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Vol. 23, No. 8

August, 1907

Price, 20 Cents

BOOKSELLER & STATIONER OF CANADA



The MacLean Publishing Company, Limited

Montreal

Toronto

Winnipeg

Office of Publication, 10 Front Street East, Toronto

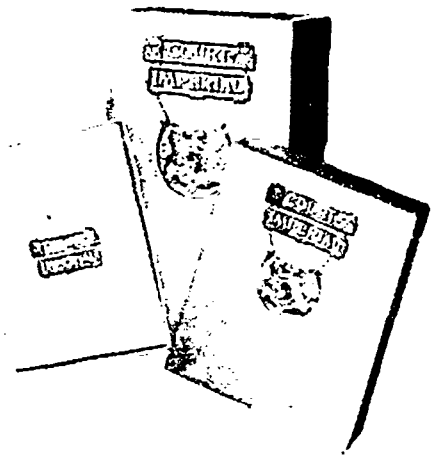
Fine Papeteries



The accompanying illustration shows one of our many new styles in fine boxed paper and envelopes to retail at twenty-five cents. We have thirty-eight different numbers at this price, and as many more both cheaper and more expensive. A sample set would be made up, no two alike, on request.

Court Imperial

Court Imperial Stationery is the latest addition to our line of high-grade boxed note papers. It is made with that linen plaid surface which is now the fashionable finish for ladies' use. We put it up in two sizes, Regent and Boudoir, in note papers and envelopes, and also in papeterie form in both sizes.



WRITE FOR SAMPLES TO

Warwick Bro's & Rutter, Limited
Makers of High-Grade Stationery TORONTO

THE LEADING WHOLESALE FIRMS
**WHERE YOU CAN BUY
 GOODALL'S
 PLAYING CARDS**

TORONTO.

The Copp, Clark Co.
 Wm. Croft & Son, Queen east.
 Wm. Croft & Son, Colborne St.
 The Fancy Goods Co.
 Kilgour Bros.
 H. W. Nelson Co.
 Nerlich & Co.
 Paget & Dickson.
 Sutcliffe & Edmison.
 J. A. Wilson Co., Wholesale
 Cigars.

MONTREAL.

Chaput Fils & Cie., Wholesale
 Groceries and Liquors.
 Duchesneau, Duchesneau & Co.
 Wm. V. Dawson & Co.
 J. A. Forest, Wholesale Tobac-
 co and Cigars.
 Genin, Trudeau Co., Wholesale
 Cigars.
 Hemsley, Mfg. Co.
 Hodgson, Sumner & Co., Ltd.
 Librairie Granger.
 McFarlane, Son & Hodgson.
 National Drug and Chemical Co.
 J. B. Rolland & Fils Co.
 J. C. Wilson & Co., Ltd.

HAMILTON.

Buntin, Gillies Co., Ltd.

LONDON.

Ried Bros. & Co.

PORT ARTHUR.

J. L. Meikle & Co.

WINNIPEG. MAN.

J. H. Ashdown Hardware Co.
 Clark Bros. & Co., Ltd.
 Consolidated Stationery Co.
 The Jobbin, Marrin Co., Ltd.,
 Wholesale Grocers.
 The Hingston-Smith Arms Co.,
 Ltd.
 J. McLeod Holiday.
 Kilgour Bros.
 The F. W. Law Co., Ltd.
 Martin, Bole & Wynne Co., Ltd.,
 Wholesale Drugs.
 McAllister & Watts.
 The A. Macdonald Co.
 The National Drug & Chemical
 Co.
 J. C. Wilson Co.

VANCOUVER. B.C.

The Bailey Bros. Co., Ltd.
 The Hudson Bay Co.
 Kelly, Douglas & Co., Ltd.,
 Wholesale Grocers.
 E. A. Morris, Wholesale Cigars.
 McLennan, McFeely & Co., Ltd.,
 Wholesale Hardware.
 National Drug & Stationery Co.
 Smith, Davidson & Wright Co.,
 Ltd.

VICTORIA.

T. N. Hibben & Co.
 The Hudson Bay Co.
 Leiser, Simon & Co., Ltd.,
 Wholesale Grocers.
 Pithert & Leiser, Wholesale Li-
 quors.
 John Piercy & Co., Wholesale
 Dry Goods.
 R. P. Rithet & Co., Ltd.,
 Wholesale Grocers.
 Turner, Burton Co.
 Victoria Book & Stationery Co.
 Wilson Bros., Wholesale Gro-
 cers.

QUEBEC. Q.

Joseph Amyot, Wholesale Fancy
 Goods.
 I. P. Dery & Sons.
 Pruneau & Kirouac.
 Thibaudeau Freres & Co.

ST. JOHN. N.B.

Canada Drug Co.
 Manchester, Robertson, Allison,
 Ltd.
 McMillan, J. & A.
 Thorne, W. H. & Co., Ltd.,
 Wholesale Sporting Goods.

TRURO, N.S.

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 Stanfield, Smith & Co.

SYDNEY, N.S.

The Scott Stationery Co.

HALIFAX.

A. & W. MacKinlay, Ltd.

KINGSTON.

National Drug & Chemical Co.

PRESCOTT.

The T. W. Chamberlain Co.

OTTAWA.

S. J. Major, Wholesale Grocer.
 Provost & Allard, Wholesale
 Grocer.
 J. G. White & Son.

EDMONTON, ALTA.

The Douglas Co., Ltd.
 The A. Macdonald Co., Whole-
 sale Grocers.
 Revillon Bros., Ltd.

REPRESENTATIVE

A. O. HURST

24 SCOTT ST.,

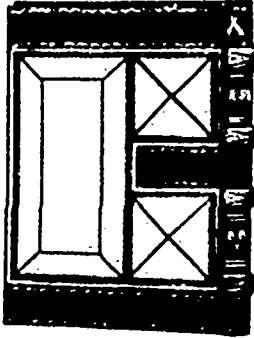
TORONTO

PHONE M 1479

BROWN. BROS.

Wholesale and Manufacturing STATIONERS

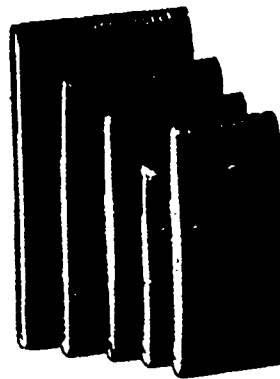
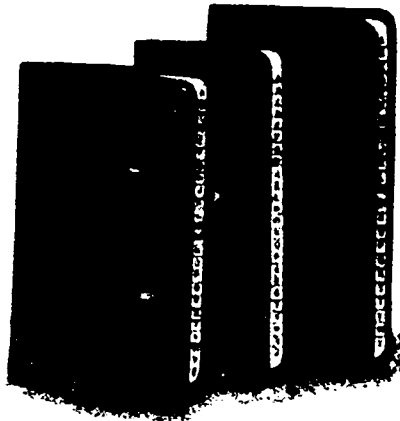
L MITED



Account Books
All Sizes and Descriptions

**Memorandum
Books**

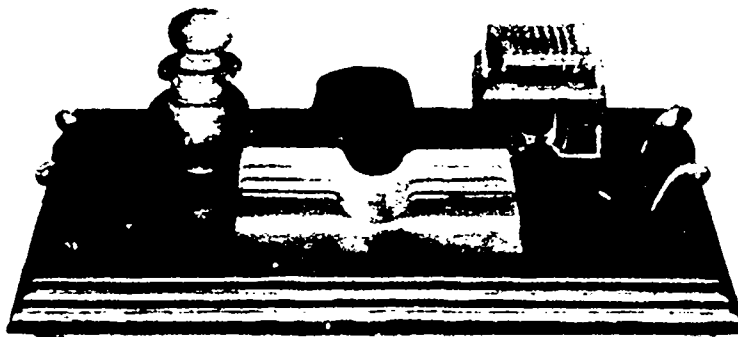
Very fine Stock ; all kinds ;
noted for style and quality



**Loose Leaf
Price Books**

**General
Stationery and
Office Supplies**

New up-to-date Stock



Inkstands

We keep a very large
assortment; every new
style and design, also
WOOD BASE inkstands,
our own make, 50 Styles



Leather Goods

Special new lines and
styles, finest material, best
work -- Bags, Wallets,
Portfolios, Bankers' Cases
--Undoubted value

Fountain Pens

The best



BROWN BROS. Ltd., 51-53 Wellington St. West, TORONTO

PRIVATE

Christmas Greeting Cards

We sell only on import so do not
delay ordering

We can furnish you with the following Sample books from
which you can order (Cards delivered about October) :

	LIST PRICES
CANADIAN SERIES —Coats of Arms of different Provinces, Maple Leaf and other natural designs - - -	per hundred \$12.00 to \$36.00
"DIAMOND" SERIES —Beautifully embossed cards - - -	" 4.50 to 15.00
"MENZIES" SERIES —A splendid range of all descriptions - - -	" 3.50 to 25.00
CLIFTON SERIES —Hand Painted, embossed and view cards - - -	" 13.00 to 75.00
GRAPHIC SERIES —Hand Painted, embossed and view cards - - -	" 15.00 to 116.00

SUBJECT TO TRADE DISCOUNT

Remember, we do not stock these cards, so order now

All up-to-date stationers sell LYON'S CLUCINE, LYON'S WAX
and CRAIG'S BLOTTING.

We carry a heavy stock of Craig's Blotting in 19 x 24 size, all weights.
Colors—Pink, Turkey Red, Buff and White. Sample Books of
Blotting are now ready and will be supplied on request.

MENZIES & COMPANY, Ltd.

Mfs. Agents and Wholesale Importers,

19 Wellington St. East, - Toronto, Canada

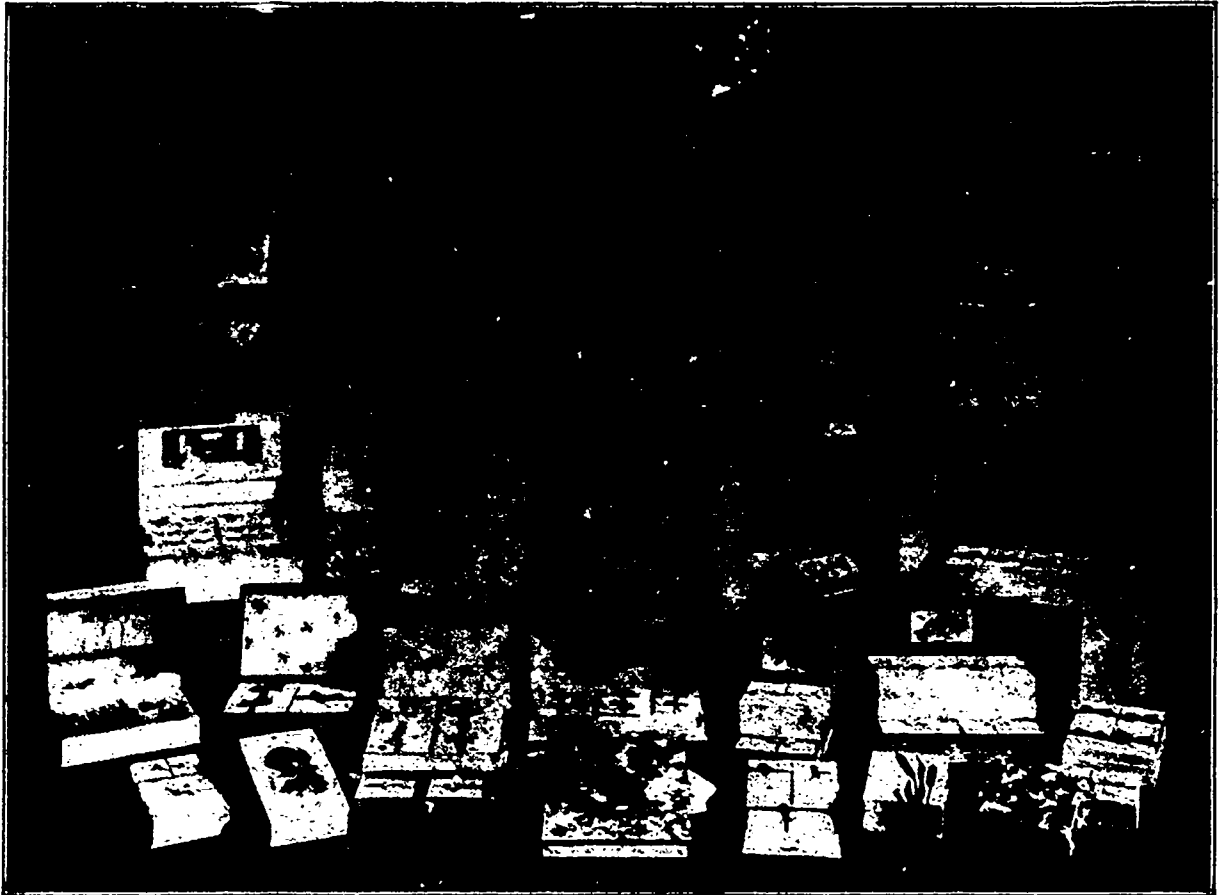
"One of the Largest Wholesale Importers of BRITISH Blotting and Sealing Wax in Canada."

Berlin's Holiday Boxes = 1907



"Quality First Correspondence Papers"

"Every box a work of art; sure to appeal to the high-class stationery and jewelry trade"—*American Stationer.*



BERLIN'S HOLIDAY ASSORTMENT "E"

**Costs dealer \$25.17, A CLEAR 100%
Retails - - \$50.34**

It is only one of the splendid Trade-building assortments of Berlin & Jones. Write for detailed list, or order up the assortment itself by next mail. Its a Safe Investment!

Write for a copy "Berlin's Flyer" last issue—a catalogue of new staple and holiday goods—fully illustrated.

BERLIN & JONES
Envelope Company

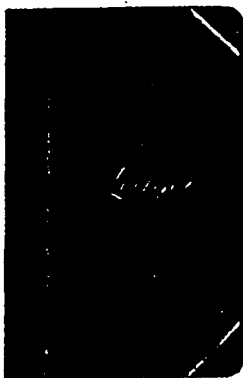
28 beautiful boxes filled with high-grade White Stock, linen finishes, assorted sizes. A Liberal supply of advertising matter free with each assortment.

NEW YORK, N. Y., U. S. A. "3" N.Y. Salesrooms; "Factory," 547, 543 West 27th St. "Broadway," 621 Broadway; "Downtown," 130 William St.

BLANK BOOKS

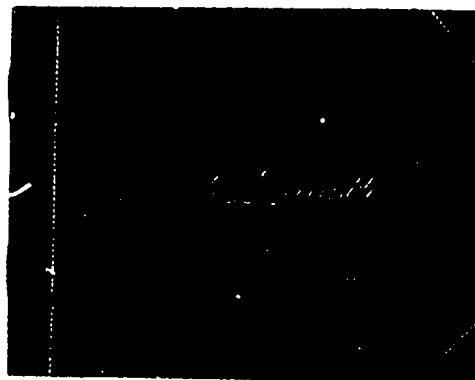


We do not claim to make the *cheapest* line of BLANK BOOKS in the world, but we guarantee that any book sent out of our factory will give perfect satisfaction to the user, and in this way our series of books are the cheapest in the end.



Have you seen our new line of "American Cloth Books" with titles? If not, write for a sample. The new foolscap size is the neatest book we have yet made.

Our range of "Half Russia Extra" titled petty books contains every desirable size and style of book for private use, including Ledgers, Journals, Cash Books, Minute Books, Day Books, Bill Books, etc.



Warwick Bro's & Rutter, Limited
Makers of Blank Books TORONTO

SMITH, DAVIDSON & WRIGHT,

Wholesale Stationers, Paper and Fancy Goods **LIMITED**
VANCOUVER, B.C.

WE CARRY THE LARGEST STOCK IN WESTERN CANADA

*Envelopes, Tablets, Papeteries, Blank Books, Memorandum
Books, School Books, Pencils, Penholders, Inks,
Mucilage, Blotting Paper, Ruled Fools-
cap, Journal Paper, Etc., Etc.*

All the standard lines of the best manufacturers are represented in our stock.

OUR SCRIBBLERS AND EXERCISE BOOKS

are specially attractive and are the best sellers on the market.

IMPORT LINES

Samples of Xmas Cards, Calendars, Bibles, Prayer Books, &c., are on the road, and should be seen before placing your order.

PRINTERS' SUPPLIES

In this department we carry everything for the printer in the way of paper. Samples and prices promptly furnished on application.

FANCY GOODS AND TOYS

These lines have all been carefully selected from the best manufacturers, and will be found to be unexcelled by those of any other house in Canada. Mail Orders promptly executed.

Our Goods Are Right, So Are Our Prices.

SMITH, DAVIDSON & WRIGHT, LIMITED.

365 Water Street, - VANCOUVER, B.C.

THE DEFINITION:

When we say "Typewriter Papers" we mean everything for the typewriter.

When we say "Berkshire Typewriter Papers" we mean linens, bonds, vellums--the finest grade of letter-head papers, with envelopes to match.

We mean papers exactly suited to the needs of Architects, Lawyers, Public Stenographers, and all business houses papers so thin that 25 copies can be made at one time, and others made especially for mimeograph work.

Our line is a great profit maker and always pleases. Write in, and we'll give you facts.

FRANK E. WATERMAN 

Canadian Representative

Eaton-Hurlbut Paper Co.

42 Adelaide St. W.

Toronto, Ont.





NEW YORK

LONDON

Raphael Tuck & Co.

9-17 St. Antoine St.,

Stocks

of the following goods carried in Montreal. Orders can be filled and promptly shipped at short notice.

Toy Books

in paper and linen. A large assortment of new numbers and all the old favourites. The needs of the children have been met both in variety and price.

Painting Books

Post Card and Paint Box Series in a variety of prices and sizes suitable for the beginner and the most advanced pupil.

Juvenile Board Books

Several low priced saleable numbers

Post Cards

Oilette Series, six cards in envelope. An immense variety comprising views of the most historic places in the world, High Class Coon and Scotch Comos, Animal Studies, Military Life, Flowers, Rough Seas, Landscapes, Rural Life, Indians, Warships, Ocean Liners, Moorland and Meadow.

CHRISTMAS AND NEW YEAR.

Fifteen assortments boxed in hundreds. Five assortments in gross packets.

SPECIAL LINE

Immense range of cards, twenty four designs in each series, in gross packets comprising post cards for Christmas and New Year, Easter and St. Valentine's Day, St. Patrick's Day, Thanksgiving, Humorous Cats, Embossed Flowers, Children, Birthday, Teddy Bears, etc.

Mechanical Animals

The latest novelty, most lifelike representations of Twenty five Wild and Domestic Animals, packed five in box to retail at a popular price. These are made of jointed cardboard and are practically indestructible.

Boxed Christmas Cards

Containing from six to ten cards with envelopes in artistic boxes, nearly 200 boxes in selection, which retail at a popular price.

Celluloid Christmas Cards

Highly colored, embossed floral designs, velvet on celluloid, with appropriate sentimental greetings.

Christmas Cards

Thousands of varied designs, from the simple folder to the elaborate ribboned art portfolio. Greetings by Clifton Bingham, Charlotte Murray, Frances Kolley Havergal, H. M. Burnside, and others.

PARIS

BERLIN

CAPETOWN

Q Sons Co., Ltd.

MONTREAL, QUE.

Mechanical Christmas Cards

These scenic or pulling cards are substantially made, novel in effect, and Christmas-like in character. They embrace figures of Father Christmas, Christmas Cherubs, Winter Landscapes, Christmas Angels, Churches, etc

Calendars

Our range this year surpasses all previous efforts in variety and excellence of design.

Purse and Pocket Calendars.

Daily Tear-off Blocks, with selections from poets.

Tablet Calendars with portraits of celebrated authors.

Ragtime Series of Refined Comies, amusing and grotesque figures in relief.

Novelties comprising Bird Cages, Automobiles, Fans, Floral Wheelbarrows, Animals in Baskets, Cats and Dogs, Easels.

Leaflets. A large range of sizes and designs, four sheets to each, reproduced in Oilette and Photogravure.

Drops. This low priced, quick selling line is up to our usual high standard in variety and other features.

Religious and Devotional, in Block and Tablet, Leaflets and Drops.

Booklets and Leaflets

in assorted boxes, suitable for Sabbath Schools, also a finer grade, boxed separately, for individual needs.

Holly Tags and Cards

Ten assorted designs, embossed, packed in waxed paper envelopes, enclosed in decorated holly boxes containing half gross envelopes.

Maple Leaf Tags

Ten assorted designs, packed in waxed paper envelopes, enclosed in decorated maple leaf boxes containing half gross envelopes, embossed in gold and autumnal tints

Adhesive Seals

Eight designs, Holly, Santa Claus, Maple Leaf, etc., packed 50 seals in waxed envelope, enclosed in decorated holly boxes containing one gross envelopes.

Valentine and Easter Publications

Samples for next season's trade will be carried by our representatives, who will visit at an early date all considerable towns throughout the Dominion. Both lines will be strong in quick selling and low priced novelties and post cards.

Price Lists

and any desired information gladly furnished upon application.

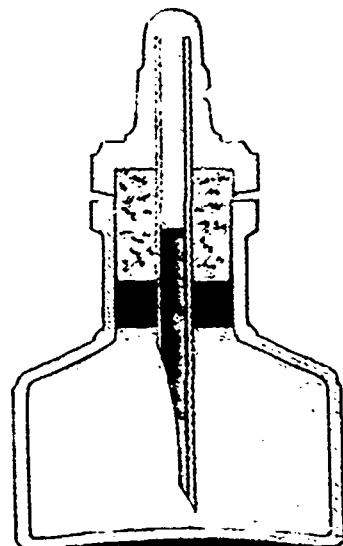
Packing of Goods

Special attention is given to this very important detail. All lines are delivered properly boxed, labeled and numbered

BOOKSELLER AND STATIONER

THE MERMAID

AS A SYMBOL FOR DRAWING INKS



was first used by us in an advertisement in "The Architectural Record" for August, 1903, as above. Thus in this, as in all other matters relating to Drawing Inks,

HIGGINS' AMERICAN DRAWING INKS

blaze the way for those who find it easier to copy than create. Year by year these splendid inks have gone on their way constantly gaining new admirers while retaining old friends, seeming to thrive on so-called self-styled "competition."

Higgins' American Drawing Inks have sold more largely during the past year than ever before in their history. This has been due in a great measure to our liberal policy of advertising, and to absolute fair dealing with our friends in the trade, but above all to the unapproachable high-quality, standard and reputation of these inks, which have made them from the beginning and always

The Standard Liquid Drawing Inks of the World.

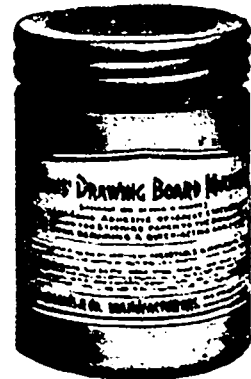
WRITE FOR PRICES

CHAS. M. HIGGINS & CO., Originators and Manufacturers of **Inks and Adhesives**
NEW YORK CHICAGO LONDON

MAIN OFFICE: 271 Ninth Street }
FACTORY: 240-244 Eighth Street } **BROOKLYN, N.Y., U.S.A.**

BOOKSELLER AND STATIONER

HIGGINS' INKS AND ADHESIVES



LONDON BRANCH, 11 FARRINGDON AVENUE, LONDON, E.C.—(Store and Basement, each 25 x 75)



THE HIGGINS' INKS AND ADHESIVES, through honest merit in their originality and quality and honest American enterprise and push in their exploitation, have penetrated to the most remote points of civilization, until now they are well known and largely used in Canada, Central and South America, Mexico, Great Britain, South Africa, Australia, New Zealand, Philippines, Japan, China, Norway, Sweden, etc., etc., as well as ever maintaining their unique position in their birthplace, the United States of America. The home trade has always shown its appreciation of and reliance on these goods, and it will always be our effort to merit the confidence of the trade in every respect



WRITE FOR DISCOUNTS

CHAS. M. HIGGINS & CO., Originators and Manufacturers of **Inks and Adhesives**
 NEW YORK CHICAGO LONDON
 MAIN OFFICE: 271 Ninth Street }
 FACTORY: 240-244 Eighth Street } **BROOKLYN, N.Y., U.S.A.**



110 Picking Cotton, near Batesville, Arkansas



101 Lion Hill Zinc Mine, Arkansas

Retail Dealers

Order your own local views made

Buy from the Manufacturer and save all Middlemens Profits. We make Post Cards for you from any size Photo or Print you send us, deliver them in 10 days' time, and put your name on as the Publisher. Prices quoted are for a single thousand. Prices on larger quantities and re-orders furnished on application. Samples and full information free by return post upon request.

POST CARDS

Made to Order from Photographs

PHOTOSIMILE Sepia Tone per thousand...	\$5.00	PHOTOTYPES Carbon Effect per thousand...	\$5.00	COLORPHOTOS Natural Colors per thousand...	\$7.50
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Compare our prices with those of any other responsible concern in North America or Europe. Then compare our work with that of any concern in the world at any price. The enterprising dealer that gets local cards out first is the one that gets the money and controls the trade in his locality. Three thousand millions of post cards were sold in 1906. How many more millions will be sold from now on simply rests with the wise, up-to date dealers that act at once in supplying the unprecedented demand for local view post cards which is really just beginning.

Address Inquiries, Orders, Remittances :

American Photocolortype Company Not Inc.

Executive Offices : 337 - 339 Dearborn Street, Chicago
Long Distance Telephone Harrison 4691

Makers of Post Cards, Stereographs, Calendars, Pictures for Newspaper Art Supplements, Magazine Covers, Inserts for Edition de Luxe, Pictures for Framing, Art Studies. Reproductions for every purpose by any process

American post cards are standard United States Government size, 3 1/2 by 5 1/2 inches, picture covering one side and rest. Views shown in this advertisement are only portions of cards.

105 Lock and Dam No. 1, Batesville, Arkansas



"Bloc-Loupe" What is it?

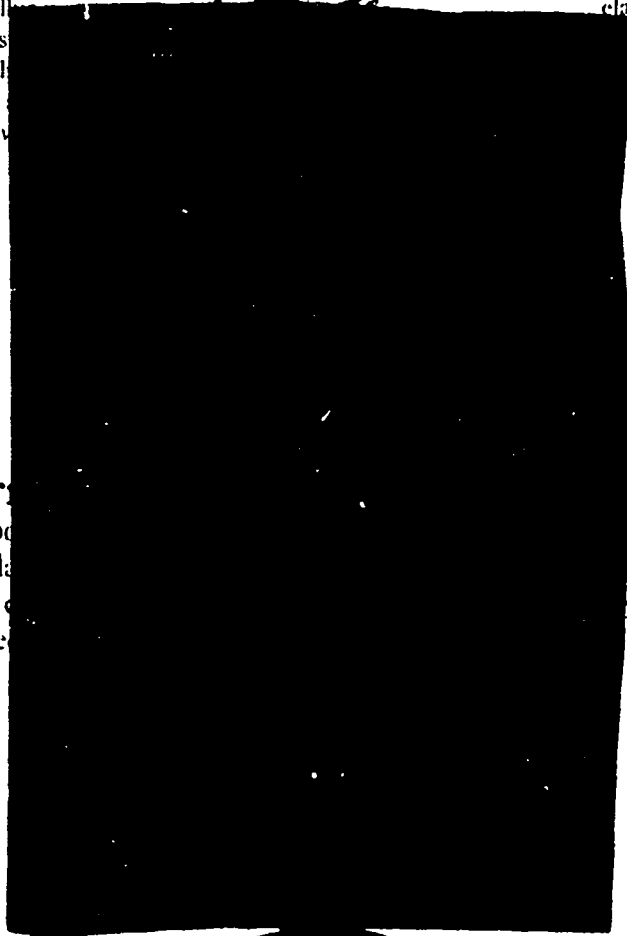
The "Bloc-Loupe" is an original device made to display a collection of Souvenir Postal Cards, and, as shown in the illustration, the cards are seen through a magnifier which enlarges the view and brings out clearly every detail.



A "Bloc-Loupe" would be much more appreciated by any collector of Post Cards than the most elaborate album to be secured. Extra Folders to hold the cards may be had as desired and at a very moderate cost.

Are
stood
to-day
the
ante

fully
are
carry
guar-



Travellers
Fountain Pen Style.



School
Style.



Bank and Office
Style.

Warwick Bro's & Rutter, Limited
Wholesale Stationers TORONTO

BAMFORTH'S

STILL LEAD IN

Life Model Post Cards

Absolutely unique and acknowledged to be the best selling line in circulation

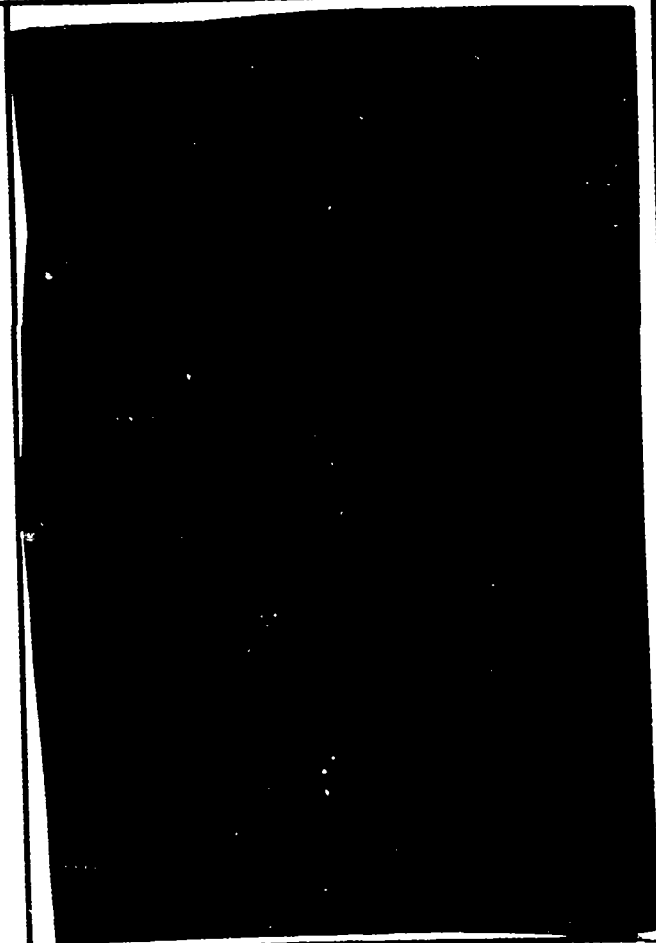
All the
Latest
Songs

Beautifully
Illustrated
in
Black
Glossy
Bromide



Child
Studies,
Views,
&c., &c.

In
Brown
Glossy
Panels



NOW READY

Fifty
New
Subjects

Colored, Comic
Retail at 1d. each

Admittedly
the finest
and most
humorous
cards on the
market

ALSO NOW READY



A choice selection of

Fifty
Actresses

in beautiful
colors,
Gilded and
Varnished

7/- per gross. Retail 2d.

WRITE FOR SAMPLES AND TERMS TC

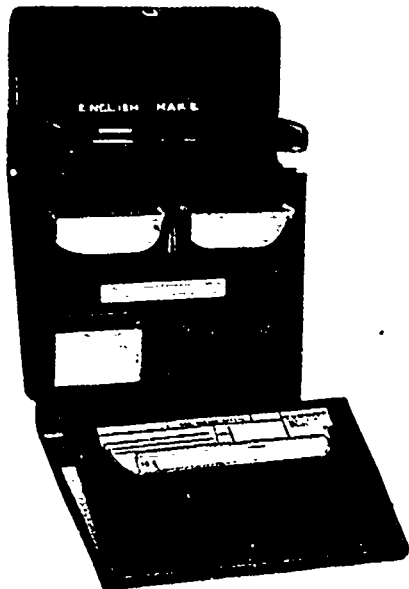
BAMFORTH & CO., HOLMFORTH, YORKSHIRE
London Ad. 31 & 33 High Holborn

AMERICAN ADDRESSES:

353 Broadway, NEW YORK

411 Baltimore Buildings, Quincy Street, CHICAGO, ILL.

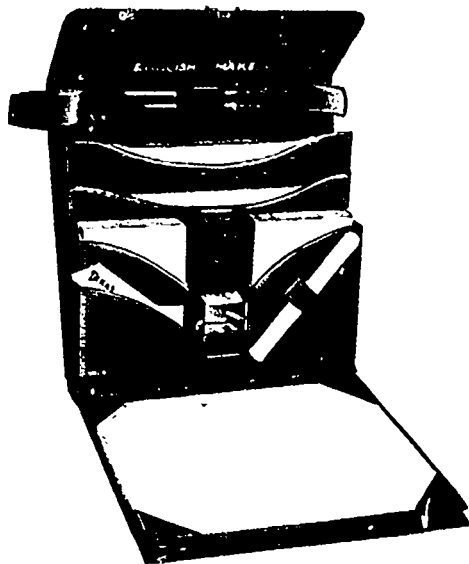
High-Class Leather and Fancy Cabinet Goods



No. 524

LEATHER GOODS

Dressing Rolls,
Writing Cases,
Jewel Cases,
Stationery Cases,
Bridge Sets,
Despatch Boxes.

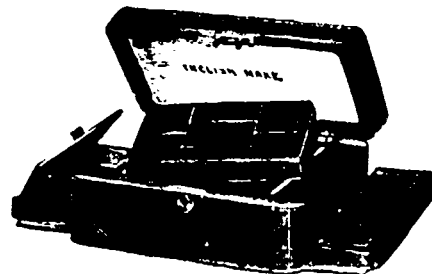


No. 503

**We Are
the
Actual
Makers**



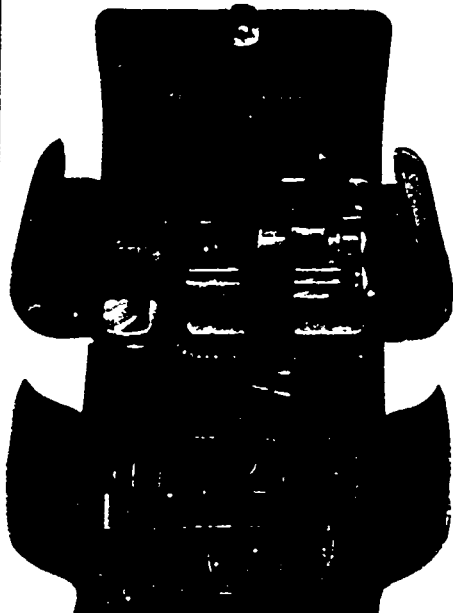
Monitor Bridge Set



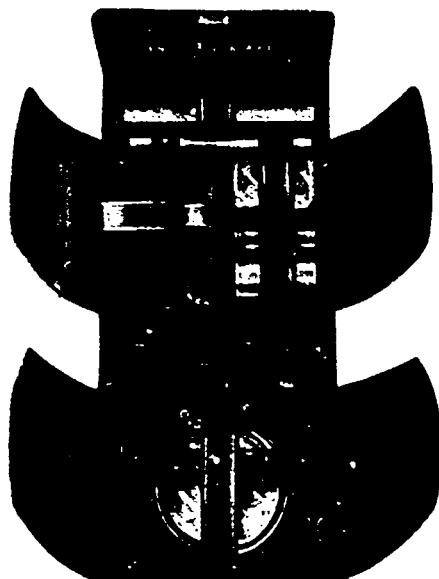
No. 206

CABINET GOODS

Writing Cabinets,
Writing Tables,
Afternoon Tea,
Spirit and Other
Automatic Tables,
Inkstands,
Stationery Cases,
Folding Tuck-away
Writing Tables,
Ladies' Sewing Tables,
Card and Other
Combinations,
Tantalus Spirit and
Perfume Frames.



No. 12767



No. 12540

W. H. BRAND AND SONS

ESTABLISHED NEARLY FIFTY YEARS

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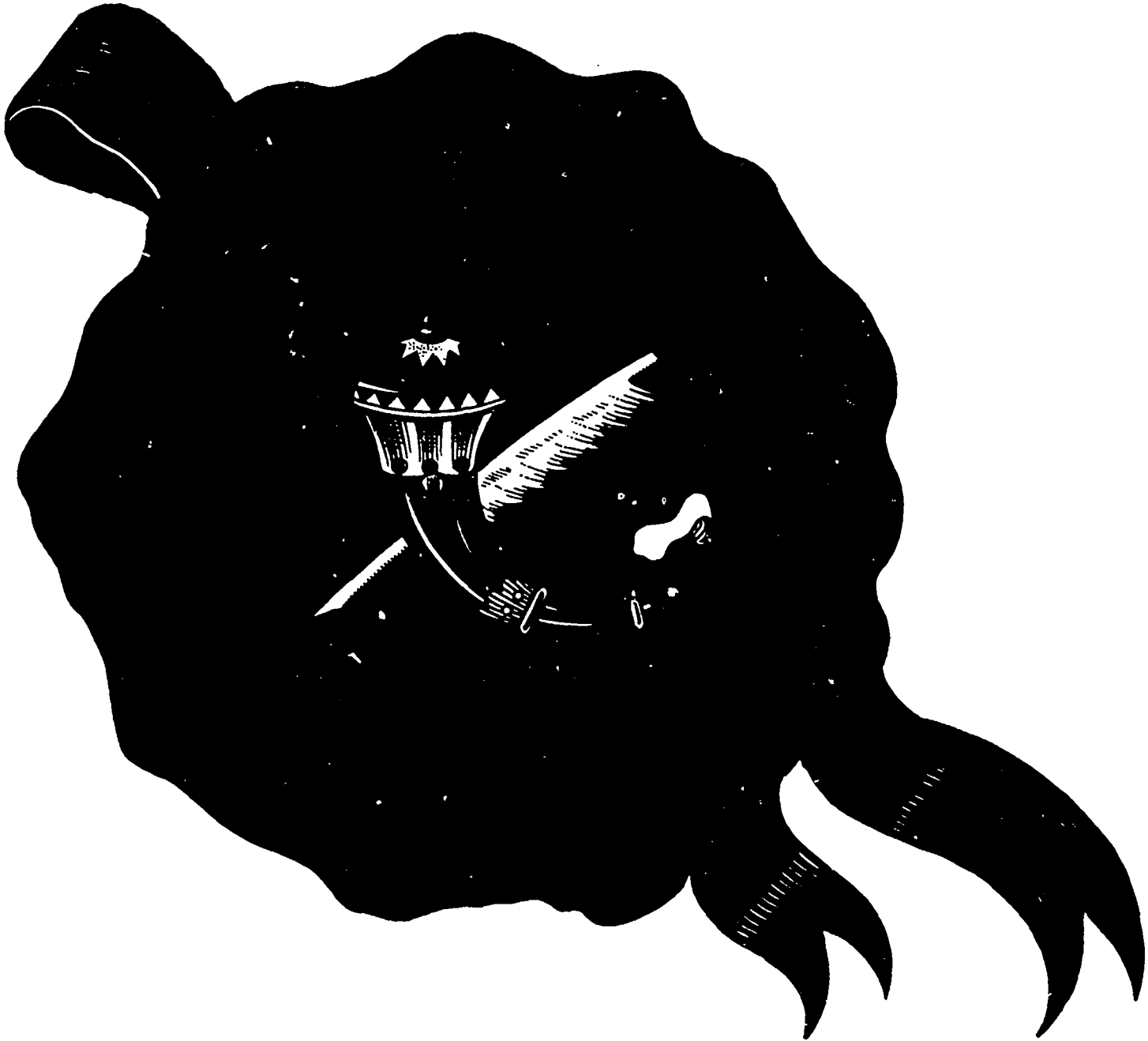
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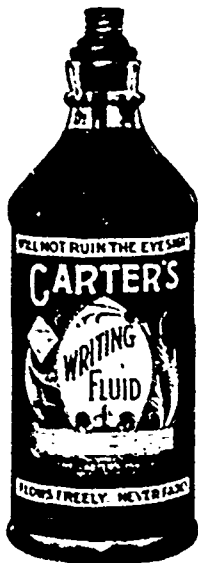


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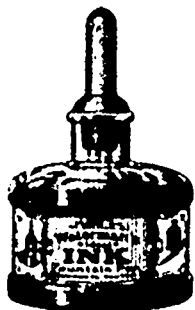
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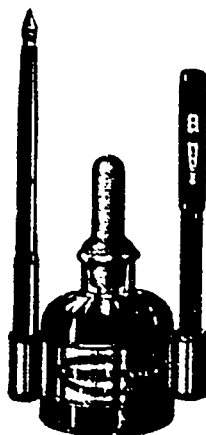
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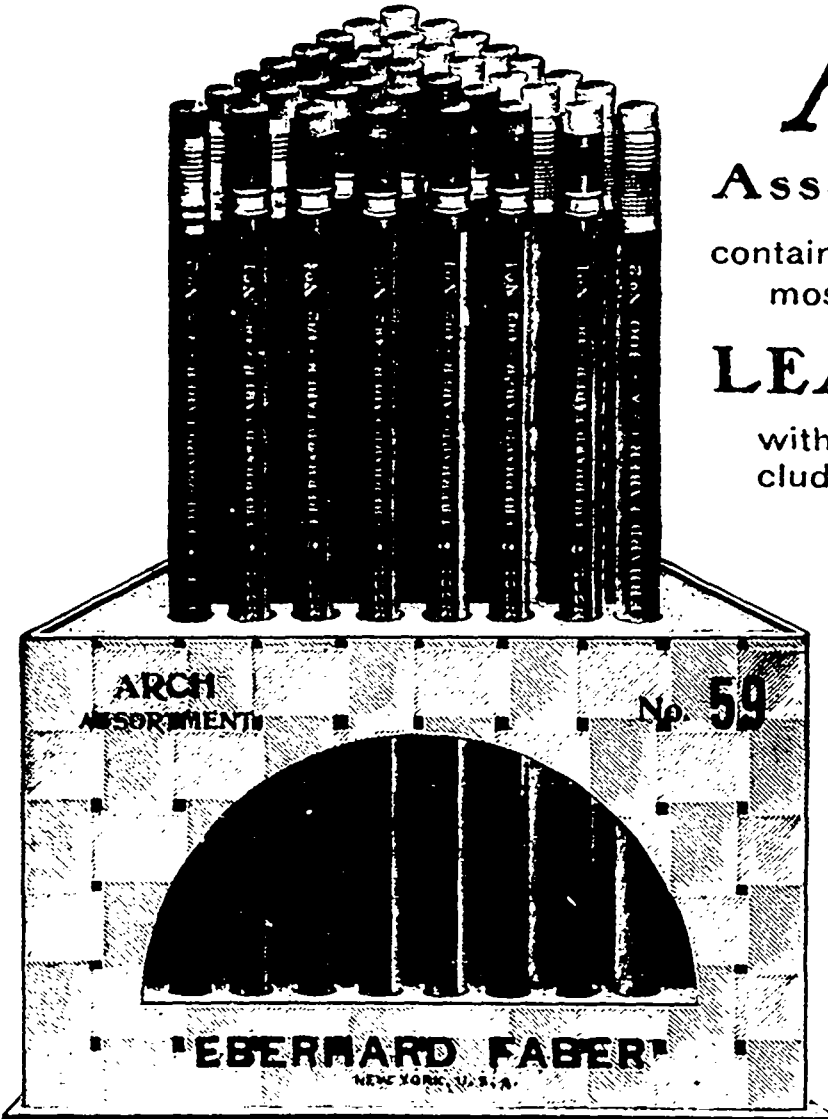
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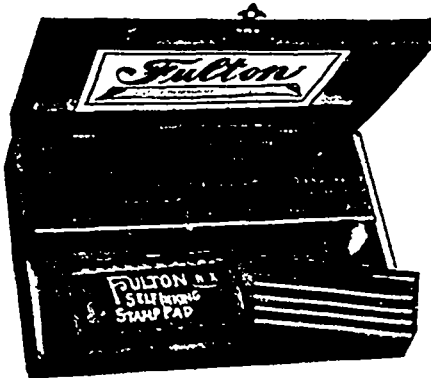
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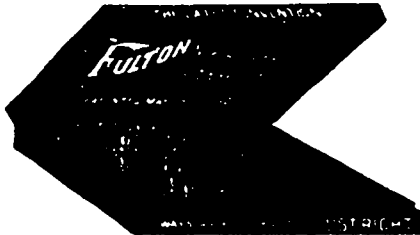
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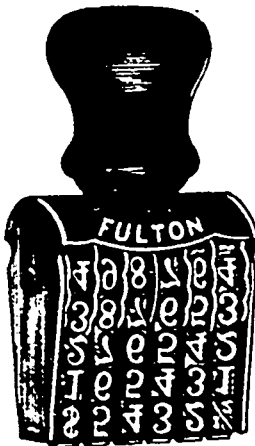
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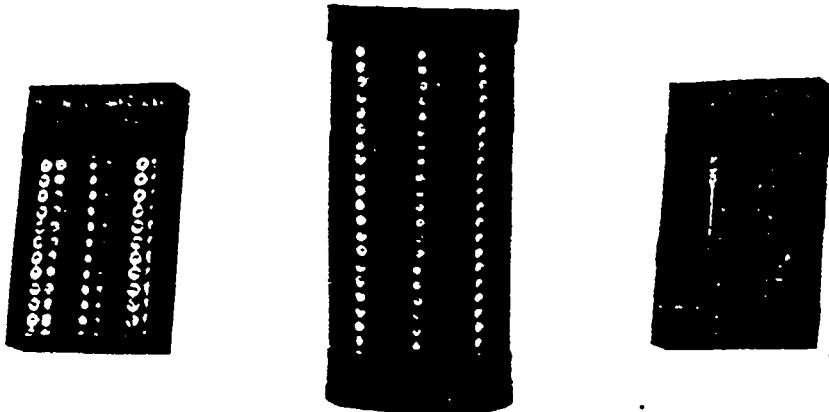
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THE Bookseller and Stationer

Vol. XXIII.

MONTREAL AND TORONTO, CANADA, AUGUST, 1907.

No. 8.

Cloth or Paper: Which Shall it Be?

By Frank Wise

It is interesting to compare the different ways in which publishers dispose of their surplus stock of fiction in Canada, England, and the United States. The States with its eighty millions of people can absorb almost anything in the form of fiction in an edition large enough to pay for the plates. A book that just manages eventually to wipe out its own indebtedness usually disappears from view and memory, and only an occasional bubble comes to the surface now and again in the form of "Books Wanted" in the Publishers' Weekly to remind one of its first appearance. The same seems to be true in England, but the sizes of editions there are smaller and the costs of original production not so great. In the States to-day surplus sheets, and often new editions, printed on cheaper paper, are sold to some of the large jobbing houses to distribute in the small towns where publishers' travelers never call, or they are sold to firms who make a business of putting these cheap sheets into showy and yet serviceable cloth bindings to retail at 75c. These also are sold mainly to booksellers in the smaller cities and towns not covered by regular publishers' travelers. In no event, however, does the publisher dispose of his surplus sheets or cheap reprints during a period of two years from the date of publication and then not in a manner to hurt the sale of any \$1.50 edition he may have on hand. In England cheap editions take the form of sixpenny novels in paper, which at once reduces them to a separate class and removes still further any danger of interference with the sale of existing copies of the same titles in 6s editions.

We in Canada are not so fortunate as either England or the States in the matter of inhabitants, and the number of our readers, and therefore there are not a great many novels which are actually printed here. In order to get this market the Canadian publisher has to take a certain number of sheets or bound copies and take his chances of the book being a success. Until within this last year a Canadian publisher looked upon it as axiomatic that a certain proportion of his sheets would have to be sold in paper covers and only a smaller number in cloth. This meant that the only profit he could hope for was to come out of the sale of his cloth copies - the wholesale price of the paper book being practically

the cost of production. Not only did he make no profit on his paper book, and by issuing it for sale lessen the chances for the sale of his cloth copies of that and other titles, but the retailer also had to sell several paper copies to earn the same profit as that made on the sale of one cloth book, and this paper stock, especially in summer, deteriorated ten times as quickly as his cloth books and had often therefore to be sold at cost or less. Thus the retail purchaser frequently got his novel at the prime cost of production, giving no profit to publisher or bookseller. Lately the issue of a paper edition has usually been somewhat deferred.

It was the writer's experience in the States, and it proved the same with Appleton's "Town and Country Library," that it cost just as much to market a book at 50c in paper as a cloth one at \$1.50 and that, aside from spoiling the sale of the cloth book, there was not so much profit in the sale of three times the number of paper books as in one-third as many cloth books. These paper issues in the States, therefore, had only a very brief life and will probably never be tried again. The argument that you can reach many more buyers with a cheap paper book (in the States 50c retail) has proved to be fallacious, and it is a question whether it would not be worth the experiment here in Canada of issuing new fiction only in cloth, especially since, in Ontario at least, the Government grant only admits the annual purchase of a very limited number of novels by public libraries which depend largely on that grant for their existence. The public will read fiction and, if it cannot be obtained in the town library, and cannot be had in paper, the chances are that enough cloth-bound copies will be bought to warrant the publisher in keeping his sheet remainders off the market for two years. Whether the possession of the Canadian market for a certain novel is worth a guarantee in the form of a large edition is, of course, largely a matter of individual opinion, but it would seem a better policy to take only such a number as could be disposed of in cloth in a reasonable period. In the long run it is bound to come to that, since publishers are, after all, merely human, and cannot afford to transact business for health or pleasure only.

Canadian Books for Canadian Readers

By E. S. Caswell

While Canada always has had writers whose published works have been worthy of note, well-qualified to take their place alongside books of their class by writers of other countries, yet it is only within the last ten or fifteen years that Canadians have come to realize that they have a literature of their own, perhaps not peculiarly distinctive, yet forming no mean part of the great common stock of the world's literary output.

"The fathers where are they?" one might well exclaim, as he looks for the books of the pioneers in literary craftsmanship. Here and there on the bookshelves of the bibliophiles they may be seen in their dingy covers, coated with the dust of passing decades. While printing has always been classed as an art, it must be admitted that the early printers of our country gave uncommonly scant attention to the canons of art in their book-making. Possibly this accounts for the general indifference of the people toward Canadian books. Here and there were notable exceptions, and these in most cases suitably re-



E. S. CASWELL.

warded. But it was not until very recent years that the Canadian publishers began to clothe their literary wares in dress of up-to-date, modern fashion.

About the same time arose a new generation of authors whose names came to be heard not infrequently across "the line" and beyond the Atlantic. That exceptionally clever little coterie of poets—Lampman, Roberts, Campbell, Carman, E. G. Scott and their contemporaries—are responsible for much of this desirable awakening. The approval of the critics in Britain and the United States, and the slower recognition by the doubting Thomases of literary criticism in Canada (for Canadian literature owes but slight debt to the professors in our colleges, with some few shining exceptions), slowly but surely laid the foundations for a belief in the mind of the public that Canada had among her sons and daughters worthy successors of the great masters of Anglo-Saxon literature.

The writer remembers hearing Dr. Goldwin Smith, in the course of a brief speech at a banquet to Sir Gilbert Parker, some years ago, relate that, having a visitor in his library who expressed doubts of there being such a thing as a Canadian literature, he had stepped over to his bookshelves, taken down three or four books and

(this with fine cynicism) had proved to his guest that there did actually exist a Canadian literature!

The policy of the Ontario Government in encouraging the formation of public libraries, by making liberal grants for the purchase of books, had much to do in stimulating the sale of books by native authors. A small, but sure and growing, market was thus created. The publishers were not slow to see their opportunity. Remnants of editions of old books were bought up and supplied to the libraries. Some of the best of these were republished. The demand created the supply. New writers sprang up, and while the publishers were perhaps over-cautious, yet gradually they ventured farther as they found the ground firmer beneath their feet, until now the author of a work that promises a popular sale has little difficulty in securing a publisher for his book in Canada.

But old doubts, like old beliefs, die hard. The Canadian public have not yet gained a robust faith in either their own authors or their publishers. A book to have the ready confidence of the book-buying public and reach the fullest measure of success (save in very exceptional cases) must come heralded by the reviews of American or English magazines and papers. A very poor book by a popular English or American author will outsell a much better book by a Canadian author, and which is published in Canada only. This is but natural—a surviving evidence of conditions happily passing away.

The American publishers are looking more and more to Canada for food for their presses. There seems a new, fresh note from the Canadian pen that wins the trade. The remarkable popularity of certain of our newer authors has materially enlarged the home market. The Canadian sales, for example, of Ralph Connor's stories have been immensely larger in proportion than those within the United States.

Happily, too, of late a literature of more notable and enduring sort has come into being. The brilliant and scholarly works of such writers as Prof. Watson, Prof. McFayden, Dr. G. C. Workman, Dr. Geo. J. Blewett, and others, have won gratifying recognition abroad. Commenting on Prof. Blewett's recently issued volume of philosophical essays, the *Expository Times* remarks: "If Canada has many philosophical writers like this, as Christian and as strong, her future is more secure than the wisest of her statesmen can make it."

A pleasing sign of the times is the instantly popular reception accorded a new Canadian writer, Robert W. Service, the "Poet of the Yukon," as he has been termed, whose first essay in literature, a collection of poems under the odd title of "Songs of a Sourdough," ran within a few weeks into a third edition, and a sale of two thousand copies. Almost as marked success greeted Miss Coleman's volume of "Songs and Sonnets" last December, and also Mrs. Jean Blewett's "The Cornflower," and Rev. J. D. Freeman's "Life in the Uplands," a study in English of classic beauty of the twenty-third psalm. The popular sale of the novels of R. E. Knowles, Marion Keith and Aelene M. Teskey, among the newer writers, as surely attest the growing interest taken in our own authors.

The booksellers can do much to increase the sale of Canadian books. Some of them are making these a specialty, but any publisher or jobber will say that the majority show little interest—not to say enthusiasm—in the subject. One hears all too frequently of enquiries made for new Canadian books, and made repeatedly, before

the bookseller arouses himself to secure a supply. All too often he knows nothing of the book, though there may have been repeated notices of it in the trade journals. I recall an instance last December where the manager of a large book department in the city refused or neglected for several days to order a new book of verse (of which nearly five hundred copies were sold within a fortnight, and largely in Toronto) though customers were repeatedly

asking for it. Book travelers, as a rule, find it hard to interest the trade in new Canadian books unless they are those of popular authors. However, there are pleasing signs of growing interest on the part of the booksellers, and the time is near at hand, if not already come, when the stamp of "made-in-Canada," in place of being a handicap, will be a decided advantage to the book launched upon the uncertain sea of publication.

The Rise of the Dime Novel

By W. E. Ralph

Everyone nowadays is more or less familiar with the garish covers of the dime novel. Correctly speaking, it should be called a half-dime novel, as the class of literature contemplated rarely rises above that price. Time was when the dime novel commanded the attention and received the approbation of people in high places. A writer in the July issue of the Atlantic, states that even the great Lincoln was vastly entertained by the dime novel of his time. To-day the dime novel is held up to ridicule by cultured people, and even by people with little or no pretension to culture, and it is condemned by moralists both in and out of the pulpit.

It was in 1860 that the first dime novel appeared. Just after the middle of the 19th century the New York publishing firm of Beadle Brothers began publishing a series of ten-cent publications, comprising manuals of various kinds of games, family medicines, etiquette, cookery, letter-writing and various other subjects. The sale of these manuals was so successful as to suggest to the Beadles that books containing tales of adventure, to be sold at the popular price of a dime, would be a good business proposition. It was, as the subsequent prosperity of the firm plainly showed.

The firm of Beadle Brothers at that time, consisted of Irwin P. Beadle, Erastus F. Beadle and Robert Adams. They secured the services of Orville J. Victor as editor. He forthwith selected a number of writers of ability and asked them to submit stories of about twenty-five or thirty thousand words. He set them certain rules as to the necessity for continuous action throughout the narratives, and as to morality and possibility.

The first dime novel to appear was written by Mrs. Ann S. Stephens, and was entitled "Malaska, the Indian Wife of the White Hunter." For this the author was paid \$250. It was followed each month with a tale of a similar nature by various writers. Subsequently, the novels were issued much more frequently.

The subjects of most of the early dime novels had to do with Indian and frontier life, with an occasional tale of slavery. One of these latter, "Maum Guinea and Her Plantation Children," by Mrs. Victor, was declared by Lincoln to be "as absorbing as Uncle Tom's Cabin." It enjoyed a sale of 100,000 copies and was translated into several languages. The price paid to authors averaged about \$150.

When first issued, the dime novels were of a convenient pocket size; the large folio size was first issued in 1876 after the prestige of the Beadles had undergone something of a decline.

For a time the Beadles had a clear field, and waxed exceedingly rich. From their own office, however, came the

successful rival who supplanted them in the dime novel world. It was said that one day, Erastus F. Beadle, the head of the firm was talking to one of his contributors. He pointed to the firm's bookkeeper, George Munro, and said: "Over there is a man who will be content with his routine work forever." Beadle, however, was laboring under a delusion, for less than a year later Munro left the firm, hunted up Irwin P. Beadle, who also had left the firm, and together they began to publish the Munro Ten Cent Novels. The ex-bookkeeper became the most serious rival of the Beadles and was the cause of their decline and fall. Munro died in 1896, worth \$10,000,000.

About the close of the seventies, numerous other publishers of dime and half-dime novels appeared. The old Indian, frontier and slave subjects began to disappear, and to be replaced by cowboys, train robbers, and detectives. The tone of the stories became lower and lower, until to-day there are thousands of parents who forbid their children to read the blood and thunder, crime and torture tommy-rot, sandwiched in between the glaring paper covers of the modern five-cent novel for boys. These five-cent novels, with their coarse stories of crime and criminals, wherein youthful heroes and criminals perform highly impossible feats, and through the pages of which stalk villains of the blackest dye, who invariably effect their escape from justice to provide excitement for the next number, are the direct descendants in a degenerate form of the original dime novels published by the Beadles.

As a rule, the modern five-cent novel runs in a series, published weekly with the hero's name as a title.

The largest dealer in dime novels in Toronto is Mr. Duggan, 188 Queen street east, with whom the writer had an interesting chat. In Mr. Duggan's opinion the sooner the sale of the modern dime novel is stopped the better for the youth of the country. He handles them because others do. He can, however, discern something of an improvement in the present evolution of the five-cent novel. There is a tendency away from tales of criminal adventure to tales of the baseball and sporting field. It is Mr. Duggan's practice to recommend these sporting tales to his boy customers, and he has succeeded in weaning many of them away from the harmful novel, and to raise their literary taste a little. These sporting tales are an immense improvement over their immediate predecessors, and their development may bring the standard of the half-dime novel back to and above its starting point. That is an end much to be desired by the book and stationery trade, as the bulk of modern five-cent novels are a disgrace to a decent book store.



Jubilee Anniversary of an Old Firm

The Brown Bros., Toronto

Established in Toronto in the year 1856, the firm of the Brown Bros., Limited, wholesale and manufacturing stationers, have now seen fifty years of existence. Of the original three partners, Thomas, John and Richard, only the last-named still survives. In hale and hearty old age, Richard Brown, president of the company, still continues to direct its affairs with unabated vigor.

The Brown family have been stationers through several generations. In the latter part of the eighteenth cen-

to, where he started business on King street. In 1856, his three sons, aforementioned, succeeded him under the firm name of the Brown Brothers.

Richard Brown got his first lessons in the book business with Thomas Maclear, who had a book store on Yonge street, and whose employ he entered in 1848. Maclear was something of a publisher, too. He brought out the first Canadian editions of Smith's "Canada, Past, Present and Future", "Kirwan's Letters", "Uncle Tom's Cabin," and other books. But his chief claim to our remembrance is the enterprise he showed in undertaking the publication of the Anglo-American Magazine, perhaps the most important literary periodical of its day in Canada, of which some seven volumes appeared ere it shared the fate of so many similar ventures.

It was in the year 1856 that Richard Brown, now well versed in all the details of the craft, joined his brothers in business, and from that time to the present his interest and activity have been unbroken.

From 1856 to 1900 the Brown Brothers were located on King street east, occupying at first premises where the King Edward Hotel now stands, and soon after moving to larger premises on the north side of the street near Church street. Then a larger factory was required, and in 1900 a five-storey structure was erected on Wellington street west on the site of their present building. This fine new factory and warehouse was totally destroyed in the conflagration of 1901. The present building, constructed of re-inforced concrete and expanded metal and entirely fireproof, was erected to take its place.

The building is four stories in height with a commodious basement for the storage of heavier lines. On the ground floor the paper stock is carried; on the second floor are located the general offices, sample room and stationery stock. The upper floors are occupied by the manufacturing departments, where blank books, stationery and leather goods are produced in large quantities.

The original partnership was some years ago converted into a joint stock company, whose present officers are Richard Brown, president, T. A. Brown, vice-president, J. T. Hornibrook, secretary, Robert S. Brown and H. J. Brown, directors. Mr. T. A. Brown is the eldest son



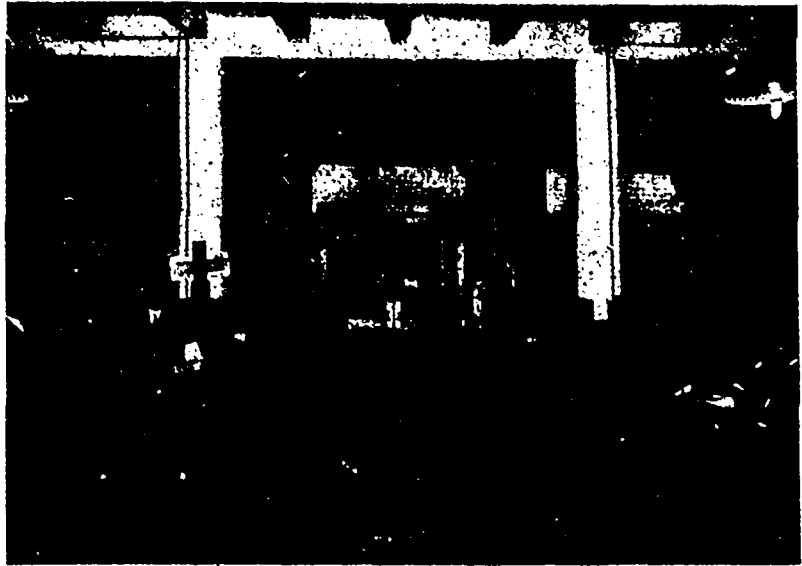
RICHARD BROWN

tury, Richard Brown's grandfather, Thomas Brown, having completed his apprenticeship, set up in business for himself in Newcastle-upon Tyne in England, and became famous as an upright and enterprising tradesman. His son Thomas, who succeeded to the business in 1822, was seized with an adventurous spirit and sailed with his family to America in 1846, coming eventually to Toron-

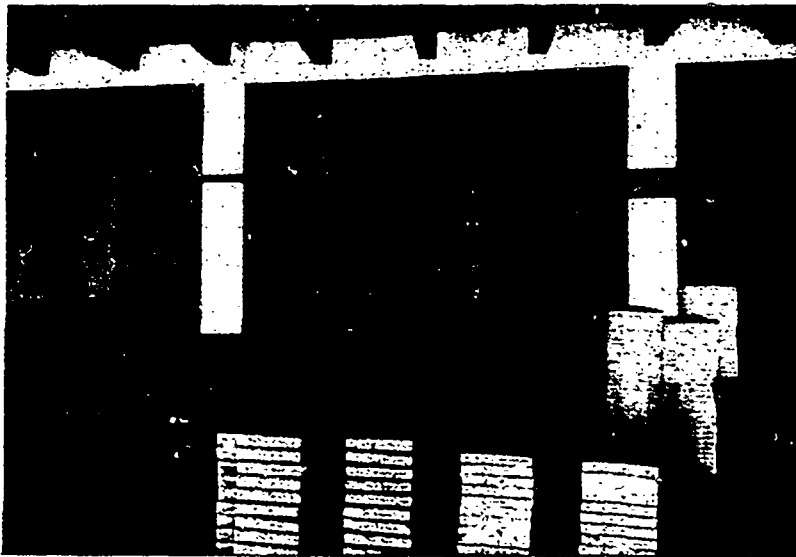
BOOKSELLER AND STATIONER

of Mr. Richard Brown, whose second son, Mr. R. N. Brown, is also in the business, so that the fourth generation is now represented in the management.

So high has been the standard of work executed by Brown Brothers in their bindery, that they have had remarkable success in the winning of diplomas, medals, and other honors at numerous exhibitions. They have still in their possession the book with which Thomas Brown the second, won the first prize at the first exhibition ever held in Toronto (1816), and from that date to this they have never failed in taking the prize at the annual exhibition. They won a medal at the exhibition held in Montreal in connection with the opening of the Victoria Bridge in 1860. At the Philadelphia Centennial they won high honors. They received three diplomas at the Paris exhibition; (France). They gained a medal and



Ground Floor. Entrance and Order Department.



Ground Floor. Paper Department.

diploma at the Indian and Colonial exhibition in London in 1886, and had the same success at the World's Fair in 1893. In this latter exhibit were some beautiful examples of inlaid work, of full morocco, and antique, and of half morocco, Russia leather, and calf.

Throughout its whole career the house of Brown Brothers has been notable for the harmonious relations existing between employer and employees. "Good wages for good work," has been the motto of the establishment, and many an employee has grown gray in its service, working constantly year after year. The same spirit still prevails, and with the two sons of Richard Brown, and assisted by other members of the staff who have been long connected with the establishment, grown up in its service and greatly contributed to its success, possessing a thorough understanding of every detail of the business, and ready

to maintain the high traditions of the house in every particular, Brown Brothers will, doubtless, continue long to be what it so long has been, an institution of Toronto.

POTATO LEAD PENCILS.

Consul Frank S. Hannah, of Magdeburg, reports that a company has been formed to perfect an invention which instead of making use of cedar wood substitutes a compact mass, the main ingredient of which is potatoes. The invention has finally been perfected and the pencils are being manufactured.

These pencils while slightly heavier are the same in size, form and appearance as those at present in use, admit of sharpening a little more easily, and can be produced at a nominal figure.



Second Floor. Stationery Department and Sample Room.

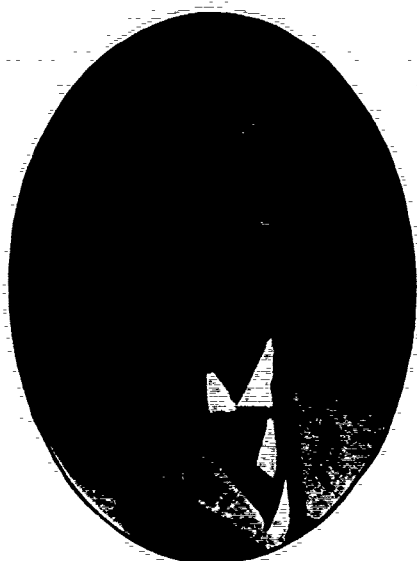
Possibilities of a Sheet Music Department

By Ed. Michael

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

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

Another reason why popular songs have met with marked favor to-day, lies in the fact that only a few years ago, a person who was the proud owner of a piano,



W. C. BELL.

was known as a possessor of wealth. In these days, with few exceptions, every person, no matter of what station in life, whether he be rich or poor, owns, or could if he wished, a piano or other musical instrument. The fact that there are so many of these instruments used creates a greater demand than ever for the lighter class of popular music.

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

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

are both interesting and artistic and give an added finish to the rendering of a song.

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

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

To establish a music department does not necessarily imply that a large capital is needed. Upon establishing a department, a small supply of songs is quite sufficient. If customers require a sheet of music which at the time you have not in stock, it can be conveniently sent for by mail. Further, if a dealer has been frequently asked for a certain song, he can secure any number of copies by express at a very small cost.

One of the best ways to start a music department, on a small scale at first, is to get in touch with a few jobbing and supply houses such as Whaley, Royce & Co. and The Canadian American Music Co., Toronto, or The Delmar Music Co., Montreal. These firms always carry a fully assorted stock of all current publications. Their buying facilities are such as to allow them to secure large quantities, and supply the retail trade, giving it first-class service. If a dealer does not care to work on this scale, he may write to the music publishers in the United States. This way involves time where just as good satisfaction may often be had from the Canadian supply houses mentioned previously.

At the present writing there are six different classes of popular songs, namely, home and mother songs, or ballads, waltzes, marches, coon songs, comic turns and high-class ballads. Of the six different kinds mentioned, the two which are meeting with marked favor to-day are songs of the waltz and march variety. Ballads, or home and mother songs, ever remain a staple article, while the feeling for coon and comic songs is only fair. But from this do not take it that there is no sale for such songs. Far from it. The only reason why this class of song does not appear to sell as well as some of the other kinds is, mainly, owing to the number of these classes of songs issued every year. They take extremely well in musical productions and in comedy turns and this explains the reason why so many songs of this variety are put on the market.

Now we come to the high-class ballad. Many fine compositions of this class have recently been put on the market. Songs of this kind are of a select order and sell well among the better class trade. It would not be advisable to stock heavily on this class of song until you are satisfied that you have a fully established music department.

If for no other reason than that a music department serves as a good drawing card no book and stationery house should be without one. It is astonishing to see the crowds which throng the music department of one of Montreal's largest and most up-to-date departmental stores. As this is the desired end, large crowds are con-

tinually passing in and out, and if other goods are artistically displayed sales are sure to result.

In successfully running a sheet music department, salary is not a heavy expense. The department can be easily put in charge of girls, who have a taste for music, at a salary of from \$3 to \$5 per week, according to the size of the town. If one of the hands employed is competent to play a piano, it is much better, as a person who sees a song to his liking, in many cases prefers to have it played over before buying. In any case, in establishing a sheet music department, the salary question can hardly be considered a burden.

The profits of a music department are large, as most of the current publications can be bought at from 10c. to 15c., and generally retail at from 25c. to 35c. Songs of the popular variety, such as home and mother songs, or ballads, waltzes, coon and comic songs and marches can be bought, in most cases, at 10c., and the high-class ballads at 15c. Book and stationery stores will do well to consider the question of opening a music department. Many large departmental houses do a big mail order business, while this trade could be successfully entered to, by local stores in the numerous towns and villages throughout the country.

A Retrospect of Fifteen Years in the Northwest

By W. C. Bell

It might not be an exaggeration to say that in no other part of the world has such rapid development been made as in our own great west during the last fifteen years, and it is an undeniable fact that this development has subordinated to it a taste for literature unsurpassed in any other part of the Dominion.

A mining or real estate boom will create demand for any luxury, and books necessarily are the greatest of these, but it does not create as fine sense of judgment in the selection. A bookseller is a literary thermometer and from his purchases one has a fair idea of the neighboring culture. The evolution in this respect in late years in the west has been remarkable.

To what cause can this be attributed? Undoubtedly to the influx of a superior class of immigration. While winters are long and habitations are far apart, the rancher has the solace of his latest novel. In the town, when a few years ago it was the desire of everyone to make his pile and go back east, books were superfluous. This is now changed, when villages become towns and towns become cities in the course of a very few years.

The people who make them become too attached to them to leave, they founded an aristocracy based on culture, and their culture is good literature.

There are many excellent private libraries in the west, and it speaks well for the up-to-dateness of the western bookseller that he can intelligently fulfil the requirements of an advanced collector, his store is usually well-stocked, classified, and well-kept, and his assistants generously paid.

In a new country, where it is not always possible to secure the services of an expert, technical books of all kinds are in constant demand. Someone enquires for "The Modern Householder," another for "How to Make a Violin," and thus unceasing vigilance is required to keep the stock up. The westerner never neglects this.

It is within the writer's memory that a number of years ago he called upon a new and prospective customer in a mining region, and was electrified with the statement that nothing was wanted but editions de luxe. A happy inspiration and a good assortment of burnt-leather covers overcame the difficulty.

Impressions of the National Convention

By W. A. Craick

The National Association of Stationers and Manufacturers of the United States, which held its third annual convention at St. Paul last month, is a virile and business-like organization. It is composed of a considerable number of local stationers' associations and clubs, scattered throughout the cities of the union, each of which sends a delegation of members in proportion to its size. Manufacturers, wholesalers and retailers are included in the association, which thus brings together what might otherwise be conflicting elements and harmonizes their various interests.

The business sessions were notable for their orderliness, system and expedition. There was no unnecessary discussion. The presiding officer, Mr. C. H. Mann, of Philadelphia, held the proceedings well in hand and apparently had no difficulty in keeping the delegates in order.

The organization of the association is such as to leave very little executive work for the convention to handle. A good strong board of directors, headed by a capable president and secretary, attend to the affairs of the association during the year and at the annual meeting, their reports and recommendations form the basis of

the work. The result is that the convention becomes more a centre for the exchange of ideas and experiences and the reception of reports than for the actual transaction of business.

The association each year appoints a number of small committees to handle the affairs of different branches of the trade, and the reports presented by several of these committees were of extreme value. As an example of the work of one of these committees, readers are referred to the article on "The Handling of Blank Books," which appears elsewhere in this issue and which has been condensed from the report of the committee on blank books, prepared by Mr. Stevens. The practical value of this report was so keenly realized by the delegates at the convention that it was decided to have it published in pamphlet form and sent to every stationer in the United States.

The attendance at the convention,—about 200—was considered good, in view of the fact that St. Paul was so far west of New York, Boston and other eastern cities.

A number of valuable addresses were delivered at two sessions of the convention by men prominent in the trade.

Mr. Fletcher B. Gibbs, of Chicago, spoke on "The Making of Prices", Mr. Geo. M. Courts, of Galveston, discussed "Business Methods", Mr. O. H. L. Wernicke, of Grand Rapids, emphasized the importance of "Good Fellowship", Mr. Samuel Ward, of Boston, "Itemized Expenses", Mr. M. Lockwood, of Buffalo, "Competitive Prices," etc. These addresses were all carefully prepared and full of meat. As occasion offers, condensations of them will appear in this paper.

The local association at St. Paul were entering in their efforts to make the visit of the stationers a pleasant one. On the second day of the convention the dele-

gates were treated to a trolley ride through the Twin Cities and the neighboring countryside as far as the celebrated falls of Minnehaha. Afternoon tea on the lawn was served at the Town and Country Club, and at six o'clock the entire party were taken on board one of the river steamers, spending the evening in the enjoyment of a pleasant sail down the Mississippi.

Next year the association will hold its convention at Boston, under the presidency of Wm. J. Kennedy, of St. Louis. The Bostonians present at St. Paul assured their fellow-members of a splendid reception and undoubtedly the Boston convention will be a good one.

Show Card Writing

By Craftsman

Continued from July number.

Scrolls and Panels.

To more clearly indicate the brush strokes in the construction of the scrolls, we have engraved them on a black background. It will interest the student and all



professionals to see the wonderful versatility of our artist, and to learn that every line on these plates was executed with a brush, and, with the few exceptions mentioned, freehand.

It is advisable, at the beginning, to use a drawing pen for all straight lines, which will then be of uniform thickness, and, guided by the edge of the ruler, they will be exactly straight. Figs. 1, 2, and 3 were constructed freehand with a No. 7 brush. Figs. 4, 5, 6 and 7 are drawn from shapes cut from paper. Fold a sheet of



paper, draw on the right side of the crease one-half of the design. Then cut out the double-folded pattern with a scissors. Mark out the pattern by laying it flat on

your card, using a pencil. Such patterns can be used for small price tickets, trade mark panels, initial centres, or, when mortised, after having your photo engraving made with black lines, can accommodate any kind of type. These panels, cut from thin card, can also be used to advantage for spray or spatter work in any size desired.

Atomizers.

Atomizers used for spraying designs can be bought in any artists' supply store. One kind is operated by applying one end to the mouth and blowing steadily through the tube, which meets another at right angles. One end of the latter extends into the bottle, holding the spraying liquid. Another kind has a rubber bulb, which is pressed in the same manner as in perfume sprayers. You should place a large sheet of paper on your table to prevent it from being stained, as the liquid sometimes spreads further than one might suppose possible. The



atomizer should be held at a distance of from six inches to one foot from the card. A little practice will enable you to show light and dark tints as desired. Professional card writers use an air brush to do this kind of work.

The best, cheapest and most effective color mixture for spraying is any of the standard lettering inks. Use about eight parts of water to one of the ink.

Spatter Work.

A primitive and inexpensive method for producing spray effects, but of coarser appearance than that which is accomplished with atomizers, is to use an old tooth brush and a small stick like a toothpick. Dip the brush into your diluted color, and shake out the color so that it does not drip. Hold the brush with the bristle side within six inches or a foot from your table. Draw the stick across the bristles while holding the brush in your

left hand. Fern leaves, letters cut out of any kind of design on card or paper, are laid flat on the paper or cardboard to be ornamented, small weights are placed thereon, and by liberal spattering around the design the card will show a plain surface when the pattern is removed, and the design will stand out clearly.

Lettering on Mirrors or Glass.

If you desire temporary signs on mirrors they can readily be written by using any of the white or water-color mixtures. If you wish them to remain on the glass any length of time mix the paint in the same manner as for card work. It can be removed by using hot water. If the sign is to stand for a few days, add only a few drops of mucilage to the water-color. Flat brush strokes are the best for this purpose. If you wish a temporary sign on the inside front of your show window, trace your sign on the outside with chalk or soap; then follow these lines from the inside of the glass. Any colors may be used.

Ribbonettes.

These designs are intended for use on stationery or box labels, and can be used to good advantage as corner designs on show cards. In the latter case the show cards should be tinted, the outlines in black, white, or gold.

Duplicating Cards by Engraving

When large quantities of the same card are desired, whether it is a small ticket or a full-sheet card, it is ad-



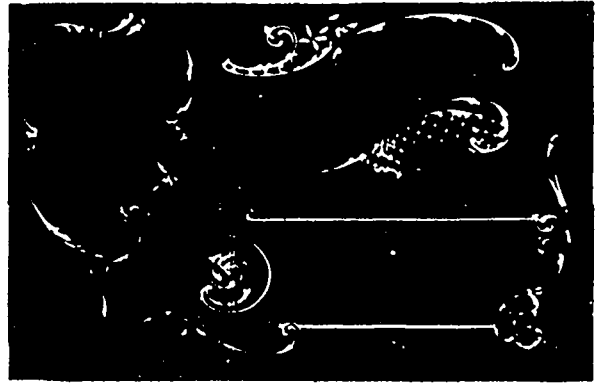
visible to make one carefully lettered design in black on a white card; then send the design to the photoengraver, in order that a zinc etching may be made from it. The desired quantity of cards may then be printed in any color or combination of colors, on any kind of plain or colored card. Comparatively few printers are equipped to handle cards larger than quarter-sheets, 11x14 inches. Many cards are printed in this manner, and the first or "initial" letter is afterwards painted by hand and finished with scroll-work. Others are printed entirely on tinted cards, and only the shading of some of the words is done by hand, giving the card a much better appearance than if printed from several plates.

Another method is to engrave the displayed lettering (that is the bold letters), then print and fill in the undisplayed words by pen hand-work. The displayed letters can, of course, be shaded by hand, which, to the average person, creates the impression that the printed letters are also hand-work.

Scrolls.

Figs. 21, 22 and 23 shows the simplest construction of scrolls. The beauty of designs 24 and 25 will appeal to the most ignorant and untrained eye. Scroll work should

not be designed with a pencil. It should be practised often. From the very beginning make your strokes as rapidly as possible. You will soon be astonished at the endless variety of designs that you will originate. It is very much easier to originate scroll designs than to copy them. By practising Figs. 24 and 25 and gradually joining them, as in Fig. 23, you will become acquainted with the construction of intricate designs.



SHOW CARDS.

People like to see other people work, especially if it is work that requires some particular skill. Why wouldn't it attract a crowd if the store's show card writer should do his stunt one afternoon each week in the show window? Fix him up an easel and let him turn out bold legible cards as rapidly as he can. The crowd will take notice. They'll spell out each word as it flows from the artist's pencil, and if the phrases are apt and striking they will get the full advertising value out of them.

If you doubt the drawing power of the plan, just look out for the next bulletin painter you see at work and notice how many other people are watching him. The knack of making letters is not common enough to fail to attract attention.—Advertising World.

"How is it that a strong man like you cannot get employment?" a lady asked a tramp.

The mendicant replied: "Ah, mum, yer see, people wants references from my last employer, an' he's been dead about twenty years."



Mrs. Tellit: "I'm going to meet my husband at two o'clock to-day to select the paper for the dining-room."

Mrs. Askit: "What do you want him along for?"

Mrs. Tellit: "If it don't look all right, then I can say it is his fault."

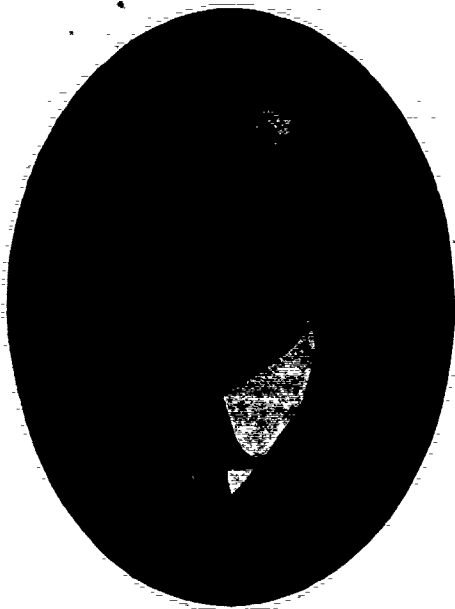
Reasons for the Adoption of the Net System

By William Tyrrell

The booksellers of Ontario having formed themselves into an association for the advancement and protection of their business interests, it is important that they should consider carefully, decide wisely, and act as a unit in those matters which come before them for consideration.

It is obvious that many unsatisfactory conditions prevail to-day in the retail book business of Canada and of the many difficulties with which booksellers have to contend it is probable that the greatest is that of price-cutting. It is the common practice of many stores in every town, large or small, throughout Canada, to try to create the impression by sensational advertising that they regularly sell goods at less than cost.

The late P. T. Barnum found it profitable to introduce a large element of humbug into the circus business and, judging by appearances, it seems fair to assume



WILLIAM TYRRELL.

that many retailers believe the same thing is necessary in ordinary business. In order to mislead the public no bait is more often selected than books. These are advertised in such a way as to convey at least two ideas to the unthinking mind—one that booksellers are extortionate in their dealings, and the other that the advertiser is a public benefactor. This plan of deceiving the public has been so often resorted to, and is kept so continually in evidence that many people now pass suspiciously by the doors of a bookseller to purchase their intellectual food or recreation at some counter where "books are sold as merchandise" by clerks who are without any intelligent knowledge of their contents.

Unfortunately this price-cutting method of obtaining business is not alone confined to competitors who are dealers in other lines of merchandise, for many booksellers are themselves ever ready to cut below the reasonable prices of a rival bookseller in order to obtain

business and the result is that each cut usually brings a lower retaliating cut until at last little or no profit remains to either. The unfriendly spirit thus aroused is a difficult barrier to overcome in the establishment of those relations which are much to be desired amongst booksellers. So long as these conditions exist the business (or profession, as it should be) of booksellers will be unprofitable to themselves, unsatisfactory to the public and of much less than its possible value to publishers and authors.

To improve by fair and honorable methods the relations of publisher, bookseller and buyer is a task well worthy of the best efforts of the Booksellers' Association and the first obstacle to be removed is that of unfair and unreasonable price-cutting. In overcoming this evil nothing has been found so effective as the adoption of what is known as the "net" system. It is not necessary here to explain this system in detail as it has already been very fully indicated in previous numbers of *The Bookseller and Stationer*, but in a word it may be said that the foundation of the system rests upon an agreement which the publisher exacts from the bookseller whereby the latter is bound not to sell books published under the net system at less than the publisher's advertised price and also to add postage if the book is to be sent by mail.

It is quite evident that to bring about the adoption of the net system booksellers must work in harmony with publishers and each must become and remain loyal to the other. Once this ideal is attained we can be certain that the object will be secured.

Having recognized that the interests of booksellers and publishers are closely bound together, it becomes clear that the solution of the difficulty must be worked out by an agreement between both parties.

In Canada no attempt has yet been made to settle this important matter, but in Great Britain and the United States, the subject has been given the best thought of the brightest minds and the result is that both countries have for all practical purposes adopted the "net" system to a very large extent.

At first it was applied only to the more important, but often less popular works, such as biography, history, poetry, etc., but each year has seen its extension into other departments of literature and the number of works issued under the net system is growing continually. This is conclusive evidence that publisher and bookseller find the system practical and in the interest of both parties.

The situation in Canada is, however, somewhat different from that of either Great Britain or the United States and in devising a system that will give satisfaction to both parties it may become necessary to modify or alter some of the methods and rules which govern the practice of publishers in other countries.

But the end in view is the same and by availing ourselves of the experience of others and by bringing a common sense judgment to bear on this most important subject it is certain that booksellers and publishers in Canada can unite upon a plan that will put all enterprising retailers on the same footing and prevent the loss both of reputation and profit which the bookseller has now to face, owing to the present disorganized state of our business.

Useful Pointers on Handling Blank Books

By Charles A. Stevens

The item of blank books in the inventory of a stationery stock is a large one, and includes a wide range of goods—from the smallest pass book up to the largest full bound ends and bands book, and in the present day we must include in this classification the almost endless variety of loose leaf books.

No first-class stationer's stock is complete without a good loose leaf ledger, which can be shown should his customer decide that he desired to look into a loose leaf system before he purchased new books.

The amount of capital invested by the average stationer in his stock of blank books is much larger than one would suppose, and it is by far the largest investment that a commercial stationer in one of the larger cities has on his shelves.

It is a wise plan to date the front label of every package the day it is received, as in this way you can see how long certain books are kept in stock. Salesmen should have instruction in filling and putting away new stock, to always put old books on top, and in this way to try to keep stock new and fresh by selling the old books first.

We all know that to keep a blank book on the shelf from year to year, causes the leather to rot, and we are either obliged to have the book rebound, or sell it at a loss.

No matter how low the price asked for it, however, inside of six months that customer will not be as well satisfied with that job lot book, as he would have been with a new one, as by this time the leather back has split, and his confidence in his stationer exploded.

It is well to instruct salesmen to put the thick books on top of the pile, and show them first, as experience has proved that very often a customer will buy a 300 or 400-page book if shown to him, while if he had been shown a 150 or 200-page book at first, he would have purchased one of the thinner books.

Don't put blank books over a steam coil or have them too near the ceiling, as nothing will dry out or rot leather as quickly as heat. If you have to use shelving clear up to the ceiling, put the canvas books and lines without leather bindings on the top shelves.

Relative to the expense of marketing this class of goods, did you ever stop to think how much more it costs to sell five hundred dollars' worth of blank books than it does to sell the same amount of pencils or pens? The freight alone is anywhere from three to four times as much. It is a class of stock particularly susceptible to depreciation by reason of patterns of rulings becoming obsolete, bindings being subjected to shelf wear, and many other causes familiar to you all.

We must also take into consideration the difference in the shelf room occupied—the number of times these goods have to be rewrapped—the time consumed in making sales and the additional time required on the part of clerks for arranging and dusting to keep this class of stock looking neat and clean. The fact that blank book stocks cannot be turned as often as other lines has already been mentioned. Are these not good reasons why blank books should pay a larger margin than some other items?

It has been generally conceded that it is necessary to enable a retailer to make a living profit in the sale of pencils to add 50 per cent. to the net cost to arrive at the selling price per gross. The process of figuring,

as most of you have doubtless discovered, yields a margin of 33 1-3 per cent. between the selling price and net cost per gross.

If the fact that it costs the average commercial stationer 25 per cent. of his gross sales to conduct his business is a true one, and it undoubtedly is, the net profit to the stationer on goods sold on a margin of 33 1-3 per cent. is only 10 per cent. or less.

This percentage of profit may be sufficient on pencils or pens, upon which there is practically no depreciation in value, but in my opinion is inadequate when applied to blank books.

In pricing blank books, the fine memorandums bound in the more expensive leathers should be marked with a liberal margin, as they have to be carried in large variety with resultant deterioration and loss, and are sold in small quantities, thus increasing the relative selling expense.

My suggestion would be at least 80 per cent. in advance of the factory cost for the price per dozen; the price per book to be one tenth of the dozen price. For instance if a book costs \$6 per dozen, it should be marked \$10.80 per dozen, or \$1 each. This gives the dealer a margin of nearly 45 per cent. on the selling price per dozen, and 50 per cent. or more on the price per book.

Those memorandums which are sold frequently by the gross and usually by the dozen, such as sheepbound memorandums and pass books, should be priced by adding at least 66 2-3 per cent. to the net factory price per gross, the dozen price to be one-twelfth of the gross price, and the price per book one-tenth of the dozen price, bearing in mind that where a customer places an order for one half gross or more that he expects a discount of at least 10 per cent.

Books in the quarto sizes are something which we all of us have to carry, and which will be recognized by most of us as slow sellers, this particular line owing to its susceptibility of developing grey whiskers ought to be priced on a margin of at least 100 per cent.—and if I could have my way without danger of unfavorable comment from my competitor's on the same street, I would either make it 500 per cent. or consign them to my competitor's shelves, and let them suffer the joys of seeing them stay there year by year.

On the larger folio goods, especially the demy and medium books in full and three-quarter bindings, it is not possible to obtain as large a margin as such goods ought to be sold at—and for this reason it becomes necessary to mark the smaller items in our blank book stock with a liberal hand in order that the necessary average can be maintained.

The larger books, however, should be marked by adding at least 66 2-3 per cent. to the net factory cost per book, thus giving a margin of 40 per cent. on the selling price.

How many stationers are lettering books free of charge, and how can they afford to do it?

Is it a matter of surprise that a customer requests to have the entire history of his firm printed on the back or side of a book when he can have it done without extra cost and would it not be a matter of great surprise to many stationers who have fallen into this habit of marking books free of charge should they sit down and figure out what it is costing them?

Suppose for instance you are selling a book for \$4 which costs you \$2.40—is it a reasonable proposition that you should be requested to place 60 or 90c worth of marking on it without additional cost?

One of the most difficult problems which a stationer is called upon to solve is a convenient and economical method of sampling memorandum books.

I do not suppose that any set rule for this purpose could be successfully applied under all conditions. Our firm has tried several different ways, and has found the most satisfactory one to be a cabinet containing a number of shallow drawers, where the sample books lie flat under rubber bands.

This method of sampling enables a salesman to give a customer a very comprehensive idea of the stock carried with the least possible delay; a single book of a single size being sufficient to represent a number of styles of ruling.

A label under each book should explain the number

of rulings, in which such book is carried, together with the cost and selling price.

In stores where such goods move freely, the sample should be sold, as by this method the drawers can be kept filled with samples that are clean and fresh. A salesman or stock boy can fill up the cabinet each morning by replacing the books sold the day before.

I would strongly urge every stationer to keep an accurate stock book of all his blank books, so that he can see which goods are selling and which are not, as some lines which he is now carrying and which he thinks are necessary to handle, he will find he can do without.

His stock book will show that he does not turn such goods in two years, and that it will be advisable to cut out these lines, and replace them with more up-to-date goods, which will answer practically the same purpose, and which can be turned two or three times a year.

NOTE.—The foregoing article has been condensed from a paper read by Mr. Stevens before the National Association of Stationers at St. Paul.



FRED SMITH
President of Smith, Davidson & Wright.



W. E. DAVIDSON
Vice-President, Smith, Davidson & Wright.



FRANCIS WRIGHT
Secretary-Treasurer, Smith, Davidson & Wright.

British Columbia's New Wholesale House

A Brief Description

The formation of the firm of Smith, Davidson & Wright, and the opening of a large wholesale stationery warehouse by them in Vancouver, B.C., have been notable events in the history of the Canadian stationery trade during the past year. The new firm have come upon the scene at an auspicious moment, when the development of Western Canada seemed to call for just such a business as they have succeeded in establishing. They have selected Canada's largest western sea-port for their headquarters, and, with cheap water rates from the Old Country, they should be in a position to supply staple lines to the western trade at satisfactory figures. Their future career will be watched with interest and their success will be gratifying to all concerned.

The three gentlemen, who have joined forces in the new firm and will push its interests, are men of experi-

ence in the stationery and fancy goods business, and have the further advantage of a close acquaintance with the members of the trade, with whom they will have dealings in future. Their popularity in the west will be much to their advantage during the early days of the firm's career.

The president of the company, Mr. Fred Smith, had his training in the wholesale stationery house of W. J. Gage & Co., Toronto, where he came as a boy and where he continued for seventeen years. During the last fifteen years of this time, he was the firm's western representative, covering the entire western field. Mr. Smith is a thorough-going, painstaking business man, well-informed in the stationery trade and a competent salesman.

Mr. W. E. Davidson, vice-president of the company, up to the time of his joining forces with Mr. Smith, was

in the employ of Nerlich & Co., the fancy goods jobbers, of Toronto, and he, too represented his firm for many years in the west. He is on friendly terms with every dealer in that part of Canada, and the name of Billy Davidson is a familiar one in western stores.

The third partner, Mr. Francis Wright, is the firm's secretary and treasurer. His qualifications as an accountant and office manager, fit him admirably for the work of supervising the financial and office ends of the business. Like Mr. Smith, Mr. Wright is an ex-employee of W. J. Gage & Co., Toronto, where he was employed for some twelve or thirteen years, with the exception of a four-year interval when he was in the office of Armour & Co., of Chicago.

The premises which Smith, Davidson & Wright have secured are located in the Kelly Douglas block, which is considered by many to be the finest building used exclusively for commercial purposes west of Toronto. The part of the building, occupied by the firm, is shown in the illustration, which gives a good idea of the size of the premises. The location is very central, being at the junction of Water and Cordova streets, adjacent to the C.P.R. depot. A switch right at the back door enables them to bring in goods by the car load and transfer them at once into the warehouse.

Altogether, the new firm is making a splendid start and the enterprise and popularity of the principals would seem to portend a successful outcome to the venture.

A Short List of Book Terms

From Powers' "A Handy Book About Books"

Allonym—False proper name. Work published in order to deceive, under the name of some author or person of reputation, but not by him, as Peter Parley (Annual).

Bibliogonoste—An able Bibliographer, learned in the history of books, titles, colophons, etc.

Bibliographe—A describer of books and other literary arrangements.

Bibliography—According to Peignot the technical description of the classification of books. Horne's Introduction, p. 271, defines it thus:—"In its more extended sense, it denotes the knowledge of books as regard: 1st. The materials of which they are composed; 2nd. The subjects described by their respective authors; 3rd. The knowledge of different editions, rarity, curiosity and real value; 4th. Their rank in the classification of a library."

Bibliology—The theory of Bibliography

Bibliomania—Ger., buchernarr, book fool. An accumulator who blunders faster than he buys, cock-brained and heavy pursed, divided by the Abbe Rive into three classes. 1. The inordinate collector. 2. The collector of certain authors, editions, subjects, etc. 3. The collector of books for the sake of binding only—J. H. Burton, the Bookhunter (quoting Chasse aux Bibliographes), p. 19. Perhaps this definition is rather too severe.

Bibliophile—The lover of books for the sake of reading for his own pleasure.

Bibliopole—One who deals in books.

Bibliotaphe—One who keeps his books under lock and key.

Bleed (bind.)—A work is said to bleed if cut into the print.

Blind Tooling (bind.)—Covers ornamented with the tools, but without gold.

Books, (uncut)—A book the top, fore-edge and bottom, which has not been pruned by the binder's knife, that often despoils a work of its fair and ample marginal proportions. The book may or may not have been cut open for reading, it is still "uncut" in the proper trade sense.

Boustrophedon—(ym—ism)—The real name written backwards, as John Dralloe (Collard). Also an ancient method of writing among the Greeks, in which one line was written from left to right, the next from right to left, and so on alternately.

Bouts Rimes (from the French bout, end)—In English crambo. Lines written to given endings, said to have

been invented by one Dulot, perhaps at the time no other single absurdity ever had so great a vogue." Campbell is said to have written his poem of "Lochiel" in this manner. For further account, see Wheatley, Of Anagrams, pp. 39-42.

Brachygraphy—Gr., brachus, short, graphe, a writing. The art or practice of writing with contractions. This writing was of eight different kinds, 1. By signs, 2. By contractions; 3. By suspension; 4. By abbreviative signs; 5. By small letters placed above, 6. By abbreviated letters; 7. By monographic or encircled letters; 8. By particular signs.

Calf—Books bound in calf-skin variously prepared (rough or plained), as grained, marbled, mottled, panelled, scored, sprinkled, stained, tree-marbled, in the various styles—plain, gilt, half extra, extra, super extra.

Catchword—Fr., reclame, Ger., custos. A term used by early printers for the word at the bottom of each page, under the last word of the last line, which word is the first at the top of the next page—now generally disused, but still to be found in Acts of Parliament, Parliamentary papers, the Quarterly Review, and a few other publications.

Collate—To compare, to examine whether two things of a similar kind agree or disagree.

Colophon (bib.)—The conclusion of a book formerly containing the place or year, or both, of its publication.

Corners—The pieces of leather pasted on the corners of half-bound books. In early times valuable books had metal corners.

Cronogram—Where the date is expressed by letters.

Cryptonym—Hidden, subterfuge. Applied to authors who disguise or alter their names, but more particularly to those who disguise it by transposing the letters so as to form another name, which is the anagram of the real name. As Olphar Hamst, i.e., Ralph Thomas.

Cropping—The cutting down of a book near to the printing.

Domonym—Popular or ordinary qualification taken as a proper name, as an "amateur," a "bibliophile."

Duodecimo—Twelvemo, 12mo. Size of a book printed on paper folded into twelve leaves, twenty four pages. The signatures are b, b2, b3, on the first, third, and ninth pages. The wire mark is horizontal, and the paper mark on the fore-edge. The usual sizes are 12mo and royal or long 12mo.

BOOKSELLER AND STATIONER

End-papers—The blank leaves at the beginning or end of a book.

Exoteric Books—Those intended for the use of popular and ordinary readers.

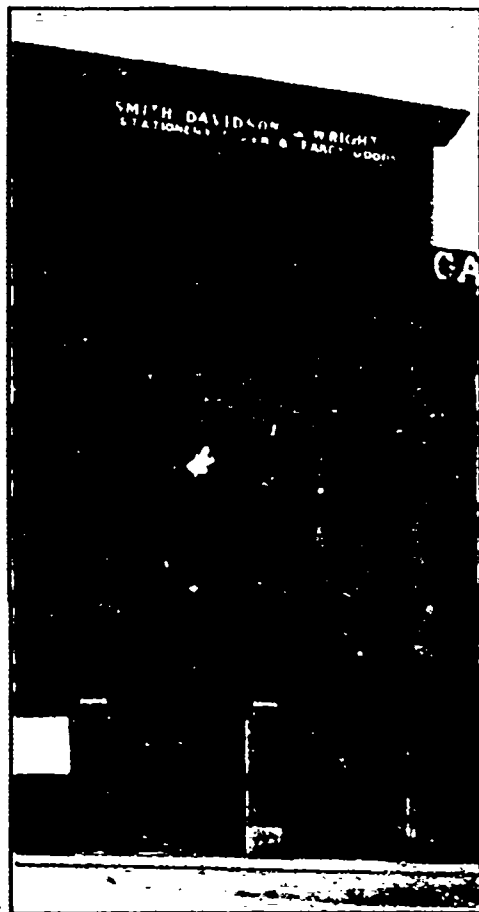
Filletted—When the bands of a volume are marked with a single gilt line only.

Finisher—The workman who executes the coloring, gilding, and other ornamental operations of binding.

Fly-leaf—The blank leaf at the commencement or end of a book.

Folio—The size of a book printed on paper of whatever dimensions folded into two leaves making four pages—contraction, fol. A folio sheet may be known, if printed without signatures, by the watermarks being always perpendicular, and the paper mark in the middle.

Fore-edge—The front edge of a book



The Smith, Davidson & Wright Warehouse.

Forwarding—All the operations of bookbinding up to coloring.

Gilt—A book bound firm and strong, having plain end papers and back gilt.

Half-bound—When the back and corners of a book only are covered with leather, and the sides with paper or cloth. Contraction, hl. bd.

Head-piece—Ornaments placed at the top of the page, at the beginning of a chapter, in imitation of illuminated manuscripts, now seldom used.

Imprint—Designation of a place where a work is printed, either with or without the printer's name.

Large Paper Copies—Books printed on paper of extra size with wide margins. Dr. Dibdin says he never met with a book printed in Great Britain on large paper before 1800, except a unique copy of Scott's "Discovery of Witchcraft," 1584.

Macaronic (blb.)—Pertaining to or like a macaroni; empty, trifling. Consisting of a mixture or jumble of ill-formed or ill-connected words. A kind of burlesque poetry, in which words of different languages are intermixed, and native words are made to end in Latin terminations, or Latin words are modernized.

Morocco—A goat's skin, peculiarly dressed, so called from the first having been introduced into Europe from Morocco, but the best now bearing the name are now manufactured at home. It is the most durable, as well as the most ornamental, of the leathers used for book-binding; the styles are the same as mentioned under Call.

Octavo (print.)—Contraction, oct., Svo. The size of a book printed on paper of any dimensions folded into eight leaves, making sixteen pages. The signatures are b, b2, b3, on pages 1, 3, 5. The wire mark is horizontal, and the paper-mark at the very top often considerably cropped by the binder. The usual sizes are, imperial Svo, royal Svo, demy Svo, crown Svo, post Svo, foolscap Svo.

Out of Print—A book is said to be out of print when the publisher has no copies for sale.

Pharmaconym—The name of a substance or material taken for a proper name.

Phraseonym—A phrase used instead of a proper name, as, "A Lover of Justice;" "A Friend of Humanity;" "A Beef Eater."

Phrenonym—Moral quality taken for a proper name, as, John Search (Archbishop Whately); this kind of pseudonym is very popular, as, "Justicia," etc., etc.

Pseudandry—Woman signing a man's name, such as John Search (Miss Austin); Bob Short (A. L. Barbauld); Kenner Deene (Charlotte Smith).

Pseudojyn—Man signing a woman's name, such as Clara Gazut (P. Merimee); Sarah Search (F. Nolan).

Pseudo-titonym—False quality or title, as "A Lincolnshire Grazier" (T. H. Horne).

Quarto—Contraction, 4to. The size of a book printed on paper of any dimensions folded into four leaves, making eight pages. The signatures are b, b2, on pages 1 and 3; the water mark is always horizontal, and the paper mark folded in half on the back of the book, still midway between the top and the bottom.

Recto—The term formerly applied to the side of a sheet of parchment that was written on. The blank side was called verso, or the reverse. It is now used to denominate the page of a book printed on the right-hand side—always the odd page.

Register—A term used in printing when one page is exactly printed on the back of the other.

Reprint—The whole or part of a book reissued.

Roan—Sheep-skin embossed, principally used for cheap Bibles and prayer-books.

Russia—A soft kind of leather of a tawny color, and emitting a peculiar odor. It is said to be made from the hides of cattle under three years old, curried with the empyreumatic oil of birch bark; but the process of its preparation is little known, and not successfully practised out of Russia itself.

Tail-piece—An ornament placed in a short page to fill up the vacancy.

L. H. Hawks, of the C. Howard Hunt Pen Company, Camden, N.J., was in Montreal the end of last month and called upon their Canadian agents, McFarlane, Son & Hodgson. Mr. Hawks is impressed with the growth of Canada and considers the country an ideal vacation spot as well.

The Stationer's Window Display

By W. F. Ralph

In most retail stores the importance of the show window as an advertising medium is pretty well recognized. Many stores dry goods and grocery particularly—in the smaller towns, as well as in the larger cities, create in



Fig. 1.

their windows works of art which are positively luring to the public eye. In many dry goods stores specially trained men are engaged at high salaries to do nothing but keep the windows looking attractive.

A perusal of recent commercial records brings out the fact that the greater the attention paid to the show window, in conjunction with other forms of advertising, the greater a store's prosperity. The inference is, that to be really prosperous no retailer should neglect his show window.

"Platitude!" says a knowing one. Platitude nothing—unless platitude means "plain truth." There is probably not one stationer from the Atlantic to the Pacific who attempts to do business with empty show windows. The very fact that every stationer uses his windows is

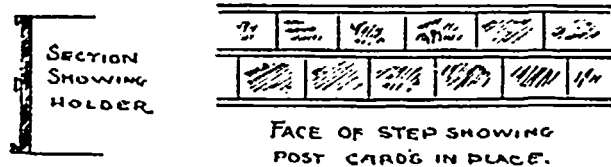


Fig. 2.

evidence that window value is at least partly appreciated. Many a stationer thinks that his window is dressed when he has put a lot of goods into it. The trouble with the generality of stationery windows is, not that they contain nothing, but that they contain altogether too much. There are stores and stores where the show window has the appearance of being "dressed" with a big shovel, at the expense of stock which should be on the shelves inside. Post cards, dolls, crockery, mechanical toys, books, magazines, papeteries, pens, pencils—highly-piggledy heaps of merchandise, piled together apparently with no trace of order, is the sight one meets with too often when looking into a stationer's window.

The first principle of the modern art of window dressing is simplicity. Too much merchandise, of too great variety, only serves to confuse, instead of to attract. The object of a window trim should not be to show something of everything in stock at one glance, but rather to direct the attention to a few particular lines, and, in some cases, to one line alone. During the course of a season, every seasonable article in stock should have a turn in the window. But it is bad window dressing to try and show them all at once. To keep its newness, a window should undergo frequent change of arrangement and goods shown.

One of the most popular and workable window-floor arrangements for book and stationery display is the pyramid arrangement. This is an easily constructed and inexpensive floor, and can be changed as regards color by the use of different colored crepe paper for each trim. In arranging a pyramid, the number of steps depends upon the depth of the window. For the majority of windows the three-step pyramid is about right, the first, or lowest step, being formed by the window base, as shown in Fig. 1.

For a small display of post cards, and to utilize and give life to the faces of the steps, strips of wood, cut as shown in Fig. 2, should be glued onto the faces of the steps, so that a double row of post cards may be slipped

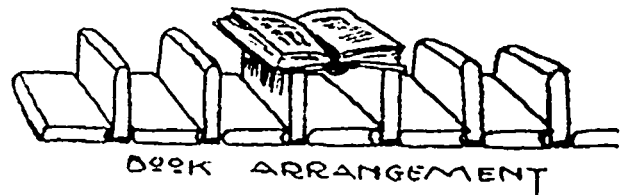


Fig. 3

in. The height of the steps ought, therefore, to be about two inches higher than two post cards.

The arrangement of books shown in Fig. 3 is one very popular with leading city stationers. The method is to lay one book flat and then one upright, and continue the length of space to be used. A book laid open at an illustrated page, here and there, tends to awaken public curiosity. Use the second step for a display of inkstands and such-like fancy articles, and the top step for a display of boxed papers, which are capable of a very decorative arrangement. In such a window trim there is the harmony which attracts attention, and opens up the buying inclination. Don't place things very close together. The value of white space around a newspaper ad, is well known. And lots of air about articles in the show window is just as valuable. Let every article stand out distinct in its own individuality.

Pictures are always attractive. They also need lots of room. A good deal of a picture's attractiveness is lost by its having too many neighbors. An arrangement such as shown in Fig. 4 is simple and effective. In a picture window, of all places, overcrowding should be avoided. Ordinary people, seeing too many pictures at one time, are apt to be less impressed than where a few only are shown. The attention has less opportunity to wander, and the curiosity to see more is awakened, but not satisfied.

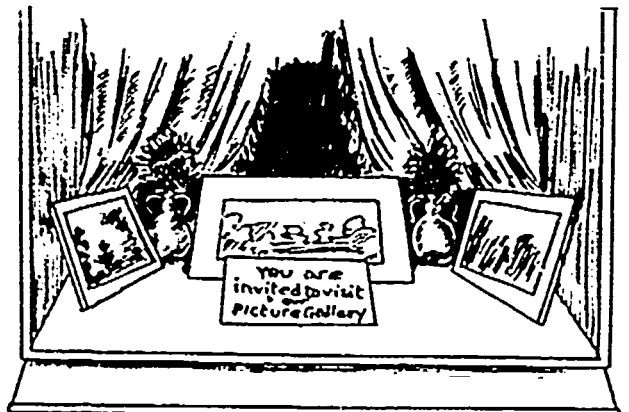


Fig. 4

Drummer's Snack and Annual Frolic

By J. B. Robinson

Laugh, and the world laughs with you.
Weep, and you weep alone.
For the dear old earth must borrow its mirth,
It has trouble enough of its own.

Now this is a true saying, and worthy of all acceptation, for in it lies the full, perfect and sufficient reason for the existence of the Drummers' Snack.

"To be great, one must have a history," says Mot. mouth sagaciously, "to have a history, one must have lived," he concludes a trifle obviously, and thus it is with the Drummers' Snack. They are great, for they have a history (not necessarily that it follows), they have a history because they have lived. Individually they have seen the world, and human nature has become to them as an open book. Collectively they are united,

to the list the function became too large for the Algies to handle, generous and open-homed as they were. The outing had by this time become an event to which a large proportion of the traveling world eagerly looked forward, and its popularity was proved by the clamor that arose at the first hint of abandonment. A club was formed and officers appointed to take charge of the outing, and the Drummers' Snack was fairly launched upon its career.

This year's Snack was by no means behind its predecessors in unadulterated jollity. It was held on July 26 and 27. On that date a C.P.R. train left Toronto with a heavy load of knights of the grip, and picked up stray specimens of that branch of busy humanity at little



DRUMMERS' SNACK --The Baseball Teams and some of their admirers.

knit together in a bond of fellowship that shall endure with the sun. Of history they have no lack. The founding of their club was a performance unattended by civic authorities, destitute of hackneyed and stereotyped speeches, unnoticed by the world, lacking even the conventional-corner stone laid by a worshipful hand. But in the very modesty of its inception lies its present strength. Through its initial obscurity it has attained to the recognition that it enjoys to-day.

Seventeen years ago the Algie family, then in the general store and woolen mills business at Alton, Ont., made a practice of annually entertaining, at a two days outing held in the vicinity of the town, all the travelers who passed through Alton during the year. The boys had nothing to do but come. The Algie family did the rest. As the years went by and more travelers were added

stations all along the road to Alton, which was reached in the evening.

They were met at the station by the Alton citizens' band, presided over by Cap. Alberton and Dr. Algie. A bevy of prettily costumed girls with throats full of melody followed a bedecked and beribboned carriage wherein Messrs. Harry Coffen and Reeve Willoughby sat in state. Almost all the citizens, prominent and otherwise, were in the triumphal procession from the station to the great tent—which is the only official home of the Snack.

A concert consisting of amateur and professional talent who gave their services without money and without price, followed by a pathetically humorous plantation sketch entitled "The Darky's Dream," constituted the bulwark of the evening's entertainments. "The Darky's Dream" was written especially for the Snack

by Mr. John B. Nelligan, and the parts were all well performed by drummers, to the entire satisfaction of themselves and their audience.

The wives, sweethearts and other impedimenta attaching to the persons of the members, were then shipped off to Orangeville over night, while a choice band of merry-makers, led by Mr. Sol. Walters proceeded loudly, if not musically, to serenade the peaceful village and then about 4 a.m., to insist upon quartering themselves upon Mr. Algie for the remaining hours of the night.

In the morning a mass business meeting of the Snack was held in the big tent, where matters of import to the welfare of the club were brought forward and passed upon. Votes of thanks (suitably replied to) were extended to the talent, and a message of sympathy couched in characteristic language and bound in black morocco, was sent to the widow of the late Mr. Samuel E. Ryan. The following officers for 1907-08 were then elected: President, Mr. M. P. Malone; vice-president, (a newly created office) Mr. F. C. Hunt, Toronto; Hamilton secretary, Mr. Bay Hill; Toronto secretary, Mr. Robert Asher; home secretary and treasurer, (by acclamation), Mr. Bob. Algie, auditors, Messrs. Peter Smith, Hamilton, and Will Meen, Toronto; Hamilton executive, Messrs. George Smye, Hy. Eckstein, Bob. Smith, Court Thompson, Col. John Stoneman, James Hooper and Charles Smith; Toronto executive, Messrs. J. Wildfong, W. Meen, Sol. Walters, D. McGregor, Will J. White, N. Oakley, John W. Charles, G. Campbell, T. Gloster and Robert Keys.

The following were created honorary members: John B. Nelligan, Ben. Arthur, Chas. Leslie, B. McIntosh, of the Central Business College, Toronto; Alex. Earle, of Creemore, and Donald McGregor.

Messrs. Amos Mason and Ross MacKenzie were made assistants to the secretary. Before the meeting closed, Mr. Bob. Asher was presented with Bill Colville's prize for having sold the most buttons. Bob sold 32, and said it was pie. Snack buttons cost \$1 each and entitle the owner to full membership in the club.

After the meeting, lunch was served by the ladies of the Presbyterian Church, for which the drummers were soaked 25 cents each, and, failing the right change, many of them made it a little more. In the afternoon a baseball match between Toronto and Hamilton teams resulted in a victory for Toronto, at 13 to 11.

The teams were as follows:

Toronto: Messrs. Jack Charles, captain, Bob. Asher, F. C. Hunt, Tommy Gloster, Jack Wildfong, Bill Meen, Pud Oakley, A. R. Fraser.

Hamilton: Messrs. Bob. Smith, captain, Geo. Smye, Hy. Eckstein, Billy Miles, Pat Gufford, Court Thompson, Bill Wark, Slim Arthurs, Ed. Nally.

Followed sports of all sorts, races, tugs of war, hockey-broom match, etc., as well as a baby show, every event being entered into with that wild enthusiasm peculiar to the genus drummer. With the last event on the sporting calendar there ended what was declared by participants to be the best "Snack" ever held. Soon after there wasn't a drummer to be seen on the rural landscape and the village of Alton resumed its wonted calm.

"You young scamp" roared the old broker, rushing in unexpectedly. "I thought you didn't smoke cigarettes, read Deadwood Ducks" or whistle while you worked."

Well? yawned the office boy, laconically.

And here I come in and catch you doing all three.

Yes, but you don't catch me working. —Illustrated

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BUSINESS BUILDING IN QUEBEC.

By Crossley

Quebec has so long gone by the name of the ancient capital that somehow the qualification of age seems to force its way into all thoughts and ideas connected directly or indirectly with that famous city. To be old in these young days seems to be almost a crime. Quebec is old delightfully ancient and honorable—but while the city is so beautifully quaint, its merchants are certainly open to no criticism on that score. Change is rampant everywhere and the old order giveth place to new. Quebec as a business centre and in its commercial life is quite different from the historic city we read about. It is up-to-date, progressive and advancing all along the line.

As an instance of this spirit of progress might be mentioned the firm of J. A. Langlais & Fils, wholesale booksellers and stationers, printers and publishers, or more correctly librairies-editeurs, importateurs gros et detail papeterie, imprimerie, reliure. This firm was established in 1865. To-day it occupies a large five-



A. THIVIERGE.

Secretary and Manager, J. A. Langlais & Fils.

storey warehouse at 222-226 Rue Desfosses with a floor space of 12,375 square feet and in addition a well-stocked bright and commodious retail store at 177 Rue St. Joseph, where a large turn-over of books and stationery is made annually.

In the warehouse is to be found a stock of blank books and general stationery that possesses merits that would be hard to equal anywhere in the Dominion. A large business in these lines is carried on with the church schools and convents and in some branches of it, this firm has the almost exclusive trade.

J. A. Langlais & Fils have a large and growing field, and seem to possess the ability to handle the demands of their clientele satisfactorily. They have a reputation for thoroughness and promptness in all business transactions, which gives them a good standing in the province.

A portrait of M. A. Thivierge, the secretary and manager of the company, accompanies this brief article. M. Thivierge is an example of the progressive young business man who is waking things up around the old City of Quebec.

**MONTHLY REPORTS
FROM TRADE CENTRES**

MONTREAL.

Tourist Trade Favorable—Special Sales—Summer Novelties—Books in Demand.

Office of BOOKSELLER AND STATIONER
732 McGill Street, Montreal.

August 8, 1907

July sales in the aggregate, totalled up favorably in stores catering to the tourist and traveling trade. Legitimate bookstores selling to Montreal's family trade were very quiet, as the majority of their clientele had purchased their summer reading supplies in June, and are now sojourning at various resorts. Throughout the summer months many firms try to catch the tourist trade, by holding special sales of books, such as: "How to Prepare for Europe," and "Practical European Guides." One large St. Catherine street bookseller has had specially printed for travelers passing through Montreal, sixteen art views of the city, to retail at 45 cents.

It might here be stated that these views while fairly late, are also printed on good stock, and taking all in all can be classed with the finest novelties of their kind shown for some time. Guide books and souvenir albums are also featured. Summer fiction is to the fore, and prices are such as to invite generous purchasing. Window displays are commendable.

"The Brass Bowl," by Louis Joseph Vance, continues as popular as ever as does "The Port of Missing Men," by Meredith Nicholson. Quite a demand has been experienced for "Beatrix of Clare," by John R. Scott. This book is published by the Montreal News Company. Sales of "The Long Labrador Trail," by Dillon Wallace and "The Princess Virginia," by C. N. and A. M. Williamson still continue active.

"Frau von Schmidt and Mr. Anstruther," by Countess Von Armio, while having one of the largest sales in England at the present time, is now becoming quite popular here.

E. M.

WINNIPEG.

Business in Healthy Condition—New Ink Manufacturing Co.—Clark Bros. to Build—Porte and Markle Extend.

Office of BOOKSELLER AND STATIONER,
Room 511 Union Bank Building,
Winnipeg, August 6, 1907

Retail books and stationery trade in Winnipeg is in a healthy condition. Owing to the unfavorable conditions in the early part of the year, general business was adversely affected, and it would not have been surprising if the retail book and stationery trade had suffered. As a matter of fact, business this year shows a big increase and the trade seems to be well satisfied.

As usual every summer, tourist trade has contributed a great deal towards the success of the season's business. Thousands of tourists, homeseekers and strangers pass through Winnipeg every year, and the great majority of these are attracted by the news and magazines stands, and buy picture post cards and other souvenirs of their trip. The same class buy large supplies of fiction, and leave with the Winnipeg stores large amounts each year. Very wisely, the Winnipeg stores make a special effort to

cater to this class of trade and they get it each season.

Clark Brothers Co., are planning the erection of a new warehouse on Cumberland avenue, where they have secured a fine business site. The growth of their business has rendered their present quarters quite inadequate.

Thos. J. Porte & Markle, Limited, are adding an extensive line of fine stationery to their regular stock of jewelry, etc., in their handsome new store on Portage avenue. They are specializing on the more expensive lines, and accordingly they have placed in stock several of the best known makes of fine stationery. Attractive window displays during the last month have done much to acquaint the public with this firm's new departure.

The Manitoba Ink Manufacturing Company, are a new Winnipeg firm who are doing a good business in the manufacture of ink, mucilage, paste and other office supplies. They are making aggressive efforts to turn in orders for their goods to the retail trade who are handling their lines, and they are meeting with good success. Recently they have moved to new and larger quarters at 676 William avenue. The members of the firm are E. M. Ruthubb and F. Peacock.

F. R. M.

TORONTO.

Tourist Business Booming—Many New Post-Card Stores—Harold A. Wilson's Extension.

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

August 14, 1907

Business in Toronto stationery circles has been booming during July. Tourists are very plentiful, and are spending heaps of money in the down-town stationery stores on souvenirs and post cards. Books are selling fairly steadily also. One down-town stationer says that 75 per cent. of his business, which is a large one, is done in picture post cards. Wholesale fancy goods houses have their hands full filling orders, and most of them are somewhat short-handed owing to employees being away on vacation.

J. P. McKenna, took a short holiday of ten days duration, but has returned owing to stress of business.

Harold A. Wilson & Co., sporting goods dealers and stationers, have acquired the next-door premises, formerly occupied by the United Cigar Stores, Limited, and have thus added to their store space. Most of the new space is given over just now to paper-covered fiction and souvenir post cards. They are making a special window display of paper-covered books by Louis Tracy, which they are selling at 6 for \$1.

The affairs of Jeffrey & Eakins, a firm of photo supply dealers, at the corner of Shuter street and O'Keefe's lane, are to be wound up at the instance of the Union Card & Paper Company, Montreal. The liabilities are placed at \$5,000 and the assets at \$3,500.

Mrs. Eliza M. Plaskett, who carried on a stationery business at 384 1/2 Yonge street, died recently.

W. A. Craik, editor of Bookseller and Stationer, attended the meeting of the American Stationers' Association held at St. Paul, Minn., July 15 to 19.

W. J. C. Wilson, has retired from the firm of O. B. Stanton & Wilson Co., Limited, and has opened a general commercial stationery store at 39 Scott street.

Percy Grand, vice-president of Grand & Toy, Limited, commercial stationers, is away on a vacation trip down the Saguenay River, Quebec.

Harry Leslie, manager of the stationery department of William Tyrrell & Co., has gone to the lakes of Muskoka for a two-weeks' holiday.

W. F. R.

BOOKSELLER AND STATIONER

CALGARY.

Additions to the Staff of D. J. Young & Co.—Alterations to Linton Bros. Store—Lorne C. Wilson Selling Out.

Calgary, July 18, 1907.

John G. Robertson, who has been for some years on the staff of D. J. Young & Co., Limited, of Calgary, and was also for some time on the road representing Clark Bros. & Co., of Winnipeg, is commencing business in Lethbridge, Alta. Mr. Robertson was in the east during the latter part of July purchasing stock.

Lorne C. Wilson, of Calgary, is advertising his stock for sale and intends going out of the book and stationery business.

Linton Bros., of Calgary, are making extensive alterations to their store in order to be in a better position to handle their increasing business. They intend adding another storey and extending the store about forty feet back.

Manford J. Gaskell, who is well and favorably known among the eastern trade, is now with D. J. Young & Co., Limited, of Calgary. While in the east, Mr. Gaskell was connected with the Musson Book Co., of Toronto; Ogilvies, of Ottawa; and S. E. Mitchell, of Pembroke.

Jack Ireland, formerly of Owen Sound, has joined the staff of D. J. Young & Co., Limited, of Calgary. Alta. Arthur Newell, formerly with Wm. Tyrrell, of Toronto, has also joined the above firm.

D. J. Young & Co., Limited, of Calgary, are rapidly getting their store and stock into shape after their recent fire. A force of men have been working steadily making repairs to the building and the firm expect that they will soon be in a better position than ever to handle their increasing trade.

ST. JOHN, N.B.

Business Good—Brisk Tourist Trade—Two New Post Card Shops Opened—Flood Co.'s Building Sold.

St. John, August 10, 1907.

Business has been very good during the past month and the indications are bright for a prosperous midsummer season. There has been an unusually brisk tourist trade and the outlook is that it will continue. Dealers report that a very satisfactory business in souvenir goods of all kinds is being done. The demand for picture post cards instead of diminishing, as some of the merchants prophesied has steadily increased. Within the past month or so two stores devoted entirely to souvenir post cards of every conceivable variety have been started in the north end. Photo supply goods are meeting with a ready sale now. English magazines are said to be growing in popularity.

"Picturesque St. John, N.B.," is the title of a very attractive booklet published by J. & A. McMillan, of this city. The booklet has a very striking cover, and the illustrations show many of the most interesting places about the city and vicinity. It is proving a popular seller with tourists and citizens who wish to send it to their friends abroad.

Ralph D. Paue, of Salem, Mass, formerly a well-known newspaper man and war correspondent in the United States, was in the city last month on a vacation trip. Mr. Paue is now engaged in magazine and other work of a literary character.

A disastrous fire visited the town of Hartland, Carleton County, on July 15 and nearly destroyed the busi-

ness section of the town. The damage is estimated at \$100,000, with insurance less than \$20,000. Among the burned properties were the general stores of Keith & Plummer and Horace Nixon, the former one of the largest business establishments in the country. It is thought the fire was of incendiary origin and an investigation is being held.

Manchester, Robertson & Allison, St. John's big departmental store have purchased the Flood Co.'s building on King St. They will not get possession, however, until May, 1909. The Flood Co. have not yet decided where they will transfer their immense stock of stationery, books and high class china, cut glass and silverware.

THE GREAT EXHIBITION.

The 29th annual exhibition to be held at Toronto from August 26 to September 9 gives promise of being the greatest ever. For years past the management of this great event have been straining every energy to beat their previous efforts. The natural result of this is that some tall hustling will have to be done if this year's exhibition is to be better than the last one, which certainly deserved every speck of praise given it.

Last winter, a disastrous fire visited the Exhibition park grounds and destroyed the grand stand and transportation building. This disaster has been turned into a good thing by the management, however, who have erected what is probably not only the most costly, but also the largest, most up-to-date and practical grand stand on the continent of America. This structure is built with a view to capacity and safety. It is built entirely of steel, reinforced concrete and pressed brick and will comfortably seat 15,000 people.

In addition to the grand stand, the cost of which is \$100,000, the old transportation building has been replaced, at a cost of \$100,000, by a building to be known as Agricultural Hall. As its name implies, it is to be devoted wholly to agricultural exhibits. It is 254 feet long by 58 feet wide, with three wings, each being 156 by 78 feet in dimension, topped by a dome 70 feet high by 65 feet in diameter, modeled exactly after the dome of St. Paul's Cathedral, London.

Still another new building is that which has been erected by the Grand Trunk and Canadian Pacific railway corporations, at a cost of \$50,000. It is most beautiful in architecture, and will be devoted to exhibits of the natural resources of the country through which the two railways run.

Although no world-famous band has been engaged to furnish music this year, no less than twenty well-known and excellent Canadian bands have been engaged. A magnificent loan collection of pictures has been obtained, which, in glowing colors, illustrate the early history of our country.

To enumerate the attractions in detail would require a volume. Suffice it to say, however, that the list of attractions, both of the instructive and of the purely entertaining variety, which have been secured would be almost impossible of betterment.

The cheap rates on the railways at exhibition time make it the time of all times for a stationer to visit Toronto. Not only will he be enabled to view the great national exhibition, but it will afford him an excellent opportunity to visit the wholesale and manufacturing stationery trade of Toronto, the addresses of the chief representatives of which are always to be found in our advertising columns.

Editorial Chronicle & Comment



LOOSE LEAF BOOKS.

No modern stationer of a medium sized town who pretends to be open for office stationery business should be without a ready source of loose leaf binders and other modern office appliances. This is a department of the stationery trade which will continue to grow so long as men of business appreciate the value of system in their accounting work. And there is no reason to suppose that they will cease to appreciate it as time goes on. It is on account, in fact, of the continual growth in appreciation of office systems, that country stationers should bestir themselves before it becomes an ingrained custom for manufacturers of office devices to sell direct.

There are, of course, many prominent loose leaf and office device concerns, whose manner of doing business is selling direct to the consumer. Their travelers are everywhere where there is the slightest prospect of a sale. Indeed, it is mainly owing to the energy of manufacturers in interesting large consumers in their products that office systems have attained such wide popularity.

The loose leaf book and office device has now, however, reached a stage where it can be handled with profit by the retailer. The main qualifications for developing this class of business is knowledge of the lines carried by manufacturers and jobbers, and push. Loose leaf business won't come into the store of its own accord in most cases, but needs to be hunted for and worked up.

YOUR OWN STATIONERY.

It is an old saying that a doctor hates to take his own medicine. Applying that saying to the stationery business, there are quite a number of stationers who use for their own business and personal correspondence, stationery which they would hesitate to feature in their shop windows. A stationer's stationery ought to be the very best thing in that line. It ought to be a silent but eloquent advertisement of his goods wherever it goes. In a letter head design the discriminating stationer should make a point of following the modern instinct of artistic simplicity. Some letter heads that we have seen convey the impression that the writer wishes to tell the reader his entire history on the top of his letter paper. In the matter of envelopes, for local use among customers

every envelope should be an example of the best stationery and the best printing. Never send catalogues out in envelopes at 25 cents a thousand. Don't use half-tones on envelopes unless the half-tone is printed before the envelopes are made up, as it is impossible otherwise to make a good job of it. A neat monogram, with name in full, and the store address, is the neatest form of design for an envelope corner, and conveys an impression of business solidity to the receiver if the paper of which the envelope is made is of the best quality. Circulars going out in such envelopes stand a chance of being read, while circulars in envelopes of the 25-cents-a-thousand variety might as well be mailed direct to the waste basket.

WISCONSIN DEALER'S NOVEL IDEA.

A certain dealer in Wisconsin recently originated a scheme that combined the effectiveness of a good show window with the business-bringing qualities of a clever sales contest. In addition it was a sort of window display that demanded the closest scrutiny; it was simple, effective and inexpensive. He filled the window with a number of men's hunting and athletic goods and in the centre arranged the figure of a man rigged out for a camping and hunting trip into the woods. Around about were scattered various articles of sporting and athletic goods, all tagged with price marks. A card pinned to the coat of the man informed the public that a certain article necessary to the perfect equipment of a man bound for the woods had been omitted from the man's outfit. Five dollars was offered to the purchaser who named correctly the missing article. The window was allowed to stand for a week, and it was interesting to see how the people stood before it in deep study of every article it contained, endeavoring to discover what was lacking. It was on the day before the end of the week that a boy discovered the want of a hunting knife in the kit that was spread out to view. This window sold a great quantity of goods, as people took time to read the show cards and look over each article displayed. Those wishing to try for the prize had to go inside and make a small purchase, and their name and address were also obtained for future use in distributing advertising matter. There are not many better ways than this for bringing business to the dealer located in a comparatively small town.

BUSINESS STATIONERY.

Where do the business men of your town get their stationery? Do they get it from you? If they don't they ought to. It is a well known fact that many big city commercial stationery houses do a large business at outside points. Their travelers, supplemented by their catalogues and personal letters, reach into most offices of any account, both inside and outside of their own city. This state of affairs should not be allowed to exist by country stationers.

There is only one remedy and that is to get out and hustle in this business for yourself. Go after the customers with samples of quality at a price that will get you a profit. You can do the business as well and can give as good prices as the city man for you haven't the expense of a large traveling and office staff to keep up.

Every business office in your community is your own particular stamping ground from which you should chase all invaders by the infallible means of having just as good a quality of business stationery as your city competitors. You may, of course, be unable to get letter and bill heads engraved and printed in your own community, but that's no reason why you shouldn't be acquainted with the prices of engraving and lithography, so as to be in a position to quote just as good figures as your city competitors.

In the matter of the smaller requirements of the office, like envelopes, fasteners, blank books, inks and so on, you would do well to keep everlastingly before the business men of your town that you always have such things ready for delivery at a moment's notice. It seems ridiculous that business men in the smaller towns frequently give large orders for these things to city houses, when they can be had next door. Keep on letting them know that you are in the stationery business!

ATTEND THE ANNUAL MEETING.

Whether or not the Booksellers and Stationers Association of Ontario is going to live and thrive will depend very largely on the success of the first annual meeting, called for the 29th of this month. Formed last February, at a time when the school book question was being brought forcibly to the attention of the booksellers of the province, it started off auspiciously, and a considerable degree of enthusiasm was manifested by the charter members. This enthusiasm, we are pleased to know, still lives in the breasts of many members and it is to be hoped that it will be sufficient to make the coming meeting the success it deserves to be.

A committee has been making plans for the meeting and these will be found recorded elsewhere in this issue. Readers are requested to look them up and judge if they are not sufficiently alluring to induce them to attend. The fact that the Boost Club of Toronto has undertaken to back up the evening function means that that part of the day will be a success and that everyone who sits

down to the banquet will have an enjoyable time of it.

The Toronto Exhibition is on at the time and this will give a reasonable excuse for every bookseller in the province to come to the city on August 29. In past years we know that large numbers of dealers come to Toronto during the two weeks that the exhibition lasts. Can they not all arrange to come for the same day? Give the association a good boost this year and its success is abundantly assured.

QUEBEC BOOKSELLERS' ASSOCIATION.

The *Cercle Franco Canadien* is the style of a Quebec association of retail booksellers and publishers. The Honorable J. D. Rolland, of the J. D. Rolland & Fils Co., Montreal, is president. Mr. E. Roby, of Cadieux & Derome, Montreal, is secretary. The association already embraces the leading publishers and retailers of the Province of Quebec.

The movement was formed owing to the legislation of the Quebec Government. The Department of Public Instruction insisted that French school books be gotten up in a better manner and that the retail price appear on the books. A complete list of school books used in the province, with the retail prices affixed, has been gotten up by the association. Retailers enjoy a fixed discount from this list. It is confidently expected that the association will improve the school book situation in the Province of Quebec.

OUR PRESENT NUMBER.

It is with no small degree of pride that we present this August number of *The Bookseller and Stationer* to the Canadian trade. We have always endeavored to make our special fall numbers outstanding issues. In 1905 we produced our Birthday Number, which was most favorably received and is still frequently referred to. Last year we published a large number with more special features than ever before. This year we think that we have excelled both these issues in many respects.

One feature is sufficiently unusual in a trade publication as to merit particular attention. With a few minor exceptions every article that appears in this issue is an original article, specially prepared for us either by outside contributors or by members of our own staff. We do not wish to make any comparisons, but we believe that very few trade publications can make this statement.

Another feature of the number is the arrangement and the typography, which exhibit a marked improvement over last year's special. We have taken particular pains to give each page an individuality of its own.

With these few explanatory remarks, we take pleasure in placing this number in the hands of the Canadian trade, with the hope that it may meet with their approval and be of use in building up their various businesses.

Plans for the Ontario Booksellers' Convention

By the Secretary

DATE—August 29.

PLACE—Board of Trade, Toronto.

TIME—11 a.m., 2.30 p.m.

A meeting of the committee having in charge the arrangements for the first annual meeting of the Booksellers' and Stationers' Association of Ontario, was held last week, when final plans were laid for the gathering.

As previously announced, Thursday, August 29, has been selected as the date for the meeting. The concurrent holding of the Toronto Exhibition gives this day a considerable advantage over any other day that might be selected. Stationers come to the city in large numbers at this time of the year, and it is expected that all who intend coming this year, will make it a point to be in the city on the 29th, and be present at one or more of the sessions of the association.

Through the courtesy of the secretary of the Toronto Board of Trade, the comfortable board room of that institution will be at the disposal of the association. The room is located on the sixth floor of the Board of Trade Building, corner of Front and Yonge streets, and is easily reached by elevator. The room is of fair size and it is the earnest hope of the committee that it will be well filled.

Two business sessions are being arranged for. The first will be called to order at 11 a.m. This should enable those from points near Toronto to reach the city from their homes during the morning. The afternoon session will commence at 2.30 o'clock.

Social Functions.

The entertainment committee are arranging to give the visitors to the city a tour around the principal streets, parks and points of interest in electric touring cars. This feature of the day's entertainment will take place during the latter part of the afternoon. The rapid growth of Toronto has caused a development beyond the conception of anyone not a resident of the city, and the opportunity thus afforded of seeing the newer portions under the best possible auspices should not be missed.

On returning from the sight seeing tour, the visitors will be entertained at the first annual banquet of the association, at the St. Charles Hotel. Seats will be taken at 6.30 p.m., and a purely informal evening will be spent. Those desiring to catch evening trams can do so conveniently.

Mr. C. E. Peabody, Arch-Booster, of the Toronto Boost Club, has pledged the support of that organization to make the evening a huge success. The club contains much talent of a musical nature and that part of the programme will be sure to prove highly enjoyable.

The Entertainment Committee are also arranging for a number of speakers. Invitations are being sent to several public men, many of whom will no doubt respond. Visitors can rest assured that the evening will be a fitting climax to a useful day.

It is to be clearly understood that the evening function will be entirely informal. Evening clothes are tailored and each member is expected to appear in his ordinary day clothes.

Those Eligible to Attend.

As the association is still in its infancy and many dealers throughout the province have not yet joined, this first meeting will be an open one. Any bookseller,

stationer or fancy goods dealer in the province is eligible to attend and take part in the various proceedings. In fact, a most pressing invitation is extended to one and all. We must have the support of the largest number of dealers possible. Special invitation cards will be forwarded in a week or two.

While the association, strictly speaking, is confined to Ontario, yet a warm welcome will be extended to any bookseller from outside the province, who can make it convenient to be present. We would be delighted to have the other provinces of the Dominion represented.

Business to be Transacted.

The definite organization of the association will be the first concern of the meeting. When formed last February, the association was without constitution. This has to be remedied. Steps will be taken to provide a constitution and to organize the association on an efficient footing.

Opportunity will be offered for the association to take action on the school-book question, express rates, net system and other matters of urgency.

This first meeting will in a way be an open one and it is hoped that all present will take advantage of the power lying behind the organization to introduce measures that will be helpful to the trade.

Join the Association.

John A. Green, secretary of the National Association of Retail Grocers of the United States, recommends the following reasons why the retail grocer should be a member of a grocers' organization.

Those reasons are equally cogent when applied to the retail stationer and the Ontario Booksellers' Association. Read them!

Because it will be the act of a sensible man, who perceives the great value of trade organization.

Because it will be a step you will never regret.

Because it will help you through your difficulties, and protect you in time of trouble.

Because it will keep you directly in touch with your fellow traders, whose motto is "Defence, not Defiance."

Because the association does not support the wrong-doer, but safeguards the interests of the respectable trader.

Because you may never know when you may need its aid.

Because the cost is small, and you are not a mean man.

Because you are not a man to enjoy trade benefits at the expense of your fellow, and perhaps less fortunate, trader.

Because in unity there is strength.

Because self help is the best help.

Because it is the adviser, advocate and friend of the retailer.

Because, by this means, absolute unity of action is assured, for the purpose of protection and defence, locally and nationally.

Because it facilitates inter-communication on all questions affecting trade, and insures the voice of the retailer being heard.

Because it watches closely, and opposes by every possible means, all measures calculated to injure the trade.

Departmental Sections



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In fulfilment of the announcement in May, and in confirmation of our announcement in July issues

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NEWS OF THE BOOK WORLD

THE BEST SELLING LISTS.

The two leaders of the best selling six for July, both have something to do with bleak Labrador. And the first and best two of the six are each stories of the sea. It is noticeable that none of the books in the best selling six for Great Britain are contained in the Canadian summary, while three of those in the United States summary occupy pretty nearly the same positions in the list as they do in the Canadian summary.

Canadian Summary.

1. Cruise of the Shining Light. By Norman Duncan.
- Long Labrador Trail. By Dillon Wallace.
2. The Brass Bowl. By Louis Joseph Vance.
3. Port of Missing Men. By Meredith Nicholson.
- Princess Virginia. By C. N. and A. M. Williamson.
1. Running Water. By A. E. W. Mason.
5. Short Cruises. By W. W. Jacobs.
6. Captain of the Kansas. By Louis Tracy

English Summary.

1. Three Weeks. By Elinor Glyn Duckworth.
2. New Chronicles of Rebecca. By Kate D. Wiggin
3. My Lord of Essex. By Mrs. Brookfield.
4. The Tangled Skein. By Baroness Oreyz.
5. The Burning Torch. By Miss Montresor
6. Alice for Short. By William De Morgan.

United States Best Sellers.

1. Lady of the Decoration. By F. Little
2. Brass Bowl. By L. J. Vance.
3. Mayor's Wife. By A. K. Rohlf.
4. Port of Missing Men. By Meredith Nicholson
5. Princess Virginia. By C. N. and A. M. Williamson
6. New Chronicles of Rebecca. By Kate Douglas Wiggin

EARLY ANNOUNCEMENTS.

William Briggs will have the Canadian edition of the new George Barr McCutcheon book, with the title, "The Daughter of Anderson Crow." It will have a handsome cover design, similar in style to the earlier McCutcheon books, and will be profusely illustrated with fine drawings. It is a long romance, containing some good character drawing.

"The Halo," is the title of Baroness von Hutton's new story which William Briggs will issue this fall. It is the story of a girl, who has to choose between a fascinating man of genius without much character and his son, who is quite the opposite. The story possesses charm and human interest.

A beautiful piece of book-making is to be found in Owen Wister's new book, "Mother." The cover design, illustrations and page decorations are charming, and the story itself abounds in the quaint gentle humor characteristic of the author of "The Virginian" and "Lady Baltimore." William Briggs will publish the book this fall.

William Briggs is to publish David Graham Phillips' new book, "Light-Fingered Gentry," a clever story based on the insurance investigations. It will be fully illustrated. The same publisher announces "A Crowned

Skull," by Fergus Hume, said to be one of the best efforts of that prolific novelist.

A vivid and absorbing love story is contained in Maurice Hewlett's new book, "The Stopping Lady," which one critic believes approaches more nearly to the excellence of Thackeray's "Esmond," than any novel of recent times. It will be brought out by William Briggs.

In "The Heart of Jesse Laurie," Amelia E. Barr tells of the love affairs of a beautiful fisher lass. The story is healthy and makes good reading. It will be published by William Briggs.

Actual experiences of a Scotland Yard detective are worked into the plot of "Revelations of Inspector Morgan," by Oswald Crawford, a book to be published by William Briggs this fall.

"My Lady Caprice," by Jeffrey Farnol, will be one of the choicest gift books of the approaching season. It is a pretty love idyl of the summer time and is beautifully illustrated. William Briggs is to be the publisher.

As announced last month, William Briggs will issue a Canadian edition of "Beth Norvell," the new story by Randall Parrish. He will also issue Guy Thorne's new book entitled, "A Vain Thing" and "Captain June," by Alice Hegan Rice.

McLeod & Allen announce for publication on August 20, "The Empire Builders," by Francis Lynde, author of "The Grafters," "The Quickening," etc.

After "The Younger Set," by Robt. W. Chambers, the most important book on McLeod & Allen's fall list will likely be "The Fruit of the Tree," by Edith Wharton, author of "The House of Mirth." The book will be published in October.

McLeod & Allen announce for fall publication "Satan Sanderson," by Hallie Ermine Rives, author of "Hearts Courageous," and "The Broken Road," by A. E. W. Mason, author of "The Four Feathers." Several other titles are being arranged for, which will be announced later on.

The date of publication of the much-heralded "Younger Set," by Robert W. Chambers, is drawing very near and McLeod & Allen will have their first edition ready towards the end of the present month. Great things are expected for this book, which is said to be equal to if not better than "The Fighting Chance." It will be issued in cloth only, at \$1.25.

A COMING SELLER.

The success which attended the publication last year of "The Fighting Chance," by Robert W. Chambers, seems destined to be repeated in the case of his forthcoming novel, "The Younger Set," announced for early publication, by McLeod & Allen, Toronto. The story, as its name implies, deals with society life in a modern city and in the opening chapters the reader is introduced to a number of characters, typical of the various elements comprising that society and a series of situations of compelling interest. The hero, a splendid unselfish man, who has served his country in the Philippines, through unfortunate circumstances becomes divorced from his wife, who had eloped during the war. He quits the army and comes to New York to try to live down the dishonor.

BOOKSELLER AND STATIONER

There he meets the girlward of his brother-in-law and unconsciously falls in love with her. His divorced wife also appears on the scene and between the two women his future becomes uncertain. This supplies the motif for a story, strong in characterization and dialogue.

A MEDIAEVAL ROMANCE.

Notwithstanding the number of stories that have been written about the romantic life of the days of knight-hood, the modern reader never seems to weary of reading this kind of a book and eagerly reaches out for the latest novel with an historical setting. In "Beatrix of Clare," by John Reed Scott (Toronto News Company), the author has succeeded in presenting a vivid picture of the England of Richard III. The movement of the story embraces the incidents connected with Richard of Gloucester's accession to the throne, while more directly the fortunes of Lady Beatrix, the heiress of the Earldom of Clare, and her lover, DeLacy, a knight of the King's household, are the concern of the writer. The picture drawn of Richard is entirely the reverse of the popular conception of that monarch. In this novel he is represented as a man of fine appearance, a warrior of renown and a leader of brave men. The tragic death of the princes in the Tower, usually attributed to him, is not laid at his door. In fact, Richard, instead of being a demon in human form, is a king to be proud of. The story proper is full of action. The love scenes in the earlier part of the book are well handled and the more serious events, connected with the abduction and rescue of Beatrix, which form the culminating portion of the story, are described most graphically. "Beatrix of Clare" can well be recommended as a romance, a little better than the ordinary.

IMPROVEMENTS IN 1907 LINE.

In order to hold their position in the front rank of the publishers of popular editions and to preserve their reputation for quality and variety, Hurst & Co., 395-399 Broadway, New York, have made several additions and improvements to their 1907 line.

Their editions of the poets have always been one of the strong features of their line and this year they have introduced some highly attractive new bindings in their series of padded poets, which will retail at \$1.00, \$1.25 and \$1.50. They have also prepared handy volume editions in padded leather to sell at 50 and 75 cents.

A new feature is the series of fancy litho covers on the Canterbury edition of the poets, making handsome volumes, to retail at 60 cents.

The fifty titles in the Alger series of boys' books are out in a new binding this year, to sell at 25 cents, while a more expensive binding sells at 35 cents. The same applies to the Henty series, in which there are 44 titles.

Two new lines for 1907 are, Every Boys' Library and Every Girls' Library, containing about 50 volumes each, attractively bound and priced at 75 cents. The selection of titles for these libraries has been most happily made.

In the Magnolia Library, on which there was such a big run last year, several improvements have been made. The covers are stamped in white ink and have the appearance of \$1.25 covers, instead of being only 25 cents. This library contains 158 titles, including a fine selection of popular fiction by popular authors.

A notable change in Hurst's 16 mos. is the appearance of the Knickerbocker Classics, an absolutely new line of books, consisting of the works of the world's greatest writers. These dainty volumes are printed from

new plates on good paper, bound in assorted cloths with a lithographic panel inlay in colors and stamped in white leaf. Price, 35 cents.

Attention is also directed to the Boys' Own and Girls' Own libraries in the 16mo. series, containing books by authors of repute, bound with artistic white leaf stampings and with inlaid pictures on the sides. Price, 35 cents.

McLeod & Allen, who represent Hurst & Co., in Canada, report a strong demand for all these lines as well as for the other standard series, already familiar to Canadian buyers. For variety of interest, quality of production and cheapness, the Hurst series can be unqualifiedly recommended.

HANDSOME CATALOGUE.

The 1907-1908 catalogue of books, issued by H. M. Caldwell Co., Boston and New York, is in itself a handsome piece of bookmaking, in keeping with the character of all the productions of this publishing house. The cover bears a mediaeval design, depicting a cavalier leaning on his horse and reading a book, while in the distance towers a castle perched on a crag. The contents of the eighty pages of the catalogue deal with the numerous books issued by H. M. Caldwell Company, both new and old. These books are all distinguished by uniqueness of design and novelty of make-up and a list of them should be in the hands of every bookseller.

Among the houses suffering by the London disaster caused by the collapse of the Crystal building, was F. H. Brewster & Co., fancy goods merchants.

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" " " Books I to VI	75

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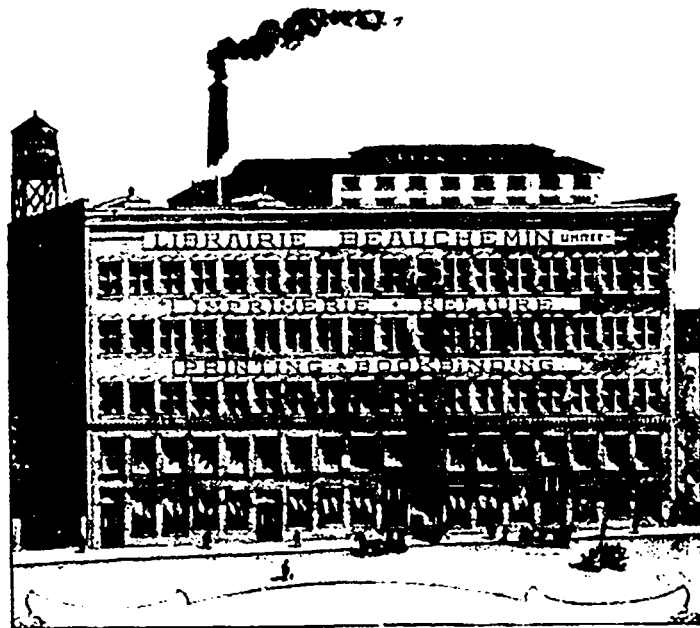
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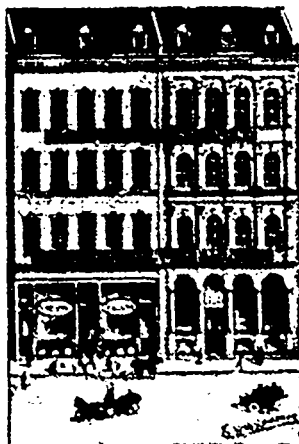
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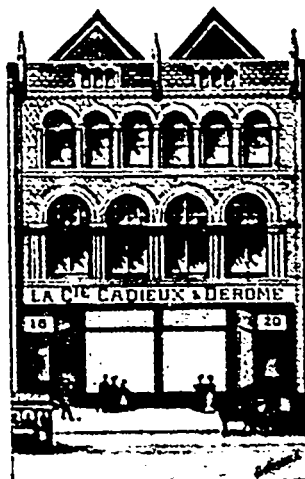
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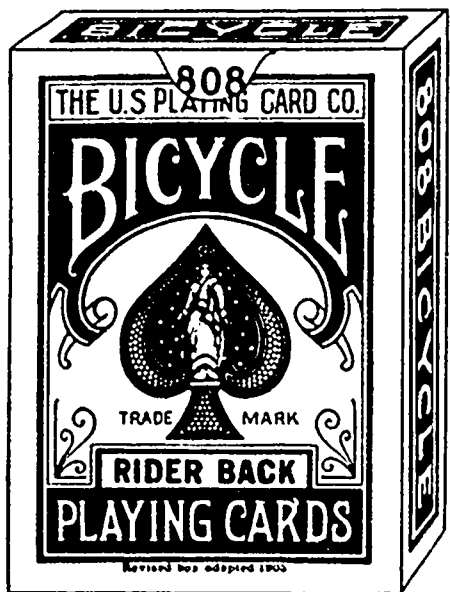
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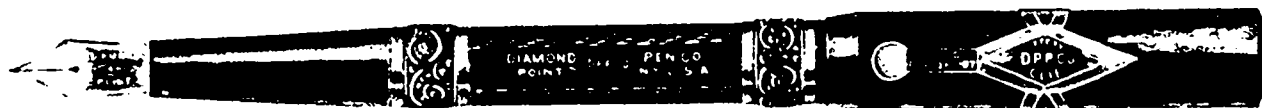
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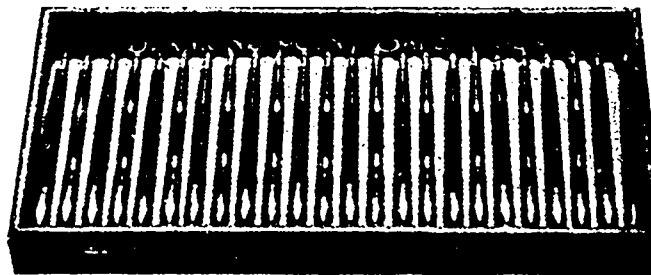
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Flexible—because thin—and of uniform thickness.
They have a fine, ivory finish and a perfect slip.
They sell readily, because players everywhere **know**
they are the best value to be had for the price.
Avoid imitations.

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2 dozen No. 50C extra
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The "Safety Clips" on these pens are patented and manufactured by us only, and cannot be purchased separately nor from any other firm. They are made of the best quality German silver, and cannot slip off, stretch or rust, and lie flat against the holder. They protect the pen from being lost and keep it from rolling off the desk when lying flat.

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STATIONERY DEPARTMENT



A COMMENTARY ON CANADIAN STYLES.

Change is apparently the order of the day in stationery as in most of the other things of life. Fortunately for both stationers and public the present tendency in stationery is one right in line with the material, intellectual and artistic advancement of the country. Indeed, one might truthfully point to the present styles of stationery, and their prices, as an infallible index to the national advancement along the lines indicated.

The extensive use of monograms and coats-of-arms is one of the most noticeable and likeable features of really smart stationery. Comparatively few people can claim a coat-of-arms of their own, but there is nothing to prevent the use of one's initials in a monogram design absolutely different from that of another person boasting the same initials.

Mr. W. E. Coutts, the manager of Ryrie Bros.' stationery department, Toronto, was kind enough to show Bookseller and Stationer a book of specially designed monograms, which was the best illustration of the variety of shapes into which a clever artist can twist one's initials—and that without departing from the fashionable canon of simplicity.

"The tendency in note paper," said Mr. Coutts, "is away from all colors. Dame Fashion decrees that the messages of the elite must be written on pure white paper. Some time ago the linen finish white was quite the vogue; but linen finish as a fashionable writing surface is at present almost altogether displaced by pure white kid finish. We have a special line which is called for by the majority of our fashionable customers, which we term Ryrie's pure white kid finish, and which bears our water mark.

"Paper should be straight edged. We have, of course, other lines, such as white deckle edged, and, in colors, we have a certain amount of call for light sky blue, watermark check and ash gray. Apart from these in limited quantities, the 'thing' is pure white kid finish.

"The placing of a monogram," continued Mr. Coutts, "depends altogether upon its shape. As a rule, a round or square monogram should be in the top centre of the paper, while a monogram with a deep or upright oblong design should occupy the upper left-hand corner. Talking of monograms, our latest is the replacing of the body or ground color of an embossed monogram by thin sheet pearl, with the outline or letters in a bronze gilt.

"We carry ten sizes of note paper. For men's use the sizes are Club, $5\frac{1}{2}$ in. by 7 in., and Imperial, $5\frac{1}{2}$ in. by $7\frac{1}{2}$ in. The sheets are made to fold once and are enclosed in an oblong envelope. Then, for ladies, we have the large letter and medium letter sizes, slightly smaller than the Club and Imperial, as well as the small or reception sizes, all fitting after one fold into oblong envelopes.

"Fashionable envelopes have a pointed flap the square flap being obsolete. It is becoming quite fashionable, where a person is permanently resident, at one point, to have the address embossed upon the envelopes; such as, "Maple Grove, Rosedale," etc. Some fashionable people even have their monograms embossed on the top left corner of the envelope.

"Wedding stationery should be engraved. Some people don't realize what a difference there is between an engraved plate and ordinary printing type. We point out the difference in our catalogue, which contains an insert showing samples of copper plate engraving, and, for comparative purposes, some script and Old English type printing. The difference is at once apparent. Our engraving styles are shaded and solid Old English, shaded and solid French script (which is a new type, something similar to English engrossing), and the standard English script. The latter is most used, and is about 50 per cent. cheaper than the others as well as being always in style.

"A line which has undergone great development of late, and which is now very fashionable, is the place card. A place card is a card used by hostesses to indicate guests' places at the table at such functions as dinner parties, luncheons, wedding breakfasts, etc. Sometimes a place card is simply an ordinary visiting card containing the monogram of the hostess, sometimes it is a specially designed article to match the color of the table decorations. We have made some in the form of pink rose petals and green leaves. A very popular style of place card, and one growing in popularity all the time, consists of figure subjects, stamped out of thin bristol board, either hand-painted or lithographed, and having pieces gummed on the back so that the whole forms an easel, and will stand upright. These place cards are usually taken away as souvenirs by the guests. We have special designs for place cards, suitable for all occasions, from a children's birthday party to a club affair strictly for gentlemen.

"Stylish dance programmes are very dainty little things, with an embossed design containing the colors of the person, club or society holding the dance.

"The average person hardly realizes that there can be as much style in stationery as in clothing. True, the styles of stationery hardly change as often as do styles of clothing; but, in the social circles which follow fairly strictly the decrees of Dame Fashion, one's 'up-to-date-ness,' so to speak, can be about as accurately determined by one's stationery as by one's coat."

STATIONERY STYLES IN THE U. S.

Purveyors of note paper by which many of the social functions are carried to a climax of polite elegance, involving the honors of social prestige in the autocratic court of good form, are no laggards in their search for bettering luxuriousness. The restless desire for novelty and the insatiate appetite for change, which has become the disease of the day, tax the ingenuity of invention to the very point of despair where the patrons of fashionable supplies are in the majority. No one is supposed, however, to peer into this hidden quarter but to go and choose the latest and smartest with well-bred severity and bestow their season's order for note paper as if it merely fell from the skies and was disconnected with every mortal effort.

White note paper, let it be known, stands impetuously at the present moment as the smart paper of the season. All colors are tabooed, no matter how entrancingly soft

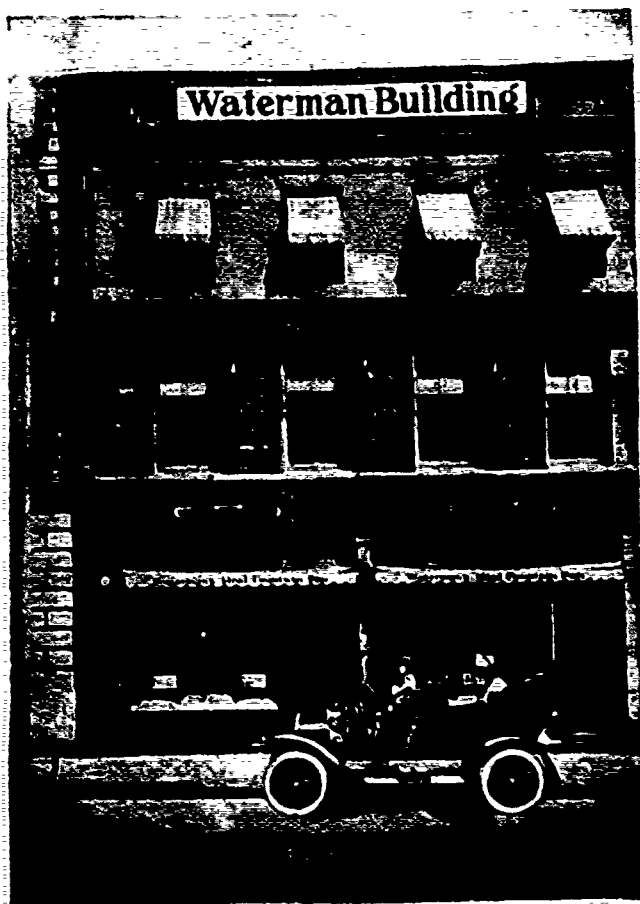
and pale are the tints. White alone is the insignia of good taste, and the evidence that the writer knows it well and holds to it. Faithful souls there are who have always held that such was the case, and never have deviated from their educated sense of propriety and good taste in the use of what they termed in defence "the only paper a lady or a gentleman ever used" are now having their innings.

There are various sizes of note paper in demand, from the extremely small invitation note to the larger correspondence size, which is a good square sheet with a generous envelope to match, and that leads one to expect at first glance that it represents some friend's bidding to a wedding. The man or woman who has the gift of letter-writing and cultivates it, seldom patronizes a fashionable stationer, but buys his or her supply by the pound, and selects it from among the lordly old style

dent world-colored papers still have a charm not to be outdriven. The output is, it must be confessed, lovely in color—in the palest of French gray, lavender-blue and the gray-blue of a Holland sky, as well as the very latest revival of the early Victorian buff. In this paper, graded sizes are maintained on the same scale as in white paper, while envelopes revert to the old pointed style as well.

Sealing wax keeps up to matched tints in all-colored paper. Whereas, the devotees of white paper are more prone to use silver wax on a tint of silvery gray, individuals there are who have a fancy to seal not only the envelope, but the upper left-hand corner of the front sheet of their note paper. The home address printed in colors, or in white upon white or white upon colors, is in general use. Country house paper runs to the English style of putting the name of the country seat, the railroad station and telephone number in a group, in the upper left-hand corner.

A very growing fancy, which we have adopted, is to have a printed picture of the writer's country home, or some special landscape attached to it, or a bit of its surroundings or belongings, printed in the middle of the top-front sheet. All this is an interesting side of individualism and an extremely attractive one. It has its fitness also in quill writing, and the use of blue ink, which some few persons have a fad for using.—Fabrics, Fancy Goods and Notions.

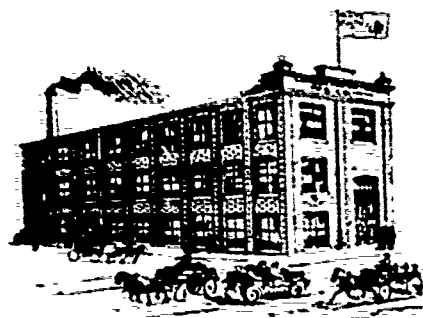


Waterman Building, Montreal.

sheets at that, where heart and mind may have its freedom, and the intellect give play to any fancy

A word about the envelopes in vogue. They have returned to their old pointed flap style, after asserting themselves for some time by deep straight flaps, which of late were the only correct form. As the test of the pudding lies in the eating of it, so it would seem that the test of envelope flaps is that pointed ones are the most secure. Foreign correspondence paper has envelopes that are lined with a color after the French style, in order to protect the enclosed written page from too anxious eyes and prying natures. This was a need, indeed.

All the feminine world is not to be ruled by any one fashion in paper, or in any other way. In that independ-



New Home of Carbon Paper and Ribbon Mfg. Co.

IN THEIR NEW HOME.

The Carbon Paper and Ribbon Mfg. Co., Toronto, have given tangible evidence of their business growth by moving into a fine building of their own at 176-178 Richmond Street West, Toronto. The accompanying picture shows what their building looks like. They have now more than double the floor space of their old premises, which became altogether too small to hold them as their output went on increasing. Their specialties in carbon papers, typewriter ribbons, etc., will now be more than ever a factor in the market. It was observed that additions had also been made to the office staff, which, of course, made a larger office necessary.

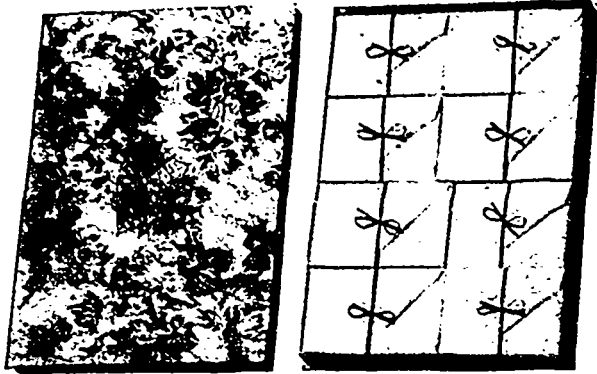
A STORY OF GROWTH.

The accompanying photograph of the Montreal headquarters of the L. E. Waterman Co., of Canada, Limited, at 136-138a St. James Street, illustrates the extent this business has attained since its active conception in Canada comparatively a short time ago. The building is fitted up with every modern convenience for the handling of their fountain pen, ink and Hardtmouth pencil business. During last spring the adjoining building was occupied and already the firm feels pressed for space. Visiting

stationers are at all times made welcome by the manager, Mr. J. E. Kastner, whose private office is on the first floor.

BERLIN'S HOLIDAY BOXES.

There is something more demanded by the patron of the gift papeterie counter nowadays, than a "box" with a picture of holly or mistletoe on its top; something

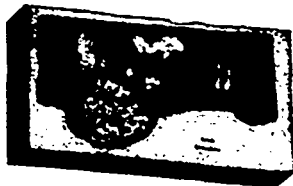


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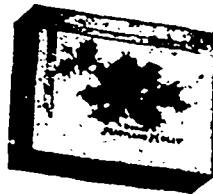
more than a pretty holiday sentiment inscribed in gilt on the cover.

"Quality" in the filler, real novelty in envelope shapes, pleasing finishes in pen surfaces, and plenty of variety in the decorative features of the boxes themselves are not only necessary where the dealer wants sales as well as a showy window, but are demanded by the consumer of to-day.

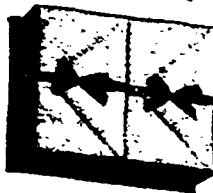
Nothing so firmly established the reputation of the makers of "Berlin's Quality First Papers" as the keen regard on their part for the requirements of an up-to-date trade; the Berlin holiday line for 1907, something extraordinary in point of size and variedness, one of the best trade makers a stationery house ever put out.



No. 5291



No. 5278



The few boxes illustrated with this cannot begin to give the reader an idea of its scope. The best way for the Canadian trade to "discover" things is to have the

Berlin & Jones people send a sample assortment making up a holiday order from it.

The trade visiting New York have three New York Berlin salesrooms to choose from. The "factory," 547-553 West 27th St.; "Broadway," 621 Broadway, corner Houston; "Down-town," 136 William St. They all keep "open house."

FOUNTAIN PENS CONFISCATED.

Fountain pens to the tune of five hundred form the latest addition to the loot of the custom officers. Mr. Kastner, of The L. E. Waterman Co., of Canada, Limited, Canadian headquarters, Montreal, states that the pens were smuggled into Montreal by a man who gave his name as W. B. Feurst. Mr. Feurst's way of carrying on business was to go to the United States, and return by way of Niagara to Montreal, in which place he disposed of the pens about his person.

Complaints had reached the custom house department that this man had been smuggling pens into Canada. His headquarters were, it is stated, in Montreal. As a result detectives were informed and visiting the place in St. Lawrence St., found five hundred pens. These they took charge of. Feurst paid one visit to the custom house to see how the land lay, but failed to return, skipping to parts unknown.

The pens have an invoice value of \$1 each, so that the lot is worth \$500. The duty on these pens is 2 1/2 per cent.

As far as can be learned, up to the present writing, the confiscated pens will be offered for sale, but to prevent unfair competition they must realize the invoice price plus the duty. The pens will be destroyed if this price is not secured. At the time of going to press the matter is still in abeyance.

RUBBER TYPE SPECIALTIES.

The growth of the rubber type trade is reflected in the rapid development of firms who manufacture such articles. The Fulton Rubber Type Ink and Pad Company, of Elizabeth, N.J., is one of the firms which have pulled the rubber type business up to its present importance. This firm started on its successful career with a factory containing only 500 square feet of floor space. To-day the large premises necessary for the conduct of their business have no less an area than 33,000 square feet or sixty-six times their original factory space. They have all the latest machinery for turning out such articles as Fulton sign and price markers, business and office outfits, self-inking stamp pads, quick drying and non-blurring daters, numberers, juvenile and to printers and such like goods. They also manufacture all the accessories necessary for their articles, such as decorated tin, polished wood, leather and paper boxes, grooves, holders, tweezers, in fact everything that goes into their goods. Making all their articles under one roof they can sell at a lower price than is possible under less favorable circumstances.

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**THE BEST THE WORLD PRODUCES
17 DEGREES—SOFTEST TO HARDEST**

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CAN NOW BE OBTAINED
FITTED WITH HEAVY GILT
PROTECTORS and RUBBERS





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"O.K." PAPER FASTENERS

There is genuine pleasure in their use as well as **PERFECT SECURITY**

These Fasteners are in a class by themselves. There are no others like them, therefore they can not be compared with the ordinary paper clips which depend entirely on friction for their holding power.

The "O. K." Paper Fasteners have the advantage of a tiny but mighty, indestructible piercing point which goes through every sheet co-acting with a small **PROTECTING SLEEVE** which prevents any liability of injury.

NO SLIPPING HANDSOME COMPACT STRONG

Easily put on or taken off with the thumb and finger. Can be used repeatedly and "they always work." Made of Brass, 3 sizes. Put up in Brass Boxes of 100 Fasteners each.

All enterprising stationers.

Send 10c for sample box of 50, assorted sizes. Illustrated descriptive booklet free. Liberal discount to the trade.

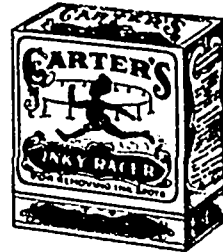
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Dept. 5 SYRACUSE, N. Y.



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LORD GREY,
BARONNE Empire Sizes
MARQUISE

BOUDOIR
COUNTESS Billet Sizes

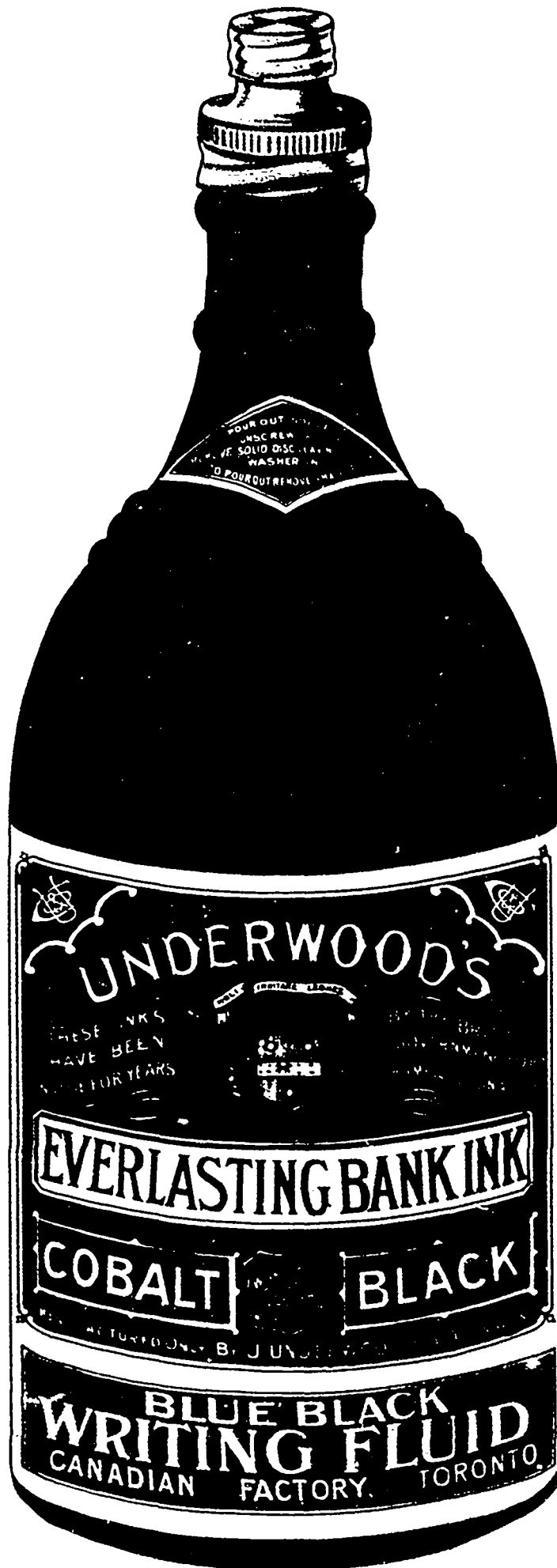
In Three Colors—AZURE, GREY, NILE GREEN

WRITE FOR PRICES AND SAMPLES
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ASK
YOUR

STATIONER

TWENTY FIVE
YEARS



IN
CANADA.



PELOUZE POSTAL SCALES

Invaluable to the Office, Store and Home

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

NATIONAL, 4 lbs. - - \$3.75 STAR, 1 lb. - - - \$2.00
 UNION, 2 1/2 lbs. - - 3.00 CRESCENT, 1 lb. - - - 1.50
 COLUMBIAN, 2 lbs. - - 2.50

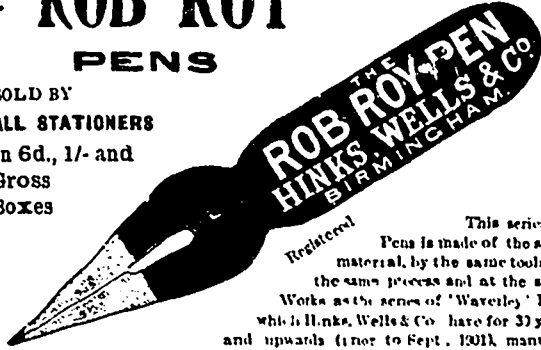
Buy through your Jobber.

PELOUZE SCALE & MFG. CO. - - Chicago

“ROB ROY”

PENS

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



Registered
 This series of Pens is made of the same material, by the same tools, by the same process and at the same Works as the series of "Waverley" Pens which Hinks, Wells & Co. have for 33 years and upwards (prior to Febr. 1901) manufactured for and supplied to the Proprietors thereof.

HINKS, WELLS & Co., Birmingham, Eng.

Writing and Selling
 Better Than Ever

**WAVERLEY
 PENS**

EVERY PEN SELECTED

Sold by the Leading Wholesale Houses

Sample cards and trade price lists sent
 per return mail

Macniven & Cameron, Ltd., Waverley Works, Edinburgh

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES



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

CANADIAN AGENTS:
 THE **BROWN BROS., LIMITED**
 TORONTO.

**SPENCERIAN
 STEEL PENS.**

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

THE BEST

Works: **BIRMINGHAM, ENGLAND**
 Imported by all the leading stationers in
 Canada.

Proprietors: **Spencerian Pen Co., New York**



**JOHN HEATH'S
 PENS**

A good pen is a good servant, and
 John Heath's Pens are made to serve!
 ALWAYS READY AND ALWAYS WILLING
 They were first 45 years ago, and are still
 leading the way. British made of British
 steel. Write for samples.
 LONDON AGENCY
 1 8 St. Bride St., LONDON, E.C., ENGLAND



“Sports” Playing Cards



THE BEST VALUE
 IN THE MARKET.
 ONE OF MANY
 VARIETIES

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

SPECIAL CARD FOR
 WHIST PLAYERS

Colonial Whist

LACROSSE DESIGN.

We are headquarters for **PLAYING CARDS**

MADE IN CANADA.

Style and finish equal to Imported Cards.

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

The UNION CARD & PAPER CO.,
 Limited
MONTREAL.

Do not fail to read
**The Possibilities of
 a Sheet Music
 Department**

In this month's issue of the Book-
 seller and Stationer.

Then write us for our Prices on
 Popular Music.

An instrumental success by a
 Canadian Composer

GEM

MARCH AND FIVE STEP

Special to the trade Ten Cents.

The Delmar Music Co.

Lindsay Building - MONTREAL



**No! They Don't Crush Your Book Trade;
 They Boom It.**

Where did you get the notion that a stock of Talking
 machines in your store spell disaster for your book trade?

Isn't Meeting People the very essence of your business?

Isn't any addition to the number of people you meet a
 "to-be-looked-for" occurrence?

Well then "Berliner" and "Victor" Gram-o-Phones
 will bring a great number of people into your store who
 in addition to the musical purchase will buy books,
 stationery, wall paper, etc.

More Truth to Come.

DISTRIBUTORS FOR CANADA.

- | | |
|---------------------------------|-------------------|
| J. & A. McMillan, | St. John, N.B. |
| Clark Bros. Co. | Winnipeg, Man. |
| Dyke, Evans & Callaghan, . | Vancouver, B.C. |
| R. S. Williams & Sons, Limited, | Toronto, Ont. |
| Nordheimer Piano and Music Co., | Toronto, Ont. |
| Royal Stores, Limited, . . . | St. John's, Nfld. |
| Cordingly Bros. | Brockville, Ont. |

Write your nearest distributor.

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

WE MAKE **RULES** FOR THE
JOBGING
TRADE | **ALL KINDS AND**
GREAT VARIETY
 IN
Finish, Color and Scales

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Nothing is better
 than our Fine

ADVERTISER

Colored Rules with gilt printing---THEY ARE KEPT.

WESTCOTT - JEWELL CO.

Factory and Office

SENECA FALLS, N.Y.

MUSIC AND MUSICAL INSTRUMENTS

THE SITUATION THIS MONTH.

The situation in retail music departments at present is very interesting. Holiday songs referring to the summer months, have sold exceptionally well and are still in more than ordinarily active demand.

Some of the new songs recently brought before the public in the United States and others, not quite current, but which are selling well, are as follows:

"Darling," published by the Shapiro Publishing Co., New York, is a very pretty composition and ought to make a big success when it is fully established in popular favor.

Williams and Van Alstyne, writers of "In the Shade of the Old Apple Tree," have launched another song success on the market. This song will prove a hit. It is entitled "On an Old-Fashioned Buggy Ride."

In comic songs "I have Got a Tickling Sensation Round my Heart for You That Can't be Scratched," while having rather a long, peculiar name, is a good song nevertheless, and is sure to suit the public who like this class of thing.

"Little Nemo and his Bear," is at present being successfully interpolated in the production "The Wizard of Oz."

In the piece, "The Song of the Angry Deep," Arthur J. Lamb and Paul de La Zarre have exceeded themselves. The piece is of a bass and baritone class and is even better than their other great success "Asleep in the Deep." It is published by Jos. Morris, Philadelphia.

A very popular march song is "Just Take Me Down to Wonderland." This composition is by the composers of "The Watermelon Vine."

A very pretty ballad is "When the Evening Breeze is Sighing Home Sweet Home." This ballad is being sung successfully in many of the vaudeville and musical comedy productions in the United States.

The Haviland Publishing Co., New York, have an exceedingly pretty number in "Little Black Me."

"The Hymns of the Old Church Choir," words by Arthur J. Lamb, music by Alfred Solman, is a song suitable to any home. Arthur J. Lamb's greatest success was "Asleep in the Deep."

Among coon songs, the ones most called for at present are "Ta, Ta, Au Revoir, I'm Going to go," and "Under the Tropical Moon."

One of the big New York successes "I Get Dippy When I do that Two-step Dance," is now being sold in Montreal with a fair success. When the theatrical season is on and this song is brought before the public, it should secure a fair share of patronage.

A great novelty song is "I'm the Kid that Built the Pyramid." This is used by Billy Van, comedian, to the advantage of both.

"Way Back" is characterized by the publishers as the famous Oshkosh song and is one of the features of "Fascinating Flora" a production now at the Casino Roof, New York.

Among instrumental music, the "Egyptian Waltzes" are well to the front. The Delmar Music Co., Montreal, are doing very well with "G. E. M.," a march and five-step. In waltz songs "Vanity Fair," published by Jacobs of Boston, is much in vogue. "Moon Face," a characteristic march and two-step, is now making its first appearance in Montreal. A rube characteristic dance piece is "A Needle in the Haystack."

RECENT MUSICAL COPYRIGHTS.

Tesis. Danse Caractéristique. By F. H. Losey Op. 226. The Crater. March and Two-Step. By Harry J. Lincoln. Vandersloot Music Publishing Company, Williamsport, Pennsylvania.

Stingy, or S-t-i-n-g-y and That Means You. Song. Words by Harry L. Newton. Music by Hampton Durand. Chicago.

Ottawa, Home Sweet Home. Words and Music by Alb. E. Dion. Arranged by J. P. Neville. Albert E. Dion, Ottawa.

Manono. A Maori Love Song. Words and Music by Herbert Leiser, Victoria.

The Picture I Have of You. (Song.) Words by Wm. B. Friedlander. Music by Chas. E. Mullen. Will Rossiter, Chicago.

Valse Caprice. For Piano. By Henry J. Lantz, Op. 6. No. 1. Whaley, Royce & Company, Limited, Toronto.

Canadien Toujours! (Chant patriotique.) Paroles de Gaston Leury. Musique de Charles Tanguy. J. E. Belair, Montreal.

Topoka. By Henry M. Jones. (Music) Jerome M. Hemick & Company, Detroit.

Danse Canadienne. Caprice. Pat Thomas N. Proulx Thomas N. Proulx, Montreal.

Vespe. By J. Parnell Morris. (Hymn and Music.) J. Parnell Morris, London.

The Elmote. Polka Two-Step. By W. H. Hodgins. W. H. Hodgins, Toronto.

An author was once called upon to pay a bill he owed. The creditor spoke strongly, and insisted upon some definite date being mentioned for settlement.

"Certainly," the author replied, "though there seems to be a rather unnecessary commotion about this trifle I will pay this bill as soon as I think of it after receiving the money which a publisher will pay me in case he accepts the novel which I will write and send him just as soon as I feel in an energetic mood after a really good idea for a plot has occurred to me!"—Birmingham Post.

"Wellington" Photo Supplies

Easy to Sell -- Good Profits

Full Directions Given

**Start Selling Wellington
Photo Supplies**

"Wellington" plates, papers and films will attract trade. Our window display selling helps, and our advertising makes sales easy. "Wellington" lines have a world-wide reputation, and will get and hold business.

For "what you want, when you want it," drop us a line.

Feature Our Papers This Month

Ward & Company

13 ST. JOHN ST.

MONTREAL

Not in the Trust



JOBBER'S NOTICE

We make them and others too. Send for catalogue on Eye Shades, Shields and Goggles.

**Chicago Eye
Shield Co.,**

143-145 South Clinton Street.

CHICAGO, ILL.

EDWARD H. MILLER

Booksellers' and Stationers' Agent

Having a thorough knowledge of the English market, and having had many years' experience in the Colonies, I am in a position to execute orders for Canadian firms in an intelligent manner. Terms on application.

142 Long Acre. - LONDON, W.C.

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High Grade Printing

from the conception of the idea to the finished job—we are now ready to produce in our **NEW PRINTING DEPARTMENT**

With everything new—

NEW MANAGER—from New York City, full of the ideas and methods of the best printers, advertisers and publishers of the States—

NEW PRESSES—the latest products of the press makers—

NEW TYPE—the best faces selected from the stocks of leading foundries and a

NEW RESOLVE—to make every job a credit to us and to you—we ask for a chance to figure, furnish layouts, dummies, schemes and designs for anything from a letterhead to a catalog—

If you want
"printing that's different"
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LONDON ENG

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Charles Edward Peabody
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his mark

PHOTO SUPPLY DEPARTMENT

PHOTO COPYRIGHT.

At a recent meeting of the Canadian Photographers' Association, it was determined to make an effort to have the copyright fee for photographs reduced from \$1 to 50 cents. It was thought that the dollar fee was too high, especially in view of the fact that three copies of the photo to be copyrighted are required to be filed, thus adding to the expense.

DEVELOPING FOR AMATEURS.

In managing a photo supply department one will be pretty sure to receive requests from customers to develop and print their negatives. In fact, this branch of the photo supply business is given a good deal of prominence by retailers in Toronto. Some of them even go so far as to work a mail order developing and finishing business. The undoubted fact that they succeed in this line shows what the potentialities of a country town photo supply business really are. It shows what a great success lies in store for the stationer who goes in for a photo supply business with the energy which should be characteristic of a true man of business.

It is, of course, quite obvious, that to conduct a successful developing and finishing department, there must be someone in charge of the business who thoroughly understands photography. Fortunately in these days of "cameraphends," it is by no means hard to locate young fellows who give the subject of photography a large proportion of their time and attention.

A stationer therefore, (who is not himself a camera enthusiast) should, if he intends to make photo supplies a prominent part of his business, lose no time in securing the services of a competent man to manage it. Photo supply buyers, invariably look upon the dealer as a man of authority in the subject of photography, and frequently take to him all their troubles in this direction. It follows, that if the supply department is to reach a stage of development consistent with the importance of the other branches of a stationer's business, it must expect to be confronted with many a photographic problem which can only be answered by a practical person.

Some stationers might deem the employment of a special man too great an expense. The point is, however, that a good man will make his department pay his salary, and pay the dealer a good profit. The stationer would be in the position of business manager, while his clerk occupied himself with the technical details.

One of the largest firms of retail photo supply dealers in Toronto is managed, so far as the business is concerned, by a man, who, it is said, never took a photo in his life. He is, however, surrounded by a few practical men, and together, they conduct a very profitable business.

Charges for developing and finishing should, (as should everything else in business) be based on cost. In arriving at a scale of charges, the chief items of cost, would of course, be salary of clerk and value of materials used. Given below is a list of the charges made by one of the most prominent retail supply firms in Toronto, which may be of some assistance in estimating the probable profits of a developing and finishing business.

It is almost needless to point out what a stimulant such a department would be to general business. You

would get people into the store who may seldom enter it for any other reason. These people will become customers, not only for your supply department, but as well for your general lines of goods. An amateur photographer is frequently a good spender.

Schedule of Prices.

"P.K." means "Pocket Kodak," "F.P.K." means "Folding Pocket Kodak."

Developing.			
Brownie Nos. 1 and 2	6 exposures		15 cents.
1½ in. x 2 in. P.K.	6	"	15 cents.
1½ in. x 2 in. P.K.	12	"	25 cents.
No. 1 F.P.K.	6	"	15 cents.
No. 1 F.P.K.	12	"	25 cents.
No. 1 A. F.P.K.	6	"	20 cents.
No. 1 A. F.P.K.	12	"	35 cents.
3½ in. x 3½ in.	6	"	25 cents.
3½ in. x 3½ in.	12	"	35 cents.
3½ in. x 1½ in.	6	"	25 cents.
3½ in. x 1½ in.	12	"	35 cents.
1 in. x 5 in. and 3½ in. x 5½ in.	6	"	30 cents.
1 in. x 5 in. and 3½ in. x 5½ in.	12	"	45 cents.
5 in. x 7 in.	6	"	40 cents.
5 in. x 7 in.	12	"	65 cents.

Developing Plates and Film Packs.

2½ in. x 2½ in.	3 cents each.
3½ in. x 3½ in.	4 cents each.
3½ in. x 3½ in.	1 cents each.
3½ in. x 5½ in.	5 cents each.
1 in. x 5 in.	5 cents each.
1½ in. x 6½ in.	7 cents each.
5 in. x 7 in.	7 cents each.
6½ in. x 8½ in.	10 cents each.
8 in. x 10 in.	12 cents each.

Printing and Finishing.

(Prices per each print.)

	Unmounted	Mounted
Brownie No. 1	2½ cents	3½ cents
2½ in. x 3½ in.	3½ cents	5 cents
2½ in. x 1½ in.	3½ cents	5 cents.
3½ in. x 3½ in.	4½ cents	6 cents.
3½ in. x 1½ in.	1½ cents	6 cents.
4 in. x 4 in.	5 cents	7 cents.
4 in. x 5 in.	5 cents	7 cents.
3½ in. x 5½ in.	5 cents	7 cents.
5 in. x 7 in.	10 cents	14 cents.
5 in. x 8 in.	10 cents	14 cents.
6 in. x 8 in.	15 cents	20 cents.
6½ in. x 8½ in.	15 cents	20 cents.
8 in. x 10 in.	20 cents	25 cents.

Bromide Enlargements

	Unmounted each	Mounted each
5 in. x 7 in.	30 cents	40 cents
6½ in. x 8½ in.	40 cents	50 cents
8 in. x 10 in.	50 cents	65 cents
10 in. x 12 in.	75 cents	\$1 00
11 in. x 14 in.	\$1 00	\$1 25
14 in. x 17 in.	\$1 25	\$1 75
16 in. x 20 in.	\$1 50	\$2 00

250% Profit in Post Cards 250%

Over \$25.00 Profit on \$10.00

ONE OF OUR LIFE MODEL COMICS



A Stop for Refreshments.

(Copyright.)

FOR ONE MONTH FROM DATE OF THIS ISSUE OF THE BOOKSELLER AND STATIONER WE ARE GOING TO RUN OUR SPECIAL OFFER GIVING FREE \$5 WORTH OF ONE OF OUR BEST SELLING LINES FREE WITH EVERY ORDER FOR OUR \$10 ASSORTMENT.

Special 250% Offer

For \$10.00 we will send you

100 All Canada, regular price....	\$1.00 per 100
100 Comics, regular price.....	50 per 100
50 Floral cards, regular price....	1.00 per 100
50 Delft Pastoral and Yachting...	1.20 per 100
50 Evangeline Cards	1.20 per 100
25 Opal Canadian Views	2.50 per 100
50 Cat Studies	1.00 per 100
50 Summer Pastimes	1.00 per 100
50 Cupid Series	1.00 per 100
50 Assorted Fancy	1.25 per 100
50 All Canada, colored and Black and White.....	60 per 100
50 G. A. Baby Heads.....	1.50 per 100
50 American Girls	1.00 per 100
25 Leather cards	3.00 per 100
50 Troilenes	1.25 per 100
10 Multiples	7.00 per 100
25 Dancing Girls.....	1.50 per 100
25 Asti Heads.....	1.50 per 100

and 500 Life Model Comics Free, giving you a chance of making over \$25.00 clear profit on an investment of \$10.00.

Invitation to Stationers and Post Card Dealers

We extend a hearty invitation to Stationers and Post Card Dealers visiting in Toronto at Exhibition time or at any time to call at our office and sample room and inspect our lines—we have always something new to show you. We like to meet our customers—we want to meet them. If you do not know us come in and get acquainted. As far as it lies in our power we will give you any information you may desire either in regard to Post Cards or the City. Come in and see us when in Toronto.

A Word About Our Life Model Comics

The best known comic postcard in two countries. Unequaled in originality, humor and high-class finish. Over sixty subjects taken by the camera from real life, depicting some of the most ridiculous and funny circumstances of human life with titles to fit. Printed in beautiful halftone with glossy impression. Over 2,000,000 sold in the United States in three months—proof of their selling qualities. Price \$1.00 per 100.

W. G. MacFARLANE, PUBLISHER AND IMPORTER

BUFFALO

TORONTO

NEW YORK

60-62 FRONT STREET WEST



PICTURE POST CARDS



HUMOROUS CARDS.

The demand for humorous cards in the Old Country has been so persistent and so lucrative to the publishers, that it is not surprising to find them invading the Canadian market with a confidence in the selling qualities of their productions.

Bamforth & Co., of Holmfirth, Yorkshire, are amongst the leading British publishers of humorous cards, their cards, portraying the comical side of love-making, matrimony, motoring, and other topics, finding a ready sale in all quarters. This house is by no means unknown to the Canadian trade, their real photo post cards—particularly their song series—having already secured a footing in the Dominion. Every one of their subjects are guaranteed from life models, so that the excellence of their printing (which, by the way, is done in Britain) is not spoilt by bad drawing. Apart from the long list of humorous cards in real photo effects, Bamforth & Co. have several series of colored cards, dealing

five most unique and attractive displays made with the Early holder. The contest closes on Dec. 31st, and the prizes will be awarded by three impartial judges.

—◆—

BEAGLE'S ADDITIONS.

It is evident, from an inspection of sample books, that British post card and fine art publishers, are determined to have a bigger share of Canadian trade this coming season. Never have they produced better quality or more artistic effects than now.

J. Beagles & Co., Ltd., now well known to the trade throughout the Dominion, are well to the fore. They are looking to capture more orders this Christmas than ever before, not only because they claim their productions to be in the front rank of artistic merit, but also because their range is so extensive as to appeal to almost every taste of the post card collector.

Their samples of Christmas greeting cards include



Some of Bamforth's Comic Cards.

in their burlesque manner, with such subjects as the lone bachelor and his housekeeping, domestic felicity, etc.

In actresses the firm have recently added fifty new subjects, colored, gilded, and varnished. Child studies, real photos in sunken panels, are also published in very great variety. These are so pretty and natural as to merit special attention from those dealers who have an eye for something out of the ordinary.

—◆—

EARLY'S PRIZE OFFER.

On the inside of the back cover of this issue will be found an offer of prizes for unique post card displays. The Earl J. Early Novelty Co. are the manufacturers of an adjustable unit capable of (either when by itself or joined to other Early units) being used for postal card display in almost every conceivable bit of spare space. The prize offer is for photographs, showing unique and attractive applications of the Early holder. There are five prizes, of \$50, \$20, \$10, \$10, \$10, respectively, for the

many dainty glossy bromides, representing actresses profusely framed in borders of mistletoe, holly, etc., and surmounted by block letter greetings. To the series of hand colored floral cards, also glossy bromide, something like 100 new designs have been added. No 915 C series is devoted to cat and kitten studies, photographed in pretty groups, and surrounded by holly and snow borders with the season's greetings in gold. These are tastefully hand-colored.

Apart from these bromide cards, there are some hand-painted floral cards, and some perfumed cards, which would interest Canadian buyers.

All these cards are printed or produced in Britain.

—◆—

BUSINESS BOOMING.

It is refreshing to see a renewed activity in post cards after the somewhat dull month of July "The tourist trade seems only to have begun during the latter part of the past month," says W. G. McFarlane in ex

Everybody Wants
VALENTINE'S
SERIES

of

Canadian View
 Post Cards—

WHY?

Because they are
 the best and the
 line is the largest
 and most varied

Complete Catalogue and
 Samples upon Request.

The Valentine & Sons
Publishing Co., Limited

69 Adelaide Street East 510 Coristine Building

Toronto

Montreal

planation, and dealers who had stocked heavily were beginning to fear the bottom had dropped out of the card business." The tourist undoubtedly is the backbone of the card trade and now that he has commenced to circulate, it is amazing how quickly the post card dealer begins to smile. W. G. MacFarlane, the publisher and importer, of Toronto and New York, reports the last fortnight the busiest in the history of his business. Orders are pouring in and prompt shipments pouring out. Many attractive new lines are being offered notably new subjects in the life model series, troilene series, and fancy cards, delft pastorals and yachting series, Evangeline cards, novelties, etc.

A very special proposition is being offered this



COWBOY SERIES—"The Round-up" (Copyright)
 One of W. G. MacFarlane's new Life Model post card Subjects.

month, particulars of which will be found on another page of this issue. No dealer should fail to take advantage of an opportunity of making a profit of 250 per cent. on an outlay of \$10

Mr. MacFarlane wishes to extend to all stationers and post card dealers an invitation to visit his show room, 60 Front Street West, near Union Station, at Exhibition time or at any time.

PICTORIAL POST CARDS

☛ The largest assortment of Imported Fancy Post Cards in Canada. Lowest prices for assortments of 100 or 1,000.

Special for August

☛ An Album containing 50 assorted Post Cards for 57 cents. Enclose Postage

THE EISNER & FALICK IMPORT CO.

107 St. James St., Room 74 - Montreal

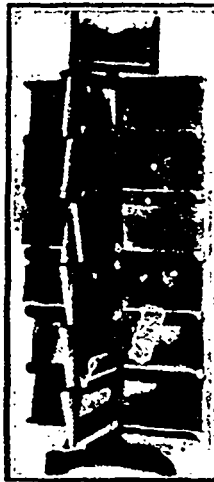
EMBOSSSED AND JEWELLED Fancy Post Cards



We have just received a large shipment of the famous Taber Relief Fancy Post Cards, consisting of over fifty designs, including King Edward, Queen Alexandria, Sir Wilfrid Laurier, Pope Pius, Queen Victoria, President Roosevelt, Niagara Falls and many other subjects, in black, colored and jewelled. These are the finest cards published and command a ready sale. Write for samples.

Post Card Display Stands

We have every kind of new Post Card Hangers or Display Stands, including suspension hooks, cardboard and wire strips for window decorations.



FERRIS WHEEL STANDS
The newest and best

REVOLVING STANDS
4 Sizes

"EARLY" HANGERS
"CLARE" HOLDERS
WIRE STRIPS
PERFECTION CLIPS

WRITE FOR SAMPLES OR PRICES

Warwick Bro's & Rutter, Limited
Publishers of Picture Post Cards **TORONTO**

*"WHAT YOU WANT
WHEN YOU WANT IT"*

POSTAL CARDS

Maple Leaf Series

Headquarters for Maple Leaf Real Photographic Post Cards. For hundred and fifty designs to select from, including

*Landscapes, Seascapes,
Prominent Buildings,
Actresses, Children,
Dogs and Cats.*

We have in stock a special line of
FRENCH TOY BOOKS

for the Holiday trade at right prices, and for immediate delivery.

Write for samples and prices. A full set sent free on application. Trade only.

D. & W. FORREST,

13 ST. JOHN ST., MONTREAL.

Pictorial Postcards, Autotype-chromo, Photo type, and Lithographic Coloured, etc.

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

**German Postcard Works
Boch & Kirsch-Frankfort a.M.**

Several Rewards

Established 1872

GOOD AGENTS WANTED

POST CARDS

Largest Assortment and Best Prices at the
EUROPEAN POST CARD CO.,

P.O. Box 1203, - MONTREAL

Prompt and careful attention to enquiries.

Wholesale only.

Fine Art Printing Co.

Kaufbeuren, Munich, Germany

Manufacture to order for important buyers, as a specialty:

Postcards

in Collotype, from 1,000 upwards, per design.

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

in Retochrom-combined letter press and lithographic

color printing, 3,000, 5,000 and 10,000 per design, in sheets of 30 and 61 designs

When writing advertisers kindly mention this paper.

THE MAIL ORDER POST CARD HOUSE

Our Semi-Monthly Price Lists will give you plenty of reasons for ordering. Send for it now.

We sell for cash only.
We have no salesmen.
You get the benefit.

Make us prove our claims by sending for samples and prices.

New Picture Post Cards for Tourists and Fall Trade

New lines are being added to our stock almost daily. Every new idea may be had. The variety is almost endless, and our stock is easily the largest in Canada. View Cards, Comics of every description, Leather Cards, &c., &c.

Albums of every description, and all Picture Post Card accessories are stocked. All your needs can be satisfied.

There is no delay.

Complete stocks carried.

Let us help you to be THE Post Card Dealer in your town.

International Post Card Co., 27-29-31 St. James Street, **Montreal!**

SPECIAL COMBINATION OFFER

1 (one) Assortment to a Customer

REGULAR PRICE	
50 Leather Cards	\$1.25
12 Asst'd Real Fur Teddy Bears60
12 Asst'd Pen Wipers, Teddy Bears42
12 Leather Medals30
12 " Sole, P.C.30
12 " Appliquet Flower Sets60
12 " Mignon Post Cards18
	<hr/>
	\$3.65

Delivered free of expense, anywhere in U.S. or Canada, \$2.65, cash with order.

Retail price for this lot, \$7.66

\$7.66 Retail

\$2.65 Cost you

\$5.01 Your net profit.

We have now (500) varied designs in Hand Burnt and Painted Leather Cards, also a fine line of Artistic Novel and Attractive Souvenirs.

LEATHER POST CARD CO.

335 BROADWAY, NEW YORK

BEAGLES' POSTCARDS

MAIL AT ONCE FOR SAMPLES

Something Entirely Novel in High Class Cards
For Season 1907-8

*Seasonable Studies & Designs
in Rich Brozen Glossy Bromide
and Hand Painted Art Cards*

EXQUISITE IN DESIGN
DELICATE IN EXECUTION
SUPERB IN FINISH

New Year Greetings

X
M
A
S

X
M
A
S

J. BEAGLES & CO., Ltd. 9, 10 and 11 Little Britain, LONDON, E.C.
136 Vickery's Chambers, SYDNEY, N.S.W.

A. Molling & Co., Hanover

(350 workers employed)

(GERMANY)

17 Stone- and 8 Book-printing machines

Fine Art Printers

of Children-Toy- and Painting-Books
Xmas-New-Years- and Valentine-Cards
Illustrated Postcards, Calendars and Studies

- Chromos, Fancy-Papers, Menus ●
- Show-Cards Advertising-Cards ●

CATALOGUES of any description and for every branch

Large Embossing-Book-binding- and Box-making-Department

First-class work ++ Promptly delivery.

Picture Post Cards

We have a fine range of

*Birthday, Children's,
Courting, Floral,
Comic, Christmas and
Novelty Post Cards.*

at lowest possible prices.

Send \$4 for Samples to

SCHOFIELD & CO., 99 ST. JAMES STREET.

Publishers, Burnley, England.



WALTER WELLMAN

The **CARTOONIST - PUBLISHER**

World Building, **NEW YORK CITY, U.S.A.**

Picture

Made to order only according to instructions supplied.

Specialties: Modern Helotype styles, plain and coloured.

Post

Very fine make. First class Goods only.

Well known for efficiency and high-class workmanship.

Cards

Otto Leder

Meissen 19 Saxony

Picture Post Card Manufacturer
WHOLESALE EXPORT



ONLY FOR WHOLESALE DEALERS AND POST CARD PUBLISHERS

MARKERT & SOHN

Graphic Art Works

DRESDEN - A. Wintergartenstr. 74

MANUFACTURER

PICTURE POST CARDS

MADE AFTER YOUR OWN PHOTOS

Telegram Address: **LENSMARKEIT DRESDEN**

AS A SPECIALTY WE MAKE

COLLOTYPE, COLOURED COLLOTYPE, DOUBLE TONE, HAND COLORED, GLAZED and AUTOTYPE POST CARDS, VIEW ALBUMS, ALBUMS

Ask for samples and quotations

W. NEUMANN & CO.,

Wasserthorstrasse 42,
Berlin, S. 42

High-class Collotype Printers

SPECIALTY: **Collotype Postcards** TO ORDER

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

**Glossy Collotype Cards
Photochrom Collotype Cards**

ALL KINDS OF VIEW-ALBUMS AND SAMPLE SHEETS

CHEAPEST PRICES

WHOLESALE AND EXPORT ONLY

POSTAL CARDS

Big Variety *Low Prices*

Lovers' Set Post Cards

g We have always in stock the nicest and finest assortment of love sets; both English and French Text.

Canada Picturesque Lines

g Over three hundred different views of old modern Canada.

Special Views

g We have in stock all the country views issued so far. These lines will interest you.

Beginners' Package

g We have 20 different packages of samples, ranging from 1c. to 25c. per card. Each package costs \$1 and gives a profit of 100%.

Catalogue on request. *Cash Only*

L' O'Riginal Rg.

195 St. Catherine St. East, Montreal

LATEST, NEW, ORIGINAL

Picture Postcards

ANY VIEW, ANYWHERE
MADE TO ORDER FOR

HALF A CENT EACH

Copied from any photograph or print forwarded to us with the order. Name and address of party ordering will be imprinted on each card as publisher. Postcards reproduced and delivered within 10 days from receipt of order, copy and description of scene—for which a maximum of 50 words is allowed. Specimen Postcards mailed without charge. 10 handsome Photosimile and Phototype Picture Postcards will be sent to any address on receipt of five (2c.) stamps.

American Photocolortype Company

337-339 DEARBORN STREET, CHICAGO

All kinds of reproductions in quantities, 1,000 up.

Souvenir Post Cards

POST CARD RACKS High-Class Mailing Novelties

	Per 100
Green Lunen Comics, 31 subjects	\$.75
Wisdom Series, Red Mottoes, 32 subjects	.75
Linen Comics, 101 subjects	.75
Vacation Series, 10 Subjects	1.25
City Slaps, 10 Subjects	1.25
Great Scott, Nost. Letters	2.50
Time Arrival Post Cards, 7 subjects	1.25
Photo Art Series, 10 subjects	1.25
Cheap Com. Cards, 50 subjects	.40
X-Ray Post Cards	2.50
Life Models, 32 subjects	1.00
Slate Mottoes	.75
Slate Comics	.75
Colored Comics	.40
Blue Maxims	.75
Blue Moonlight	.75
Blue Dutch	.75
Blue Venetian	.75
Blue I Believe Series	.75
Blue Thou Shalt Not Series	.75
Brown Photogravures, Cats, Dogs, Bathing Girls, Happy Children, Stork Cards and Dice	.75
Old Master Series, 32 subjects	.75
Prescription Series, 16 subjects	.75
Flower Cards, 32 designs	1.25
Half-tone, Metal Frames	2.00
Oil Paintings, Metal Frames	2.50
Living Models (Photo)	1.50
Roller Skating Cards	1.00
Base Ball Cards	1.00
Telegram Cards	.50
Cowboy Cards, 6 subjects	1.00
Modeled Life Series, 6 subjects	1.25
Modeled Bear Series, 6 subjects	1.25
Modeled Floral Series, 6 subjects	1.25
Kid Lovers, 6 subjects	1.25
Coming Champs, 6 subjects	1.25

Leather Novelties

	Per 100
Leather Cards	\$3.00
Miniature Leather Cards	1.50
Big Stick Bear	6.00
A Lemon for You	5.00
Fish Pen Wiper	6.50
Leather Pants Match Scratcher	6.00
Leather Trunk Post Card	5.00
Pon My Sole	3.00
Heart and Tag	5.00
Undressed Kids	5.00
Pocket Cigar Cases	6.50
Dainty Leather Pillows	6.50
Teddy's Pants	\$2.00
Slipper Match Hanger	.75
Chatelaine Mailing Purse	1.50
Mollycoddle Fob Purse	2.00
Sisters Bank Purse	2.00
Leather Mailing Doll	2.00

Chapin's Post Card Holder, per gross	\$.50
Earth's Gun Metal Pockets, per 100	1.00
The Fire Pen (a wood-burr - 1/8" outth) per doz	4.00
Post Card Leather, per foot	.11

In calling the attention of the trade to the above prices we feel safe in saying that they are the lowest prices quoted, quality considered. It has been our aim to handle only a clean line of goods and we respectfully ask for your patronage. A trial order for our line of novelties we are certain will lead to a steady and growing trade. We have had our say, so get busy and place that order at once.

OUR NEW CATALOGUE is now ready, it contains sixteen pages of post card news. Information well worthy of your consideration whether you deal with us or not. All we ask is that you look it over and compare our prices with those of the many others now issued. WE GUARANTEE OUR GOODS to be exactly as represented. The catalogue is FREE, so let us hear from you by return mail.

Now just a word about our terms. Those not rated in the commercial agencies, or those unable to send satisfactory references must send cash with order, otherwise we will ship C.O.D. Where goods are desired shipped C.O.D., we require, as a matter of good faith on your part, that you enclose enough to pay express charges both ways. If you send cash with order we may deduct 5 per cent, otherwise terms are 2 per cent, 10 days, or net 30.

BOOTH WALLACE CO.

Dept. P 2

155 - 157 Washington St.

CHICAGO

BOOTH WALLACE CO.

157 Washington St., Chicago

Gentlemen: We are hobbyists in the post card business and use

about a hundred dealers in the post card business and use about a thousand cards per month. Please mail us free your post card catalogue listing over 10,000 subjects. Yours truly

N. W.



THE TELEPHONE

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

LONG DISTANCE TELEPHONE SERVICE

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

THE BELL TELEPHONE COMPANY OF CANADA

WESTERN Incorporated
1851
ASSURANCE
... **COMPANY.**

FIRE
AND
MARINE

HEAD OFFICE—TORONTO, ONT.

Assets over - - \$3,570,000

Income for 1906, over 3,609,000

HON. GEO. A. COX, President,

W. R. BROCK, Vice President

W. B. MEIKLE, General Manager

C. C. FOSTER, Secretary

A BUSINESS CHANCE

is often missed when it might
have been easily embraced by

Systematic Saving

Begin now to prepare for the day of opportunity by depositing your savings in *The Metropolitan Bank*. In the *Savings Department* \$1.00 or upwards opens an account. Interest is allowed from date of deposit, and compounded four times a year. No delay in withdrawal.

THE METROPOLITAN

Capital Paid Up
\$1,000,000.00

BANK Reserve Fund and
Undivided Profits,
\$1,183,713.23

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerstake, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,
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Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL \$1,400,000.00
ASSETS 2,162,753.85
LOSSES PAID SINCE ORGANIZATION. 29,833,820.08

IF YOU WANT

the best weekly list of New Books published in Great Britain and Ireland, with titles, sizes, prices and publishers, subscribe to **The Publishers' Circular and Booksellers' Record**, published weekly at St. Dunstan's House, Fetter Lane, London. Post free for 52 weeks for \$3.25, prepaid.

IF YOU WANT

to obtain out of print and scarce works about Canada, or on any other subject, subscribe to **The Publishers' Circular** (see previous paragraph for particulars). Annual subscribers have the privilege of a gratis advertisement in the Books Wanted Columns each week. On an average over 2,000 Books Wanted and For Sale are advertised for every week in **The Publishers' Circular**.

IF YOU WANT

to know what new books are coming out in the United Kingdom you should subscribe to **The Publishers' Circular**. For terms, etc., see first paragraph of this advertisement.

Spoolmen Copy FREE on Application.

Money

CAN BE SAVED BY MEANS
OF AN ENDOWMENT POLICY.

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

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

Confederation Life ASSOCIATION

W. H. BEATTY, President.

W. O. MACDONALD,
ACTUARY.

J. K. MACDONALD,
MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

Wall Paper

With the beginning of July, travelers for wall paper concerns commenced their new season and are now well on their way over the ground. For months the factories have been busy working out and printing new designs, and preparing their books of samples. From the range inspected by Bookseller and Stationer's representative, they can go on the road in the full consciousness that they have this year the best that has been ever shown, and that the retailer has very little opening to offer criticisms.

In the new samples there is an attention to purity of color, symmetry of design, suitability of color to design, and to novelties that greatly excel last year's offerings. The developments of the new ideas are shown in crown and panel patterns. Small embossed patterns are also to the fore. Quite a feeling has been expressed among the manufacturers for stripes.

Among the principal colors brought out are brown, in all shades, greys and fawns. Gold and silver will also be seen. Self tones will also be shown to a large extent.

Most of these lines have been fully described in previous numbers of Bookseller and Stationer.

Summer Sales.

In another part of this number, in an article on advertising, a reference is made to a strong wall paper advertisement. The argument produced by the writer of the advertisement is a very sound one, and should be quite capable of being properly followed up, to the profit of the dealer.

Scores of people, actuated by custom, consider either fall or spring as an ideal time for paper hanging. As a matter of fact, the prevailing popularity of spring and fall as paper hanging seasons, makes it all the more apparent that the summer time, being between seasons, is in reality a very good period of the year for this undertaking.

About this time of the year, members of many families are away holidaying. If a house needs papering, surely the best of all times to do the work is at that time when the fewest people in a house will be inconvenienced. Paper hanging in the fall, when, as a rule, all members of a household are at home, causes a good deal of inconvenience to people who might easily be spared it.

Especially is "now" a fine time to solicit your paper

**STAUNTON'S
COLOR
TREATMENTS
FOR 1908
ARE SUPERB**

All Goods 16 yds. to Double Roll.

Excellence of Workmanship, the use of materials of Highest Quality, combined with Skilful Color Manipulation gives a Face Value which is far above that of similar grades of other makes.

This conspicuous Face Value costs you nothing, but you get an extra profit if you handle

STAUNTON'S WALL PAPERS

Salesmen are showing new samples---Wait for them. If in a hurry, a post card to us will hasten his call.

STAUNTONS Limited

**MAKERS OF
SUPERIOR WALL PAPERS**

TORONTO

hanging orders from the heads of families whose vacations are over. You have the best of arguments. In addition to that mentioned above, the newest fall lines are already at your command. There is, perhaps, a little slackness in your other lines. Take advantage of the respite by getting after your wall paper customers before the usual rush comes on. By doing this you will be in a position to handle the rush much better when it comes along.

Personal Letters.

As a supplementary form of advertising, and serving as an introduction to a personal call, it might be a good idea to send out personal letters to likely purchasers, calling attention to the new fall designs added to your wall paper stock, and extending an invitation to call and inspect them at any time, or to make an appointment for a special time. Follow it up in cases where no replies have been received, with a personal call.

Good Light.

Have your demonstration table in a light favorable to the papers. It often happens that the good points in a design go unappreciated on account of a bad light. Seeing that wall paper in place is in rooms, the light for demonstration purposes should not be too strong. Generally speaking, the demonstration table should be placed about eight feet away from a medium-sized window, exactly opposite it, and should be viewed by the customer from near the window.

Points in a Wallpaper Ad.

The other day a traveler for a well known household necessity, was heard to remark "No man need apply for a job around our place who doesn't believe in advertising, unless he keeps his belief to himself. If he said anything in disparagement of advertising, the manager would throw him out." Now the firm represented by this traveler has built up an enormous business upon a foundation of advertising, and the main point in all their advertising has been and still is quality. That firm's success is the strongest argument possible in advertising goods on their points of quality.

It is a well known maxim among advertising men, that in retail advertising, price should never be left out. Price, indeed, is the most important point in bringing the customer into the store. But it is a point that, in wall paper advertising, should be used as a sort of final rap. Make it appear that the price is a marvellous one when the quality of the article is considered.

Quality in wall paper is, of course, made up of several things, such as color harmony, exclusiveness of design and durability. In the ad, therefore, some or all of these points should invariably be the theme. First tell your prospective customers what the good points of your wall paper are, then tack on the price.

It is doubtful if illustrations are of much value in retail advertising, inasmuch as it is impossible to give any idea of the color effects of a design in a newspaper ad. As eye catchers, of course, illustrations are always valuable, and are just as valuable in wall paper, as in any other kind of advertising. It is as well, if possible, to have the eye catcher appropriate to the subject of the ad.

Catalogue houses have the bulge on ordinary retailers in the matter of illustrations. Owing to the facilities afforded by the modern art of color printing, it is possible to produce almost any wall paper design in all its beauty of color, so that the reader of a catalogue may see the whole range of designs without stirring from his chair. This fact can hardly be without its effect upon country town retailers, who must perforce get the customer into the store before the designs can be properly shown.

Here is where the show window performs the important function of supplementing a newspaper ad. Strong wall paper copy over a retailer's trade name in the local paper, run contemporaneously with a window trim exclusively of wall paper, is a combination of advertising bound to have a good effect on business. All the more so if a reference to the window exhibit is made in the newspaper ad.

Not should wall paper talk cease in the newspaper ad or the window trim remain silent. The arguments used to get the people in providing they are concise and right to the point may be very effectively used again by means of the show card.

The high grade of wall paper, both of the cheaper and expensive varieties, turned out by our domestic manufacturers to-day almost sells itself. Salesmanship,

however, is required in order to sell the grades in which there is most profit for the retailer. He must endeavor to analyze a design, so to speak, and be in a position to explain the excellent points of any design which seems to take the customer's fancy. Too much "hot air" may result in wearying a customer out of the store; but a neat line of conversation upon the subject of wall paper designs, and their appropriateness for this, that, and the other room, or hallway, has a tendency to bolster up a customer's wavering decision to buy. Lots of people are quite unable to decide what they want without some aid. And the retailer who makes the most money is invariably the man who is able to talk interestingly to his customers of their needs in his line of business. A wall paper salesman, to be really successful, must know wall paper, and be able to advise and assist his customers to choose designs which will give them satisfaction.

MONEY IN PHOTO SUPPLIES.

Quite a number of booksellers and stationers found the photo supply business very satisfactory during the hot summer months, notwithstanding the fact that most people are away either traveling or at seaside resorts. It is quite evident that stationers can have a good share of this business if they use progressive methods. In this connection Ward & Co., Montreal, are distributors of Wellington photo supplies, and co-operate fully with the dealer in making the department a profitable one.

The main course of photographic progress has been in the direction of increased simplicity, a fact which should be borne in mind when attempting to appraise the real value and forecast the prospects of an introduction.

The water developing system has distinct advantages, with as far as can be learned, no drawbacks. As a result it seems certain that it will steadily grow in favor, and that the wise photographer will test it at an early opportunity.

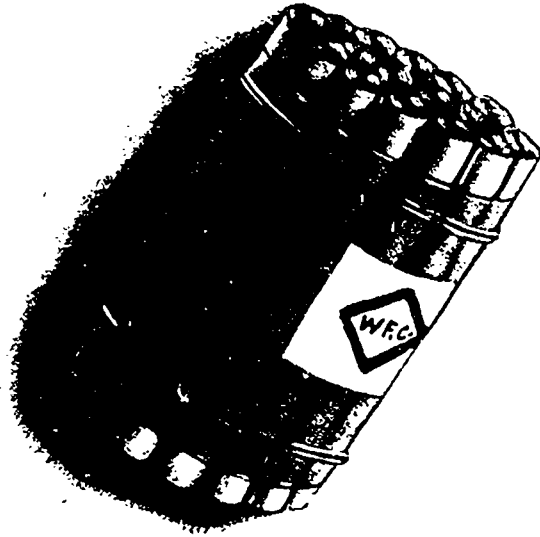
Now that the time is drawing near for holiday-loving people to start to return from the pleasure resorts, they will be sure to want a supply of prints and paper for prints.

For winter work when the light is bad, or for those photographers who cannot do their printing in the day time, those papers which can be printed by an exposure of a few seconds to gas light, etc., offer advantages over all other printing materials. They lend themselves to the production of prints having as fine a surface as can be desired. In such cases Enammo bromide or glossy S. C. P. is very suitable. The "Enammo" paper has a glossy surface, differing in appearance from printing-out paper only by possessing a fine black tone, instead of the warmer tints obtainable from the latter, while S. C. P. is manufactured in ten grades, one similar to the "Enammo," and the others in matt. of fine, velvety surface.

Show cards issued by Ward & Co., 13 St. John St., Montreal, help to give an attractive appearance to a window display of these lines.

Clark Bros. Co., Winnipeg, have a very attractive line of imperted scribblers and exercise books. The covers are something new to the Western Canada trade and the paper is of very superior quality. They have sixteen new designs in scribblers, eight of which are Canadian and eight imported. In papeteries Clark Bros. Co. have 150 lines, all of which are imported. They can supply all classes of trade as they have the most expensive grades as well as the cheaper lines.

WATSON-FOSTER AND WALL PAPER



The Sample Line for 1908 is coming your way with

EVERYTHING IN IT "YOUR WAY"

Variety, Color-Effect, Original Artistic Combinations

and

PRICES which can never be repeated

THE WATSON-FOSTER CO., Ltd., MONTREAL



PAYSON'S INDELIBLE INK



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

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

Standard Commercial Works.

Matte's Interest Tables.

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

Matte's Three Per Cent. Interest Tables. By the same author. On fine toned paper and strongly bound. Price, \$3.00.

Hughes' Interest Tables and Book of Days combined.

At 3, 3½, 4, 5, 5½, 6, 7 and 8 per cent. per annum By CHARLES M. C. HUGHES. Price, 5.00.

Hughes' Supplementary Interest Tables.

Comprising a Special Interest Table for daily balances, showing interest for one thousand days on any amount, rates from ¼ per cent. to 3¼ per cent., inclusive. Also a table showing interest for one thousand days at 5 per cent., by means of which (in connection with Comparative Tables), interest for one thousand days can be obtained at any rate from ¼ per cent. to 10 per cent., inclusive, and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from ¼ per cent. to 10 per cent., inclusive, on the basis of 365 days to the year in ¼ per cent. rates. By CHARLES M. C. HUGHES. Price, \$2.00

Hughes' Interest Tables.

At 6 and 7 per cent. per annum (on the basis of 365 days to the year), for one, two, three and four months and days of grace; for use in Discounting and Renewing Promissory Notes. By CHARLES M. C. HUGHES (on folded card, 14¼ x 9¼) strongly bound. Price, \$1.00.

Hughes' Savings Bank Interest Tables.

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

Buchan's Sterling Exchange Tables.

Converting sterling into Canadian currency, and vice versa, advancing by 8ths and 16ths, with other useful tables; by EWING BUCHAN. Second edition. Price, \$1.00.

Buchan's Sterling Equivalents and Exchange Tables.

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

Buchan's Par of Exchange (Canadian).

Giving sterling into dollars and cents and vice versa, from £1 upwards, also sterling equivalents, Canada into New York and vice versa; by EWING BUCHAN. Price (in sheets), each, 20c.; mounted (on boards), each, 25c.

The Importers' Guide.

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

The Canadian Customs Tariff.

Revised to date, containing lists of warehousing ports in the Dominion, the Franco Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, Francs, German Reichmark, at Canadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc., etc. Cap 8 vo, cloth. Price, 50c.

MORTON, PHILLIPS & CO.,

PUBLISHERS,

755 and 1757 Notre Dame St., MONTREAL

See BROWN BROS., Limited, of Toronto. Carry a full line of our publications in stock

HOTEL DIRECTORY

WINDSOR HOTEL

HAMILTON, BERMUDA

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

TOWER HOTEL GEORGETOWN DEMERARA

BRITISH GUIANA.

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

WOODSIDE BOARDING HOUSE

Corner of Main and Lamaha Streets GEORGETOWN, DEMERARA.

Cool and airy Bedrooms. Excellent Cuisine Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage Solicited. Managersess, E. COTTAN.

VICTORIA LODGE

HAMILTON, BERMUDA

Mrs. J. F. SMITH Proprietress.

Opposite Victoria Park and Cedar Ave. Private Board \$12 to \$14 per week. Open Nov 1 Closes in May.

WINTER RESORT QUEEN'S PARK HOTEL

PORT OF SPAIN, TRINIDAD, B.W.I.

JOHN McEWEN, Manager. For Rates, etc apply Trinidad Shipping and Trading Co., 29 Broadway, New York.

THE GRAND UNION

The most popular hotel in

OTTAWA, Ont. JAMES K. PAISLEY, Prop.

DOMINION HOUSE

W. H. DURHAM, Proprietor

RENFREW, - - - ONTARIO

The most popular Hotel in the Ottawa Valley.

HALIFAX HOTEL

HALIFAX, N.S.

ACCOUNTANTS AND AUDITORS

DAVENPORT, PICKUP & CO.

Chartered Accountants and Assessors, 623 McIntyre Block and 427 Ashdown Block, Winnipeg, Man., and at Brandon, Man.

JENKINS & HARDY

Assessors, Chartered Accountants, Estate and Fire Insurance Agents, 134 Toronto St., Toronto, 465 Temple Building, Montreal.

The Topaz Pencil

As good as any at any price
Better than any at the same price.

HB -- H -- HH -- HHH -- B

- AND -

Indelible Copying.

Write for Samples to

Warwick Bros. & Rutter, Limited
Wholesale Stationers, TORONTO.

British Publishers' Number

of

Bookseller and Stationer

will be issued on

Wednesday, October 9th, 1907

To accommodate British publishers, whose lists are hardly complete before October, a special feature will be made of British books in the October number. In order to secure good positions, orders for space should be reserved early at our London Office, 88 Fleet St. E.C.

BOY WANTED

ANY BOY in every town and village in Canada can earn many dollars by selling our publications among his neighbors and relatives and business men.



YOU can begin at once. No money needed to start. We will provide you with capital. A watch to the boy who does good work, as special prize.

Write at once to

THE MACLEAN PUBLISHING CO.
10 Front St. E., TORONTO

The Sutcliffe-Edmison Co., Limited

76 YORK ST., TORONTO, ONT.

Wholesale Fancy Goods,
Druggists' Sundries,
Dolls, Toys,
China, Games,
School Supplies,
Papeteries, Balls,
Sporting Goods, etc.,

extend a cordial invitation to our friends and patrons attending the Toronto Exhibition to visit our sample room, where we shall be pleased to show them our complete range of up-to-date Fall Goods.

Make us your headquarters for information, etc., while in the city.

The SUTCLIFFE-EDMISON CO., Limited

76 YORK ST., TORONTO, ONT.

HOLIDAY GOODS

FROM THE
MANUFACTURER TO YOU

What we sell you we sell you right, as we sell for these manufacturers:

- Q Lee Paper Co. Makers of fine papeteries.
- Q G. W. Capen Co. Novelties and utility boxes in French tapestry and cretonne.
- Q The Benziger Co. Desk sets, Frames, smokers' articles, etc., in antique brass and copper.
- Q Cardinell-Vincent Co. Calendars and pictures.
- Q Hills and Hafely. Calendars and Xmas booklets, Xmas and New Year's post cards.
- Q A visit from you in search of Holiday Novelties will be appreciated and will do you good.

F. L. HARDING NOVELTY CO. 318 Broadway
NEW YORK

YOU ARE INTERESTED IN SOMETHING.

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

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

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

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

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

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street,
MONTREAL

10 Front St. East,
TORONTO.

WAIT FOR THE

BIG LINE

Before you buy your fall stock of

TALLY CARDS

GUEST CARDS

CALENDAR PADS

and don't forget the Elliott Die-Stamped Holly Postal Cards and Souvenir Post Card Calendars. Two of the best selling items in the Stationery Line.

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Booksellers and Stationers

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a prominent place in their magazine displays. The news stand sale is increasing at a phenomenal rate. It is a ready seller, and the profits are large. It needs only to be introduced to be appreciated. Order from your News Company on a fully returnable basis.

The Busy Man's Magazine

Montreal, Toronto, Winnipeg, London, Eng.



FANCY GOODS AND NOTIONS



Leather Goods.

The scarcity of alligator skins has caused a sharp advance in prices. The advance averages about 20 per cent. Baby alligator skins, used in the manufacture of ladies' handbags, are very hard to secure, which fact indicates that there will be a somewhat restricted output of these goods for the holiday season.

Hiawatha Ready Change Purse.

One of the latest purse novelties was described in a recent issue of *Fabrics, Fancy Goods and Notions*, of New York. This article, as its name denotes, is a purse designed to contain small change of various denominations. It consists of two flap compartments, made of tin and covered with leather, fastened on the outside with an ornamental button. Each flap has two slots, or subcompartments, making four compartments in all. Each slot holds respectively one dollar's worth of cents, five-cent pieces, dimes and quarters. The spring arrangement at the mouth of the purse prevents the money from dropping out, yet may be easily removed for replenishing purposes. In size the purse is about 2 by 3 inches, those designed for ladies having a strong gilt chain handle.

Parisian Hand Bags.

Indications are that the oval or semi-circular frame for handbags will be very popular during the coming holiday season. The semi-circular frame affords a wide mouth for the bag, which makes it easier for ladies to use. It is modelled after a Parisian design, and comes in alligator, seal and various other fancy leathers.

Combs and Hat Pins.

The popularity among ladies of the large-sized imitation jewel hat pin seems to be steadily continuing. American fall designs include imitations of such popular stones as ruby, topaz, turquoise, etc. Pearls are also making a prominent figure in this line. The range of colors is well calculated to match every style and color of hat ribbon.

In fancy hair combs the tendency is increasingly ornamental. One design much in favor in fashionable circles is the high back comb, containing the initial of the wearer. The initial letters are generally effected by an inlaid gilt, so that no protruding metal parts are left to catch in the wearer's hair.

Plush and Celluloid Dolls.

These goods promise to have a run of public favor. They are made of bear plush, with an unbreakable celluloid head, and have a good resemblance to the popular "Teddy Bears." The limbs of these dolls are jointed.

Ladies' Belts.

Leather belts will be strong this fall and some striking lines will be brought out. Flowered leather will be used with fine effect. Cut steel studded belts with cut steel buckles will be seen in white, gray, light blue, navy and brown. The beaded belt will have some popularity. The Teddy Bear is, of course, still seen on some lines of belts, particularly those for children. The Swastika clasp is still in evidence, and holds its popularity. Styles still run to the narrow and straight girdles, though

shaped belts hold their favor. The double buckle will be used, as well as the lines with two buckles, just alike, back and front.

The "Shaveade."

A new and novel device in a little ten-cent article made for men who shave themselves is on the market and proving a great seller. It is called "Shaveade." The device consists of a rubber appliance made to fit the handle of any ordinary shaving brush and is intended as a substitute for the fingers in rubbing or massaging the shaving soap into the beard for the purpose of softening the latter before shaving. The massaging end of the device is formed of three graduated circles, and the cavities between the circles produce a suction when the device is being used. So the device will not only soften the beard, but give a perfect massage, imparting a healthy glow to the skin, leaving it smooth as velvet. The circles measure a trifle over an inch and a half in diameter, and the neck is about one inch in length. It is claimed that by the use of the little device, a good, satisfactory shave can be obtained even from a dull razor. "Shaveade" also comes with an attached handle.

Table and Sand Pit.

A nursery sand table recently patented is being offered to the toy trade. It is made in the Mission style, three feet long, twenty inches wide and twenty inches high. It may be used as a play table for the little ones to build their block houses upon or to write their letters to Santa Claus. By lighting the top and allowing it to swing completely over, a zinc-lined waterproof box filled with clean white sand is disclosed, and during the disagreeable days when the child is confined to the house, a never-failing source of amusement is provided. Children never tire of the sea shore, a fact so well recognized by those having the care of youngsters on their shoulders that many have secured a supply of sand for the back yard. When this is not available on account of weather conditions the sand table would seem to fill the bill. It is strongly constructed, and should last for many years.

Brownies.

A line of Brownies, following closely the extensive family made popular by Palmer Cox many years ago, is being made in Chicago for the holiday trade. These grotesques are fitted with metal legs and arms, which may be bent in numberless positions. They are put up in lots of a dozen assorted, and can be retailed at \$3 per dozen with a goodly profit.

Gold Pens.

Not very much is known by the general public of the large consumption of gold pens in this country to-day. There is a class of writers who realize the value of a gold pen, in that one used by a writer and adapted to his personal style of writing will not have to be removed within a day or so after its original purchase or use, but may be continued in service indefinitely and found satisfactory at the end of two or three years, and it is this class of writers who make the demand for gold pens stable and satisfactory. Great progress has also been made in their manufacture in the past few years.

HERE AND THERE AMONG THE STATIONERS

Items of Interest to the Trade Gathered from Various Sources.

R. A. J. Little, of Oshawa, has sold his business to Thos. Henderson and A. Henderson. They took possession July 20th, and the business is now known as Henderson Bros. Thos. Henderson formerly had charge of Mr. Little's wall paper department. Mr. Little leaves for the west shortly, where he is going to start up in business again; he has not decided whether it will be in Edmonton or Calgary. Just at present he is out fishing.

W. J. Stephenson, the Wetaskiwin, Alta., bookseller and stationer, is about to open a branch store at Camrose, Alta. The branch will be in charge of W. J. Hagel, late of Winnipeg, who has been with Mr. Stephenson over a year. Camrose is a flourishing little town of about 1,000 population, about 25 miles east of Wetaskiwin, on the main line of the C.P.R. from Winnipeg to the north.

William Watson, fancy goods merchant of St. Thomas, has sold out to A. M. Manley.

The stationery firm of Dumontier & Cie., of Quebec, has been dissolved. A new partner has been admitted—Mr. Dostie—and the new firm is known as Dumontier, Dostie & Cie.

Stedman Bros., the Brantford stationers, have secured a five-year lease of the premises at present occupied by the Hurley & Watkins Printing Co. Stedman Bros. at the present time employ about 25 people in their business, located on Dalhousie street, Brantford. The acquisition of new and larger premises will necessitate the employment of a still greater number of people.

The stationery and fancy goods firm of Coles & Frith, of Greenwood, B.C., has been dissolved and the business taken over by J. L. Coles.

H. H. Hebb, who represents the L. E. Waterman Co. of Canada, Limited, so successfully in the Maritime Provinces and special territory, leaves this month for a special trip through Newfoundland.

John N. Marley, representing the L. E. Waterman Co. of Canada, Limited, is now making his headquarters in Toronto.

A. R. Whimby is the new representative of the L. E. Waterman Co. of Canada, Limited, in the Province of Quebec.

E. J. Kastner, manager and secretary of the L. E. Waterman Co. of Canada, Limited, Montreal spent a few days in Toronto this month.

John H. May, of Hurst & Co., New York, spent a few days in Toronto last month, consulting with the firm's representatives, McLeod & Allen, on Canadian trade affairs.

A. D. MacMullen, representing the H. M. Caldwell Co., of Boston, and George Platt, representing Reilly & Britton, Chicago, were in Toronto last month.

The Dennison Mfg. Co. started their Canadian travels August 1st, showing new designs in decorated crepe papers, which are very effective; the applique feature being especially used. These can be cut out and used in

various ways for home decorations. The "Teddy Bear" design is one of the latest and most unique patterns. Several are forerunners to Christmas. These can also be cut out and used for decorating fancy articles and Christmas boxes.

R. H. Paget, foreign publisher for Cassell & Co., London, New York, Melbourne and Toronto, sailed from New York on the first of the month to visit the London office.

Chas. E. Wright, traveler for the Dennison Mfg. Co., Canadian headquarters, Montreal, started early in the month on a five weeks' business trip through northern Ontario.

J. A. Gulbrandsen, traveler for Warwick Bros. & Rutter, Toronto, has just returned from a successful trip in the eastern provinces. Mr. Gulbrandsen visited our Montreal office.

The Buntin, Gillies Co., Limited, Hamilton, are showing a comprehensive range of the new ideas in tally and place cards, brought out for the coming season. Artis-



tic novelties are seen in colored designs, and many beautiful productions in half-tone and die stamped effects, which are appreciated wherever shown.

MOVING THEIR OFFICE.

Mr. Frank E. Waterman, Canadian representative of the Eaton-Hurlbut Paper Co., is moving his sample room from Melinda Street, Toronto, to 42 Adelaide Street West, to the building about to be occupied by McLeod & Allen. In his new quarters, Mr. Waterman will have a commodious display room where he will be pleased to show stationers, visiting the city, all the latest creations in papeteries and boxed papers, etc., of his firm.

The Christmas lines this year are of such a degree of excellence in every particular as to make a written description inadequate. There is the same beautiful designing, the same dainty packing, and the same quality of stock, that have always distinguished the Eaton-Hurlbut line, with the addition of those indefinable excellences, which come year by year and are embodied in the general result. It would delight the eye to see the charming boxes on display in Mr. Waterman's show room and it is to be hoped that many stationers will take advantage of his invitation to inspect the 1907 line.

WATERMAN'S IDEAL INJUNCTION.

On the 9th of July the L. E. Waterman Co., makers of Waterman's Ideal Fountain Pen, obtained an injunction against Isaac S. Waterman and Rose Waterman, both of New York, restraining them from using the trade marks and names of the L. E. Waterman Co., and from using the words Waterman, Waterman's or Waterman's in any way in connection with the manufacture of pens or fountain pens; also from using in any manner the trade mark "Ideal" in connection with fountain pens, unless in selling the genuine Waterman's Ideal Fountain Pen, manufactured by the L. E. Waterman Co. The injunction order was granted by the United States Circuit Court for the southern district of New York, and will remain in force until further orders from the court.

NEW WHOLESALE QUARTERS IN MONTREAL.

Granger Freres, 390 St. Paul street, Montreal, realizing the necessity of having enlarged facilities for their wholesale business, have opened splendid premises at the above address and are receiving stock daily. While the firm will do the bulk of their business in the Province of Quebec, they are making a speciality of religious articles for the trade in all parts of Canada. The house is an old established one and they are entering upon an active wholesale campaign in an energetic manner.

ENGLISH LEATHER AND CABINET GOODS.

Now that the demand in Canada, amongst the majority of the people, is for "something better" for Christmas and New Year's gifts, it is certain that English manufacturers will increase their trade with Canada in leather goods and fine art cabinet goods.

A Bookseller and Stationer man recently had the pleasure of inspecting the show-rooms of W. H. Brand & Sons, Hoxton Square, London, and was much impressed with the large range and smartness of manufacture of their leather and cabinet goods.

Writing cases, jewel cases, fitted dressing cases, bridge sets, despatch boxes, etc., are numerous and of great variety in design and color. This firm make also a very fine line of cabinet goods, much of which is suited for the

high-class stationer and fancy goods dealer, comprising writing cabinets and tables, afternoon tea, spirit, and other automatic folding tables; also, an extensive line of inkstands, stationery cases, etc.

Brand & Sons are hopeful of making valuable connections in Canada, and doubtless the merit of their products quite justify a very close attention from Canadian buyers.

THE MAIL ORDER HOUSE.

A wholesale mail order picture post card house has proven its feasibility by the fast growth of the International Post Card Co., 27-29-31 St. James St., Montreal. This firm have conducted their wholesale business on the mail order plan and the result has been highly satisfactory both for their customers and themselves. They claim their reduced selling expenses allow them to give lower prices for an equal quality of picture post cards. As they sell practically everything in the line there is no limit to the variety. Their stock is very heavy and includes every kind of card from the comic and ordinary view cards to retail at 1c to extremely fancy cards to retail at \$1. They also stock a complete variety of albums. Their buying is on the same close scale as their selling and they ask for an opportunity to prove the above claims.

For the convenience of the trade a special complete price list is issued semi-monthly. This list includes all staples and novelties in the range of picture post cards. A special large package of samples has been compiled, including every card on their price list. This package is sold for \$3 and yields the retailer a handsome profit. It will be gladly mailed upon request.

BATHING GIRL POST CARDS.

Walter Wellman, a widely known illustrator and cartoonist of New York, has recently designed and published a new set of bathing scene post cards which are apparently making a big hit in the States, judging from sales. Mr. Wellman offers to send his catalogue free, and he wants every jobber in Canada to see it, as the whole set of cards—16 of them—are shown, and he feels confident that it will meet with a good reception.

TO REAP

a regular harvest of patronage and profits, you must have good goods to sell, for they are the only kind that will satisfy your customers. Our papers are known to be a very strong factor in attracting and holding trade, and those who buy good papers are willing to pay for them. The latest styles in finishes, colors and sizes of sheets and envelopes are to be found in our line in the papers of high quality.

Crane's Fine Chain Laid is particularly attractive in the tints Bluite, Champagne and Pastel Pink. If you do not have them, let us submit samples.

GEO. B. HURD & CO.

Fine Paper Manufacturers

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



BOOKSELLER & STATIONER OF CANADA

Published on the second Wednesday of every month.

The Maclean Publishing Co., Limited

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Editor, W. A. Craik.

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CANADA

MONTREAL (Telephone 1250) 272 McGill Street
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St. JOHN, N.B. (J. Hunter White) No. 3 Market Wharf
WINSHEA (F. R. Munro) Room 311 Union Bank Building
Telephone 3736

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LONDON, ENG. (J. Meredith McKim) 88 Fleet St., E.C.
Telephone, Central 1244
MANCHESTER, ENG. (H. S. Ashburner) 92 Market St.

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CONDENSED OR "WANT" ADVERTISEMENTS

Advertisements under this heading, 2c. a word first insertion; 1 cent a word each subsequent insertion.

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

Cash remittance to cover cost ~~must~~ accompany all advertisements. ~~As per~~ ~~above~~ can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cover postage, etc.

AGENTS WANTED.

PRACTICAL books for painters and decorators—The Trade Papers Publishing Co., Ltd., 365 Birkbeck Bank Chambers, London, W.C., England, will make special terms to Canadian Booksellers willing to push books on graining, paint and color mixing, gilding, stencilling, etc. Correspondence solicited. (9)

BUSINESS CHANCE.

BUSINESS for sale in British Columbia; population of town 5,000; stock carried comprises books, stationery, fancy goods, chinaware and crockery, wall paper, photographic supplies, toys, etc.; picture framing, and many other side lines; owner has good reasons for selling and can show a profitable and growing business; will sell, part cash, balance on time; references given and required. Address B.C., c/o BOOKSELLER AND STATIONER, Toronto. (8)

SITUATIONS VACANT.

BRIGHT, intelligent boy wanted in every town and village in Canada, good pay, besides the gift of a watch for good work. Apply The Maclean Publishing Company, 10 Front St. E., Toronto.

WANTED—A good clerk; well experienced in retail book, stationery, and wall paper business; A good position to the right man. State experience and salary wanted. W. J. Stephenson, Wetaskiwin, Alberta.

A WELL known English firm of Christmas and post card publishers require some smart salesmen for their Canadian Branch; only those actually engaged in this trade need trouble to apply. Confidential, care of BOOKSELLER AND STATIONER, Toronto, giving full particulars, experience, etc. (11)

WE want a good stationery and book clerk, who has had good experience in the retail business. Apply stating experience and salary wanted to D. J. Young & Co., Ltd., Calgary, Alta. (18)

EXPERIENCED Stationery Traveller Wanted: Good position to the right man. Apply by letter giving references and full information. W. J. Gage & Co., Toronto.

WISHES CANADIAN TRADE.

Another English firm desirous of extending its Canadian connections is Max Ettlinger & Co., Ltd., of London. Though not an old-established concern, this house has forced its way to the front in Great Britain and in Ireland, and is doing a considerable business with the United States and Canada. Ettlinger & Co. specialize in post cards, Christmas cards, menu cards, and calendars of British and continental design and workmanship, their range in all these goods being very varied to suit the taste of every class of buyer. Dealers looking for something new should get into communication with this house.

Month's Best Selling Books

As Reported by Leading Canadian Dealers.

Belleville.

1. Captain of the Kansas. By Louis Tracy. McLeod.
2. Cruise of the Shining Light. By Norman Duncan. Frowde.
3. Port of Missing Men. By Meredith Nicholson. McLeod.
4. Tree of Heaven. By Robert W. Chambers. McLeod.
5. Long Labrador Trail. By Dillon Wallace. Revell.

Calgary.

1. The Iron Way. By Sarah Pratt Carr. Clark Bros.
2. The Mystery. By Stewart Edward White. Musson.
3. Awakening of Helena Ritchie. By Mrs. Deland. Poole.
4. Long Labrador Trail. By Dillon Wallace. Frowde.
5. Viper of Milan. By Marjorie Bowen. Musson.

Charlottetown.

1. Short Cruises. By W. W. Jacobs. Briggs.
2. Katherine. By E. Temple Thurston. Harper.
3. Towards the Light. By Dorathea Hughes. Briggs.
4. Lure of the Labrador Wild. By Norman Duncan. Frowde.
5. The Invader. By Margaret L. Woods. Harper.
6. Running Water. By A. E. W. Mason. Briggs.

Edmonton.

1. Whispering Smith. By F. H. Spearman. McLeod.
2. Brewster's Millions. By George B. McCutcheon. McLeod.
3. The Port of Missing Men. By Meredith Nicholson. McLeod.
4. Fighting Chance. By Robert W. Chambers. McLeod.
5. The Mystics. By Katherine Cecil Thurston. Poole.
6. Jane Cable. By G. B. McCutcheon. Briggs.

Halifax.

1. Cruise of the Shining Light. By Norman Duncan. Frowde.
2. The Imposter. By Harold Bindloss. McLeod.
3. Short Cruises. By W. W. Jacobs. Briggs.
4. The Saint. By Antonio Fogazzaro. Copp.
5. Long Labrador Trail. By Dillon Wallace. Revell.
6. Brass Bowl. By Lewis Joseph Vance. McLeod.

Kingston.

1. Princess Virginia. By C. N. and A. M. Williamson. Musson.
2. Brass Bowl. By Lewis Joseph Vance. McLeod.
3. Captain of the Kansas. By Louis Tracy. McLeod.
4. The Secret. By E. P. Oppenheim. Copp.
5. The Mayor's Wife. By Mrs. A. K. Rohlf. McLeod.
6. Scarlet Car. By Richard Harding Davis. McLeod.

Moncton.

1. Felicity. By Clara E. Laughlin. Scribner.
2. Dust of Conflict. By Harold Bindloss. McLeod.
3. Brass Bowl. By Lewis Joseph Vance. McLeod.
4. Cruise of the Shining Light. By Norman Duncan. Frowde.
5. New Chronicles of Rebecca. By Kate Douglas Wiggin. Briggs.
6. Long Labrador Trail. By Dillon Wallace. Revell.

Montreal.

1. Port of Missing Men. By Meredith Nicholson. McLeod.
2. Brass Bowl. By Lewis Joseph Vance. McLeod.
3. Princess Virginia. By C. N. and A. M. Williamson. Musson.
4. The Long Labrador Trail. By Dillon Wallace. Revell.

5. Short Cruises. By W. W. Jacobs. Briggs.
6. Running Water. By A. E. W. Mason. Briggs.

Ottawa.

1. Inn of the Oreades. By W. W. Campbell. Revell.
2. Woman of Babylon. By Joseph Hocking. Copp.
3. Long Labrador Trail. By Dillon Wallace. Revell.
4. Cruise of the Shining Light. By Norman Duncan. Frowde.
5. The Saint. By Antonio Fogazzaro. Copp.
6. Graham of Claverhouse. By J. Watson. Briggs.

Peterboro.

1. The Brass Bowl. By Lewis Joseph Vance. McLeod.
2. Cruise of the Shining Light. By Norman Duncan. Frowde.
3. Port of Missing Men. By Meredith Nicholson. McLeod.
4. Lone Furrow. By W. A. Fraser. Frowde.

CLASSIFIED LIST OF ADVERTISEMENTS.

Agencies Wanted.

Miller, Edward H., London, Eng.

Books and Magazines.

American Code Co., New York.
 Baker's Book Shop, Birmingham, Eng.
 Briggs, William, Toronto.
 Cassell & Co., Toronto.
 Chapman's Book Store, Montreal.
 Clark Bros., Wian peg, Man.
 Continental Export Co., London, Eng.
 Crowell, T. Y. Co., New York.
 Frowde, Henry, Toronto.
 Granger Freres, Montreal.
 Houghton, Mifflin & Co., Boston, Mass.
 Hurst & Co., New York.
 Hunter-Rose Co., Toronto.
 Macmillan Co. of Canada Ltd., Toronto.
 McLeod & Allan, Toronto.
 Morton, Phillips & Co., Montreal.
 Munson Book Co., Toronto.
 "Publisher's Circular," London, Eng.
 Rand McNally Co., Chicago.
 Toronto News Co., Toronto.
 Westminster Co., Toronto.

Blank Books.

Brown Bros., Toronto.
 Buntin, Gillies & Co., Hamilton.
 Smith, Davidson & Wright, Vancouver, B.C.
 Warwick & Rutter, Toronto.

Calendars—Cards.

Copp, Clark Co., Toronto.
 Messies & Co., Toronto.
 Tuck, Raphael & Sons Co., New York.

Carbon Paper.

Carbon Paper and Ribbon Co., Toronto.
 Carter's Ink Co., Boston, Mass.

Envelopes.

Bertin-Jones Envelope Co., New York.
 Smith, Davidson & Wright, Vancouver, B.C.

Eye Shields.

Chicago Eye Shield Co., Chicago, Ill.

Fancy Goods.

Brown Bros., Toronto.
 Clark Bros., Winnipeg, Man.
 Copp, Clark Co., Toronto.
 Harding, F. L., Novelty Co., New York.
 Seeshie-Edmison Co., Limited, Toronto.
 Warwick Bros. & Rutter, Toronto.

Financial Institutions and Insurance.

British American Assurance Co., Toronto.
 Confederation Life Association, Toronto.
 Metropolitan Bank, Toronto.
 Western Assurance Co., Toronto.

Fine Art Printers.

Melling, A., & Co., Hamovr, Germany.

Fountain Pens.

Brown Bros., Toronto.
 Diamond Point-Pen Co., New York.
 Beascheim, Librairie, Ltd, Montreal.

Warwick Bros. & Rutter, Toronto.

Waterman, L. E., Pen Co., New York.
 Montreal.

Gloss, Paste and Mucilage.

Carter's Ink Co., Montreal.
 Higgins, Chas. M., & Co., Brooklyn.

Gramophones.

Berliner Gramophone Co., Montreal.

Inks—Writing.

Brown Bros., Limited, Toronto.
 Carter's Ink Co., Montreal.
 Higgins, Chas. M., & Co., Brooklyn.
 Payson's.
 Underwood, John Ink Co., Toronto.
 Warwick Bros. & Rutter Co., Toronto.

Leather Goods

Brand, W. H. & Sons, London, Eng.
 Brown Bros., Limited, Toronto.
 Rumpff, C. F., & Sons, Philadelphia.

Musical

Delmar Music Co., Montreal.

Novelties.

Harding F. L. Novelty Co., New York City

Papeterie Boxes.

Rolland, J. B., & Fils, Montreal.

Papeteries.

Bertin-Jones Envelope Co., New York.
 Brown Bros., Ltd., Toronto.
 Buntin, Gillies & Co., Limited, Hamilton.
 Eaton-Hinribut Paper Co., Pittsfield, Mass.
 Hurd, Geo. B., & Co., New York
 Smith, Davidson & Wright, Vancouver, B.C.

Pens.

Brown Bros., Toronto.
 Esterbrook Pen Co., New York.
 Heath, John, London.
 Hinks, Wells & Co., Birmingham, Eng.
 Macalven & Cameron, Edinburgh and
 Birmingham.
 Spacerman Pen Co., Birmingham, Eng.
 Waterman, L. E., Co., Montreal.
 Warwick Bros. & Rutter, Toronto.

Pencils.

American Lead Pencil Co., New York.
 Brown Bros., Limited, Toronto.
 Faber Eberhard, New York.
 Warwick Bros. & Rutter, Toronto.
 Waterman, L. E., Co., Montreal.

Paper Fasteners

O. K. Fastener Co., Syracuse, N.Y.

Photographic Supplies.

Ward & Co., Montreal.

Playing Cards, Games, etc.

Buntin, Gillies & Co., Hamilton.
 Goodall, Chas., & Sons, London.
 Hurst, A. O., Toronto.
 Union Card & Paper Co., Montreal.
 U. S. Playing Card Co., Cincinnati, O.

Post Card Holders.

Early, Earl J., Novelty Co., Philadelphia.
 Mitchell, William, Ltd., London, Eng.
 Warwick Bros. & Rutter, Toronto.

Postal Scales.

Pelouze Scale & Mfg. Co., Chicago, Ill.

Rubber Type, Pad, &c.

Fulton Rubber Type, Pad and Ink Co.,
 New York City.

Rules, &c.

Westcott Jewell Co., Seneca Falls, N.Y.

School Supplies.

Buntin-Gillies Co., Hamilton.
 Clark Bros. Co., Winnipeg.
 J. B. Rolland & Fils, Montreal.
 Smith, Davidson & Wright, Ltd., Vancouver,
 B.C.
 Warwick Bros. & Rutter, Toronto.

Souvenir and Picture Post Cards.

American Photocolortype Co., Chicago, Ill.
 Bamforth & Co., London, Eng.
 J. Beagles & Co., London, Eng.
 Hoch & Kirsch Co., Frankfurt, Germany.
 Earl J. Early Novelty Co., Philadelphia,
 Toronto.

Eisner & Falick Import Co., Montreal.

Elliott Co., Philadelphia, Pa.

Eutlinger, Max., Co., London, Eng., New
 York.

European Post Card Co.

Fine Art Printing Co., Kaufbeuren, Germany

Forest, D. & W., Montreal.

International Post Card Co., Montreal.

Otto Leder, Saxony, Germany.

L. O' Riginal Rg., Montreal, Que.

Leather Post Card Co., New York.

Markert & Sohn, Dresden, Germany.

MacFarlane, W. G., Toronto.

Neumann, W., & Co., Berlin, Germany.

Schofield Co., Hurlev, England.

Smith, Davidson & Wright, Ltd., Vancouver,
 B.C.

Tuck, Raphael & Sons Co., Montreal, New
 York.

Tisdale, Jos. H., Philadelphia, Pa.

Valentine & Sons Pub. Co., Montreal,
 Toronto.

Warwick Bros. & Rutter, Toronto.

Walter Wellman, New York.

Sporting Goods.

Satchie-Edmison Co., Toronto.

Tally Cards.

Elliott & Co., Philadelphia, Pa.

Telephones.

Bell Telephone Co. of Canada, Montreal

Thumb Tacks.

Hawks-Jackson Co., New York.

Typewriter Supplies.

Carter's Ink Co., Montreal.
 Carbon Paper & Ribbon Co., Toronto.
 Mittag & Volger, Park Ridge, N.J.

Wall Paper.

Stauntons Limited, Toronto.
 Watson, Foster Co., Montreal.

BOOKSELLER AND STATIONER

- 5. Friday the 13th. By Thos. W. Lawson. McLeod.
- 6. Running Water. By A. E. W. Mason. Briggs.

St. Catharines.

- 1. Bishop of Cottontown. By J. T. Moore. Winston.
- 1. Princess Virginia. By C. N. and A. M. Williamson. Musson.
- 3. Friday the 13th. By Thomas W. Lawson. McLeod.
- 4. The Impostor. By Harold Bindloss. McLeod.
- 5. The Secret. By E. P. Oppenheim. Copp.
- 6. Secret of Toni. By M. E. Seawall. Appleton.

Toronto.

- 1. Daft Days. By Nell Munro. Briggs.
- 2. Joseph Vance. By William De Morgan. Frowde.
- 3. Memoirs of a Person of Quality. By Ashton Hilliers. Heinemann.
- 4. Alice for Short. By William De Morgan. Heinemann.
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William: "Well, old man, I haven't seen you for an age. And how do you find matrimony suits you?"

John (sighing): "It's an expensive joy. If I had only known what I had to pay in milliners' bills—"

William: "You would have remained single, eh?"

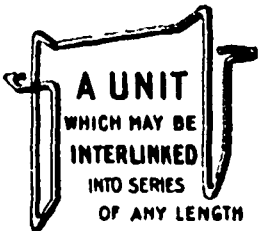
John: "No; I would have married the milliner."

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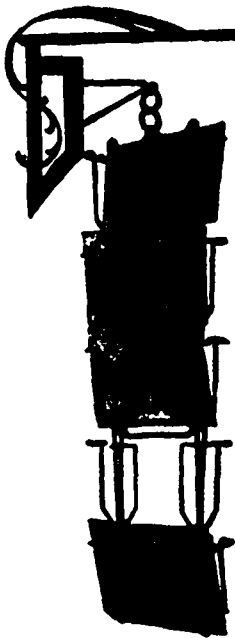
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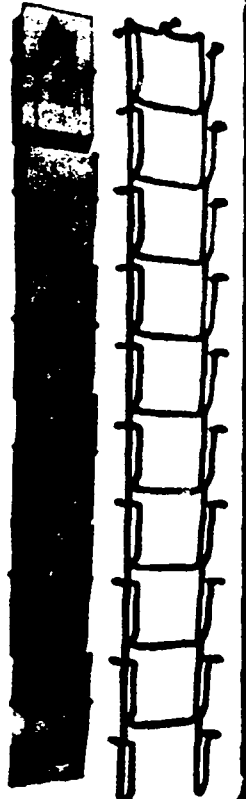
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