of the War of 1812, 1813, 1814, as surgeon in the Connaught Rangers, often taking an active part in the fighting himself. Of this period and of its stirring events he writes in an easy and entertaining fashion. He touches off the characters of the men around him, relates anecdotes, describes the country and its inhabitants, and otherwise affords a very life-like glimpse of those early times.

After serving in Canada Dr. Dunlop visited various parts of the world, finally returning and settling on the Huron Tract. He died at Lachine in 1848, holding the post of superintendent of the Lachine Canal.

Mr. A. H. U. Colquhoun, of the Toronto News, has written a brief preface to the book, giving the salient features of the author's life.

SCROGGIE'S FORMAL OPENING.

THE W. H. Scroggie, Co.'s (Limited) store, St. Catherine, University and Victoria streets, Montreal, which has been in a more or less confused state during the year, owing to the re-arrangement of many departments, and the necessity of added decorations, was formally opened to the public during the week ending Nov. 25, upon the completion in every detail of the store. The building, 210 feet in length, on St. Catherine street, and 116 feet in depth, with a total floor space of 130,000 square feet, with its three full storeys and basement, as well as a fourth storey in the central section, was handsomely decorated throughout for the occasion. The exterior decorations consisted of a judicious arrangement of over 3,000 electric lights, crowned with a large electric sign, "The Store of Satisfaction," while the interior was enhanced by an orderly display of potted palms, trailing vines, holly, maple leaves, etc., which lent a festive air to the occasion. The fixtures are modern in every detail, and the acme of store arrangement has been attained.

Special Display Schemes.

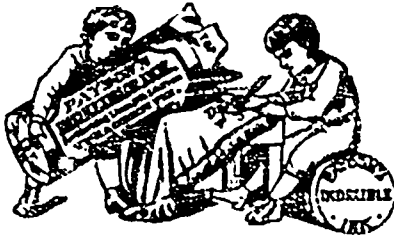
The book and stationery departments occupy the entire rear of the second floor, fronting the two large elevators. These departments are on either side of the elevators and the counters and fixtures are modern in every respect. Special decorations were provided for the occasion, and many manufacturers had unique displays in booths. In the book department added decorative features to push certain titles were timely and effective. "The Purple Parasol" had an advantageous introduction through a perfectly gowned woman in the new shade of purple, carrying in one hand an elaborately trimmed purple parasol, and in the other a copy of the book. This occupied a place in the centre of the various book tables. Better still was the ingenious pushing of "The House of a Thousand Candles" by means of a well constructed miniature home lighted by innumerable candles. Cards were, of course, attached to avoid any misunderstanding of these displays.

Stationery Lines.

The extensive stationery department contained special booths of the L. E. Waterman Co., of Canada, Limited, with their fountain pens and inks; W. J. Gage & Co., Limited, exploiting Holland Linen, while McFarlane, Son & Hodgson, Montreal, gave away samples of Royal Buck Vellum, and the C. Howard Hunt Co. round point pens. The Waterman booth, decorated with flags and bunting, in charge of Mr. A. T. McQueen, distributed a never-ceasing supply of advertising literature in keeping with their progressive methods. Samples of Holland linen were freely dispensed at Gage's booth. Other special displays were devoted to Christmas cards and calendars and Japanese fancy napkins.

Two orchestras and a bagpipe performance, as well as special music in the music department, furnished the entertainment in that particular. The store was open on Wednesday and Thursday evenings, and the crowds were so great that the store had to be closed for fifteen minute intervals. Nothing was sold in the evening.

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Buchan's Sterling Equivalents and Exchange Tables.
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Buchan's Par of Exchange (Canadian).
 Giving sterling into dollars and cents and vice versa, in 21 equivalents, also sterling equivalents, Canadian into New York and vice versa, by EWING BUCHAN. 17 x 9 in sheets, each, No. 1, mounted on boards, each \$1.

The Importers' Guide.
 A hand book of advances of sterling costs in decimal currency from one penny to 1.00 pounds, with a FLANNEL TABLE from 20 to 100 shillings per piece of 4 yards. By R. CAMERON and J. W. LITTLE. Cloth bound. Price, \$1.00

The Canadian Customs Tariff.
 Key and table containing lists of warehousing ports in the Dominion, the Franco-Canadian Treaty, extra-its of Canadian Customs Act, Ster Exchange France, German, Hibernia, at Canadian Customs tables and a table of the values of francs in English money. Harter, Bruce & Co., Ltd., 125-127, 1890. Price, \$1.

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MAGAZINE COUNTER



ELABORATE CHRISTMAS NUMBER.

AS an art production the Christmas number of the Burr McIntosh Monthly has few peers. The exquisitely designed cover in five colors and gold captivates the eye the instant it is seen. Inside the contents are no less attractive. The frontispiece, "The Falconer," has been reproduced in five colors. The portraits of such celebrities as Paderewski, Mrs. George J. Gould, Maxine Elliott, Ceelia Loftus, Lillian Russell, etc., which follow, are printed on the somewhat rare India tint paper in an exquisite tone of sepia ink. There are six plates in colors and a series of panoramic views of scenes and incidents printed in a variety of double tone ink. A departure is made from the plan of previous numbers in the publication of a pleasing story. The Christmas issue is a double number and sells at 50c.

THE NEW ART MAGAZINE.

ANOTHER beautiful publication has been added to the list of art magazines. This time it is the Magazine of Fine Arts, of which George Newnes, Limited, London, England, are the publishers. The first number, that for November, 1905, is a charming production, with its many illustrations, its fine typography, and its excellent contents. The photogravure frontispiece, "The Triumph of Bacchus," by Jakob Jordaens, is admirably done. There are several other fine plates interspersed through the number, notably reproductions of some of Gainsborough's drawings. The literary contents include "The Great Forerunner of Modern Sculpture Donatello," "The Landscape Painters of England," and "Sicilian Woven Fabrics."

"THE GRAPHIC" CHRISTMAS NUMBER.

Two fine colored plates are given away with this year's Christmas number of the Graphic. Of these, one is a charming study of a young girl by Mr. St. George Hare, R. I., entitled "Memories," and the other, by Mr. Arthur Wardle, entitled "Got Him," shows a small boy capturing the Christmas turkey. The Christmas number is, as usual, illustrated throughout in colors, and is bound in an artistic cover, on which is a beautiful reproduction of one of Sir Peter Lely's exquisite portraits. It contains a capital collection of short stories by Frankfort Moore, S. Baring-Gould, Eden Phillpotts, Max Pemberton, Halliwell Sutcliffe, F. M. White, and other famous writers, with drawings and illustrations, grave and gay.

FEATURES OF CURRENT NUMBERS

Cassell's (December) begins a new series. The chief feature is the opening chapters of "Benita," a serial by H. Rider Haggard. There are stories by J. J. Bell and M. F. Braddon among others, and articles on "Ladies in Parliament," "Sledges and Sleighing," "Lord Kitchener," etc.

Chambers's (December) is an extra Christmas number containing novelettes by four clever writers. Among the more solid contents may be mentioned "The Re-

pairs of Life," "Madame Tussaud's Exhibition," "Millionaires' Hotels," "Rejected by the Publishers," "Armour in Ancient Churches," "The Sun's Distance," etc.

Cosmopolitan (January) will be a second Holiday Number. It will contain a beautiful colored picture cycle, consisting of ten full-page pictures, entitled "Mother and Daughter." "A New Year Confession Album" is another feature of novel interest. Stories are contributed by W. W. Jacobs, Charles Battell Loomis, H. G. Wells, Frederic Remington, and others.

Lippincott's (January). To the January number Marie Van Vorst will contribute the novelette, "The Master of Craven." There will be a number of good stories, one dealing with a newspaper office, one telling a funny burglar yarn, a theatrical sketch, and some love romances.

Royal (December) is as usual a brightly illustrated production. First a number of actors and actresses give Christmas greetings. Then there are articles on "The Waste of London," "Angling Competitions," "The Queen of Creation," "A Winter Gymkhana," etc., besides several short stories and interesting picture paragraphs.

Windsor (Christmas). A wealth of good things are to be found in this profusely illustrated number. Among the noted contributors are Anthony Hope, who opens a new serial, Rudyard Kipling, Ellen Terry, Eden Phillpotts, Ian Maclaren, Agnes and Egerton Castle, S. R. Crockett, and many more. Fiction is naturally the main feature.

PLANS FOR 1906.

PLANS for the New Year have now been formulated by all the leading magazines, and the main features of these plans are presented here. Newsdealers and prospective newsdealers are urged to familiarize themselves with what are to be the chief contents of the magazines so that they can be in a position to place the merits of the various publications before their readers. A little knowledge of these things goes a long way towards making sales of magazines.

American Illustrated Magazine.

Two serials will run during 1906, "Prisoners," by Mary Cholmondeley, and "The Mystery," by Samuel Hopkins Adams. Among the foremost articles will be "The Birth of New Japan," "The Square Deal with Children," "Cotton and the Life of the South," "Colossal Fortunes of America." The short stories, which will be supplied in profusion, will attain a high standard, and there will be many illustrations.

Atlantic Monthly.

During 1906 the Atlantic Monthly will contain papers on important financial and social topics by men whose judgment is trusted. Among these may be mentioned "Rich Men and the Body Politic," "Railroad Securities as Investments," "Causes of Commercial Panics." A series of articles will discuss the learned professions, dealing with "The Ideal Physician," "The Ideal Minis-

tor," "The Ideal Lawyer," etc. There will also be several articles about the theatre.

Canadian.

The serial story promised for 1906 will be "The Last Earl of Ellan," by Mrs. Campbell Praed, a tale of Australian life. During the year several special articles on South America will be contributed by Mr. G. M. L. Brown. A number of contributions on Maritime Union have been arranged for. "Reminiscences of a Loyalist" gives an account of the life of the late Colonel Jarvis, written by himself. This is one of the most interesting features ever secured by the Canadian Magazine.

McClure's.

During 1906 McClure's Magazine will have as its chief feature "Reminiscences of a Long Life," by Carl Schurz. Under the title of "Railroads on Trial," Ray Stannard Baker will discuss the great railroad transportation problems of the United States. William Allen White will contribute character sketches of America's greatest men.

The Outlook.

During 1906 the Outlook will present great public and international matters in articles alive with freshness of interest. Mr. Kennan will write about conditions in China. There will be articles on the Panama Canal, labor problems, etc. The Outlook's editorial survey of the world's news will continue to be a prominent feature, as it has been in the past.

Pall Mall.

Arrangements have been made with a number of favorite authors to contribute to the Pall Mall during 1906. The exciting adventures of "Commander Mc-Turk," by C. J. Cutcliffe Hyne, will be continued for some months. The three series of articles on "The Eton Schooldays of Celebrities," "London at Prayer," and "Famous Houses," will also run on. There will be articles on "Liverpool and the Ship Canal," "The Feeling of Plants," and "The Cave-Dwellers of the Saharan Desert," besides many stories.

Pearson's.

"Washington Society" will be described in a series of letters by Mrs. Samuel Harrison Smith. Stories and illustrations will make up a splendid volume.

Success.

Success Magazine has built up a strong staff of special writers, who will contribute valuable articles in 1906. W. J. Bryan will write a series on "International Pearson's most important contribution for the New Year will be a life of the great French statesman, "Cardinal Richelieu," by Dr. Arnold G. Cameron, who has made researches all over Europe especially for this purpose. The preparation of the "Life of Richelieu" has cost a vast amount of labor and no small sum of money.

Scribner's.

The serial story for 1906, which began in the November number, is by F. Hopkinson Smith, and is entitled "The Tides of Barnegat." "Recollections of Joseph Jefferson," by Francis Wilson, will be a prominent feature. There will be a series of articles by Ernest Thompson Seton, and another series dealing with the railways of the future. "The First Forty Years of Affairs." Samuel Merwin will take up several phases of modern life, showing the progress that has been made. Vance Thompson will write on diplomatic affairs. Homer Whitfield will discuss foreign captains of industry.

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TO NOTIFY THE PUBLISHERS AT ONCE.

There will be many other articles of timely interest, while all the regular departments will be continued.

Century.

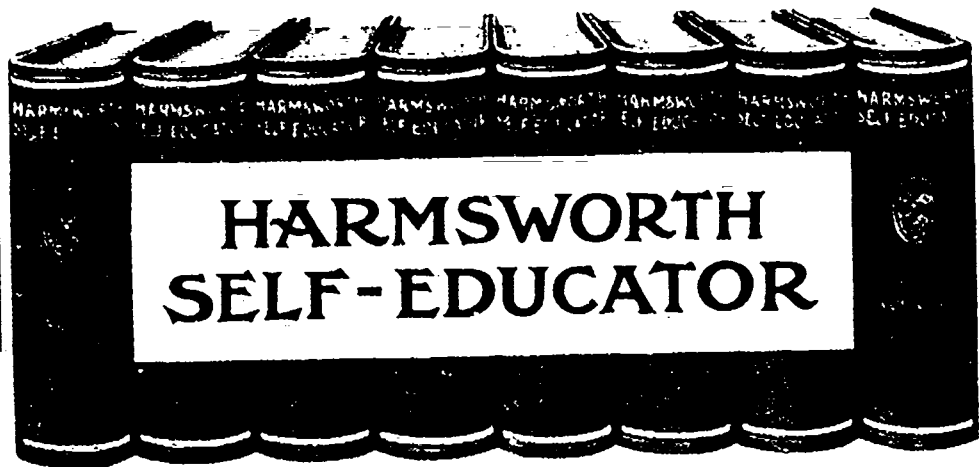
The chief features of the Century in 1906 will be Mr. Frederick Trevor Hill's articles on "Lincoln, the Lawyer," and Mrs. Humphry Ward's novel, "Fenwick's Career." Another serial to begin shortly is "Seeing France with Uncle John," by Anne Warner. There will also be a short novel entitled "A Diplomatic Adventure," by Dr. S. Weir Mitchell. The late John Hay's article on "Franklin," and W. J. Bryan's article on "Socialism," will be among the contents of early numbers.

THE HARMSWORTH SELF-EDUCATOR.

Over \$15,000 has been spent in the last four weeks to advertise the "Harmsworth Self-Educator" in Canada. This is an almost unparalleled expenditure for advertising in this country, but it is warranted both by the importance of the publishers and the importance of the work. The "Self-Educator" is a magazine of usefulness, to be issued every two weeks at 15 cents per number. It will run to 50 numbers, making a total cost to a purchaser of \$7.50. The newsdealers of Canada will be given every opportunity to profit by the introduction of the "Self-Educator" into the country, for the publishers are anxious to make all sales through them.

The "Self-Educator" cost the Harmsworth firm \$150,000 before the first page was even printed. Over two millions of Great Britain's forty millions of people are already reading and enjoying this publication. It will be offered to Canadians, re-edited, printed and published in Canada on Thursday, December 14.

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Vol. XIV

DECEMBER, 1905

No. 12

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W. H. Durham, Renfrew, Ont.
Gatchell & Manning, Philadelphia.

AN ADVANTAGEOUS SCHEME.

SUCH of our readers as took the trouble to read over Mr. Woodworth's decision in our advertising contest last month, will doubtless have been attracted by the contents of the paragraph in which the advertisements submitted by Mr. R. A. Land, of Bridgoburg, were discussed. Mr. Land writes good advertisements, and he makes them very effective by adopting what may be described as a "double-barrelled" scheme. That is, he strikes first with them through the newspaper and then follows this up with special advertising slips, containing the advertisement by itself. These are used as circulars.

The great advantage of Mr. Land's scheme is its cheapness. Practically, the supplementary slips or circulars cost him next to nothing. We do not know how much he pays for these slips, but from our own experience of such things, we feel sure that the figure must be very light. The type is set up for the regular newspaper advertisement, and this item of expense is charged

up to the newspaper space. After that only the cost of the paper on which the slips are printed and the time of the pressman need be calculated. Both of these for a couple of hundred copies are almost negligible quantities.

While we believe that the first place in all considerations of advertising methods must be given to newspaper advertising, yet we realize that much can be done with the circular. It can be made effective in a great many ways. Some dealers rely solely on the circular. Others, who use newspaper space, feel that they cannot afford to circularize their customers at the same time. To both classes we would say that by adopting this scheme the two ideas can be worked out in harmony at a minimum expense.

Another point might be noted, and this is applicable particularly to the non-advertisers. The newspaper publisher is anxious for your advertising patronage and, short of cutting his price to an unprofitable level, he will go some lengths to secure it. Therefore, why not get him to give you a special price on advertising slips? He might even be inclined to throw in the slips for nothing provided you gave him a contract.

Readers will confer a favor by mentioning the Bookseller and Stationer when writing to advertisers.

THE MAGAZINE PHENOMENON.

A FEW years ago the number of first-class magazines in America could be counted on the fingers of one hand. The Atlantic, Century and Harper's were the three stand-bys, and their subscription price was and continues to be high. Then came Scribner's Magazine about twenty years ago, selling at a lower price and beginning what may be termed the popularization of the monthly magazine. About the same time the Cosmopolitan and shortly afterwards Munsey's entered the field, and the day of ten-cent magazines and large circulations began.

Since that time magazine after magazine has entered the field—the large-size woman's magazine, as represented by publications of the class of the Ladies' Home Journal; the popular illustrated weekly, like Collier's and the Saturday Evening Post, the popular technical magazine, like World's Work; the nature magazine like Outing and Country Life in America, and a dozen and one other publications of a special character.

Twenty years ago the magazine was a luxury, read only by the rich and cultured. To day it has become almost a necessity. We say this advisedly. The human race has become educated up to a certain point, and unless the human race is to retrogress it must be kept in an enlightened state. This work is being done to day by the newspaper and supplementarily by the magazine. The newspaper is a necessity now in every walk of life. Therefore our contention that the magazine is almost a necessity, seems to hold good.

A MILLION PICTURE POST CARDS

Local, Foreign, Comic

Let us prove to you that we have the most saleable, attractive and unique series of Cards at popular wholesale quotations. Comic cards 70 cents per hundred, higher grade 75 cents per hundred. Tuck's Silverettes 10 cents per package, burnt leather, unsurpassed, \$5.00 per hundred, \$15.00 per thousand. Local views with customer's imprint, \$9.00 per thousand, wooden cards unsurpassable, \$5.00 per hundred, \$15.00 per thousand. We are also one of the largest importers of choice original stereoscopic views and stereoscopes, colored engravings for framing, hand books, such as Irish Wit and Humor, Speeches and Toasts, Lee's Priceless Readers Ready Reckoner, Vest Pocket Dictionaries, Hand Bibles, Teachers' Bibles, etc., etc.

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

SOUVENIR CARDS

Comics—50c, 60c, 75c. per 100—big variety.

Leathers—\$2.25 for 50, colored.

Tag Postals \$2 a 100, \$1.25 for 50.

Assortments from \$1.00 to \$100.00, and the biggest and best variety on the market.

\$10.00 Buys 2,000 Souvenir Cards.

SPECIAL—Sample lots, 100 different cards. \$1: 20, \$2: 30, \$3: 50, \$5: 100, \$9, and every card different. Postpaid.

W. R. ADAMS, PRINTER
401 YONCE ST., TORONTO, CANADA

GIVEN AWAY FREE

for this month only. We will give away entirely free, a

FINE ENAMELLED REVOLVING CARD RACK (72 Spaces)

with every order for 1,000 of our comic Picture Postals, the greatest selling comics in the country. Price, only \$9.50.

We have the largest and best assorted stock of **CHRISTMAS AND NEW YEAR'S PICTURE POSTAL CARDS** it is possible to find anywhere.

LATEST PARISIAN CARDS, including Christmas Chromos, Winter Scenes, Embossed Cards, &c., also the famous hand-painted and embossed cards with velvet finish, true to nature. Prices from \$1.50 to \$20.00 per 100.

D. & F. BEAUTIFUL SERIES of Christmas cards, suitable scenes and greetings, lovely colorings. Only \$1.50 per 100.

COMIC CHRISTMAS CARDS, some of the funniest views yet published. Greetings for everyone. Quick sellers. Only \$1.50 per 100.

LOCAL AND CANADIAN VIEWS. Full stock on hand of all the latest views of Canadian places of interest. Special prices for cards illustrating your own town.

Write us for samples and particulars, or see our travellers.

The Illustrated Post Card Co.

471 TEMPLE BUILDING, MONTREAL

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices

WE LEAD IN

Black and White
Our Colored Cards
STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

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

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.

THE RAPID PHOTO PRINTING CO., Limited

4-5 Bridgewater Square, London, E.C., ENGLAND

THE PUBLISHERS and PRINTERS OF THE WELL KNOWN "RAPIDO" and "CAMEO" (BAS RELIEF) REAL PHOTOGRAPH POSTCARDS.

Up-to-date Portraits of Celebrities, Royalty, Actresses, Singers, Statesmen, Church Dignitaries, etc., with High, Glossy Surface (Black and White or Brown Tone) or Matt (Dull) Surface. Hand Painted and Hand Painted and Tinselled Photo Postcards.

"Song" Series
"Alphabetical" Series

"Sports" Series
"Name" "
"British View" Series

"Comic" Series
"Xmas"

"Cameo" (Bas Relief) Postcards. Photos of Celebrities of the Stage.

PICTURE POST CARDS

MACFARLANE'S POST CARDS.

W. G. MACFARLANE, 72 Bay street, Toronto, reports a very brisk demand for his Santa Claus Christmas cards. His first printing order for these cards was one hundred thousand—these are rapidly being exhausted. There is nothing that could delight children more than to receive a post card direct from Santa Claus, especially when it is a card like the MacFarlane series. They depict Santa Claus in various operations of his beneficent work, cutting down Christmas trees, making toys in his workshop, driving through the air with his reindeer, going down the chimney, sending telegrams to the children and telephoning to the children, etc. Any dealer who fails to have some of these in stock will make a great mistake. The cards are handsomely printed in the bright colors that attract children—crimson, green, blue, yellow, etc. The price of these cards is \$14 per thousand f.o.b. Toronto, or \$1 50 per hundred.

This firm have just issued a sixteen page catalogue, revising their list of titles in Canadian and American view cards. This list has been greatly enlarged and includes a great many new subjects from the latest photos, and a great many new styles of reproduction. Mr. MacFarlane claims to have the most varied assortment of Canadian view cards that is on the market, being the most extensive in range of subjects and in style of reproduction. He has a very fine range suitable for Christmas sales, being typical Canadian subjects. No dealer should fail to send for one of these catalogues. This catalogue is being issued this week, and any dealer who fails to receive one will promptly receive a copy on intimation of that fact.

Mr. MacFarlane has been taking orders for millions of cards in contract editions, as he has the best grades of import work and can quote them at right prices. A circular is on the press illustrating this firm's lines in burnt leather novelties. There is just time to get your order in for delivery for Christmas sales. The new catalogue deals with the firm's lines in post card racks, post card albums, stock lines of souvenir view books, and their wide range of import fancy and comic post cards. These include Stewart & Wolf Christmas cards, the Millar & Lang Christmas cards, the Valentine fancy cards, Johnston Scottish clan cards, Bamforth real photo post cards from life models, American line of real photos from life models (comprising mostly fancy figure subjects), letter cards of Canadian cities, pictorial letterettes of Canadian cities, etc. A number of new novelties which this firm are handling include multiple post cards, which are having a great vogue and are the newest and best thing among the various adaptations of the post card idea. A number of contracts are being written for various towns, and these will be a good line for Spring delivery. This firm are also quoting on Giant post cards, folding post cards, etc. They have in preparation their own line of comic post cards.

—♦—

The Canadian Supply Company, 77 Common street, Montreal, is the name of a new firm who are making a

bid for the picture post card business. They make a specialty of French cards, though they also have a large assortment of others. They are offering to send free to anyone inquiring through Bookseller and Stationer a copy of their latest price list just out, giving list of an immense number of cards at prices worth investigating

VALENTINE POST CARDS.

THE Copp, Clark Co., Limited, show a nice variety of these, and from the number of cards that have already been sold no one is going to escape being hit by one of these missives this time.

Box No. 980 is made up mostly of floral designs in bright colors, nicely embossed, 50 cards in a box. Price, \$1.50 per 100 cards.

Box No. 982 is an animal series—kittens, monkeys, dogs and frogs—some swimming and painting, and others giving band concerts; 50 cards in a box. Price, \$1.50 per 100 cards.

Box No. 44 contains 50 assorted post cards, all showing special embossed heart shaped designs on bronze backgrounds.

No. 985 is a comic series, illustrating the experiences of "Darby & Joan's" unfortunate automobile rides, and the love affairs of a "Son of Erin," with quotations from Moore; 50 cards in a box. Price, \$2 per 100.

Box No. 989 is a beautiful collection of valentine post cards in delicate colors, nicely blended; sentimental mottoes. Price, \$2 per 100 cards.

Box No. 48 contains 50 assorted post cards, in birch bark background effects, showing heart shaped floral and figure designs, all embossed. Price, \$2 per 100 cards.

Box No. 46—All in satin effect, showing figure, floral and bird designs on richly colored satin backgrounds. Price, \$7 per 100 cards.

THE PENCIL BUSINESS.

AN entirely satisfactory pencil business" was the reply given Bookseller and Stationer by the L. E. Waterman Co., of Canada, Limited, upon inquiry regarding the sales of L. & C. Hardtmuth's lines, with such specialties as Koh-i-noor and Mephisto. It is interesting to note that Hardtmuth's advertising literature and retailers' display cards have lately been augmented by the addition of two handsome and effective cards. They are both large and make a splendid showing in any store. The first one shows a half view of a man looking at a pencil in his vest pocket, with the following reading matter at the right, "Look in your pocket! Is your pencil a Koh-i-noor, or only an imitation?" The other card reads "There is but one pencil in the whole world which is conceded to be perfect, and that is the Koh-i-noor. Do you use it?" Exact facsimiles of the pencil appear on both cards. These will be furnished to the trade upon application to the L. E. Waterman Co., of Canada, Limited, 136 St. James street, Montreal.

Successful Advertising—How to Accomplish It

By J. ANOUS-MACDONALD

A volume of 400 pages packed full of good stuff for advertisers. Price \$2.00.

Sent post paid upon receipt of price.

TECHNICAL BOOK DEPARTMENT
MACLEAN PUBLISHING CO LIMITED, TORONTO.

FREE—If you are looking for lowest rates on
PICTURE POST CARDS

write for our price list just out.

Canadian Supply Co., Specialists in French Cards, **Montreal**
77 Common Street,

We Are Ready for Spring

New Lines of

Scribbling Books	Exercise Books
Writing Tablets	Papeteries
Novelties	

SOUVENIR CARDS

We are showing a splendid line of all kinds of Comic and Fancy Cards. Special attention to local views.

G. A. WEESE & SON, 44 Yonge St., **Toronto**



1,000 FUNNY

(Very Funny)

POST CARDS

AND THIS

METAL REVOLVING STAND

for **\$10.00**

This assortment consists of Fifty of the latest subjects of the famous A. H. line of funny cards. No vulgar, obscene or objectionable subjects, but clever creations of wholesome humor, *beautifully executed in three colors*, that will appeal to a refined patronage.

THESE CARDS RETAIL 2 for 50.

This Stand is Made of Solid Metal,
HOLDS 2,000 CARDS—and
DISPLAYS 50

The Best Revolving Stand Made

Don't miss this chance to order a stock as the whole country is simply crazy for them.

ALFRED HOLZMAN

342 DEARBORN STREET,

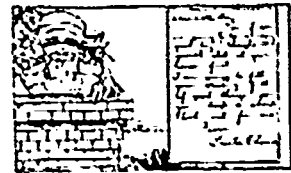
CHICAGO, Ill.

Publisher of Post Cards that Sell

W. G. MacFarlane, 72 Bay Street, Toronto

The Santa Claus Cards are Winners

They are having a big sale. Place your order at once before our stock runs low. 8 subjects printed in bright colors. Send for samples. \$1.40 per 100, \$12.00 per 1,000.



Our Catalogue Will Soon be Ready

Gives titles of lines of stock view cards of Canada and United States, 1,000 titles; our wide range of Import Fancy and Comics, including real photo cards (a good Xmas line); burnt leather novelties; post card racks and albums; letter cards, pictorial letterettes, etc.

Send for One Right Away

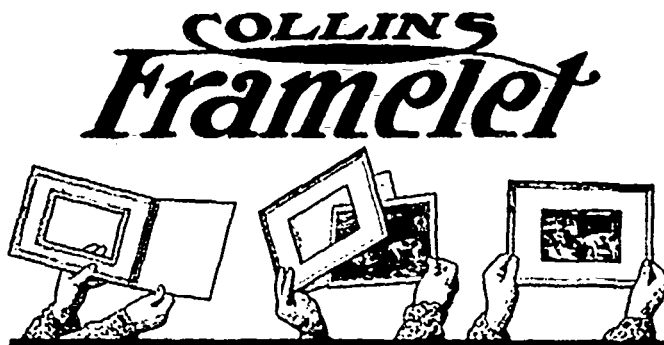
HERE AND THERE AMONG THE JOBBERS

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

THE accompanying illustrations give a good idea of the Collins Framelets, which are offered by Buntin, Gillies & Co., Limited, Hamilton. This article supplies the general need for an inexpensive yet dignified method of framing and preserving the innumerable magazine clippings, posters, art prints, illustrated post cards, Perry pictures, etc., in which the finest paintings, drawings and photographs are now so admirably reproduced.

It is seldom desirable to purchase a costly frame for a clipping or print—yet they are often of such unusual merit, or possess such heart-stirring quality, that for the moment we wish to preserve them.

The framelet thus offers invaluable decorative possibilities for the home, the office, the bachelor's den, the school or college dormitory, and is ideal for inexpensive



An Artistic Frame for Home Decoration

gifts, prizes for parties or favors for dances. Clippings made into handsome framed pictures by the framelet are very acceptable articles for church fair or bazaar purposes.

The manufacturers are advertising the framelet very extensively in leading magazines, reaching millions of readers. This widespread publicity, combined with the universal desirability of the article, makes the framelet a very profitable staple. It will surely pay any stationer to test the selling qualities. The goods come in seven styles, and can be procured from Buntin, Gillies & Co., Limited, Hamilton and Montreal.

W. J. Gage & Co., Toronto, have in course of preparation, and will have ready about the beginning of the year, very complete illustrated catalogues of stationery. These catalogues will fill a long-felt want in the Gage business since the fire, and no doubt will be equally useful to the trade in general. No. 1 will contain manufactured stationery, such as blank books, memorandum books, writing tablets, papeteries, envelopes, and such other goods as they manufacture themselves. No. 2 will be a very handsomely illustrated and up-to-date catalogue of stationers' sundries of all descriptions, school and office supplies, etc. These catalogues will be sent as soon as issued to all the dealers in Canada whose names

are on the customers' books of the firm, and any dealer in stationery can have a set for the asking.

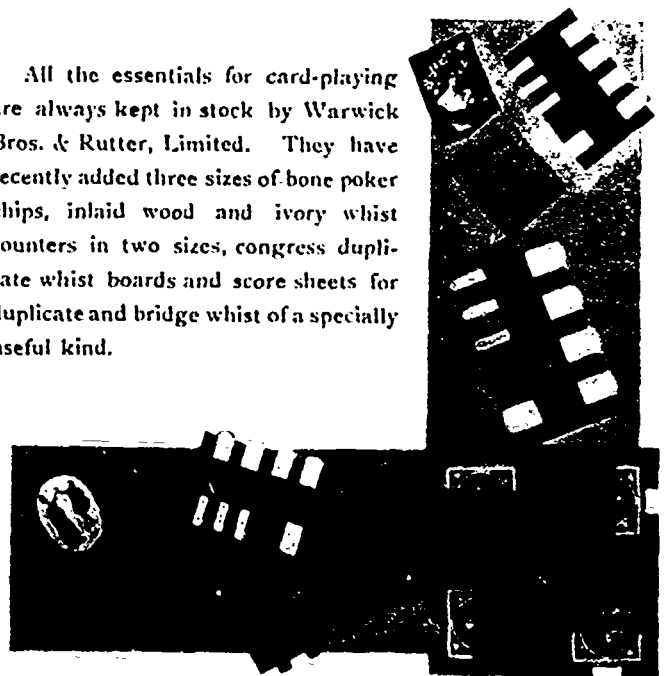
W. J. Gage & Co., Toronto, issued on November 1 a very complete illustrated catalogue of their "Loose Leaf Systems," which was sent out to the trade in general. This has brought in a very large number of inquiries, and also a very satisfactory lot of orders, which goes to show that the trade appreciate the fact that Gage & Co. are doing this branch of their business through their regular customers instead of soliciting trade direct, as has been the usual custom heretofore with "Loose Leaf" manufacturers. Any dealer who has not received their "Loose Leaf" catalogue can have it and full information by writing the firm.

It is rather unusual for the manufacturers of school supplies to put on a new scribbler for the Winter term opening, but this year Warwick Bros. & Rutter, Limited, have made an innovation with a "Snowball" scribbler. The design is a striking one, showing a darky just getting struck on the head with a snowball. The black and white effects are most taking.

Three choice new papeteries shown by Warwick Bros. & Rutter, Limited, are French Nainsook, with oblong shape, wallet flap envelope, Scotch Fabric, with long pointed flap, and Norwick, with oval wallet flap.

Post card tally cards are the latest thing in the way of score cards. These are shown by Warwick Bros. & Rutter, Limited.

All the essentials for card-playing are always kept in stock by Warwick Bros. & Rutter, Limited. They have recently added three sizes of bone poker chips, inlaid wood and ivory whist counters in two sizes, congress duplicate whist boards and score sheets for duplicate and bridge whist of a specially useful kind.



Warwick Bros. & Rutter, Limited, have added a new number to their "Topaz" series of pencils. This is an indelible copying pencil, vest-pocket length, fitted with a nickel protector for the point. The pencil sells at five cents.



Some time ago a mahogany colored wooden pencil box was introduced by Warwick Bros. & Rutter, Limited. This made a great hit. Now they are placing on the market rulers in mahogany, purple and black shades, with brass guard. These make very handsome pieces of office-furniture and will also please the school children.

A novelty, filling a useful purpose, was noticed this month in the showroom of Warwick Bros. & Rutter, Limited. It is a glass stand or rack for holding fountain-pens. Some fountain pens leak badly when lying on a desk. The leakage is prevented when the pen is laid on the sloping stand. A hollow in the glass allows the pen to be picked up readily.



Chancellor Gold-Mounted.

An assorted box of rubber bands is something new at Warwick Bros & Rutter, Limited. There are four sizes of boxes each of which contains a great number of different sized red bands. These will be found very useful in offices, where rubber bands are frequently required.

Warwick Bros & Rutter, Limited, have just turned out a home invention in the shape of a desk blotting pad, from which the sheets of blotting paper can be torn off as soon as they become soiled. The new scheme does away with the inconvenience of inserting clean sheets in the old-style pads.

Several attractive juvenile papeteries are being marketed this season by Warwick Bros. & Rutter, Limited. A quaint conception is that produced by pasting children's figures on the sheet by way of ornament. A set of pretty floral designs in heliotrope, sweet lavender, carnation, and holly are attractive numbers.

Twenty-three styles of Chancellor fountain pens at twenty-three prices, ranging from \$1.50 up to \$10, are in stock at the warehouse of Warwick Bros. & Rutter. These pens are either plain, chased or mounted, and are fully guaranteed.

The instant the Christmas trade is over there will be a brisk demand for blank books. To meet this demand Warwick Bros & Rutter, Limited, have ready an extensive range. Their No. 1 series half-Russian binding includes two ledgers, journal, cash book, 2, 3, 4, and 5

columns, broad day book and minute book in six sizes. The same range runs through in demis. In the same style binding comes a set of pretty account books. Series No. 2 in the same throughout at a more popular price. They also show a series of counter account books in maroon, leatherette and full canvas "quire" books in five rulings and titles. The latest in a letter book is made of Italian copying paper, a light yellow tissue that gives value at a low price.

PENS.

The Copp, Clark Co. have recently received a large consignment of the "Crucible" series of steel pens. These pens are British made, and are growing rapidly in popularity. With orders of 25 gross a handsome showcase is supplied.

TIMELY CHRISTMAS ADS.

BUSY holiday days can be rendered still more active by timely, effective newspaper ads, which the cooperation of progressive manufacturers enables to be thoroughly and attractively done. The illustration is one of the most satisfactory examples in this particular, and the announcement that the L. E. Waterman Company, of Canada, Limited, will give electros upon application, should be of interest to all handling these lines. These electros are furnished either in the form shown or the lower reading matter is omitted and can be filled in as the dealer so desires. Booksellers and stationers can secure same at once by mentioning Book-seller and Stationer.

Another progressive help for increased sales is furnished by this firm in the form of attractive advertising literature containing the dealer's own imprint. This literature is sent out if requested with all fountain pen orders. The cumulative effect of their extensive general

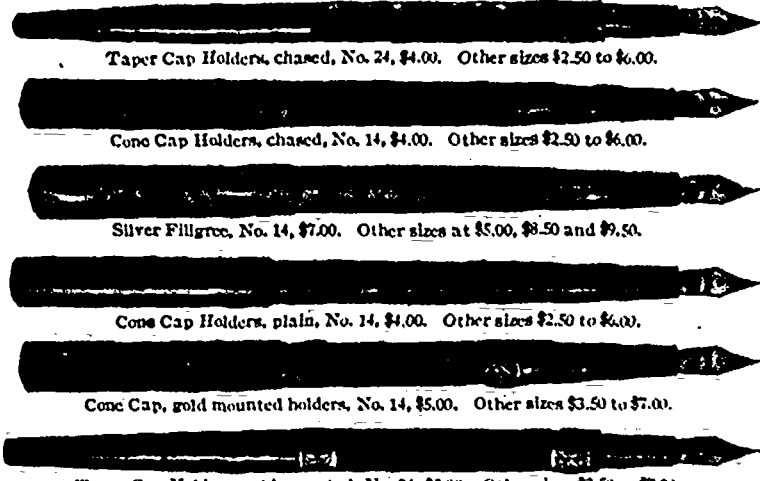


advertising should not be overlooked, and the advisability of complete stocks at this time of year is apparent.

Waterman's Ideal Fountain Pen



Look for
the
Spoon
Feed



Taper Cap Holders, chased, No. 24, \$4.00. Other sizes \$2.50 to \$6.00.

Cone Cap Holders, chased, No. 14, \$4.00. Other sizes \$2.50 to \$6.00.

Silver Fillgree, No. 14, \$7.00. Other sizes at \$5.00, \$8.50 and \$9.50.

Cone Cap Holders, plain, No. 14, \$4.00. Other sizes \$2.50 to \$6.00.

Cone Cap, gold mounted holders, No. 14, \$5.00. Other sizes \$3.50 to \$7.00.

Taper Cap Holders, gold mounted, No. 24, \$5.00. Other sizes \$3.50 to \$7.00.

Not
Genuine
Unless
"IDEAL"

The Standard of the World

Dealer's discounts on application.

L. & C. Hardtmuth's Pencils

Compressed Lead ∴ Seventeen Degrees



Pliable
Rubber

Mephisto
Pencils

Bright Yellow Finish ∴ Boxed in Dozens

All kinds and grades in stock

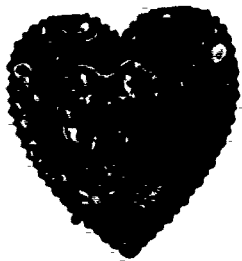
L. E. Waterman Company of Canada, Limited

136 St. James Street, MONTREAL

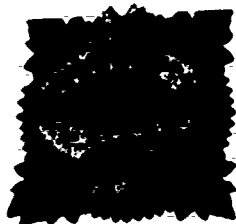
VALENTINES.

THE Copp, Clark Co., Limited, have already commenced making shipments of valentines, and judging from the immense stock they now have, occupying the greater portion of one flat in their extensive warehouse, which they say is all sold, they will be kept pretty busy distributing these goods to different parts of the Dominion.

The ever-popular lace valentines are there in great variety at prices to retail at 1, 2, 3, 4, 5, 6, 7, 8, 10, 12½, 15, 20, 25, 35 and 50c. each. All are certainly very beautiful from the cheapest to the most expensive, and lace paper ornamentation and valentine sentiments ex-



1c. Lace-Valentine.



Special 5c. Lace-Valentine.

pressed are of wide variety. Those at 20c., 25c., 35c. and 50c are each in a neat enamelled cardboard box. Cuts of a few of these valentines, as well as those of the novelty lines, are shown in this issue of Bookseller and Stationer.

Almost every peculiarity or trait of character is hit off among the different comic valentines shown by The Copp, Clark Co., Limited. The special line of "Kandian-Komics" published by this firm are "hard-hitters." They also publish the same subjects in post card form.

TRADE ACTIVITIES OF THE MONTH.

THE Canadian Typewriter Company, Limited, have been incorporated at Toronto, to acquire and take over as a going concern the business of the Canadian Typewriter Company. The share capital is \$40,000.

At the request of Mr. Hector Langlois, accountant, Deom & Savarin, booksellers and stationers, St. Catherine street, Montreal, have gone into liquidation, with about \$2,000 liabilities. There are thirty-nine creditors altogether. The assets, the value of which has not yet been determined, consist of a stock of books, stationery, tobacco, smokers' supplies, newspapers, bric-a-brac, store fixtures and book debts. Mr. Langlois has been appointed provisional guardian.

At a meeting of the creditors and shareholders of the Colonial Ink Company, of Hamilton, held on November 27, A. C. Beasley, L. F. Stephens and George C. Martin were appointed inspectors, and were given instructions to carry on the business for six weeks, with a view to settling up everything. At the meeting a statement was presented showing liabilities of \$16,000 and assets of \$18,000. Lack of capital is said to have been the cause of the failure.

The Imperial Book Store, George street, Peterborough, has been purchased by F. C. Cubitt, of the firm of Cubitt & Porter, who have successfully conducted a sporting goods business on Charlotte street for some years. Mr. Cubitt has taken possession of the new store and will push Christmas business. He will likely retain the present manager, W. A. Westcott, in that position.

The store of the Moose Jaw Drug & Stationery Company has been remodeled. The rear partitions have been removed and the entire premises are now used to accommodate the stock. Silent salesmen have taken the place of counters in the front of the store.

J. F. Benson, stationer and fancy goods dealer, Chatham, N.B., has moved from his old store to new premises, which have been improved and renovated for the purpose.

AUBREY O. HURST IN LONDON.

(As pictured by our own correspondent.)

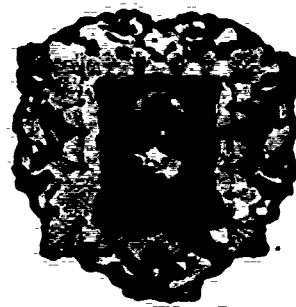
IT is always a welcome breeze that wafts Aubrey O. Hurst to this dull, grey country when the November weather is doing its utmost to be disagreeable. Every year we receive and return a hearty handshake and listen with interest to our genial visitor as he tells of Canada's progress, increased sales, beautiful new lines, and repeat orders, until our hearts begin to go out in sympathy to any other commercial men who are on the road with similar lines. When Mr. Hurst gets down to actual figures and shows in detail some of the increases in his Canadian business, we begin to comprehend wherein lies the source of that enthusiasm and confidence in Canada, which Mr. Hurst radiates so abundantly.

Recognized as an authority on trade matters in his particular line, Mr. Hurst has just had a conference with Lord Strathcona upon certain matters of importance to the Canadian trade, such as the preferential tariff, anti-dumping law, the Quebec tax on commercial representatives, and other affairs. The High Commissioner for Canada expressed himself as being highly pleased to get from Mr. Hurst facts and figures of considerable value relating to these international questions.

Mr. Hurst was the guest of honor at the annual house banquet of Charles Goodall & Sons, which took



Novelty Valentine No. 682, 25c.



Novelty Valentine No. 688, 25c.

place soon after his arrival, and he also figured as a witty after dinner speaker at the November dinner of the Canadian Society of London.

CANADIAN CUSTOMS TARIFF.

A handy "Customs Tariff," corrected to 1905, has just been issued by Morton, Phillips & Co., Montreal, which should find a place on every business man's table. In addition to the tariff and excise duties, the book gives a complete list of warehousing ports in the Dominion; reproduces the Franco-Canadian treaty; supplies extracts from the Canadian Customs Acts, and gives tables of sterling exchange, relative values of monetary standards, etc. The book is neatly bound in flexible cloth cover and contains 280 pages. It can be readily slipped into the pocket.

GIVE PARTICULARS WHEN SENDING FOR SAMPLES.

THE requests made of the wall paper manufacturers for samples are very numerous, and in most cases dealers when writing for samples neglect to give any details such as would acquaint the factory with the class or price of goods wanted. Sometimes a request will come in reading simply thus: "Please send samples of wall paper." As each factory has hundreds of colorings, running all the way from 3 cents or under up to 30 or 40 cents, or even more, per roll, it will be seen that the factory has to reply in a very hit-or-miss fashion.

Again, the dealer often loses sight of the fact that it is very desirable to know whether the samples are wanted to enable the inquirer to purchase a general selection for stock, or only a few colorings for some special job. If the samples are required for the latter purpose, the goods in all probability will be wanted for immediate delivery; this should be mentioned, as no wall paper factory has its entire line of goods in stock at any time, and it should always be stated whether the goods are wanted for immediate shipment or for delivery for Spring trade.

In the case of special jobs information should be given that would define the kind of room to be papered, something of the style of paper desired and what color effects are preferred, also about the price the dealer desires to pay. Where large quantities are needed, such as in churches, lodge rooms, stores, etc., the quantity required or the size of the room should be given.

A USEFUL MEMORANDUM.

A PRINTED memorandum has been issued by Stauntons, Limited, which will be of great use to retailers. It outlines the information which should be given in asking for samples. There are certain facts with reference to colors, measurement, etc., which aid greatly in getting satisfactory returns. These are given briefly in a clear and concise form. One of these will be gladly sent to any dealer upon application to Stauntons. In writing kindly mention The Review.

SAMPLE BOXES OF INK.

N. Antoine & Fils, Paris, France, makers of "Antoine's Inks," have issued an illustrated list of the various kinds of ink made by them. The principal makes are violet black copying ink, modern black writing ink, blue-black writing ink, civil service writing ink, red writing ink, mauve writing ink, endorsing ink without oil, liquid Indian ink and marking ink. A sample box containing five kinds of ink and a stick of sealing wax will be sent on receipt of 12 cents in stamps.


PERSONAL MENTION.

Mr. S. Jessop, bookseller and stationer, Sudbury, Ont., inventor of a revolving showcase, was in Toronto last month in connection with his patent. He is enthusiastic over the invention.

Mr. Tierney, of Scott & Tierney, booksellers, Guelph, was noticed in Toronto on December 4, doing a little late Christmas buying.

Among recent visitors to the Toronto trade were Messrs. R. A. J. Little of Oshawa, Sifton of London, and S. Lees of Hamilton.

The Hon. J. D. Rolland, president of J. B. Rolland & Fils, Montreal, and of the Northern Mills Co., is on a business trip this month in the Far West.



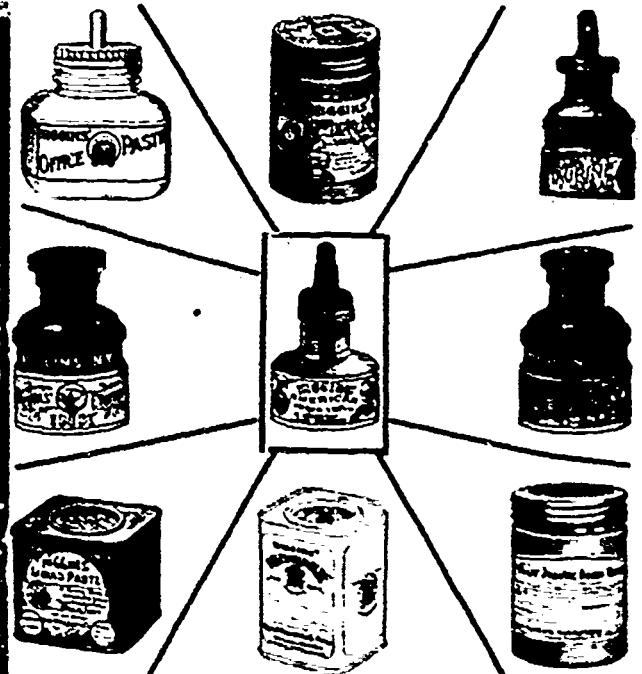
WALL PAPERS

Every man is in business to make money, and it is easier to make money when you have goods that will thoroughly please your customers. We make Wall Papers that will bring you profits and give you and your customers absolute satisfaction. An examination of our samples will convince.

See Our Salesmen or Write Us for Sample Books.

STAUNTONS LIMITED
TORONTO

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The Higgins' Inks and Adhesives are in a class by themselves. They are the best goods that original thought, conscientious workmanship and sustained high ideals can produce. They are largely imitated but never equalled. They give unvarying satisfaction to consumers and dealers, and every unit is backed by our absolute guarantee. Price Lists and Instructions on Request.

CHAS. M. HIGGINS & CO., New York—Chicago—London
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FACTORY, 240, 244 Eighth St.; **BROOKLYN, N.Y., U.S.A.**

**MONTHLY REPORT
FROM TRADE CENTRES**

MONTREAL.

Active Holiday Trade—Schemes Adopted for Display—St. Cuthbert's Leads in Popularity—Ready Sale for The Business Magazine.

Office of BOOKSELLER AND STATIONER,
232 MCGILL STREET, Montreal.
December 11, 1935.

CHRISTMAS planning in Montreal is reduced to a veritable science in some of Montreal's leading bookstores, and those who have introduced the most original goods and displays are reaping the greatest profit. Many of the larger stores realize the necessity for reaping quick profits and yet satisfying customers, and at least one store has inaugurated the policy of having wrapped staple stationery boxes and books. This aids materially in making additional sales, and the inconveniences caused by extra help are minimized. Window displays and interior decoration are at their height, and the usual collection of gift books, calendars, Christmas cards, etc., are judiciously mingled. The usual procedure is to display the books in the front of the window with the calendars at back and side. A crepe paper background is effective.

A favorite form of interior display is the overhead hanging of calendars stretching right across the store and extending throughout its length. Books for boys and girls of a holiday nature, as well as the multitudinous variety of little folks collections are always wisely arranged separately and classified according to subjects, in as far as possible. To avoid crowding up the front they are usually placed at the rear of the store. This is a necessity with St. Catherine street bookstores, which are crowded continually.

One of the novel means of effective advertising is noticed at E. M. Renouf's, in front of whose palatial store are several large board placards at various points announcing the arrival of new books by means of large reproductions of the cover, furnished by publishers. This is worthy of imitation.

Private greeting cards, Christmas and New Year's cards, are enhanced by orderly displays in attractive boxes in a series of prices. They are active sellers and require but little attention, although pilfering must be watched for. There are many new and handsome ideas in cards and calendars this year. The picture post-cards are prolific in variety for holiday greetings. One of the new ideas exploited by Morgan's book department is leather P.P.C., 5 for 25c., for making up into cushions.

"St. Cuthbert's," by Robert E. Knowles, is being pushed as the book of the season in every store and sales are rapid. "The Purple Parasol," McCutcheon's latest effort, has many admirers. Window displays of this title always introduce the real purple parasol. Among the new titles in fiction favorably mentioned are "The Cherry Riband," "The Hundred Days," and "Fair Margaret"

Gift-book selections in the usual fine bindings are being needlessly slaughtered in some stores, a surplus from one year ago. The same suicidal policy is taking place in two stores giving 20 per cent. off the publisher's price of all books, and 5 per cent. extra for cash. The necessity for this is hardly apparent, especially at this season of the year.

Stationery lines are very active, and toy and game departments are crowded. The usual grumbling is apparent in some quarters respecting department store business and the cutting of prices. Department stores are offering new paper novels at 60c., selections of recent bound cloth fiction at 50c., etc. The Booklover's Library was offered at Scroggie's for 35c. The fact remains, however, that the cost of doing business in these stores is proportionately as high and their departments will not ultimately pay if they do not make the requisite profit.

Christmas magazines are having a ready sale, and "The Business Magazine" is favorably spoken of in Montreal stores.

HALIFAX.

Holiday Trade opens up well—Books in Demand—Some Changes in the Trade—Historic Store to be Vacated.

Halifax, Dec. 7, 1935.

ALL through the trade business is reported good, with excellent prospects for holiday sales, for which the retailers are now nearly ready.

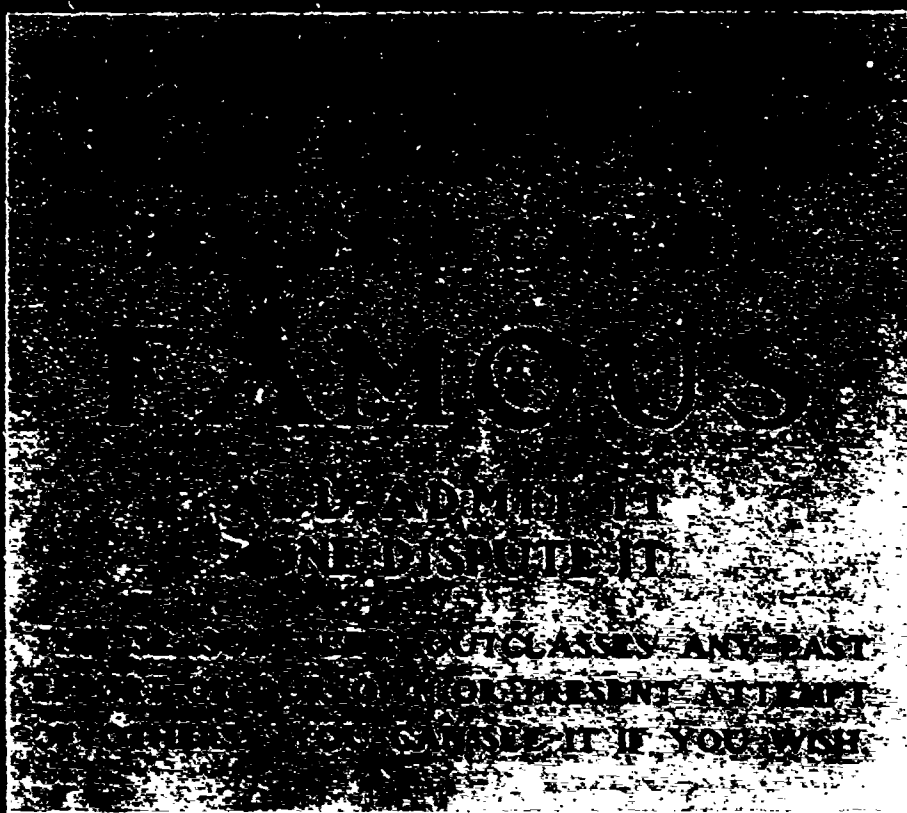
At A. & W. Mackinlay's excellent business prospects are reported. Much of the business at this establishment is in the wholesale line, and the retail department does not cater largely to the holiday trade, though lines of stationery in packages, finished in style particularly adapted for Christmas, and leather goods, are shown. The rush of supplying the new readers throughout the province is now pretty well over.

T. C. Allen & Co. also report brisk trade and good prospects. They are constantly adding to their printing and binding plant, and this season have added \$1,500 worth to it. They report as leaders in fiction sales "The Gambler," "St. Cuthbert's," "Fair Margaret," "Nedra," "Starvecrow Farm," and "The Lure of the Labrador Wild." A new line of holiday goods showing at Allen's is that of artistic retouched calendars and cards. Oxford Press Bibles, Catholic prayer books, Presbyterian hymnals, and other religious books in leather bindings are expected to be in very large demand from now until the New Year, and are being shown in great variety.

J. L. Connolly, Barrington street, is booming his private greeting cards, done in three colors, green, red and gold, in his own establishment. The card is a folder and the die stamped designs vary, holly and mistletoe entering into all. The plate printing is done to the purchaser's order. This is the first work of this kind done in Halifax, and Mr. Connolly familiarized himself with it during a sojourn in the United States. He is also showing a line of purses, etc., in the latest style of leather, "frogskin," furnished for the holiday trade. He

WATSON-FOSTER WALL PAPERS

Produce Results
ARTISTIC AND
PROFITABLE



THE WATSON-FOSTER CO. LIMITED
MONTREAL

reports "The House of Mirth," "Fair Margaret," and "The Deluge," as leading sellers in the fiction line.

L. Clyde Davidson, Barrington street, says just now he finds "The Gambler," "Fair Margaret," and "Tales of the Road," the best fiction sellers. In addition to his stationery and book stock he is showing lines of goods suitable to the holiday trade, yet staple trade goods, such as office and desk furnishings, purses, etc.

E. P. Meagher's stationery business is now conducted under the firm name of E. P. Meagher, Limited, and the business (retail) is being extended. Religious goods are a special line to which Mr. Meagher pays great attention, and fancy goods are added to the regular stock for the holiday trade. Mr. Meagher also conducts a lending library in connection with his establishment, and is known as a hustler.

The purchase by the Bank of Commerce of property on the corner of George and Granville streets, opposite the provincial buildings, as a site for the bank's new building, will wipe out one of the oldest stationery stands in Halifax. Thirty years ago it was occupied by ex Alderman Thomas L. Connolly, who carried on a large wholesale and retail business. Subsequently Mr. Connolly, who is the father of J. L. Connolly, the Barrington street stationer, removed to Cape Breton, and for some years the shop floor of the building has been, and still is, occupied by Clifford H. Smith, stationer. Mr. Smith's lease does not expire until May 1 next, and he is undecided so far whether he will take another shop in the city and continue in business, or remove from Halifax altogether.

Wood Brothers, dry goods, Granville street, have purchased the brick and stone building back of them on Hollis street, occupied by the MacDougall Pattillo Co. wholesale stationers.

The book and news department at the Halifax Hotel, which, with the cigar stand, has been under lease to A. Hobrecker, is to be conducted by the hotel company after the first of the new year. Mr. Hobrecker's lease expiring at that time. It is understood that E. F. Hessler, who has conducted the cigar and book and news departments for Mr. Hobrecker for some years, will continue to do so under the hotel company's management.

J. L. G.

TORONTO.

Holiday Trade Booming—Important Visitors to the City—The Langton & Hall Stock Sold—The Usual Exodus to England.

Office of BOOKSELLER AND STATIONER
19 Front Street East, Toronto.

Dec. 9, 1905.

HOLIDAY trade is now in full blast, many preferring to buy early in the month and so avoid the tremendous rush during Christmas week. The picture post card is a big feature, especially in the smaller stores, where it has all but displaced the calendar. In the department stores the cheap gift book, the juvenile and the annual, are the specialties. Vast quantities of these will be disposed of during the coming fortnight.

The Tyrrell store is the headquarters for the best class trade. Never before has this store shown so wide a range and such excellent quality. The booklover can spend an hour or so there with the greatest delight.

More detailed notices are given elsewhere of the establishment in Toronto of branches of Macmillan & Co. and the Harmsworth publications.

At the meeting of the creditors of Langton & Hall, Limited, held last month, the sale of the stock was authorized, and McLeod & Allen were appointed to dispose of it. It is understood that a sale en bloc has just been effected.

Mr. H. M. Caldwell, head of the publishing house of H. M. Caldwell & Co., Boston and New York, paid a hurried visit to Toronto early this month, en route from Chicago to New York. Mr. Caldwell is a Canadian, and he took the opportunity of his stay in Toronto to run out to Newmarket, where his father still resides. Book-seller and Stationer exchanged greetings with him in the office of McLeod & Allen.


Another New York publisher who paid a short visit to the city on the 4th inst., was Mr. Hurst, of Hurst & Co., the publishers of so many standard editions. Mr. Hurst, too, can claim some connection with Canada. His father, who, as a young man, had been employed in a printing office in London, England, emigrated to this country and settled in the Muskoka district. From there he moved to Iowa, later starting the present business in New York, which has now been conducted most successfully for thirty years. While in Toronto, Mr. Hurst made his headquarters at the office of his Canadian agents, McLeod & Allen.

The book department of the W. A. Murray Co., Limited, are clearing out a large stock of American publishers' left-overs at 35c. A recent window display of some hundreds of copies of brightly bound books made a great hit, but was certainly rather risky just before Christmas, when it is the usual aim of dealers to clear out regular stock.

Mr. E. C. Walker, manager of the wholesale department of the Methodist Book & Publishing Co., sailed for England on the 24th ult., via New York. He is buying for the Fall trade of 1906, and incidentally will pick up some good fiction for Spring. He expects to be back in Toronto by the middle of January.

Mr. Charles J. Musson, president of the Musson Book Co., Limited, is another Toronto publisher at present visiting the Old Country.

E. H. Harcourt Co. are now located at 255 Wellington street west. The past month has been a busy one with them fitting up their office and factory, but this is now very nearly completed and they have some of their machines running. They have a large number of orders already on hand, and as soon as the Spring opens up they will extend their present factory by building to the rear of the lot, making total length of building 121 feet. It is their intention to erect on the lot-west of their present factory a large warehouse, plan with speci-



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No. 11

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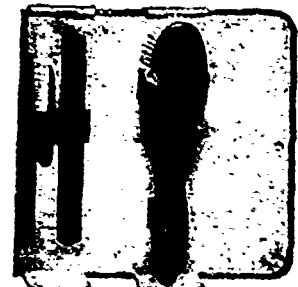
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We carry a complete stock of the above standard lines and solicit your orders,
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THE BROWN BROTHERS, Limited
 Manufacturing and Importing Stationers
TORONTO

fications of which will be prepared as soon as Mr. Harcourt is in a position to give the whole of his personal attention to his own business.

W. A. C.

WINNIPEG.

Larger Holiday Trade than Last Year—What Some Stores Feature—Best Selling Books.

Office of BOOKSELLER AND STATIONER,
311 Union Bank Building, Winnipeg, Man.
Dec. 6, 1905.

CHRISTMAS trade in books, stationery, and kindred lines carried in local book stores is now in full swing and promises to be larger than last year. High-class stationery and novelties and expensive, well bound books seem to be in good request, and the Christmas trade should accordingly be profitable. Department store competition has not been severe in books and stationery, and the local small stores are holding their own easily.

The John A. Hart Co. have already had several attractive Christmas goods windows in which they have featured principally fine stationery, writing sundries, and calendars.

Private greeting cards are being featured this year by Russell, Lang & Co., apparently with good success. This firm have their own plant for this work

W. A. Davis is specializing in fine stationery and is devoting attention to the more expensive lines. There is a good market in Winnipeg for such goods.

"The Gambler" is still selling well in all local stores. "Nedra" and "Tales of the Road" are also popular favorites.

F. R. M.

VANCOUVER.

Features of the Christmas Trade—Stores Drop Cheap Lines—Some Ideas About Buying.

Office of BOOKSELLER AND STATIONER,
Vancouver, B.C., Dec. 2, 1905.

ON the whole, Christmas trade is promising well. Of course it is early to speak definitely, as it has only begun to open actively. Compared with last season and former seasons, however, prospects are very favorable.

This year the Christmas card trade is not likely to be heavy. Buyers seem to prefer the souvenir post cards, though trade in that line is no heavier than it has been. For sending mementoes to Eastern Canada and the Old Country, of which class of trade there is a large percentage here, books of views of B.C. scenery and of the coast cities are very warm favorites. The range of these publications is greatly increased and the quality has improved, while at the same time the prices have begun to get down to the masses of the purchasing public. Formerly books of views were too expensive to appeal to more than a limited class of buyers. Now a really better article is being offered for less money, and this line is becoming a favorite and good seller.

One feature of Christmas trade as it affects the stationery trade is that the department and dry goods stores stock up with all the cheaper lines of books, cards

and novelties, so that only the better class goods in such lines are sought from the legitimate trade. And the effect of departmental store competition is always seen in the toy trade, from which several leading stationers have retired, or announce their intention to do so. Last season the B. C. Book Co., Limited, went out of toys, and this year Messrs. Clark & Stuart, both Vancouver firms, also announce that they will close out toys. The result is that closer attention is paid to the regular staples of the trade, and superior stock is more exclusively carried by the book stores, as the department stores do not stock the better class lines.

Christmas numbers of the illustrated papers are nearly all in stock now, and selling fairly well, though no particular favorite seems to be selected. Many of them do not appear to be any great improvement on former annual numbers. The improvement in art calendars is very noticeable, and this line is becoming increasingly popular, with the artistic improvement. Post card albums take the place of photo albums in the demand almost entirely. Standard authors, and the poets, are but sparingly called for. "Indeed," said one bookseller, on being interviewed, "Vancouver is not greatly noted for its love of good literature, if the choice of books serves as a guide."

In popular fiction the only noticeable seller this month is Guy Thorne's "When it Was Dark," and that is caused in large part by the advertising it has received through publication in serial form in the Daily World of this city. So much interest has been evinced in the story that a minister announces a sermon for next Sunday on the theme of the novel. No other candidate for popular fancy can be named just now.

In the trade here is a noticeable demand at all times for certain lines of Old Country goods, chiefly periodicals, because of the fact that a large percentage of the population is from the Old Land. Most of the Old Country magazines sell well, and in fact the percentage is larger than anywhere else in Canada.

Speaking of Old Country productions, the fact that staples in stationery, and similar lines, can be bought in the Old Country and imported direct by the Blue Funnel line of steamers which come here from Liverpool and London, is causing a good deal of business to be placed in England. This has two or three interesting features. The variety of stock is enlarged, as dealers, of course, buy largely in the east also. The conditions of purchasing in the Old Country market are slightly different. Orders have to be sent in earlier, but the buyer, of course, makes due allowance in preparing for stock. The goods are received in excellent condition, as the Old Country wholesalers err in the opposite extreme from the average eastern wholesaler in manner of packing. The latter is apt to put goods, especially easily damaged articles, in too flimsy a package, while the Old Country house almost "builds a warehouse" round the shipment. A heavy packing case, invariably lined with waterproof material, ensures arrival of goods in perfect order. Another feature is that the Old Country houses give from 3 to 4 months' time in drawing, while nearly all eastern drafts, especially for holiday goods, are practically sight, or due by the time the goods arrive. A remark-

able freedom from error is noted in shipments from the Old Country. A customs official states that in his eighteen years' experience he has not found a single error in shipping goods, comparing invoices with goods at the examining warehouse. This is one point on which eastern shippers can improve. Errors are more serious owing to the distance.

G. S. B. P.

QUEBEC TAX WILL STAND.

At a meeting of the Quebec Cabinet last month Premier Gouin and Provincial Treasurer McCorkill stated to a joint delegation of the Montreal Board of Trade, La Chambre de Commerce, and the British Agents' Association, that the tax of \$300 on non-resident commercial travelers, representing houses having no place of business in Canada, would stand. The Cabinet contended that it protected the interests of business people in Quebec Province, and at the same time this tax provided revenue which they urgently needed.

The board of trade was represented by Mr. George Caverhill, of Caverhill, Learmont & Co., while the Chamber of Commerce stated their objections to the tax through Messrs. Catelli and A. B. Roy. Mr. G. B. Fraser and Mr. Thomas Brophy outlined the views of the Wholesale Dry Goods Association, and Mr. R. Henderson and Mr. J. H. Shaw spoke for the British Agents' Association. The deputation was influential in every respect, and the Cabinet listened attentively to their recommendations and objections to the tax, stating that they would always be pleased to welcome suggestions. The deputation expressed regret over the decision of the Cabinet, but the strong pressure from every source is expected to result in at least a reduction of the tax.

-----A-----
CHRISTMAS PRESENT
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PAYS A DIVIDEND

Some Christmas Presents are given as a token of love—some as a mark of esteem—some as a duty—some as a matter of courtesy or kindness.

Few Christmas Presents are given as a business investment, from which the donor expects to draw a dividend.

Why should there not be more presents of the latter kind during this happy Christmas season?

Let us make a suggestion to our readers, who are all presumably proprietors of stores, in which clerks and salesmen labor for them.

Give the hands a present of a year's subscription to **BOOKSELLER AND STATIONER**. This is an investment. It is also a kindness.

Instruct them to take the paper home and study it and profit by its contents. This is your dividend—increased efficiency among your employes.

Let **BOOKSELLER AND STATIONER** help you in 1906.

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*Guaranteed to be absolutely
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THE STRINGS

THAT BRING TRADE
 AND THE KIND
 THAT KEEP IT.

WE SUPPLY

Everything needed by
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MUSIC BOOKS, MUSICAL
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WE SUBMIT A PLAN FOR
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HUNT'S
ROUND POINTED PENS

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They **DON'T**
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GOLD MEDAL

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Awarded to Steel Pens at St. Louis for

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**MONTREAL**



## NEW CANADIAN COPYRIGHTS

Registered at Ottawa during November, 1905.

Musson's Improved Lumber and Log Book. New and Revised Illustrated Edition. The Musson Book Company, Limited, Toronto.

Hope. Hoffnung. German version by Louis Guenzel. Words by James P. Whedon. Music by Max Heinrich. Op. 22. Deliverance. Erlöst. German by George Sylvester Viereck. Words by Paul Bliss. Music by Max Heinrich. Op. 28. A Fount of Music. Song. Words by James Russell Lowell. Music by J. Lewis Browne. The John Church Company, Cincinnati, Ohio.

I Wonder What the Wild Waves are Saying. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Get A Ticket. Song. Words by Harry Williams. Music by Egbert Van Alstyne. I'm Going Back to California. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Company, New York.

Our Fathers' Land and Ours. Song. Words revised by the late Rev. Dr. Dewart. Music by C. W. Coates. Arranged by R. Gruenwald. C. W. Coates, Montreal.

When the Roses Fade Away. Song. Words and Music by Dan J. Sullivan. Jerome H. Remick & Company, New York.

Off the Rocks. Book. Published in separate articles in the Toronto Globe. Dr. William T. Grenfell, Labrador Coast.

Sir William Mulock, Hon. A. B. Aylesworth and Employees of the Post Office Department, Ottawa. Photo. A. G. Pittaway, Ottawa.

L'Union Chorale du Sacre-Coeur de Winnipeg. Photo. A. Archambault, Winnipeg.

Mrs. A. Knox, Toronto. Photo. J. H. Bailey, Toronto.

The Royal Recipe Book. August, 1905. L. C. West, Montreal.

Dead Leaves. Song. Words by Ethelwyn Wetherald. Music by J. W. Garvin. J. W. Garvin, Peterborough.

Christ the First Pope and Peter His First Successor, or Notes on the Divine Plan of the Church. By T. Smith Vaudry. C. Pr. New and enlarged edition. T. Smith Vaudry, Montreal.

Closing Hymn. Words and music by G. M. Brewin. George M. Brewin, Toronto.

Oh! Canada We're Proud of Thee. Song. Words and music by W. A. Philip. W. A. Philip, Thorold, Ont.

A June Lullaby. Song. Words by Will Reed Dunroy. Music by Vernon Norton. Vernon Norton, Toronto.

Dan Patch. Photo. A and Photo. B. The T. Eaton Company, Limited, Toronto.

Meet Me on the Fence To night. My Lady of Japan. Highland Mary. Good-bye Maggie Doyle. Henry Klein. Anthony Kisses. Down the Lane With Arabella. Songs. Words by William Jerome. Music by Jean Schwartz. Jerome H. Remick & Co., New York.

Moonlight on the Humber. Photo. Preston L. Tait, Toronto.

Mechanics' Lien Laws in Canada. By William Bernard Wallace, LL.B. R. R. Cromarty, Toronto.

The Babe of Bethlehem. Song. Words and Melody by J. F. Dyer. Arranged by Charles Wheeler. J. F. Dyer, London, Ont.

Before Verse re Galt Edge Soap. After Verse re Galt Edge Soap. William Ford, Jr., Montreal.

The Peate Mandolin Method. George A. Peate, Montreal.

Summary of Canadian Commercial Law for use of Schools and Colleges and Handbook for Office Men. W. H. Anger, Toronto.

Recollections of the American War, 1812-14. By Dr. Dunlop. The Historical Publishing Company, Toronto.

Print of an Owl on a Branch. Ivan M. Dales, Toronto.

Valse Tranquil. For Piano. By Percy Wenrich. The Mascot. March Two-Step. By C. Blake. Silver Heels. Song. Words by James O'Dea. Music by Neil Moret. Melody from the popular Indian Intermezzo. Snowflakes. Gavotte. Luella Lockwood Moore. Jerome H. Remick & Company, Detroit, Michigan.

Chart of Lakes Joseph and Rousseau. John D. Rogers, Port Sandfield, Muskoka, Ont.

The Housekeeper's Account Book. Leon J. Lepage, Montreal.

The Housekeeper's Account Table Form. Leon J. Lepage, Montreal.

Thou Art So Like a Flower. Song. Words by Heine. Music by William Gardner Hammond. The John Church Company, Cincinnati, Ohio.

Only You. Song. Words by Jerome P. Fleishman. Music by L. Frank Miller. Jerome H. Remick & Company, New York.

Ephesians. The Heavenly Calling and Walk. By H. P. Welton, D.D. Book. H. P. Welton, Toronto.

Sunday School Class Record, Advent 1905 to Advent 1906. Book. The Church Record Sabbath School Publications, Toronto.

Belinda. March Two-Step. By Fred S. Stone. Jerome H. Remick & Company, Detroit, Michigan.

Nakomis. Indian Two-Step. By Ralph E. Kenny. Jerome H. Remick & Company, Detroit.

The Law of Assessment Including the Law of Statute Labor. By A. Weir, B.A., LL.B. R. R. Cromarty, Toronto.

Handy Note Book Insurance Specialty. Arthur Gate and Harry E. Jameson, Toronto.

Liza Anna Brown. Song. Words and Music by Dr. L. C. DeCow. Lemuel C. DeCow, Chatham.

The Eyes of the Soul. For Piano. By Mack L. Beam. Jerome H. Remick & Co., Detroit.

A Wolf in Sheep's Clothing. By Albert M. DeLong. Book. Carrie DeLong, Gananoque.

The Conquest of Canaan. By Booth Tatkinson. Book. Poole Publishing Company, Limited, Toronto.

Love is Like a Dizziness. Words and Music by W. J. McGrath. W. J. McGrath, Cleveland.

### Interim Copyrights.

Independent Order of Foresters' March. For piano. John Cross, Montreal.

Silver Spray Fountain Waltz. For piano. John Cross, Montreal.

Picturesque Calgary. Book. The Herald Company, Limited, Calgary, Alberta.

The Riders of the Plains. Book. The Herald Company, Limited, Calgary, Alberta.

The Successful Canadian. Book. Robert Edward Campbell and Abel Stevenson Dugan, Toronto.

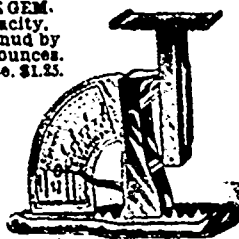

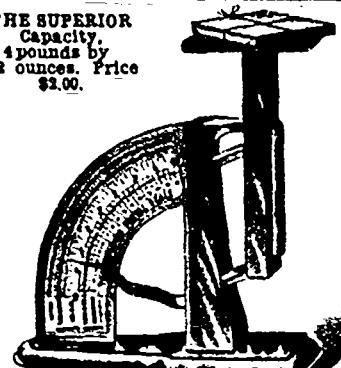
Winnipeggers as We See 'Em. Book. W. E. Macarnton, Toronto.

Mantobans as We See 'Em. Book. W. E. Macarnton, Toronto.

Lessons in Scientific Salesmanship. Book. Eben Oliver Weber, Berlin, Ont.

|                                                                                                                                                                                                                                                |                                                    |                                                                                                                                                                                                                                                                                                                 |
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| <p>This list is for the purpose of placing retailers, manufacturers' jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books.</p> | <h3>Leading Canadian Accountants and Auditors</h3> | <p>adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.</p>                                                                                           |
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| <p>This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,</p>                                                              | <h3>LEGAL CARDS.</h3>                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                             | <p>organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature.<br/>                 For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.</p> |
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# BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

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1. "Rose o' the River," by Kate D. Wiggin. Briggs.
2. "Yolanda," by Charles Major. Morang.
3. "The Household of Peter," by R. N. Carey. Copp, Clark.
4. "Nedra," by G. B. McCutcheon. Briggs.
5. "My Friend the Chauffeur," by Williamson. Musson.

**CALGARY.**

1. "The House of Mirth," by Edith Wharton. McLeod.
2. "Nedra," by G. B. McCutcheon. Briggs.
3. "The Deluge," by D. G. Phillips. McLeod.
4. "The Gambler," by K. C. Thurston. Revell.
5. "The Prospector," by Ralph Connor. Westminster.
6. "The Prodigal Son," by Hall Caine. Morang.

**CHARLOTTETOWN.**

1. "Nedra," by G. B. McCutcheon. Briggs.
2. "Maid Margaret," by S. R. Crockett. Copp, Clark.
3. "Free Opinions," by Marie Corelli.
4. "The Gambler," by K. C. Thurston. Revell.
5. "The Harvest of the Sea," by Dr. Grenfell. Revell.
6. "Cameron of Lochiel," by Roberts. Copp, Clark.

**COLLINGWOOD.**

1. "The House of Mirth," by Edith Wharton. McLeod.
2. "Terence O'Rourke," by Vance.
3. "McAllister and His Double," by Arthur Train. McLeod.
4. "Tales of the Road," by H. Crewdson. McLeod.
5. "Speculations of John Steele," by Robert Barr. McLeod.
6. "The Man of the Hour," by Octave Thanet. McLeod.

**GRUPEL.**

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "Nedra," by G. B. McCutcheon. Briggs.
3. "The House of Mirth," by Edith Wharton. McLeod.
4. "When It was Dark," by Guy Thorne. Musson.
5. "The Gambler," by K. C. Thurston. Revell.
6. "The Man of the Hour," by Octave Thanet. McLeod.

**HALIFAX.**

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "God's Good Man," by Marie Corelli. Briggs.
3. "The Gambler," by K. C. Thurston. Revell.
4. "The Lure of the Labrador Wild," by D. Wallace. Revell.
5. "When It was Dark," by Guy Thorne. Musson.
6. "My Friend the Chauffeur," by Williamson. Musson.

**HAMILTON.**

1. "The Man of the Hour," by Octave Thanet. McLeod.
2. "Nedra," by G. B. McCutcheon. Briggs.
3. "The House of Mirth," by Edith Wharton. McLeod.
4. "Tales of the Road," by H. Crewdson. McLeod.
5. "The Gambler," by K. C. Thurston. Revell.
6. "St. Cuthbert's," by R. E. Knowles. Revell.

**KINGSTON.**

1. "The Man of the Hour," by Octave Thanet. McLeod.
2. "St. Cuthbert's," by R. E. Knowles. Revell.
3. "Fair Margaret," by Marion Crawford. Morang.
4. "Nedra," by G. B. McCutcheon. Briggs.
5. "My Friend the Chauffeur," by Williamson. Musson.
6. "Speculations of John Steele," by Robert Barr. McLeod.

**MONCTON.**

1. "The Gambler," by K. C. Thurston. Revell.
2. "St. Cuthbert's," by R. E. Knowles. Revell.
3. "The House of Mirth," by Edith Wharton. McLeod.
4. "The Man of the Hour," by Octave Thanet. McLeod.
5. "Nedra," by G. B. McCutcheon. Briggs.
6. "Tales of the Road," by H. Crewdson. McLeod.

**MONTREAL.**

1. "The House of a Thousand Candles," by M. Nicholson. McLeod.
2. "Nedra," by G. B. McCutcheon. Briggs.
3. "The Garden of Allah," by Robert Hichens. Briggs.
4. "The Conquest of Canaan," by Booth Tarkington. Poole.
5. "The Heart of Lady Anne," by A. & E. Castle. Copp, Clark.
6. "The House of Mirth," by Edith Wharton. McLeod.

**OTTAWA.**

1. "The Gambler," by K. C. Thurston. Revell.
2. "The Man of the Hour," by Octave Thanet. McLeod.
3. "St. Cuthbert's," by R. E. Knowles. Revell.
4. "The House of Mirth," by Edith Wharton. McLeod.
5. "Divine Fire," by May Sinclair. Morang.
6. "Pam," by B. Van Hatten. Musson.

**ST. CATHARINES.**

1. "The House of Mirth," by Edith Wharton. McLeod.
2. "The Man of the Hour," by Octave Thanet. McLeod.
3. "McAllister and His Double," by Arthur Train. McLeod.
4. "Speculations of John Steele," by Robert Barr. McLeod.
5. "Nedra," by G. B. McCutcheon. Briggs.
6. "The Gambler," by K. C. Thurston. Revell.

**ST. JOHN.**

1. "The Gambler," by K. C. Thurston. Revell.
2. "The House of Mirth," by Edith Wharton. McLeod.
3. "Nedra," by G. B. McCutcheon. Briggs.

4. "My Friend the Chauffeur," by Williamson. Musson.
5. "St. Cuthbert's," by R. E. Knowles. Revell.
6. "The Household of Peter," by R. N. Carey. Copp, Clark.

**SARNIA.**

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "The Gambler," by K. C. Thurston. Revell.
3. "The Master Mummer," by E. P. Oppenheim. Copp, Clark.
4. "Roger Trewinion," by Joseph Hocking. Copp, Clark.
5. "The House of Mirth," by Edith Wharton. McLeod.
6. "A Thief in the Night," by E. H. Hornung. McLeod.

**STRATFORD.**

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "Ayesha," by H. Rider Haggard. Briggs.
3. "My Friend the Chauffeur," by Williamson. Musson.
4. "The House of Mirth," by Edith Wharton. McLeod.
5. "The House of a Thousand Candles," by M. Nicholson. McLeod.
6. "Nedra," by G. B. McCutcheon. Briggs.

**TORONTO.**

1. "The House of Mirth," by Edith Wharton. McLeod.
2. "My Friend the Chauffeur," by Williamson. Musson.
3. "The Conquest of Canaan," by Booth Tarkington. Poole.
4. "The Brothers," by H. A. Vachell. Dodd.
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6. "Fair Margaret," by Marion Crawford. Morang.

**VANCOUVER.**

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3. "A Servant of the Public," by Anthony Hope. Copp, Clark.
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5. "Ayesha," by H. Rider Haggard. Briggs.
6. "Passing of a Race," by D. W. Higgins. Briggs.

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2. "The Princess Passes," by Williamson. McLeod.
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6. "The Silent Places," by S. E. White. Morang.

**WINNIPEG.**

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2. "St. Cuthbert's," by R. E. Knowles. Revell.
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4. "My Friend the Chauffeur," by Williamson. Musson.
5. "Nedra," by G. B. McCutcheon. Briggs.
6. "The Cherry Riband," by S. R. Crockett. Copp, Clark.

**CANADIAN SUMMARY.**

|                                             | Points. |
|---------------------------------------------|---------|
| 1. "The House of Mirth," by Edith Wharton   | 100     |
| 2. "Nedra," by G. B. McCutcheon             | 95      |
| 3. "St. Cuthbert's," by R. E. Knowles       | 80      |
| 4. "The Gambler," by K. C. Thurston         | 71      |
| 5. "The Man of the Hour," by Octave Thanet  | 50      |
| 6. "My Friend the Chauffeur," by Williamson | 41      |

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

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

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ALL STATIONERS  
in 6d., 1/- and  
Gross  
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Registered  
This series of Pens is made of the same material, by the same tools, by the same process and at the same Works as the series of "Waverly" Pens which Hinks, Wells & Co. have for 30 years and upwards (prior to Sept., 1901) manufactured for and supplied to the Proprietors thereof.  
HINKS, WELLS & Co., Birmingham, Eng.

# C. Brandauer & Co.'s - Limited



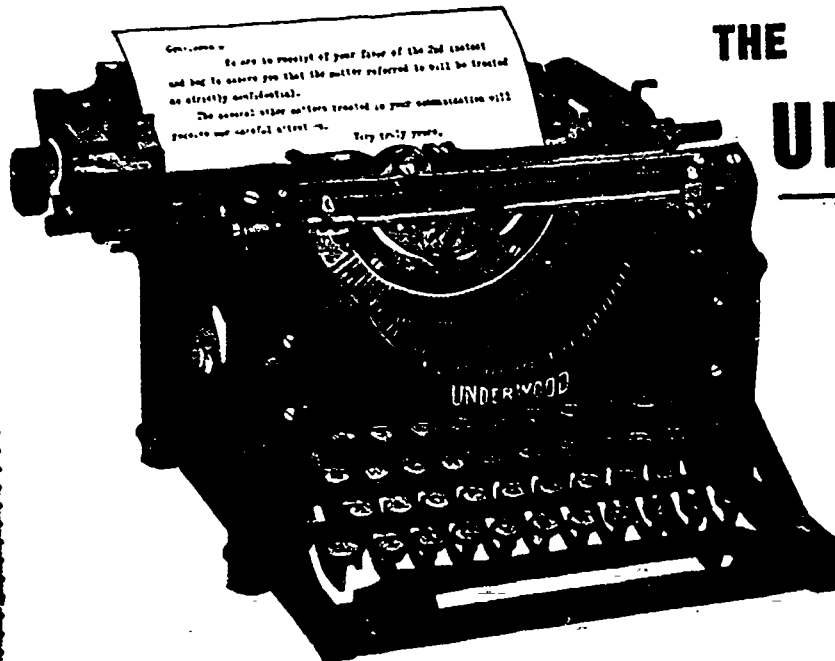
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THE

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*The Writing-In-Sight Typewriter*

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99 ST. FRANCIS XAVIER STREET,  
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Morang & Co., Toronto.  
Morton, Phillips & Co., Montreal.  
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Brown Bros., Toronto.  
Buntin, Gillies & Co., Hamilton  
Copp, Clark Co., Toronto  
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- Gline, Paste and Mucilage.**  
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- Inks—Writing.**  
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- Maps.**  
Copp, Clark Co., Toronto.
- Papeteries.**  
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Buntin, Gillies & Co., Limited, Hamilton.  
Copp, Clark Co., Limited, Toronto.  
Barber & Ellis Co., Limited, Toronto.  
W. J. Gage & Co., Toronto.
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Copp, Clark Co., Toronto.  
Esterbrook Pen Co., New York.  
Faber, A. W., New York.  
Heath, John, London, Eng.  
Hinks, Wells & Co., Birmingham, Eng.  
MacNiven & Cameron, Edinburgh and  
Birmingham.  
McFarlane, Son & Hodgson, Montreal.  
Spencerian Pen Co., Birmingham, Eng.  
Warwick Bros. & Rutter, Toronto.
- Penicils.**  
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Gage, W. J., & Co., Toronto.  
Hardtmuth, L. C., New York.  
Warwick Bros. & Rutter, Toronto.  
Waterman, L. E., Co., Montreal.
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Copp, Clark Co., Toronto  
Goodall, Chas. & Son, London, Eng.  
Unlon Card & Paper Co., Montreal.  
United States Playing Card Co., Cincinnati.
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Triner Scale & Mfg. Co., Chicago.
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- School Supplies.**  
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Copp, Clark Co., Toronto.  
Gage, W. J., Co., Toronto.  
Librairie Beauchemin, Toronto and Mont-  
real.  
Warwick Bros. & Rutter, Toronto.
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Brown Bros., Toronto.
- Smallwares.**  
Kelk-Sutcliffe Co., Toronto.
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Holzman, Alfred, Celcago, Ill.  
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Copp, Clark Co., Toronto.  
Gage, W. J., Co., Toronto.  
Watwick Bros. & Rutter, Toronto.  
Weese, G. A., & Son, Toronto.
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Berliner Gram-o-phone Co., Ltd., of Mon-  
real, Canada.
- Telephones.**  
Bell Telephone Co. of Canada, Montreal.
- Typewriter Supplies.**  
Carter's Ink Co., Montreal.  
Mittag & Volger, Park Ridge, N.J.  
United Typewriter Co., Toronto.
- Typewriters.**  
United Typewriter Co., Limited, Toronto.
- Wall Paper.**  
Stauntons Limited, Toronto.  
Watson-Foster Co., Montreal.
- Writing Pads.**  
Buntin Gillies & Co., Hamilton.  
Gage, W. J., Toronto.  
Librairie Beauchemin, Montreal.  
Copp, Clark Co., Limited, Toronto.  
Brown Bros., Limited, Toronto  
Barber & Ellis Co., Toronto.  
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| Confederation Life Association | 535                    | Martell-Stewart Co.           | 567               | Watson-Foster Co.        | 559                     |
| Copp, Clark Co.                | 537, inside back cover | Metropolitan Bank             | 535               | Weese, G. A., & Son      | 552                     |
| Esterbrook Pen Co.             | 565                    | Mittag & Volger               | inside back cover | Western Assurance Co.    | 535                     |
| Faber, A. W.                   | 537                    | Morang & Co.                  | 545               | Whaley, Royce & Co.      | 563                     |
| Gage, W. J., & Co.             | 538                    | Morton, Phillips & Co.        | 544               |                          |                         |
| Goodall, Chas. & Son           | 533                    | Murray, C. H.                 | 548               |                          |                         |