

BOOKSELLER STATIONER



SILVER
1884 JUBILEE 1909
NUMBER

Writing Tablets

Padded by Johnson Process

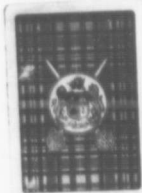
THIS method of padding has been the standard for years. This is a sufficient guarantee as to the merits of the process. Ask to see or wait to hear about our new special imprint proposition in connection with display stand.



100 Different Stock Lines

to choose from. Only those designs which have been approved by public demand kept in stock. Saleableness is their strong feature. We would be very glad to send you samples and prices for the asking.

Warwick Bros. & Rutter Limited
Manufacturing Stationers :: Toronto



NOW IS THE TIME TO
PLACE YOUR ORDER FOR
GOODALL'S
Playing Cards

Large Assortment—Handsomely Boxed—
Gold Edges. Our

**Imperial Clubs,
Linettes**

and

The New Series, No. 1909
Large Indexes

are being

USED BY THE LEADING CLUBS

Order Through Your Jobber

AUBREY O. HURST, Representative
24 SCOTT STREET, TORONTO



BROWN BROS. LIMITED

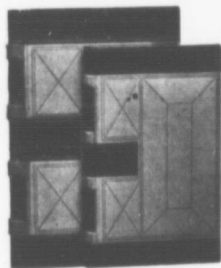
FALL
ANNOUNCEMENT

MANUFACTURERS OF

Account Books
High Class
Leather Goods
Memo and Price Books
Loose Leaf Books
Bank Stationery
Office Supplies



Inkstands Our Own Make and Styles Unequaled
Office and Pocket Diaries
Paper—Every Description and Size.



OUR ASSORTMENT OF
Account Books and
Leather Goods is unparalleled

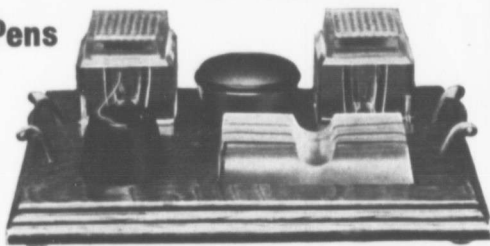
Fountain and Stylo Pens

Most Complete Stock, Best Makes

"WIRT'S" SAFETY

"STRATHCONA"

Best \$1 Pen Made



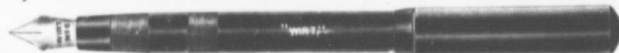
BROWN BROS., LIMITED

MANUFACTURING
STATIONERS

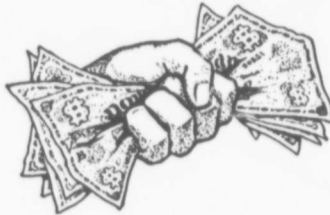
51-53 Wellington
Street West

TORONTO

Established over
60 years



MONEY



is to be made in the Private Christmas Greeting Card business if you start RIGHT NOW

Write Us To-day

and let us know which series you desire to order from and we will send you the books. They range as follows:

Clifton and Graphic Series—Editions de Luxe	\$13.00 to \$50.00 per 100 cards
Dominion Series Civic and Provincial Coats-of-arms	9.00 to 34.00 " "
Menzies and Diamond Series	4.50 to 15.00 " "

Above prices are list subject to trade discounts

Place your order NOW. We will furnish samples of all cards ordered, and also cards that we intend stocking in Toronto.

Send a Canvasser Out

during September, October and November—December will take care of itself—and then some.

We are still receiving import orders for:

XMAS TAGS	:	:	:	Series of 12 Tags, beautifully embossed designs in colors	\$6.00 per 1,000
PASTE DOWN LABELS	:	:	:	for converting ordinary Post Cards into Xmas or Birthday	\$3.00 per gross sheets. (12 on)
VALENTINE POST CARDS	:	:	:	Good assortment of embossed Post Cards to retail at 5c., and 2 for 5c.	\$9.00 per 1,000
VALENTINES DE LUXE	:	:	:	In boxes of 6, 8, and 10, with envelopes, about twenty different boxes in series	\$36.00 per gross boxes
EASTER POST CARDS	:	:	:	A beautiful assortment to retail at 2 for 5c.	\$9.00 per 1,000
EASTER CARDS (Booklets)	:	:	:	E. W. Savory designs beautifully embossed and hand painted. About 36 designs at (50 designs, assorted, \$1.80 and \$2.40 per dozen.)	\$1.25 per dozen
PICTURE POST CARDS	:	:	:	Birthdays, Comics, Views, Floral Designs	\$9.00 to \$25.00 per 1,000
				Xmas Post Cards \$6.00, \$9.00 and \$25.00 per 1,000	

Private Xmas Cards. Menus. Ball Programmes. Memorial Cards. Wedding Cards.
PLEASE ORDER BY MAIL. All goods sold on import. Terms F.O.B. Toronto

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MENZIES & COMPANY LIMITED

152-154 PEARL STREET

Sole Canadian Agents - E. W. Savory, Ltd., Bristol

Spicer Bros. & Co. Ltd., London, Eng.

Dorendorff & Co. Ltd., London, Eng.

TORONTO

Lyons Limited, Manchester

BOOKSELLER AND STATIONER

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

"CASTELL"

PENCILS



Unequaled for
Purity, Smoothness
Durability or Grading

A. W. Faber,

149 Queen Victoria St.,
LONDON. E.C.

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

Manufactory
Established 1761



FACTORIES
STRIN, GERMANY
GEROLDSGRUEN
NOISY-LE-SEC
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A. W. FABER.

ESTABLISHED 1761.

RUBBER WORKS

ELASTIC BANDS



ERASIVE RUBBER



HOUSES
STEIN, GERMANY
NEWARK, N. J.
LONDON
PARIS
BERLIN

41 - 47 DICKERSON STREET AND 68 - 88 HECKER STREET

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



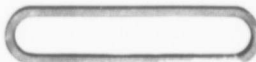
51



20



7080



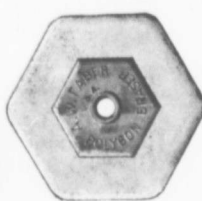
50 X



5



83



7085

I Would Like An Agent for Canada

THE GOOD MOTTO
POST CARDS.

CLEAN COMIC POST
CARDS.

FANCY PICTURE POST
CARDS.

BIRTHDAY POST CARDS.

CHRISTMAS POST CARDS.

to sell my POST CARDS and CHRISTMAS NOVELTIES to the Post Card and Stationery Dealers. A man who would take right hold from this time and push the business would do well with my line for the next three months. Address at once, stating what you can do, and how you propose doing it.

M. T. SHEAHAN

Post Cards and Christmas Novelties

BOSTON, MASS.

You Cannot Be Too Particular

about the kind of Fountain Pen you place your name or trademark upon. You cannot afford to stake your reputation on an unknown quantity. Goods that you handle must be goods that you know; lines that are backed by the maker's guarantee and that you can safely recommend.



Do not be too sure you are buying your Fountain Pens right. Before you contract for your supply of Imprint Fountain Pens for the coming holiday trade it will pay you to visit us or have us submit samples. We manufacture only high-grade pens. Every line we make is notably of the finest workmanship and highest quality; therefore we can guarantee unconditionally every pen that leaves our factory.

We are the largest makers of Fountain Pens for special imprint orders in America.

SANFORD & BENNETT CO.

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



A PEN YOU CAN HONESTLY RECOMMEND 'SWAN'

THE DOUBLE-FEED, RELIABLE,
SIMPLE, FOUNTPEN.

The question with most men and women is not so much "shall I get a fountain pen" as "which fountain pen will give me the most satisfaction and the least trouble." To this question we unhesitatingly answer the "SWAN," because the "SWAN" embraces and uses to the utmost, nature's law of capillary attraction—the ink is conducted to the nib and the working of the same law prevents excessive flow. The "SWAN" writes surely by natural and not mechanical aids—it is simple and strong in every detail and it is fitted with the highest grade of gold nib ever produced.

Every "SWAN" is guaranteed.

Even if you already have a fountain pen, try a "SWAN" and compare.

**LIBERAL DISCOUNT
FIXED RETAIL PRICES
NO TROUBLE TO SELL**

Prices: \$2.50 to \$50.00

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MABIE, TODD & CO.

Head Office: 79-80 HIGH HOLBORN
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Headquarters for Canada:—

124 York Street : Toronto

and at Manchester, Paris, Brussels, Bale, New York, Chicago and Sydney



IMPROVED ADJUSTABLE **The "LEADER"** IMPROVED ADJUSTABLE

OPEN END OR
WITH OR WITHOUT SIDE

SIDE OFFICIAL,
DIE STAMPING ARRANGEMENT

**Envelope
Folding and**

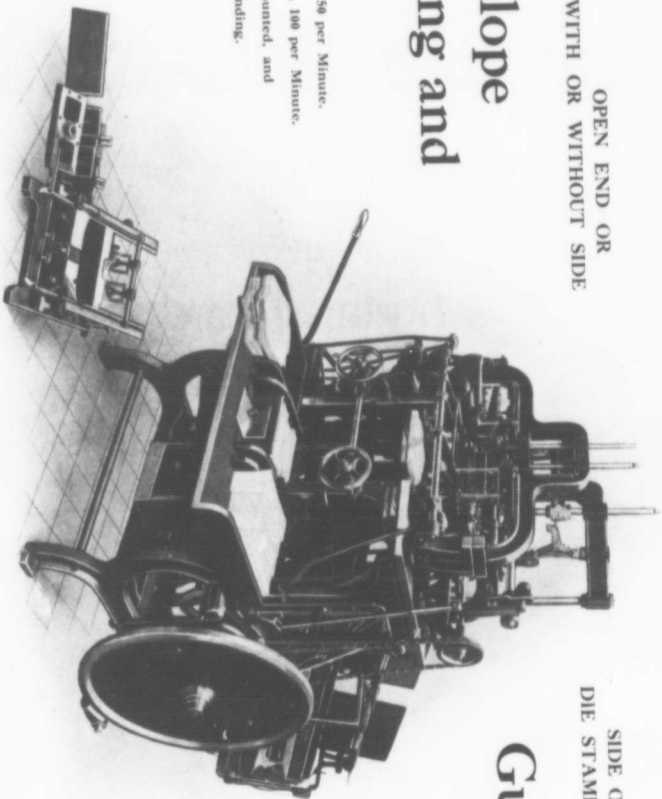
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Machine**

SPEED

Official Size, 50 per Minute.
Smaller Sizes, 100 per Minute.
Gummed, Counted, and
Ready for Banding.

Thick or Thin Paper can be used.

Operated by one girl.



Arranged for Three or more Sizes on the same Machine.

Time required to change from one size to another, 2 1/2 hours

Makers : **David Carlaw & Sons** - **11 Finnieston Street, Glasgow, W.**

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Calendars
 Christmas Cards
 Christmas and New
 Year Post Cards
 Autograph Christmas
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Mechanical Animals
 Picture Panoramas
 Paper Dolls
 Picture Puzzle Post
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SENT ON APPLICATION

Private Greeting

Christmas Cards

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READY SHORTLY

RAPHAEL TUCK & SONS COMPANY

9-17 St. Antoine Street, MONTREAL

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PARIS

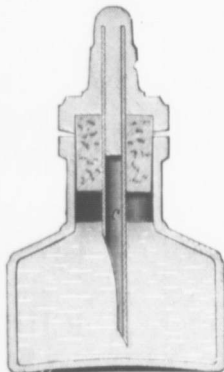
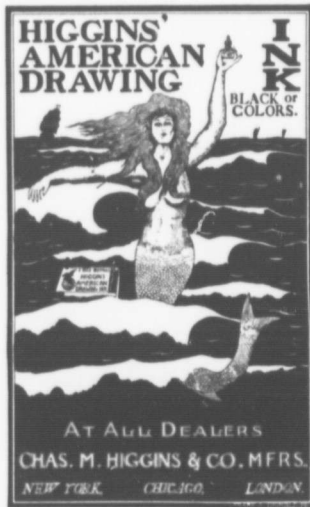
BERLIN

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 FARRINGTON 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 |

An Absorbing Subject

For unequalled value in all grades, along with the largest choice of qualities and widest range of colours and weights it is recognized all over the world that

CRAIG'S BLOTTINGS ARE SUPREME

The stock comprises the highest class Papers in **Spongia**, **Magnet**, **Velvet**, **Extra Superfine**, **Octopus**, **Planet** and **Superfine** and the lower priced qualities: **Craigson**, **Fine** and **Nestor**. All requirements in Blotting Papers can be met, and each quality bears its distinguishing watermark, and represents the best value in the market at its price. While **Spongia** Blotting stands alone as the Ideal Blotting de Luxe, the Manufacturers especially recommend for its superlative merits in **Purity**, **Durability** and **Absorbency** their

Famous Velvet Blotting

which is the **PERFECT PRODUCT** of **PRACTICAL EXPERIENCE**, **SCIENTIFIC INVESTIGATION** and **TECHNICAL SKILL**.

Craig's blottings are extensively used throughout the world for commercial and scholastic purposes and are supplied to the

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SOLD BY ALL THE PRINCIPAL WHOLESALE STATIONERS

ROBERT CRAIG & SONS, Limited

The Largest Manufacturers of Blotting Papers in the World

Caldercruix Mills : CALDERCRUIX, Scotland

STATIONERS' SUNDRIES

We Specialize in "Sundries"

Our list and prices will interest you

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- Students' Drawing Sets
- Carded Goods
- Cash Boxes
- Fountain Pen Caps
- Glass Inks
- Writing Cases
- Drawing Pins
- Erasers
- Letter Clips
- Protractors
- T Squares
- Metal Inks, etc., etc.



1530 Boxwood Rule. English and Metric



Student's Drawing Set



The "Leader" File

GEO. WRIGHT & CO., The "Requisite" House

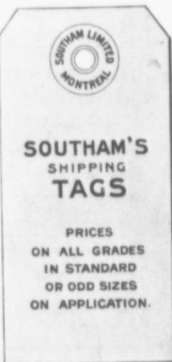
Bayer Street, E.C., LONDON, England

Canadian Representative:—A. ROY MacDOUGALL, 42 Adelaide Street West, TORONTO

(SEND FOR CATALOGUE AND LISTS)

SOUTHAM'S

Shipping Tags

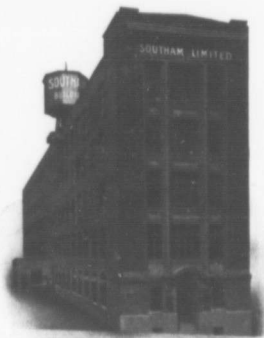


The uniform Standard Stocks used in Southam's tags Shipping or Factory Tags—give a high degree of satisfaction.

Manufactured in seven grades of stock from light weight manilla tag to heavy untearable linen suitable for all purposes.

The Southam Quality Standard and odd gummed labels are well gummed, printed and packed.

Samples and quotations on request.



SOUTHAM LIMITED

MONTREAL

Gage's "Secure-Tie" LOOSE LEAF Note Books

PATENT APPLIED FOR

The "Complete" Composition Book

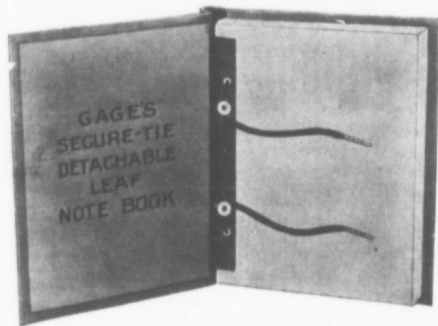
Strong
Canvas
Covers
Size
8½ x 11
Inches
Oblong
Shape



Detachable
Leaves
Specially
Ruled with
Two Margins
And Printed
Vocabulary
Sheets

The "Complete" Science Note Book

Canvas Covers
Size 8½ x 7¾.
Loose Leaf Filler.
Ruled in Squares
with Marginal
Divisions
Including
Printed
Dividing and
Instruction Sheets



Particularly
adapted for work
in Collegiates,
Universities,
Schools of Science
and Technical
Schools.
Its practical
usefulness will be
appreciated by
Students.

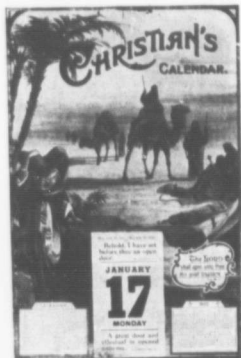
Both of the above books are made with our "Secure-Tie" Binding device and retail at popular prices. Extra refills are supplied for both lines to retail at 10c.

W. J. Gage & Co., Limited, Toronto, Ont.

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KAUFMANN'S "Emmanuel" Series of Scripture Publications

Christmas and New Year Cards with Bible Texts and Verses
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Specimen of Block Calendars

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Silver Blocked Intaglio Texts
Verse Cards
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Puzzle Boxes,
etc.

Lists and Catalogues on application
as under.



Specimen of Silver Blocked Intaglio Texts
To retail from 5c. to 50c. each
Over 50 varieties

KAUFMANN'S Fancy Stationery Lines

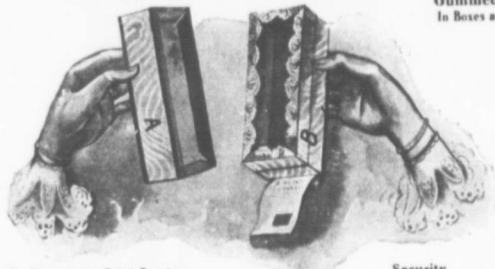
Condolence Cards
In Memoriam Cards
Wreath Cards

Blank Cards for Private Xmas Cards
Wedding Stationery, Cards and Invitations
Menus and Programmes
Confetti

Cards for Handpainting
Visiting Cards, Boxed or Unboxed
Also in Fancy Padded Boxes
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In Boxes and in Sheets (Perforated)

WEDDING
CAKE
BOXES

12
Varieties



Self closing

No Wrapping or Tying Required

Security

We specialize in
this line and have
undoubtedly the
best range of boxes
on the market.

Our patented
"Safety" Box
is a big seller
and would in-
terest you.

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E. KAUFMANN,
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Fine Art Printer, Publisher, and
Manufacturing Stationer,
5 & 6 Paternoster Square, E.C.

LONDON, England
(Also NEW YORK & CHICAGO)

Headquarters for Staple Stationery Lines



WE keep everything in stock that you may possibly require in the regular lines. Goods that you know by reputation and are accustomed to handle. There is no need to dilate upon their good points. You are doubtless familiar enough with them already. Suffice it to say, that when you want any of the following lines at long or short notice, in large or small quantities at right prices, we stand ready and willing to serve you:

Kenmare Linen Fabric Notepaper, Envelopes,
Papeteries, Tablets, Visiting Cards.

Marlborough Thin and Thick Visiting Cards in
all sizes.

Crown Parchment Notepaper and Envelopes,
Stephens' Inks.

Higgins' Drawing Ink, Mucilage and Paste.

Carter's Library Paste.

Lepage's Mucilage and Liquid Glue.

National Memorandum and Blank Books.

Koh-i-noor and Mephisto Pencils.

Imperial Tracing Linen.

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Dancing Girl Crepe Tissue.

Esterbrooks - Spencerian - Mitchell's - Gillott's -

Ball pointed and Telephone Pens.

Reeves' Water Colour Boxes and Refils.

Reeves' Camel Hair Brushes.

Our lines of Writing Tablets, Papeteries, Envelopes, Scribblers, Exercise Books, School Supplies and General Stationery are complete and up-to-date in every respect.

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SPECIAL ATTENTION

SMITH, DAVIDSON & WRIGHT

LIMITED

VANCOUVER, B.C.

Boorum & Pease Co.

Manufacturers of

"Standard" Blank Books

New York

109 and 111 Leonard Street



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A most complete and comprehensive catalogue of the well known

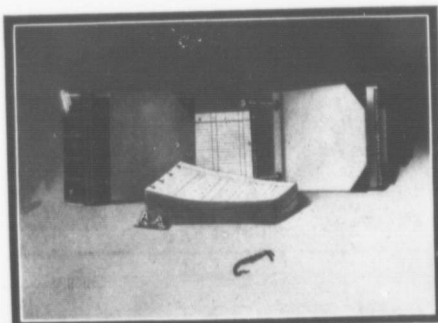
"Standard"

line of Blank Books of all kinds will be ready for distribution during this month.

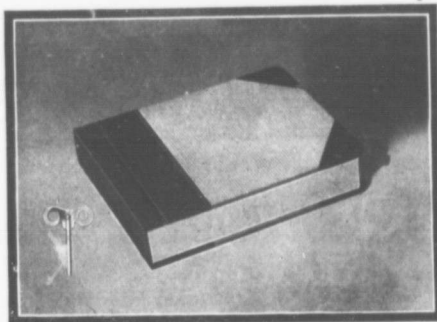
Write for it if interested.

Special The best offer in Blank Books is a Frey Patent Flat Opening Book—bound in full sheep ends and bands with Bryon Weston's Paper.

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"STANDARD" LOOSE LEAF LEDGER OUTFITS
Complete Outfits Range from \$12.00 to \$24.00
The Steel Back Ledger



"EMPIRE" LOOSE LEAF LEDGERS
Complete Ledgers \$5.25 to \$8.25

Send for catalogue of new and complete
LOOSE LEAF LINE

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AM showing the following lines to the wholesale trade in Canada. These are strong selling lines, made by some of the best known manufacturers in England and the United States. They are goods with a name—goods with a standard. You only have to inspect them to realize what a paying proposition they should be for you. Just look at them—examine them! Quality of the very best and uniform and modern in design and workmanship. Fresh, brand new goods they are, with features that will commend themselves to critical buyers. They cannot help but ensure a profitable turnover.

Flat Papers, Cover Papers, Writing Papers,
Papeteries, Visiting Cards, Cardboards
Lepard & Smith's Ltd., London, England

Stationers' Sundries
George Wright & Co., London, England

Easter Cards, Valentine Cards, Birthday Cards
General Post Cards
Birn Bros., London, England

Papeteries, Tablets and Envelopes
Powers Paper Co., Holyoke, Mass.

Paper Napkins, Crepe Tissue
Pope Paper Co., Holyoke, Mass.

Gum Tickets, Tags, Etc.
Thomas Manufacturing Co., New York

Sign and Price Markers, Juvenile and
Toy Printing Sets
Fulton Rubber Type Co., Elizabeth, N.J.

Confetti
Bath & Co., London, England

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Rival Fountain Pens
D. W. Besamel & Co., New York

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The Spiro Mfg. Co., New York

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E. J. HEY & CO.

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REMITTANCE MUST ACCOMPANY
ORDER

57 & 59 LUDGATE HILL
LONDON, E. C.

Sole Agents for
E. H. SMILTON
London
Dainty English Christmas
Cards.

Sole Agents for
BEGER & ROCKEL
Munich
Manufacturers of
Embossed and Ullinoid
Post Cards, Christmas
Cards, &c.

Originators of the
Popular IMITATION
IRON CALENDARS.

Cheapest Printers of
Hand-colored, Photo-
graphic Post Cards in
the Trade.

Our Novelties for 1930
1931 ready for shipment
on November 1st.

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

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CAPITAL	\$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.00

Post Card Calendars

A New Idea.
Size 4½ inches by 11 inches.
Each contained in an oiled transparent envelope.

Retails at 15 cents. To the trade \$1.00 a dozen.

Cambridge Corporation, Ltd., Montreal

THE WEEKS-NUMAN CO.

SUCCESSORS TO THE BUSINESS OF

A. A. WEEKS MFG. CO.
Stationers Hardware, Glassware
and Specialties

C. H. NUMAN CO.
Gardner—Royal—Victor—Numan
Inkstands

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NEW YORK, N.Y., U.S.A.**

C. H. NUMAN,
Traveling Western Canada

JOHN P. DELLES,
Traveling Eastern Canada

**WE WILL FILL ALL CANADIAN ORDERS ON AND AFTER
SEPTEMBER 13, 1909.**



Modern Thumb Tacks

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

Modern
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and
Pencil
Clips



Matchless Mason FOUNTAIN AND STYLO PENS

are the best money-making proposition for the dealer to-day. The Mason is a high-grade pen at a moderate price but there is a good margin of profit for the dealer. Every pen fully guaranteed. The Mason Self-Filler is simplicity itself and cannot be "matched" anywhere for the money. To see is to buy. Write to-day for prices—also ask about

Mason Ink Capsules

a new product and a good seller. A capsule dissolved in water is equivalent to an ordinary 2-oz. bottle of ink. Made in eight colors. Convenient, economical. Once used always used.

MASON PEN CO.

1777 Broadway

New York City

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Auld Premium Mucilage, the best made.
Lithograms and Lithogram Composition.
Acme Washing and Cleaning Powder,
for Type, Machinery, etc.

Coal-Saving and Smoke-Consuming Compound, safe to use, and saves from 15 to 30 per cent. coal.

Samples and Quotations (Low) Furnished.
Our Goods we Guarantee. Give Them a Trial.

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13, New Street, Covent Garden, London, W.C., England
Tel.: Berghoff, London. Code: 5th Edn. A.B.C.
MAY BE HAD OF ALL WHOLESALE AND EXPORTERS



Santa Claus and Dennison

A worthy alliance, for, figuratively speaking, "Dennison" stands for the thousands of dealers who so loyally and ably assist the generous old Saint on each and every Christmastide.

This year the Dennison Line of Christmas Tags, Cards, Labels, Seals, Decorations and Gift Dressings should be the prominent feature in the Holiday stock of every dealer.

The success of the Dennison Holiday Specialties in past years has urged us on to greater effort, and, profiting by the teachings of experience and suggestions from the trade, we have made the 1909 line the most artistic, the most appropriate and most salable goods we have ever placed before the public.

Dennison's Holiday Goods are in a class by themselves. The designs are of Dennisonian conception throughout. Originality, adaptability, and artistic treatment are their characteristics. They are leaders as is their right, and the trade has learned by experience that "leaders" pay best.

The Dennison advertising will, of course, be a prominent feature in the December magazines, and its message of good cheer will be felt most profitably by those who prepare to meet the demand created by the slogan "Ask your Dealer for Dennison's."

We have issued a new Holiday Catalogue for the Trade, illustrating and pricing the Dennison Christmas Lines in full. Write for a copy to-day. If located near any of our numerous stores a visit will be profitable to you.

Dennison Manufacturing Company

The Tag Makers.

Makers and Maintainers of the Paper Art.

BOSTON 28 Franklin St.	NEW YORK 15 John St. 15 West 27th St.	PHILADELPHIA 1907 Chestnut St.
CHICAGO 25 Randolph St.	TORONTO 533 Trade Bank Bldg.	ST. LOUIS 413 North 4th St.

What Dealers Thought of the 1908 Dennison Line

That the Dennison Lines of Christmas Specialties are, year by year, becoming more and more *the* feature of holiday stocks is attested by the following extracts from letters received from the trade in praise for our last year's goods.

"More popular than ever." "Sales on all lines good."
 "Sold well—entirely out several days before Christmas."
 "Sale was excellent, could have sold many more."
 "Sold splendidly." "Better than ever."
 "Sold well and any dealer ought to be proud to handle."
 "All lines more popular than ever."
 "Did not order enough—sold everything."
 "All sold out." "More popular than in any year."
 "Your Holiday Dressings had a good sale, *as has always been the case with your line.*"
 "It was all Dennison with me, nothing better made."

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Write for the dealer's Christmas catalogue and learn what Dennison can do to increase your holiday trade.

Dennison Manufacturing Company

The Tag Makers.

Makers and Maintainers of the Paper Art.

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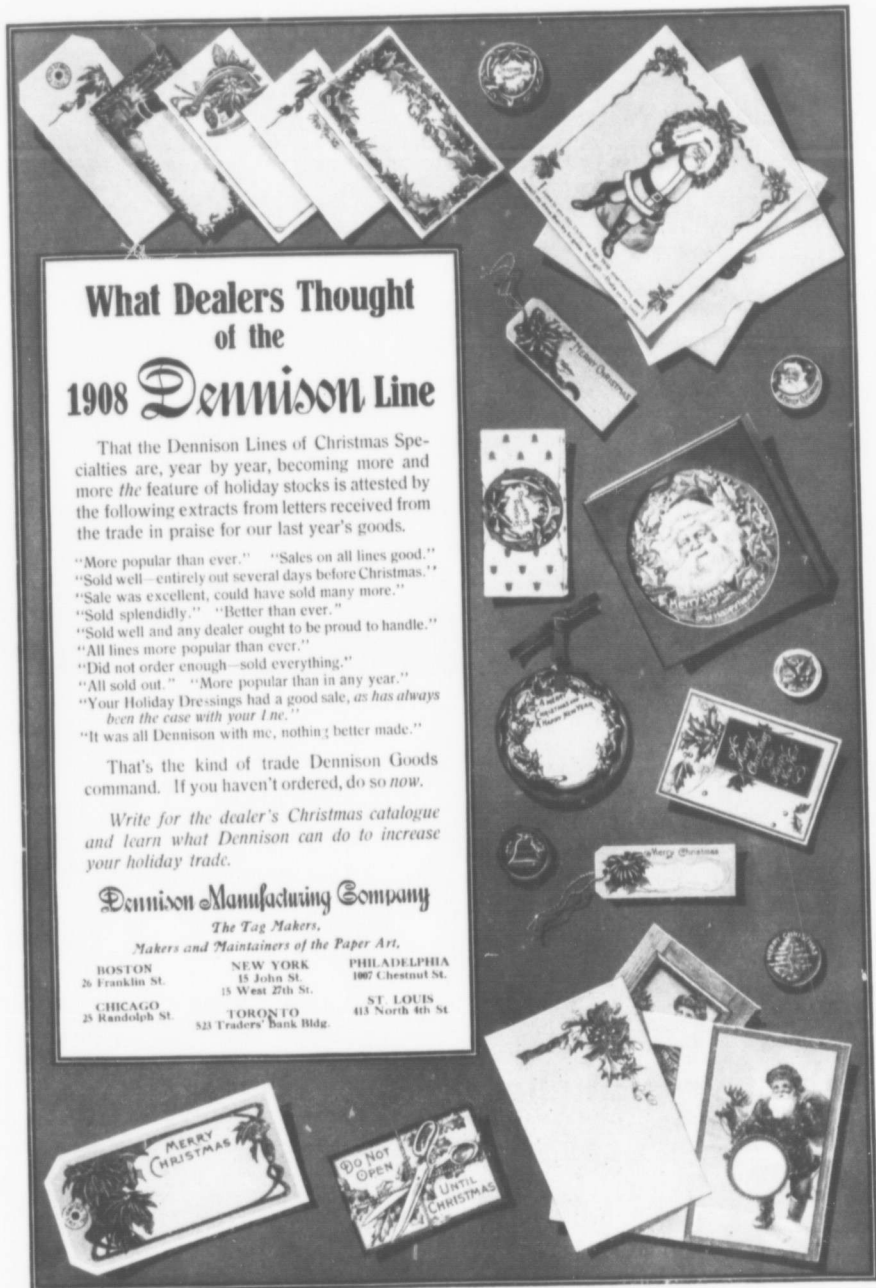
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15 John St.
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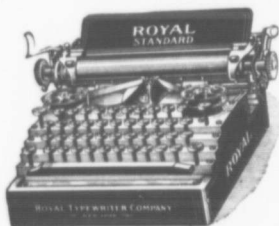
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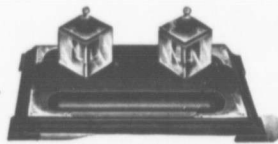
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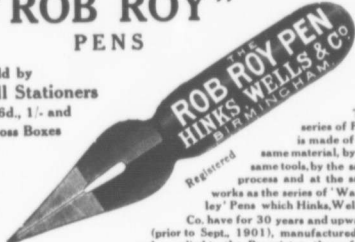
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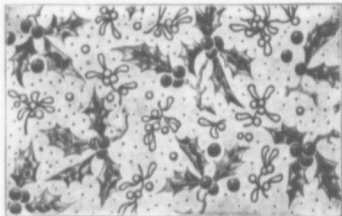
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Vol. XXV

TORONTO, CANADA, SEPTEMBER, 1909

No. 9

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PUBLISHED BY THE MacLEAN PUBLISHING CO., LIMITED
TORONTO MONTREAL WINNIPEG VANCOUVER ST. JOHN
FOREIGN OFFICES: NEW YORK CHICAGO LONDON, ENGLAND

Dealers: Have you a complete stock of Waterman's Ideals? In being well stocked and pen posted you will receive the large business and profits which the line affords. Two lines are briefly described below. Write for information on the "REMEX" SCHOOL PEN and how additional profits can be earned in maintaining a complete stock.

Waterman's Ideal Fountain Pen

Absolutely Durable **PUMP-FILLING TYPE** Large Ink Capacity

THE words "Waterman's Ideal" when connected with a fountain pen, always insure simplicity, reliability and durability. The history of the Waterman Ideal Fountain Pen industry shows no unsuccessful attempts in the manufacture of fountain pens. Until the value of an innovation has been proven beyond question, the "Waterman Ideal" trade-mark has never been linked with it.

The Pump-Filling Pen bears the words "Waterman's Ideal," therefore it is reliable, satisfactory and durable. There are no complicated parts or materials that deteriorate.

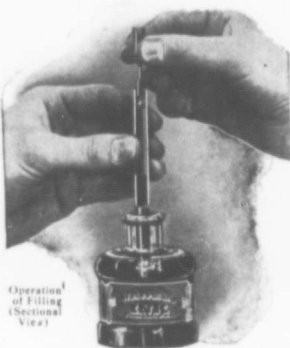
The Pump-Filling Pen dispenses with the ink filler. It is filled as shown in the illustration by pumping the ink into the pen with a few slight movements of the unscrewed piston end. The pump may be used for cleaning as well as for filling.

The Pump-Filling Pen is provided with the following features found only in Waterman's Ideal Fountain Pen:

- The wide range of Gold Pens
- The Spoon Feed
- The Clip-Cap

Also made with
**GOLD BANDED
CAP**

which adds \$1.00 to the price of plain pens.



Operation of Filling (Sectional View)

CLIP, as shown on pen at left, when attached to Cap, adds to the cost:

- German Silver, 25 cents extra;
- Sterling Silver, 50 cents extra;
- Rolled Gold, \$1.00 extra;
- Solid Gold, \$2.00 extra.



Plain, Closed or Banded
No. 12 P \$3.00
No. 13 P 4.00
No. 14 P 5.50
No. 15 P 5.50
No. 16 P 6.50



Black or Cardinal Silver Filling
No. 412 P \$5.50
No. 414 P 7.50
No. 415 P 9.00
No. 416 P 10.00

Waterman's Ideal Fountain Pen

SAFETY TYPE

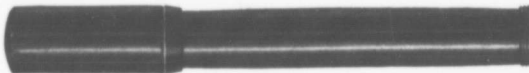
A style that can be carried in any position, upside down, right side up, side ways or end ways and cannot spill. All the superior features and patented parts in the regular Waterman's Ideals are combined in this fountain pen, in addition to it being so made that the gold pen conveniently screws back into the barrel permitting the cap to screw down on the open end and positively seal the barrel.

An excellent style for ladies' use as they may be carried in purse, hand bag or trunk with perfect safety. A general travelling style of fountain pen and exceptionally useful for sportsmen.

Made in 3 styles and 6 sizes as described, with increasing ink capacities and sizes of gold pens.



Showing how it is sealed when closed



- No. 12V.S. Plain—Closed
No. 12 v.s. (4 1/2 in.) illustrated \$3.00
No. 14 v.s. (5 1/2 in.) 4.00
No. 15 v.s. (6 1/2 in.) 5.00

This style in the 2 sizes shown. Made in Plain, Chased, Mottled and Cardinal.

- Also in long sizes.
No. 12 s. (5 in.) \$3.00
No. 14 s. (5 1/2 in.) 4.00
No. 15 s. (6 1/2 in.) 5.00



Showing how it is sealed when open



- No. 14V.S.G.M.—Open
No. 12 v.s.g.m. (4 1/2 in.) \$4.00
No. 14 v.s.g.m. (5 1/2 in.) illustrated 5.00
No. 15 v.s.g.m. (6 1/2 in.) 6.00

This style in the 2 sizes shown. Made with 2 gold bands, Chased, (as shown), or Plain, and with 1 Plain middle band

- Also in long sizes
No. 12 s.g.m. (5 in.) \$4.00
No. 14 s.g.m. (5 1/2 in.) 5.00
No. 15 s.g.m. (6 1/2 in.) 6.00

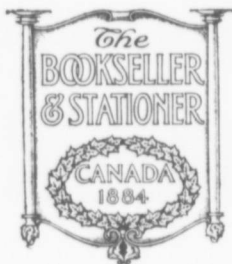
WRITE FOR COMPLETE CATALOGUE AND SELLING SUGGESTIONS

L. E. Waterman Company, Limited, 136 St. James St., Montreal
NEW YORK LONDON PARIS

Bookseller and Stationer

Toronto Montreal
Winnipeg

Salutation



IN presenting to the trade in Canada this Silver Jubilee Number of *The Bookseller and Stationer*, we desire to express our thanks to the readers and advertisers who have stood by the paper so loyally during its twenty-five years'

existence. ¶ It has always been our aim to endeavor to serve the best interests of the trade and that we have not failed in this purpose is abundantly demonstrated by the splendid patronage accorded to this Birthday Number by our friends in Canada, Great Britain and the United States. ¶ We would take this opportunity once again to pledge our unwavering support to the interests of the book, stationery and kindred trades in Canada. We go forward determined to work faithfully for the welfare of all engaged in the building up of these trades.

— *The Editor.*



THE STORY OF TWENTY-FIVE YEARS—THE BOOKSELLER AND STATIONER THE OLDEST TRADE NEWSPAPER IN THE DOMINION—THE PROGRESS DURING THE QUARTER CENTURY—MEN WHO HAVE BEEN ASSOCIATED WITH IT

During the month of August, 1884, there was published in Toronto, a small 18-page monthly, called "Books and Notions." It was a most unpretentious little paper but it had in it the making of something larger and more important. The publisher was the late J. J. Dyas and the home of the publication was 20 Wellington Street E. The contents of the first number were: "Bookselling as a Profession," by G. Mercer Adam, "The Norse Discovery of America," "Chilera," "Trade Notices," "To Our Readers," "Novelties," "Book Notices," etc. The paper was printed by Hunter, Rose & Co.

The firms who took advertising space in this early number were: Brown, Brothers, Williamson & Co., Toronto Engraving Co., Wm. Warwick & Son, Clougtier Bros., Rose Publishing Co. and Hunter, Rose & Co.

In 1888, the MacLean Publishing Company purchased Books and Notions and in the following year enlarged



BOOKSELLING AS A PROFESSION

It would seem an unnecessary remark to make, that in a democratic country like this, where the right of every citizen to the enjoyment of education is so fully secured, that the number of persons who are able to read is so large, and the number of persons who are able to write is so large, that the demand for books is so great, and the number of persons who are able to supply the demand is so large, that the book trade is one of the most important and profitable of any in the country. It is a trade which has grown up with the growth of the country, and which has become one of the most essential and useful of any in the country. It is a trade which has grown up with the growth of the country, and which has become one of the most essential and useful of any in the country. It is a trade which has grown up with the growth of the country, and which has become one of the most essential and useful of any in the country.

Facsimile of the First Page of the First Number

its size to a page 9 x 12 inches. In October of the same year a handsomely designed cover appeared for the first time. In February, 1895, the name Books and Notions was discarded and the paper appeared as The Bookseller and Stationer, a much more appropriate title.

Since its inception in 1884, Bookseller and Stationer has occupied numerous homes. Originally published at 20 Wellington Street East, Toronto, it was removed in May, 1888, to a room in the Mail Building on Bay Street. In November of the same year it was taken to 5 Jordan Street. Another change was made in September, 1880, to 6 Wellington Street West. In May 1892, it was brought to 10 Front Street East. In March, 1895, offices were secured at 26 Front West. Finally in 1900, the paper returned to 10 Front Street East, from which office it has ever since been issued.

The Oldest in Canada.

The Bookseller and Stationer is the oldest of the MacLean Trade Newspapers and for that matter is the oldest paper of its kind in Canada. Comparatively speaking it has seen the same surprising growth as the other papers published by this house,—a growth which was foreseen years ago by the founder of the firm, Col. J. B. MacLean, who was convinced that carefully edited trade newspapers adapted to the requirements of each class of trade were a necessity of the times.

Contrasted with the first issue, the present number illustrates the development of the paper during the quarter century. Alike in its attitude to the trade, its contents, its make-up and its advertising patronage, it has taken great strides. It holds an unique position in that there is not a publishing house in the Dominion, engaged in the publication of books for sale through the book trade, and not a wholesale or manufacturing stationery house, with but one or two exceptions, that do not use The Bookseller and Stationer as a medium through which to solicit custom from the retail trade. Other papers may be well supported and may carry more advertising than The Bookseller, but very few of them have such a complete record. All of which goes to prove that this paper is in the closest touch with the trade it serves.

The Editors of the Paper.

Since its establishment, Bookseller and Stationer has been in charge of several editors and it is a fact worth noting that each one of these men has achieved distinction in the work he has since taken up. After the acquisition of the paper by the MacLean Publishing Company, the first editor was C. A. C. Jennings, who was in charge until the summer of 1892. Mr. Jennings is now one of the editors of the Toronto Mail and Empire. Following him for three years was John A. Cooper, who resigned in 1895 to accept the editorship of the Canadian Magazine and who is now the managing editor of the Canadian Courier. After him the paper was under the editorial control of Frank Smith, who is to-day on the editorial staff of the Toronto News. His successor was Dr. A. H. U. Colquhoun, now Deputy Minister of Education of the Province of Ontario. In 1902, the present editor, W. A. Craik, succeeded Dr. Colquhoun and has ever since been in charge.

Letters of Congratulation.

The Bookseller and Stationer has been in receipt of several gratifying letters of congratulation during the past few weeks. These, of course, were entirely voluntary on the part of the writers. As soon as it became known that we were about to celebrate our 25th Anniversary, friends of the paper hastened to wish us well and to express their appreciation of what we had accomplished in the past. To all these, we desire to make acknowledgments. We quote extracts from a few of the letters received.

From Wm. Briggs, Methodist Book Room.

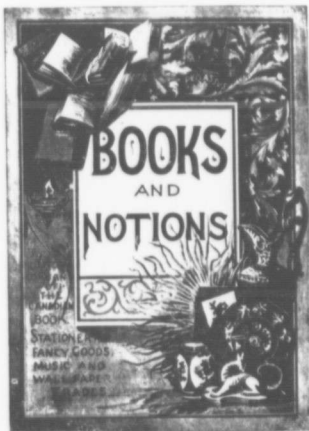
I am very glad to hear that you are to issue a special Jubilee Number of The Bookseller and Stationer. I hope the special number will have the success which it

BOOKSELLER AND STATIONER

deserves to have. Very few trade journals in Canada have ever reached their 25th birthday, and *The Bookseller and Stationer* is to be congratulated on its very lengthy and useful career.

From Richard Brown, President the Brown Bros.

We wish to convey our congratulations on your arriving at the silver jubilee of your twenty-fifth anniversary. We had the pleasure of advertising in your first num-



A Cover in Use From 1859 to 1895

ber, and believe have continued from that time to the present, and have very much pleasure in testifying to the great increase in your publication, and the great benefit it has been both to buyer and seller.

From W. P. Gundy, General Manager W. J. Gage & Company.

We are much interested in learning that you are about celebrating the twenty-fifth anniversary of *Bookseller and Stationer*.

We well remember when Colonel MacLean first embarked in trade journalism, and have watched with interest and considerable pride the growth year by year of this business, which has reached a point where the celebration of your Silver Jubilee may be regarded as a notable event in trade journalism.

May we offer our very hearty congratulations on the achievements of the past, and our best wishes for the future.

From Henry Button, Manager Cassell & Co.

Please accept our heartiest congratulations. Personally I feel convinced that the journal could not be in better hands, especially on such an auspicious occasion. The *Bookseller* is a monthly feast for myself, except of course when I observe that some other publisher or publishers advertise such books as "The Goose Girl," "The Ballads of a Cheechaka," or most important of all a new "Ralph Connor"! Of course, we ought not to expect to get all the "plums"!

Whilst you are celebrating your Silver Anniversary we are celebrating our Diamond Jubilee. We wish you continued success at the helm of such an important journal. We also trust that your efforts in regard to the

Booksellers' and Stationers' Association will meet with every success.

From Frank Wise, Manager Macmillan Co.

Permit us to offer you our sincere congratulations on your attaining the Silver Jubilee of your existence. We are sure that your efforts on behalf of the publishers and booksellers deserve the greatest appreciation.

Wishing you a long career of increasing activity and influence, we remain, etc.

From S. B. Gundy, Manager Oxford Press.

The *Bookseller and Stationer* to-day stands without a parallel as a trade paper. Long may it flourish!

From T. H. Storey, Editor The Stationer, London.

We note with great interest that you are about to celebrate your Silver Jubilee, and hasten to offer you the heartiest congratulations from the oldest journal in the trade in this or any other country.

We are this year celebrating our 50th year of publication and are glad to know that you are coming along.

Your paper is clean, smart and informing, and deserves to succeed, and we wish you the best of luck and success.

We hope your Silver Jubilee will be the forerunner of gold and health and happiness, without which gold is but dross.

WEEKS-NUMAN CO. FORMED.

New York, September 4.—The business of the A. A. Weeks Mfg. Co. and the C. H. Numan Co., which have been for some months in the hands of a receiver, have been purchased with the title, interest and good-will from the receiver and will be continued under the title of *The Weeks-Numan Company*, Nos. 39 & 41 Park



Cover of the Coming of Age Number

Place, New York City, on a strictly wholesale basis. C. H. Numan and E. F. Perry will be the principals of the new concern, but will continue to travel and will shortly call on their friends in the trade. Canadian orders will receive prompt attention and the firm will guarantee immediate shipment after September 13.

MAKES EXHIBIT AT THE FALL FAIR—N. L. HAMLY OF PORT HOPE BELIEVES IN TAKING ADVANTAGE OF THE LOCAL FAIR—A MODEL ROOM WHICH HELPED TRADE

The season of the year has arrived when the local merchant may find it advisable to give consideration to some form of advertising in connection with the fall fair. Not infrequently the introduction of a new department or other extension of business has been worked in advantageously with this occasion.

This was the course adopted by Norman L. Hamly, of Port Hope, when he broadened his enterprise as a printer and stationer, by the addition of a wall paper department. He attributes the steady growth of his business to a close study of the requirements of the people and in meeting those requirements with efficient service. He saw the importance of demonstration in the wall paper section and merely as an introductory scheme, decided to fit up a model dining room in the Fair building with special emphasis on wall-covering effects. Furniture dealers saw no advantage in collaborating in the idea, so he selected furniture from his own home and also found it possible to exhibit fancy goods and chinaware from his store in that connection. The result was that "Hamly's furnished room" proved one of the attractions of the Port Hope fair and it brought him good business. He intends to be represented by a similar exhibit this year.

Two years ago, Mr. Hamly's enterprise was confined to a small printshop and a \$200 stationery stock. Then he moved into larger premises and in addition to the original departments, is carrying photographic supplies, fancy goods, curtain fixtures, toys and games, wallpaper and fancy china, the latter two being his strongest departments.

Although he had had no wide experience in the business, as extended, he states that, in his buying, he was guided entirely by the expressed requirements of his customers, and that he carefully weeded out all sections which were not measuring up to the general average. The cash system, which he adopted from the outset, made this process an easy matter and he now has a well-balanced and progressive business.

TWENTY-TWO COPYRIGHTS CANCELLED—THESE BOOKS MAY NOW BE FREELY IMPORTED BY CANADIAN BOOKSELLERS—PUBLISHERS RESPONSIBLE FOR FAVOR

It will be remembered that in the June number of the Bookseller and Stationer a list appeared giving the titles of some forty-two novels, which had been issued in cheap editions in the United States and which the Canadian holders of copyright were willing to allow to be imported by Canadian booksellers.

The fact that the Canadian publishers holding copyright in these books had formally expressed their willingness to allow their importation in the reprint form, was taken as sufficient ground for advising the trade to order the books freely. However, the authorities at Ottawa took a different view of the case and stated that they could not allow the books to come in, so long as they were entered as copyright at the Department of Agriculture. Their advice was to have the copyrights cancelled.

The Bookseller and Stationer referred the matter again to the various publishers interested, requesting them in the interests of the booksellers to comply with the requirements of the customs. Three publishers have already done so with the result that in the case of twenty-two books

Canadian copyright no longer exists and they may be freely imported. The titles and publishers are as follows.

William Briggs.

A Dash for a Throne. By A. W. Marchmont.
The Market Place. By Harold Frederic.
My Friend Prospero. By Henry Harland.
Nedra. By G. E. McCutcheon.
The Two Van Revels. By Booth Tarkington.
The Cross Triumphant. By Florence M. Kingsley.

Copp, Clark Co.

The Helmet of Navarre. By Bertha Runkle.
Her Mountain Lover. By Hamlin Garland.
Prisoners of the Sea. By Florence Morse Kingsley.

McLeod & Allen.

Beverley of Granstark. By G. E. McCutcheon.
The Sherrods. By G. E. McCutcheon.
House of a Thousand Candles. By Meredith Nicholson.
The Puppet Crown. By Harold McGrath.
The Secret Orehard. By A. & E. Castle.
When Knighthood was in Flower. By Charles Major.
Arms and the Woman. By Harold McGrath.
By Snare of Love. By A. W. Marchmont.
By Wit of Woman. By A. W. Marchmont.
A Courier of Fortune. By A. W. Marchmont.
When I was Czar. By A. W. Marchmont.
The Queen's Advocate. By A. W. Marchmont.
Mark Everard. By Knux Magee.

DISGRACEFUL STATE OF AFFAIRS IN ONTARIO—EATON COMPANY TAKES THE RETAILERS' GOOD MONEY BUT FAILS TO FILL ORDERS FOR ONTARIO SCHOOL READERS.

When the Ontario Government presented the T. Eaton Company with a ten years' contract for supplying the new Ontario Readers, a most unfair situation was created, the evil results of which have been felt during the last few weeks.

The Education Department have been callous. They have stood bravely by their bargain despite the vigorous opposition of the Ontario retailers. They have told the trade that they wanted to give the people of Ontario cheap readers and that they accepted the lowest tender, regardless of any injustice that might be done to the merchants of the Province.

But even this callous government must surely see that there is a rank injustice being done the retailer who sends his cash to Toronto with an order for books and is told that the books are not ready. Is his money returned? Not at all. It is deposited to the credit of the big department store and earns interest for them, while the poor tradesman has to wait for his books. Meanwhile the bookseller's customers can send to Toronto and get the books by return mail. Why this discrimination? If the government failed to see a reason for opposition to their policy before surely it must be apparent to them now.

As evidence of this state of affairs, the following extract from the Sarnia Observer, of September 1, will prove valuable. "Sarnia school book dealers are almost disheartened about not being able to procure the newly authorized school books, for which parents and children are enquiring every few minutes of the day. Out of a large remittance sent direct to the T. Eaton Co. over two weeks ago, W. J. Proctor received only part of his order of primers, on which the transportation charges

Look up about all the discount on the books, and up until to-day no word has been received from the Eaton Company when the balance of the order would be shipped. Geo. Parsons also sent the Eaton Co. a large remittance, but up until to-day has only received some primers and first books, no word about the balance. Thos. H. Manley had not received any word from his remittance of two weeks ago to the Eaton Co. until this morning when he received a letter stating they expected to ship his order in a few days. H. W. Fry and Albert Johnston, who have school books ordered both from Eaton and Toronto wholesale houses, are also without the new readers. J. D. Mills and A. P. McAlpine, who purchased their school supplies through Geo. Sulman at Chatham, Ont., have received part of their supply of readers. It is not the fault of the Sarnia dealers that there is not a full supply of school books in Sarnia at the present time. Their cash has been at Toronto for over two weeks. The Eaton Co. tendered for the school books, got the contract and agreed to supply the books. Our dealers have sent the money for the supply, but without any result. People going to a store expecting to find school books that their teachers advise them to get to proceed with their studies are disappointed. It hurts the dealer's trade and is an injustice to him in many ways. One would think that the government regulations controlling these school book contracts would compel the publishers to supply the books on cash payment in advance before school opens. The way Sarnia dealers have been treated, and it is the same in general all over Ontario, looks as if the supplying of school books to the public is to be used as a big boost to Eaton's mail order business."

IMPORTANT MOVE OF THE CAMBRIDGE CORPORATION—TRANSFER THEIR RETAIL DEPARTMENT TO THE SCROGGIE COMPANY—WILL MOVE TO MCGILL COLLEGE AVENUE

The Cambridge Corporation Limited, 472 St. Catherine Street West, Montreal, have transferred their retail premises to the W. H. Scroggie Company, Limited, department store. The building adjoins the Scroggie premises and it gives them much needed and desired space. The Scroggie Co. have secured the lease of the Cambridge Corporation, which has three years to run. They also take over stock and fixtures to the amount of \$25,000.

A large portion of the stock of the retail business of the Cambridge Corporation Limited, operated under the name of E. M. Renouf, Limited, has been transferred farther east in St. Catherine Street, to the premises of Foster, Brown & Co., one of the oldest booksellers in the city. The two businesses will now be conducted under one roof as Foster, Brown & Co., and they will comprise perhaps, the largest retail book concern in Canada.

Miss Poole, who has for the past twenty-seven years had charge of the retail business of the Renouf Co., will continue in the same capacity with the Foster, Brown Co.

The Cambridge Corporation is moving its wholesale offices to McGill College Ave., having taken over the entire building occupied by the Chemists & Surgeons' Supply Company.

The mail order business of this company alone has gone ahead so rapidly that even a larger place is required for this part of the business than the one they have just moved from. While the corporation is going out of the retail business in Montreal, they will continue their retail store in Quebec and their western offices at Winnipeg.

MONTHLY REPORT FROM MONTREAL—COMMENTS ON THE TOURIST TRADE—THE BOOKS THAT SELL—PERSONAL ITEMS ABOUT THE MEN IN THE TRADE

Montreal, September 8.—The tourist trade throughout the past month was not as good as during the same period last year. Just what is the cause is unknown and the only thing it can be put down to is the "Back to Montreal" period, Sept. 13th to 20th. Undoubtedly many a tourist who has been in the habit of visiting Montreal during the summer months has postponed his visit. As a result booksellers and stationers situated along Montreal's gay white way are waiting anxiously.

The sale of post cards has been above the average during the past few months. Summer holidays have undoubtedly had something to do with this, as there is no doubt but that many a card was addressed to some summer resort and vice versa.

In the book line, "The Inner Shrine" has the greatest demand at present, but is closely followed by "The White Sister." "The White Prophet," Hall Caine's new book has started out well and the way retailers are talking about it, it should be among the best sellers this fall.

H. H. Hebb, with the L. E. Waterman Company Limited, Montreal returned about the 1st of the month



H. H. HEBB

As He Does Some of His Traveling for The L. E. Waterman Co. of Canada

from an extended trip through the Canadian west. Mr. Hebb, however, was not selling pens on this trip, but was out interviewing and educating the Indians as per above illustration.

Particular attention is drawn to Robert W. Service's new book "Ballads of a Cheechako," published in \$1 and \$1.50 editions; the last mentioned being profusely illustrated.

Another good seller at the moment is "The Score," published by Dutton. There is also quite a feeling for "The Glory of the Conquered," published by McLeod & Allen. Macmillan also has a pretty good seller in "The Romance of a Plain Man."

W. E. Smith, with the L. E. Waterman Co., New York, visited the Montreal quarters last month. He was accompanied by Mrs. Smith and family and they made the journey in an automobile.

F. D. Waterman, president L. E. Waterman Company Limited, spent a few days at the Laurentian Club, Laurentian Mountains. He was accompanied by his family.

Geo. J. McLeod, of McLeod & Allen, Toronto, paid Montreal his annual visit last month. He booked quite a few bulky orders.

C. J. Musson, of the Musson Book Co., Toronto, was also in town about the same time and was pleased with his trip.

H. Copp, of the Copp, Clark Co. Ltd., Toronto, dropped in to Montreal about the end of last month. He did well.

Wm. C. Bell, with the Musson Book Co., Toronto, was also in town booking orders.

Mr. Douglas, with MacMillan Co., Toronto, was in town about the middle of August on business.

Mr. Hoover, well known to Montrealers as having successfully represented The Morang Co., and later on the Macmillan Co. has been recently appointed manager of the book departments of the up and down town stores of The S. Carsley Co. Ltd., Montreal.

SCOTTISH FIRM GETS CONTRACT THOMAS NELSON & SONS, EDINBURGH, TO SUPPLY MANITOBA READERS FOR TEN YEARS — GOVERNMENT BUY FROM THE PUBLISHERS

Winnipeg, September 8.—At a meeting of the ministers of the local government this morning it was decided to accept the tender of Thos. Nelson and Sons, of Edinburgh, Scotland, for the supplying a primer, first and second reader, which books are now being distributed free to school children of Manitoba. Theirs was the lowest and most satisfactory tender submitted. The contract is a ten year one, and goes into effect Jan. 1, 1911, the present readers being used up until that time.

The contract also provides for the supplying of a third and fourth year reader, that is, if the government should decide to place these books on the free text list. If they should decide to do so, they can place their order with the firm any time within the period of the ten years, and the books will be supplied at the price named in the tender that was opened to-day.

All the well known publishers in the Dominion submitted tenders, but none were nearly so low as that which was accepted. One of the conditions that had to be met by those tendering was that they had to state their price f.o.b., Winnipeg, and even at this, the Scotch firm was away the lowest of them all.

Under the old contract, which was a joint one with W. J. Gage and Copp, Clark Co., of Toronto, the government paid 54 cents for the primer, first and second readers plus the freight from Toronto. Under the new contract with Thos. Nelson & Sons, the government pays but 34½ cents for the same three books f.o.b., Winnipeg, this meaning a saving of 19¼ cents on the three books and the freight from Toronto, over the old contract.

PERSONAL AND TRADE ITEMS OF INTEREST — VALENTINES BECOME A CANADIAN COMPANY — SOME ASSIGNMENTS — WATERMANS SELL PENS IN NEW ZEALAND

Masson & Fils, booksellers and stationers, Quebec, have registered.

A. H. Stratton & Co., Peterboro., are advertising their business for sale.

George D. Scott is now showing A. Roy MacDougall's complete line of leather goods to the trade in Western Canada.

W. P. Rutherford & Co., Toronto, dealers in stationery,

have assigned to Andrew Stuttaford. A meeting of the creditors was held on the 9th inst.

J. Johnston, Merrickville, has disposed of his stock of books, magazines, post cards, etc., to G. W. Elliott, who has taken over that branch of the business and will continue it at his drug store.

A. J. Blowes, bookseller and stationer, Mitchell, returned the end of August from a two weeks' holiday at his summer cottage at Grand Bend, which has become quite a popular summer resort.

L. E. Waterman Company, Limited, Montreal, have received a large order for Waterman's Ideal Fountain Pens to be shipped to New Zealand. These goods all bear the trade mark and "Made in Canada" stamp.

C. A. Ross, the managing director of The Cambridge Corporation Limited, Montreal, leaves on October 8th for England, where he will arrange for important agencies in connection with the company for next season's trade.

The Canada Fine Art Company, which sells private greeting and Christmas cards direct to the consumer, has opened an office at 23 Jordan St., Toronto, and reports doing a very large trade in the various cities and towns which their representatives have visited.

Earl Curran, formerly of The St. Thomas Journal, in company with H. A. Turpenny, will shortly open up a book and stationery store in the old Ingram & Davey building, St. Thomas, recently occupied by the New Lyric theatre. The firm are at the present time in business in Sarnia.

The Valentine & Sons Publishing Co., Limited, of Montreal and Toronto, have now become a Canadian company, under the style of The Valentine & Sons United Pub. Co., Ltd., working under a Dominion charter, and greater developments may be looked for by this concern in the near future. Their work is already known throughout the Dominion, and many new and attractive lines will be added to their already extensive range of goods.

NOCTURNAL VISIT TO PUBLISHING HOUSE — BIG HYMN BOOK SHIPMENT GOES OUT FROM THE OXFORD PRESS — A GREAT EVENT IN THE PUBLISHING WORLD

At a late hour on the evening of Labor Day, I was summoned to the telephone and, quickly responding, was asked the question:

"Can you come down town to the Oxford Press office? We have something here that we want to show you."

At first I felt like demurring, but Mr. Gundy is such a good friend of ours, I thought it would be most discourteous not to try to oblige him, and at any rate I hardly thought he would be the man to hoax me. So I assented and he kindly announced that he would send a taxi-cab up for me.

It was about eleven when I reached the office on Richmond Street. On entering I found the entire staff of the company hard at work in their shirt sleeves. Mr. Gundy welcomed me cordially and at once explained the reason for the nocturnal visit.

"We have got our shipments of the new English Church Hymn Book all ready now and I wanted you to see the extent of them before they went out. Promptly at seven o'clock to-morrow morning the Grand Trunk and C.P.R. freight drays and the express companies' carts will arrive to clear them out, and by eight or nine o'clock there will be nothing left to show you."

Mr. Gundy and Mr. Stewart then conducted me up and down long aisles between piles of cases and express parcels, many of which were labelled to booksellers

with whom I was well acquainted. There were over five hundred different addresses and all were being attended to on an equal footing. Only in the case of some of the editions with music was there any shortage, but this, according to Mr. Gundy, would be remedied on the arrival of new stock in the next few days. It was indeed a great sight, for it showed not only a great event in church life, but it illustrated what could be accomplished by a modern publishing house. All these shipments had been made up in two or three days, for the books had only arrived from England during the preceding week.

"The great thing about it all, is this," said Mr. Gundy. "We have got an agreement by which the books will be sold at the regular retail price everywhere. The bookseller knows that he is not being undersold by the department stores, and he also knows that he is getting a liberal profit on every book he sells. I might say that the trade have expressed their appreciation of this arrangement in very kindly fashion. It means a big thing for them."

"Some complaint has been made," added Mr. Gundy, "that the department stores, while selling at the regular price, will pay postage on books bought from them, thereby competing on equal terms with the booksellers. While this is true, it is not likely that the public will go to the trouble of writing a letter to Toronto or Montreal for books, when they can see and purchase the books at home just as cheaply and far quicker. The bookseller will have his full profit while the mail order house will have to deduct the postage."

Mr. Gundy expressed himself as well pleased with the volume of orders received for the hymn book and stated that repeats would be filled promptly. W.A.C.

NEW STORE IN TORONTO.

"I opened a book store here because the people wanted one. They do not care to go down town to purchase the latest fiction and I have received many expressions of pleasure from the residents of this section since I have started 'Our Library,' which is the name I have given my bookshop." So spoke F. G. Lowe, 660 Yonge St. He has one of the neatest and most attractive book businesses in Toronto. There is a sense of roominess and freedom about the place that invites one to enter and inspect at leisure the various volumes found on every side. Mr. Lowe is decidedly original. Along the walls are slanting tables on which the books are placed in rows, lying flat. Their titles are easily seen and the editions can be examined at will. There are several display tables covered with red and hung with green and behind the curtains is kept reserve stock. The color scheme is effective and not too showy. "Our Library" is built on the square plan and has plate glass windows.

Mr. Lowe is a strong believer in effective window decoration and has sold a number of copies from the catchy way in which he has placed them at the front of his store, which itself is about 20x20 in dimensions. He reports trade to be increasing every week and is well satisfied with his venture. At the rear is the office of the Wardlow Publishing Co., of which Mr. Lowe is manager. He has been connected with the book trade in different capacities for 17 years. Mr. Lowe runs a circulating library, the life membership of which is \$1.00 and he charges each member from 5c. a copy for each book that they take out. He also makes a specialty of British publications and Toronto view post cards.

TRADE NEWS FROM WINNIPEG — DELAYS IN GETTING IN SCHOOL SUPPLIES — BUSINESS GOOD OWING TO MEETING OF BRITISH ASSOCIATION — NEWS NOTES

Winnipeg, August 25.—The railway strike at Fort William seriously delayed the transportation of many lines of goods. Almost every wholesale house in Winnipeg have some complaint to make in this connection. It happened that when the strike was on there were two carloads of books and stationery en route from the Old Land for Clark Bros., of Winnipeg. These cars were three weeks behind their scheduled date for arrival in Winnipeg making it impossible for the wholesale house to fill their orders promptly. This house had an exceptionally large list of orders for school supplies which they were unable to fill in time for the opening of rural schools on August 15. As a result Clark Bros. have been filing complaints from every corner of the west, and in some sections the opening of the schools had to be postponed until books and supplies were available. When the goods arrived in Winnipeg, Clark Bros. engaged an extra staff of twelve men to open cases and make the urgent distributions. Efforts have been made to ship the goods to the more distant points first, and the management expect that every section will be supplied by September 1.

The retail trade is greatly stimulated at the present time owing to the great number of visitors in the city attending the British Association for the Advancement of Science. Not only has the transient trade revived but the requirements of such a unique affair as the association meetings new in progress, are such as to greatly benefit the stationery trade. As an instance of the increased trade, the Russell, Lang Company are supplying twelve lanterns to be used in the illustrated lectures given in the various sections of the association. They have also supplied several slides for use in the lanterns. Local retailers are well satisfied with the manner in which the summer trade has been sustained. The future looks very bright. The schools and colleges are opening this month and the supplies for the year will be heavy. There is always profit in handling stationery and the majority of retailers deal more extensively in this line than in books. The nature of western people is such as to be discouraging to the book trade. Westerners do not read for self improvement but they would do anything for money. However, we are living in hope to become a better and more sane people. Retailers persist in carrying the best and most popular fiction and reap what harvest they can in this line.

The Richardson-Bishop Stationery Company are well satisfied with the change in business location. Their records show an advance of 35 per cent. in the past month over the month previous. This is due largely to fact that they have been enabled to carry a wider range of goods on account of increased space. Mr. Bishop spent the month of August in the Lake of the Woods district for a rest.

Wholesalers and jobbers report trade in an excellent condition all over the west. They are not collecting very heavily but with the present crop outlook, they can afford to wait for cash for a few weeks. The general lines have a good market and travelers are reporting conditions favorable everywhere. Recently a traveler stated that it was quite noticeable in districts where the crop outlook was not large that the stationers were very conservative, while in other sections where wheat was going to average thirty bushels to the acre the retailer was exuberant and bought freely. Wheat is king at the present time at least.

TIMELINESS IN ADVERTISING—A COUPLE OF USEFUL SUGGESTIONS ADAPTABLE FOR CREATING A SPECIAL DEMAND FOR GOODS—VALUE OF WINDOW DISPLAYS

By WILLIAM G. COLGATE

One of the greatest drawing features in advertising is timeliness. That is the capacity to perceive and the ability to seize hold of a passing public fancy and convert it into advertising capital which in turn changes it into cold hard cash.

Let me illustrate. When Thomas W. Lawson was indulging in a series of broadside attacks upon the methods of "The Ring" in a certain popular magazine,

THE BOOKSTORE

Now comes the KODAK SEASON. Remember that we handle
The EASTMAN Line of Kodaks and Supplies

We will do your printing and develop- ing. Good work at low rates.	STOCK ALWAYS FRESH No in-stock or out-of-date goods. We give a square deal in every transaction. That's the reputation of this store.	See the new Foll- ing Brownie, post- card size, Price \$10.00
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F. I. WEAVER & CO.
Stores at Berlin and Waterloo

The Original Ad.

a newsdealer saw his chance to make a little money out of the generous publicity they were giving the famous citizen of Boston and got together all the newspaper and magazine notices he could conveniently collect. These he pasted neatly on a big sheet of thick cardboard and hung it close against the window so that it could be easily read from the outside. Inside was a striking arrangement made up of the magazine publishing the article. In the centre of the display was a large portrait of the author artistically framed. Prominently placed was a plainly lettered card with the suggestion: "You can find out all about it for 15c." The feature was timely and "caught on" with the public. An almost constant stream of magazine buyers testified to the success of the scheme.

Another newsdealer when a prominent lecturer, author or actor visits the town, about whom there is anything published in book form, will make a special display of the appropriate work in his window. This idea is good because of its suggestiveness. Most people who are going to attend a play or a lecture like to know something of the subject beforehand, hence the profits which accrue to the dealer who keeps these facts in mind. During the last season several book plays visited the newsdealer's city and in each case he made a special display of the books from which the play was adapted, using whenever it was possible to obtain them, an autograph portrait of the leading actor, together with pictures showing actual scenes from the play. He invariably succeeded in attracting crowds to his windows, who if they didn't all buy, at least became good advertising mediums.

As book plays are usually associated in the first instance with "stars" of big magnitude, the difficulty of obtaining portraits and descriptive matter is not great. They can be taken from the magazines if not obtainable anywhere else. The book play does not confine itself to the opportunity of selling books. Frequently pictures of the star or of prominent characters in the play by leading artists and illustrators will have a large sale.

I remember on one occasion a prominent Toronto

bookseller was loaded up with a stock of bound portraits of Henry Irving and Ellen Terry showing them in the more important of their numerous roles. These were drawn by a noted artist with a technique which was popular only among the chosen few. Consequently their sales were not such as to require any addition to the selling staff.

Along came Irving-Terry in a spring engagement of "Robespierre" and repertoire. The bookseller made a striking window trim of the novelized play, putting in three or four copies of the slow-selling portraits. This he did about three or four days before the night of the play's first appearance. After the company had left town there were no copies of the bound portraits to be had and the book had sold like the proverbial "hot cakes." Just another instance of a dealer's ability to grasp for his own advantage the psychological moment, or condensed into one word—timeliness.

Any of the foregoing suggestions can be tried out by the bookseller and stationer, and as they have outgrown the theoretical stage they should be able to prove to him their practical usefulness.

Contrary to the usual custom of many booksellers, F. I. Weaver & Co., who have stores at Berlin and Waterloo, use a liberal quantity of space in which to tell their story. This is a good policy, providing, always, that good copy is an inseparable feature of the announcement. With Weaver & Co.'s ad. these two factors are fairly strong, but the typographical arrangement is weak. "The Bookstore" heading does not fulfill the purpose of a catchline, which should catch the eye and invite further inquiry.

The one suggested in the reset specimen is better. It not only is more inviting, but gives present and prospective kodakers a hint as to the subject matter. Then,

THE BOOKSTORE

**Now comes the
Kodak Season—**

Remember, that we handle the East-
man line of kodaks and supplies. Our
stock is always fresh. You won't find
any light-struck stock or out-of-date
goods on our shelves. Everything is
bright, clean and brand new. See the
new tiddling **Brownie**, post card size,
price

We give a
square deal in
every transac-
tion. That's the
reputation of
this store.

\$10.00

Just the thing for
your holidays. Stock
and see us. An inspection of our call
does not obligate you to buy.

F. I. WEAVER & CO.
Stores: BERLIN and WATERLOO

An Improved Display.

again, the arrangement of the type composition is simpler, which makes the general appearance of the ad. more attractive and easier to read. There is too much rule panel work in the original ad., which is apt to confuse the reader's eye and cause him to pass it over as being too difficult to decipher. It is far better to err on the side

of simplicity than to depreciate the value of good copy and white space by over-ornamentation and careless type arrangement. A comparison of the two ads. will suggest the points of error and how they were corrected. Next to good copy, good typography is the most important essential. In fact, it may almost be said to take first place, as good or poor typography will frequently make or mar an advertisement, aiding or discounting the efforts of the highest-salaried ad-writer. So it pays to give close attention to the work of the compositor on your advertising, if you want it to bring the desired results.

Ever aggressive and thoroughly modern in its ideas, the Mallagh Bookshop, London, Ont., recently sent out a circular letter to its customers, neatly printed on good quality notepaper, advocating the use of private greeting Christmas cards, and asking for the privileges of calling personally with a book of samples. The idea was well conceived and executed. The stock and printing were of a style and character calculated to leave a pleasing impression with the recipient, which, no doubt, resulted in many favorable responses being received.

FORT WILLIAM NEWS—BUSINESS BRIGHTENING UP—SCHOOL OPENING TRADE—LOCAL STORES GETTING NEW CUSTOMERS—INCREASED TRADE IN CANADIAN PAPERS.

Fort William, September 4.—During the early part of August the stationery trade was quiet, but the last three weeks witnessed a big change. Everything is picking up nicely and everyone is getting settled down to hard work again. The holiday souvenir trade has been large, and still continues to be far ahead of any previous year. Picture postals have been in large demand the last two months, and all booksellers are pleased with their sale.

School opened here on September 1, and that influenced trade somewhat in an upward way. Although the city supplies the readers and most of the stationery, etc., to the pupils, there are a lot of other necessities that the pupils must provide themselves with. J. Edgar Rutledge got the contract, this year, for supplying the readers, scribblers, exercise-books, pencils, pens, ink, etc., to the public schools of this city. This contract amounts to a big sum. Over fifteen hundred (1,500) readers alone were supplied this year, and many thousand scribblers and exercise books will be used.

The news trade in Canadian papers and magazines is increasing steadily. One firm reports that it is continually increasing its orders from the supply houses.

A number of firms in this city, who have been buying their stationery in the east previously, are now buying their supplies in Fort William. Large and good stocks are kept in all the stores, and the companies are recognizing this fact.

One of our leading stationers remarked that the writing paper trade seemed to be shifting from the use of fancy papereries to that of the staple pad. Many good papers are kept in the pad form and they seem to be much more handy.

Alex. Stewart, of Stewart & Thompson, accompanied by his wife, is spending a short vacation in Duluth and other American cities.

P. J. Plaskett, Copp, Clark Co.'s traveler, is in the city this week.

Mr. Barkwell, W. J. Gage's representative, is also here, showing his wares to the city merchants.

TWO GOOD YARNS.

W. O. Foote, of Atlanta, Georgia, told two good stories in the course of an address on "Expenses and Income" at the Toledo Convention. Speaking of round about methods, he said, "Down in Georgia the 'possum grows. Certainly some of you have heard of it, for we feed the President on it when he comes that way. The boy may have a habit of hunting 'possums. I remember some of us went on a rainy night, just an ideal night for 'possum hunting; we got our dogs together and started out. We had good success, hunted all night until about three o'clock in the morning. On our way home we discovered that we were lost, hopelessly lost. There was nothing to do but wait for the sunrise to find our way home. A lost man always gets hungry, so we immediately discovered we were hungry and must cast about for something to eat; so we sneaked around through the woods until we finally came to a fence and crawled through and there we found a very fine potato patch. From that time on we spent our time slipping over the fence and grabbing a few potatoes and getting back into the woods, where we had a fire under the shelter of a friendly rock, and roasting and eating those potatoes. We kept that up, and we were all satisfied just about the break of day when we could find our way home. The sun came up, the clouds had cleared away, and as the light suddenly burst over, we looked about to find we were in our own back yard, and there was our friendly potato patch about a hundred yards away."

When he opened his speech, Mr. Foote said:—"Some one told me I would have to make an introduction to the paper; that it would not go without an explanation of why I was induced to read it. I hadn't written that; I intended to wade right in the paper. I was informed at recess here that I should explain why I was finally prevailed upon to write this paper. In my boyhood days I became intimately acquainted with a dog. Mr. Falconer, of your Programme Committee, has been trying to put me out of business, I think, in Georgia, as a competitor, and he saw his opportunity. Mr. Falconer knows that I am not a stationer; I am somewhat of a poor printer. My reason for accepting this brings me back to the dog. This dog, we boys used to catch on all occasions after a hard race, and tie a tin can to his tail filled up with rocks. After it was securely tied we would turn him loose and down the lane he would go as hard as he could, and we after him, and he would generally wind up by running through the yard and running right between the cow's legs where my father was milking. Looking for the dog one day, after we had searched a good while, we at last found him down the lane a piece. He had been going along the road and he had discovered a tin can in the fence corner, and he had backed up to it, waiting for us to come and tie it onto his tail. If I can go down the line and scatter around a few rocks that will at least afford you a little amusement in this paper, I will consider the paper worth reading."

INTO BOOKS AND STATIONERY.

A. L. Green, druggist, Belleville, has gone in actively for the sale of books, magazines and stationery and is pushing that end of his business. Mr. Green is well known in retail circles in the province, having been prominently associated with the Retail Merchants' Association. He started in business back in 1871, buying out J. C. Holden, who had been in the drug trade in Belleville since 1845. Mr. Green moved some time ago into the old Harrison Book Store and it is quite appropriate that he should go into the book business there. Actively associated with him in business is his son, J. W. Green.



IEWS AND OPINIONS OF A LONDON BOOKSELLER — JOHN F. SIFTON INTERVIEWED— SALE OF POSTAGE STAMPS — THE SCHOOL BOOK PROBLEM — BIG BUSINESS IN TOYS — THE WAY TO GET THE CROWD INTO THE STORE.

168 Dundas St., London, is an historic stand, as for over half a century it has been a stationery and fancy goods store. Located near the two great cross roads of business—Dundas and Richmond Streets—it is known throughout the whole of Western Ontario. The store was first opened by one Mr. Miller away back in the fifties. Then Wm. Boyce, now of Toronto, secured control of

dow on every floor. This results in the display of goods to such advantage that they can be seen from a considerable distance, and thus they attract considerable attention. On either side of the lowest display window are entrance doors. The firm deal extensively in stationery, fancy goods, sporting goods, small wares, china, baskets and other lines.

Sifton & Co. do not do any advertising for several reasons. One is that the proprietor, who is ably assisted by Miss Mills in the management of the establishment, believes strongly in effective display and changing the window trimming frequently; then, on account of the stand being in the same business for over half a century, the place is exceptionally well known. Again, all ears stop within a few feet of the store or directly in front of it and the premises with their handsome front and showy windows naturally draw trade. Mr. Sifton therefore, claims that, while advertising is a good thing in many instances, still his is an exceptional case for the reasons stated.

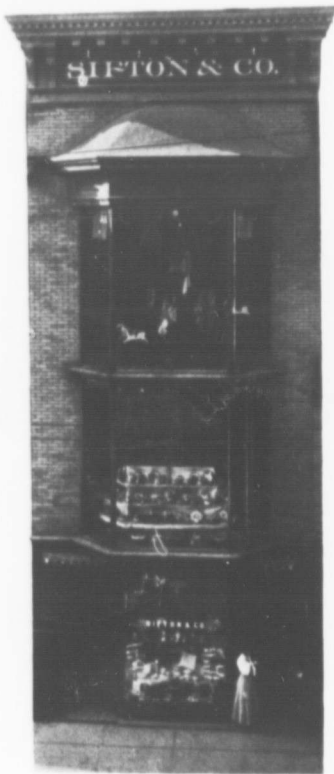
The Sale of Stamps.

When asked about the sale of postage stamps, Mr. Sifton said that, during some weeks, they disposed of as many as \$100 worth and even more. Although the percentage is small, he made enough out of selling stamps to pay his gas bill; gas, however, is very cheap in London. The store closes at six o'clock the year around, except on Saturday and the nights preceding a public holiday.

Mr. Sifton, who is a member of the executive of the Canadian Booksellers' and Stationers' Association, began business sixteen years ago without any experience, "coming off the farm" as he expressed it, "to serve behind the counter." The booksellers of London are all on a friendly basis and there is little or no price-cutting. A schedule is agreed upon and is pretty well maintained. Mr. Sifton believes that the association can be of help to the trade generally and says there is no reason why it cannot be of advantage to every individual member. For instance, he added, "If I had a slow-selling book or line of books, why should not I communicate with a brother bookseller in some other town and see if he cannot dispose of them, for different localities have different tastes? One book or edition that does not sell in one centre may go very well in another." Mr. Sifton believes in the policy of having all prices in plain figures and prominently displayed. He does not handle wallpaper, as he has not the room and knows nothing about it. Neither does he sell pictures, nor do picture-framing.

Discussing various trade matters, Mr. Sifton said that local views were the only kind of picture post card that took well. Foreign views, jokes, caricature and so-called loud or flashy designs have a very limited market. The sale of view cards was steady and brought a great many people to the store, who often purchased other mementos. Mr. Sifton says that they keep a few of the leading copyright novels, but do not go in heavily for them except at Christmas time, which is the great book-giving season. No paper bound books or reprints are stocked and no standard authors' series.

Reverting to the school book question, the proprietor said there was no use kicking now about the contract for readers as matters could not be remedied. The discount



A Three-Storey Front

the stock and conducted the business for 16 or 18 years. Rice & Chapple bought him out and some years after disposed of their interests to a brother of the present proprietor. Since 1893 the business has been run under the style of Sifton & Co., the partnership consisting of J. F. Sifton and Miss Mills.

An Imposing Front.

The store has a most imposing and attractive exterior appearance, is of good dimensions and has a fine bay win-

of 20 per cent. for cash, although less than the former one of 25 and 5 would, he thought, have a steady effect on the trade and was less liable to result in price-cutting, which had been practised by some departmental stores outside of Toronto. These would either sell the books now at the regular figure or not handle them at all, as the commission was so small. He was not in favor of the Government putting in a printing plant and supplying the books direct to the consumer, as that would take the trade away altogether from the stationer.

Sifton & Co. handle all kinds of personal and office stationery and go extensively into toys, china and fancy goods. In the latter they endeavor to cater to all classes and have different kinds of goods to please every taste. No crockery is carried. In china a good margin of profit is made on such leading varieties as Haviland, Royal Doulton and Royal Crown Derby. The cheaper grades are not touched by the firm.

Toys in Infinite Variety.

Toys are stocked in infinite variety. They sell steadily the year around. No trash is to be found on the shelves



JOHN T. SIFTON

as the loss on flimsy and frail devices is too heavy. "By that I mean," said Mr. Sifton, "anything that sells for less than 25 cents. We have magic lanterns that cost all the way from 15 cents to \$15, and the expensive kind goes well. Then there are steam engines, rocking horses, automobiles, wheel barrows, dolls, playhouse furniture and many other things that I might mention. We have very little loss or trouble through breakage. The latter I suppose does not amount to \$5 a year and any smart boy with a little mechanical skill or ingenuity can easily repair a toy that gets out of order. Our second floor is devoted entirely to toys during Christmas week. Whether a visitor is making a large or small purchase, we generally finish up with one customer before waiting on another. It is better to give individual attention rather than to rush from one to another in a vain attempt to wait upon and satisfy everybody. We find a steady trade in toys the year around and it is particularly lively during the holiday season. We also handle baskets, games, and other lines. They are ready sellers and bring other people to the store."

Sifton & Co. conduct a progressive sporting goods de-

partment. There is always a continuous sale at the various periods if seasonable stuff is handled. It has to be looked after and the stock carefully assorted. Sifton & Co. have long been recognized as the fancy goods centre of London and they do a good general trade. Their stock runs from \$8,000 to \$12,000, according to the season, and a jobbing business is carried on with the smaller dealers in London and surrounding towns.

"No," concluded Mr. Sifton, "our place has not hardwood floors, silent salesmen, show cases in long rows, elaborate mirrors or expensive fixtures. I am not depreciating the value or effect of all these but, where the stock is assorted like ours, I believe that fittings of a modest character catch the most people with whom we desire to do business. We like to get the crowds, to have the store filled and to be on the move for the general trade is the one that after all is the most remunerative in a business such as we have established and built up to its present gratifying proportions."

A. A. PERRY & CO.'S NEW STORE.

Welland, September 1.—A. A. Perry & Co. opened in their new premises in the Ross block to-day. A handsome plate glass front has been put in with deep show windows, and there is a metropolitan style about the business that immediately arrests the attention of the passerby. No one passes without admiring, and words of praise are redoubled when the interior is visited. Certain it is that Mr. Perry need take second place to no one in creating a book store of special attractiveness. No city establishment is more up-to-date; theirs is a business place to which all Welland can point with pride.

A new hardwood floor has been laid and the interior has been renovated and decorated, making practically an entirely new store. To the left of the entrance is located the postcard department and for the convenience of the public a writing desk, stamp counter and mail box. Nothing is lacking. Then come stationery, sundries, school books, etc. Leather and fancy goods make an attractive display in silent salesmen near the front of the store and in the rear on this side is located the wall paper department.

Ivey & Darby, florists, occupy a space to the right of the entrance and also the right show window, and their brilliant display adds a striking feature to the store. To the rear of the floral display are found bibles, hymn books and an immense stock of general books that will delight and interest the literati as well as the fiction lover. Magazines and newspapers are located here and in the rear are dolls, toys, etc., to make glad the heart of the juvenile visitor.

A NEW STORE IN TORONTO.

W. Walling is a young man who is not afraid to take an aggressive step. He has opened up a book and stationery store at 1041 Gerrard East, Toronto. He has fine, large premises and handles all lines of stationery, crepe paper, picture post cards, sheet music, magazines and newspapers. He makes a specialty of British publications and delivers them at the doors of the residents without extra charge. He is also running a circulating library and reports that the prospects for the book business in the rapidly growing east section of the city are very bright. Mr. Walling has been about three years in Toronto and this is his first move in a business way. His store has two good windows, is admirably lighted, and roomy. Being at the corner of Galt Ave. and Gerrard St. it is in a favorable location to catch whatever trade is going in that part of Toronto.

THE QUESTION OF THE DURABILITY OF PAPERS, INKS
AND TYPEWRITING — VALUABLE REPORT PREPARED BY
THE DEPARTMENT OF PUBLIC PRINTING AND STATION-
ERY — THE NECESSITY FOR USING PERMANENT INKS.

At frequent intervals the question of the durability of paper and inks, employed in books and documents required to stand the stress of time is discussed by various learned bodies. The following article bearing on this subject will be found timely. It is taken from the report of the Department of Public Printing and Stationery.

Paper.

"It is important to recognize the fact that a great revolution has taken place in the manufacture of paper, and that a very large proportion of the books and documents of the present day are doomed to crumble away on the shelves of the archives and libraries established and endowed to preserve them. It is not, perhaps, to be regretted that the vast mass of cheap books and periodicals will be resolved into dust under the influence of light and air alone, without the aid of any human agency; but it is to be regretted that literary works of value and even documents of great importance are still written and printed upon materials whose perishable nature is not taken into account.

"The durability of ancient books is very remarkable. The productions of the very earliest presses have come down to us as bright and clear and solid as when they were first printed. The paper is tougher and the ink as black as in works of the present day. The books which Columbus read may now be read as easily as when they were first printed, and the notes he made on their margins are as legible as when he wrote them. The entries in the custom-house records of the reward paid for discovering America are still black; but upon the receipt for the amount paid in the Alabama award, some of the endorsements have turned brown and are fading away.

"The perishable character of the recently printed books is due mainly to two causes—the use of wood pulp not thoroughly prepared and the introduction of heavily clayed glossy papers necessary for printing photographic process blocks of low relief. The defective material in these last papers is covered up by the clay with which the interstices are filled and the surface covered. The weight of the paper is increased by the heavy loading, but a fold across the corner of a sheet will show that its brittleness is increased in proportion.

The danger of using paper made from wood for important documents was soon observed in Germany where such paper came first into use and, because of its cheapness, was very generally employed. The Prussian government took up the matter and made very stringent laws upon the subject. It established standards of quality, and enacted that all papers for permanent documents should be submitted to official tests. The issues of the German publishers for a number of years (until in fact quite recently when these conditions came to be appreciated) show abundant evidence in their brown margins and brittle edges of the perishable nature of the paper used.

"It is not, however, to be assumed that paper made with the admixture of wood pulp is to be condemned if the resinous matter is eliminated and only the wood cellulose remains. It is not likely that we shall ever again use paper so durable as that used when printing was first invented. The papers of those old days were made of linen, cotton and hemp fibres, and these materials are as enduring now as ever, but modern taste insists on their being bleached to a higher degree of whiteness, and as

will be shown later on, the traces of the bleaching agents left tend to decompose the writing inks in common use. What requires to be guarded against in the printing paper of government, is the admixture of mechanically ground wood pulp and the insufficient conversion by chemical methods of wood into wood cellulose.

"It has been asserted, but not proved, that cellulose derived from wood, even if pure, is different in its properties from cellulose derived from linen and cotton, and that any admixture of wood pulp is fatal to the permanence of paper. There can, however, be no question of the superiority of linen and cotton paper; the experience of many hundred years has established its unchanging endurance, but on the other hand there are many reasons for believing the two groups of cellulose to be at least chemically identical, and, if so, the question resolves itself into one of purity and thoroughness in manufacture. The first patent for making paper out of wood was taken out by Matthias Koops in 1801, and some sheets made by him at that time have recently been examined and show good results. But Koops did not grind the wood but sliced it and cut it into lengths of two inches so as to preserve the fibre. Moreover, he used only woods like the aspens and willows and avoided the resinous woods like the spruces which are mainly used in America. He had not discovered those processes for boiling which are now everywhere in use, by which such impurities are removed, and in consequence of which spruce has become the favorite material for paper making.

"Recognizing the importance of the matter, a clause was, some years ago introduced into all government contracts forbidding the admixture of mechanical or ground wood pulp in the papers supplied for printing books. Objection was taken at the time, but it was easy to show that in grinding the wood, the fibre and tensile strength are destroyed and, also, that the resins and acids are left in the pulp. Paper made from such pulp, no matter how it may be bleached, will, under the influence of light, turn brown and become brittle. It will return to its original color, as may be readily demonstrated by exposing an ordinary newspaper or cheap novel to direct sunlight. Chemical wood pulp, whether made by the soda or sulphite process, has not been found to act in that way but will retain its color and tenacity, and, not being ground but sliced, the fibre is sufficiently long to give strength. Still, however, it is necessary, even in the case of chemical pulp to guard against insufficient cooking; since, in that case, also, any impurities not removed would injure the durability and color of the paper.

"This condition had scarcely been inserted in contracts in Canada when H.M. Stationery Office in London was aroused to its necessity by complaints from the departments that the papers supplied were cracking at the folds and changing in color. The attention of the Public Printer at Washington was also directed to the same danger, so that in very recent years public documents will not be found with discolored margins, as was often the case from 1880 to 1892; for although wood pulp began to come into use about 1861, it was not very extensively used for printing paper until 1880.

Writing Paper.

"If it is desirable to employ for printed documents paper of a reasonable degree of permanence, it is imperative that paper for the records of government should be

of the best and most enduring materials. For such uses nothing but paper made from rags should be employed. This has been done in Canada, because, since 1868, the Stationery Department has supplied nearly all the writing paper used in the various departments, and prior to that date writing paper was made solely from rags. One remark, however, seems called for, namely, that the old 'yellow wove' papers have gone entirely out of use and that writing papers are now bleached to a much higher degree of whiteness. This old 'yellow wove' was the natural color of the paper, the blue of old papers was an added color; neither was weakened by the bleaching action of chlorine. There can, however, be no exception taken to the quality of the writing paper used in the public service. It is made from rags and left dried, and so long as the law is observed and all paper is purchased through the Stationery Office the quality will be looked after.

Writing Inks.

"Remarks similar to the preceding apply with increased force to writing inks, and in Europe and America governments have generally recognized the importance of having all public acts recorded in permanent ink. The Imperial Stationery Office insists that all inks used in the departments shall be made in a certain approved method, and samples are tested from time to time to secure conformity to the standard. In February, 1888, the Minister of Justice of France issued a circular enjoining the use of sulphate of iron inks in all public or departmental offices, and also in all courts of justice and by all notaries or practising advocates. The most instructive inquiry, however, (because the most detailed), is embodied in a report made by the Hon. R. T. Swan, Commissioner of Records for the State of Massachusetts, and published in 1893. He found that up to about the year 1840, the acts and the records of the Commonwealth were in a fair state of preservation, but that many later documents were fading away. He found many of the returns of births, marriages and deaths in the secretary's office illegible, and the same was the case with many town records. In the indexes to the archives, written about the year 1840, the ink had faded so much that all the important words had to be rewritten. The results of the inquiry showed that prior to 1840 the inks in the records had preserved their color, but after that date the records were in various states of preservation and many were illegible.

"The question here is not to find an ink which cannot be discharged by a skilful use of chemical reagents; but to insist on the use of inks (and there are many such) which like the old inks, will retain their legibility and blackness for centuries. The first register of births, marriages and deaths commenced in Montreal in 1642 is in perfect preservation, and the signatures of the witnesses—founders of that city—are still perfectly legible.

"It fortunately happens that, up to a very recent period, the inks used in the public service at Ottawa have been made by well-known houses established for a long series of years. Of late, however, other inks are creeping into use, and efforts are occasionally made to introduce the products of unknown or inexperienced makers. There is a tendency to try every new ink brought along by agents. One person is taken by the color and another with the fluidity of an ink and, without any real knowledge or even thought of the importance of the matter, each tries to have some favorite ink introduced into his office. There is doubtless much writing which is ephemeral in interest, and might be written in fugitive ink without detriment to the public service, but an ink once intro-

duced into an office is apt to be used for every thing without discrimination.

Typewriting Ink.

"The typewriting machine is fast superseding the art of writing by hand and, day by day, is extending in new directions, so that, not only letters, but deeds and notarial documents of all kinds are now written by typewriters. It is therefore important to inquire whether these documents are or are not permanent.

"Up to a certain point the answer is simple. All typewriting inks of green, red, violet and other such fancy colours and many blues are evanescent, and whatever is done in these inks will need to be rewritten, or will perish in the course of comparatively few years. Writing ink made of salts of iron, even if badly made, may, when faded, be restored by suitable processes; but these typewriting inks when faded will have disappeared beyond hope of restoration. It is needless to point out that the use of inks not known to be permanent should be forbidden in the preparation of all documents of record.

"During the last year I had under my notice a crucial instance of the different behaviour of inks under a severe test. In the fire at the West Block two letter books belonging to the Department of Militia were injured. Both were charred at the edges and had been thoroughly soaked with water to an equal degree. The signatures and all letters, in both books, which had been copied from writing ink were perfectly good and legible. The durability of good writing ink was evident, but the typewritten copies were very different. In one letter book not a single typewritten letter was legible. Every page was an indistinct blur of blue and purple. In the other book a different ribbon had for the most part been used, and every letter written with that was clear and distinct; while on the pages of the same book where other ribbons had been used not a single word or even letter could be picked out of the confused blur of color.

"The durability of typewriting has been made the subject of much scientific research; for its importance is great. In the departments at Ottawa very little attention is paid to the matter. Every person who runs a machine is allowed to use the ink which suits his or her fancy, and will insist on having it, and reports to his chief that no other ribbon will work on that machine. The chiefs have never thought about the matter, and to save trouble and argument the copyists are generally allowed to have their own way, although as a matter of fact ribbons of any established manufacture can be used on any machine in the service. The notion that special ribbons are necessary for the machines of special makers has no foundation.

"There are three classes of ribbons in use—the black or record ribbons which will not copy, the so-called 'permanent copying ribbons,' and the general mass of ribbons of red, green, violet and blue, which are all copyable. The first class—'black record' ribbons—have carbon for their base and are all permanent. Ink of this composition is for the most part used on carbon copying papers and, if the paper of the copy be of the proper texture, the resulting copies are indelible. The second class contains a number of ribbons which produce permanent writing and some which do not. The third class should be rejected without hesitation for everything but the most unimportant purposes. They may be easy to work and many other plausible reasons may be put forward on their behalf, but they are all fugitive.

"Experiments made at the Printing Bureau, however, show that, while the letters written by ribbons of the second class may be permanent, it does not follow that copies made from them are always permanent. This would appear to be caused by the fact that, even in the

'permanent' or 'indelible' ribbons, the copyable ingredient of the ink smeared on the ribbon is often made of an aniline color. The indelible or permanent ingredient may not be transferred by the slight dampness of the leaf of the copying book. While, therefore, these permanent ribbons are satisfactory for originals, there seems yet to be something wanted to prevent copies taken from them from fading. The instance above cited of the two letter books which passed through the fire shows that a typewriter ink may be found which will copy and still resist another writing, but no experiments were made to prove whether the same ink will resist exposure to light.

"While, therefore, the enormous advantages of the typewriting machine will extend its employment more and more over the whole field of office work, it should be borne in mind that it has its own special limitations and that great care should be taken as to the ribbons made use of.

SELLING BOOK CASES IS PROFITABLE—DEALER WHO MAKES THE MOST OF HIS OPPORTUNITIES IS THE ONE WHO MAKES THE MOST MONNY.

The man who scores the greatest success and makes the most of his opportunities is he who handles not only the best and latest goods, gives honest values and tells the truth about every article that he sells, but goes further than his competitors and carries his business to its legitimate conclusion.

I walked into the store of a bookseller in Waterloo County the other day and was somewhat surprised to see several sectional book cases in his well regulated and neatly arranged establishment.

"Do you sell book cases?" I asked with an inquiring look.

Bring Good Profits.

"Yes," he replied with a smile, "why not? They do not take up nearly as much space as baby carriages, velocipedes, hand sleighs and waggonettes, and besides they work in very nicely with my trade. The profit on them is satisfactory and there is no loss or breakage. Of what earthly use is a library to the average man unless he has a receptacle at home for his books. He does not want the volumes scattered promiscuously about his residences—on tables, dressers and chairs—collecting dust and dirt. I have worked up a good trade disposing of sectional book cases and I intend to add to my stock and make it still more representative in character. I find this line the complement of selling books. It is a natural deduction of the business. A man, who owns several editions, will buy two or three sections to hold them and, if he has a case in his den or study not filled he frequently purchases more books—the works of standard authors or copies of popular fiction to see that it is filled."

Keep Books Clean and Tidy

The speaker had certainly given visible expression to his belief and put into practice what he preached. He keeps all his Bibles and hymnals in one case. He has gift books in another and in a third a fine line of juvenile series such as Pansy, the Henty books for boys, etc., and in a fourth several popular and well bound novels—all kept clean and tidy and most attractively displayed. He said that it paid him to have the more expensive works under glass as they then always looked fresh and new.

Here is a pointer for Canadian booksellers. They will find that the margin of profit on bookcases is a good one,

that they develop trade, occupy but little room if placed along the walls, while part of the stock can be advantageously used in exhibiting several lines of books. The very fact that a customer sees a book store man devoting the different sections to such a practical purpose, arouses within him a desire to possess a like convenience. He naturally examines the cases, asks about the accommodation afforded, the quality, price, etc. If the proprietor or his clerk is a good salesman he has no difficulty in convincing the inquirer that he should have one of them in his home. Desire is thereby translated into action and a sale effected.

A Necessary Department.

"Yes sir," remarked the stationer in conclusion, "I would as soon think of conducting business without advertising as to carry on trade in my line and not handle what every reader, every teacher, every professional man and every student possesses or rather should possess—a convenient, handsome and moderate priced book case. My stock here represents values from \$5 to \$25 according to the wood used in the manufacture, the finish and the number of sections in each case."

Here is the actual experience of a progressive bookseller and in it is offered a valuable suggestion that many other members of the trade, who may be looking around to adopt new ideas and add some profitable, easily carried and ready selling goods, may put into practice without any large expenditure and at little or no risk.

PUSHES ENGLISH PERIODICALS SUCCESSFULLY — A TORONTO NEWS DEALER'S EXPERIENCES — SALES OF ENGLISH MAGAZINES RUN UP IN THE HUNDREDS

W. J. Coombs, who for the past two years has conducted a stationery and news stand at 846 Queen St. E., Toronto has as agent for the London News Co., opened another stand on Queen St. W., where he carries British publications. He reports that the sale for these is daily increasing in Toronto and the prospects for the future were never happier. Of the 40 or more Harnsworth publications he sells 1,700 copies every week. He also handles Pearson's, Cassell's and the output of other well-known English houses. Mr. Coombs spends much of his time canvassing for subscribers to the English periodicals and finds that his reception is a cordial one. His daughter attends to the store, which is the distributing centre for all English papers. Mr. Coombs is also pushing British magazines and of some of the leading ones he sells as many as 150 copies monthly. He says that people buy the magazines that are known for their universally good stories and do not take them simply because of a pretty cover or unique design. There must be something more substantial to a monthly than a mere appeal to the eye or the whim of fancy.

COLLECTING INFORMATION.

The L. E. Waterman Co. have been sending out printed blanks to the Canadian trade, on which they ask for information on a number of points connected with the selling of their fountain pens. For instance they inquire, "What class of general publicity (magazines, newspapers, signboards or circulars) sells the most pens?" "What three advertising mediums of national circulation do you consider the best?" etc.

The Waterman Co. report that a large percentage of the dealers to whom they have sent the blanks, have filled them in and returned them and from them they are collecting a great deal of useful information.

HUNT'S ROUND POINTED PENS

THEY
DON'T
SCRATCH, BLOT
OR SPURT

RECEIVED THE ONLY
GOLD MEDAL

THEY
DO
WRITE RIGHT
WEAR LONG

AWARDED TO STEEL PENS AT ST. LOUIS FOR

**EXCELLENCE OF MANUFACTURE
AND SUPERIORITY OF FINISHED PRODUCT**

FOR GENERAL WRITING



No. 15. GIGANTIC—Firm action. Exceptionally durable writing pen. 90 cents.



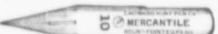
No. 700. COURIER PEN—Medium points. For general writing. 80 cents.



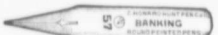
No. 7. TRIBUNE PEN—Medium points. Very popular for general writing. 80 cents.



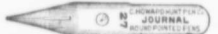
No. 97. FALCON PEN—Medium fine points. Made in colors, white or bronze. 85 cts.



No. 10. MERCANTILE—In white or bronze. Fine pen for general purposes. 75 cents.



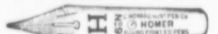
No. 67. BANKING—In white or bronze. A popular general writing pen. 75 cents.



No. 27. JOURNAL PEN—Medium points. Good business pen, new. 75 cents.



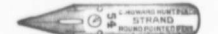
No. 42. RIGID—Very firm action. Extensively used by Banks and business houses. 75 cents.



No. 9. "H" or HOMER PEN—Medium points. For general writing, new. 80 cents.



No. 46. ELASTIC—Medium point, springy action. 75 cents.



No. 54. STRAND PEN—Elastic action. Medium fine points. 75 cents.

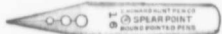


No. 24. LEDGER—Ideal pen for bookkeeping, correspondence and card entries. Fine point, 80 cents.

No. 4. ARROW—75 cents

THEY ARE THE
RESULT OF OUR PROCESS OF
ROUNDING THE POINTS

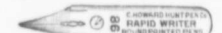
**TURNUED UP POINTS AND
MANIFOLD PENS**



No. 16. SPEAR POINT PEN—Medium fine point, long nib, flexible action. A very desirable pen. 75 cents.



No. 6. SPEEDWAY PEN—Turned up point, rigid action; holds plenty of ink. 75 cts.



No. 86. RAPID WRITER—Turned up points. For rapid writing. 75 cents.



No. 86 E. F. RAPID WRITER—Turned up point. Finer point than No. 86. 75 cts.



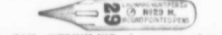
No. 513. GLOBE—Point dented, like a half ball. 75 cents.



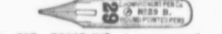
No. 64. TRIPLICATOR—Ideal pen for making clear carbon impressions. Extra heavy steel. \$1.00.



No. 74. MANIFOLD PEN—Very desirable for carbon copies. 75 cents.



No. 29M. MEDIUM NIB—A very superior pen, new. Made in colors, black and white. 75 cents.



No. 29B. BROAD NIB—A very superior pen, new. Made in colors, black and white. 75 cents.



No. 8. DIPT POINT—Very desirable for entering figures. Fine point. 75 cents.

No. 26 SUN—\$1.00

FOR STUB WRITING



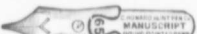
No. 70. TRIBUNE STUB—Medium broad points, stiff action, new. 80 cents.



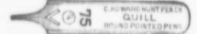
No. 709. COURIER STUB PEN—Medium broad points. A very popular stub, new. 80 cents.



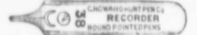
No. 420. REGNUM PEN—Medium stub-points. Very smooth writing, special, new; not made of steel. \$1.00.



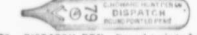
No. 65. MANUSCRIPT PEN—Popular business stub pen. Medium coarse points. 75 cents.



No. 75. QUILL PEN—Medium fine stub. Popular with those who like the old-fashioned goose-quill effect. 75 cents.



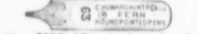
No. 38. RECORDER PEN—Medium broad points, slightly elastic. 75 cents.



No. 79. DISPATCH PEN—Broad point-stub. Chocolate color. Superior engrossing pen. 75 cents.



No. 25. WORLD PEN—Medium stub points. Very smooth writing. Not made of steel. 75 cents.



No. 63. FERN PEN—Medium broad stub points. Excellent engrossing pattern. 75 cents.



No. 30. ROUND POINTED STUB PEN—Nickel-silver plated, embossed w. Guard. Most perfect and handsome stub pen made. \$1.00.



No. 62. VASSAR PEN—Medium fine engrossing points. 75 cents.



No. 1681. PENNSYLVANIA—New style for general commercial use. Long nib. 75 cents.

No. 18. F. NAT'L SLANT—\$1.00

Write for show case proposition, "The Great Time Saver," to our sales agents for Canada
McFARLANE, SON & HODGSON, Limited, MONTREAL

HUNT'S ROUND POINTED PENS

ALL NUMBERS SILVER PLATED, \$1.00 PER GROSS; GOLD PLATED, \$1.50

FOR SCHOOLS

- No. 11 SEMI-SLANT PEN—Medium fine point, firm action. Especially adapted for intermediate slant writing. 75 cents.
- No. 12 PRIMARY PEN—An ideal pen for Primary Departments and all styles of writing. 75 cents.
- No. 55 SCHOLAR PEN—Fine point, flexible action. Adapted to slant writing. 75 cents.
- No. 56 SCHOOL PEN—Fine point, elastic action. For fine slant writing. 75 cents.
- No. 57 VERTICAL PEN—Medium fine point, stiff action. Perfect pen for school use. 75 cents.
- No. 58 VERTICAL PEN—Medium fine point, stiff action. Perfect pen for school use. 75 cents.
- No. 59 VERTICAL PEN—Medium fine point, stiff action. Perfect pen for school use. 75 cents.
- No. 60 VERTICAL PEN—Medium fine point, stiff action. Perfect pen for school use. 75 cents.
- No. 61 VERTICAL PEN—Medium fine point, stiff action. Perfect pen for school use. 75 cents.
- No. 62 VERTICAL PEN—Medium fine point, stiff action. Perfect pen for school use. 75 cents.
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- No. 66 VERTICAL PEN—Medium fine point, stiff action. Perfect pen for school use. 75 cents.
- No. 67 VERTICAL PEN—Medium fine point, stiff action. Perfect pen for school use. 75 cents.
- No. 68 VERTICAL PEN—Medium fine point, stiff action. Perfect pen for school use. 75 cents.
- No. 69 VERTICAL PEN—Medium fine point, stiff action. Perfect pen for school use. 75 cents.

No. 400. LETTERING PENS—seven different points \$1.00 per gross.



Ink Reservoir for Lettering Pen.

SPECIAL STYLES

- No. 102 CROW QUILL PEN—Each pen in a black Japanese Freshener. One dozen pens and one dozen holders on card. \$5.00 per gross.
- No. 107 HAWK QUILL PEN—Extra fine point more stiff than No. 102 and very durable. Each pen in a black Japanese Freshener, and one dozen holders on card. \$5.00 per gross.
- No. 73 LAUNDRY—Firm action. Silver metal. Made expressly for marking linen, etc. \$1.00.
- No. 43 NUGGET—A superior metal pen. 75c.
- No. 100 ARTIST PEN—Very delicate point. For lithographers and map drawers. \$1.00.
- No. 71 MUSIC PEN—Three points, two slits. A perfect pen for making the dash and dot in music writing. \$1.00.
- No. 72 TWO LINE RULING PEN—Makes two fine lines at once; largely used by bookkeepers and others for ruling. \$1.00.

FOR BANKS, BUSINESS COLLEGES AND FINE WRITERS.

- No. 47 E Z RITER—Fine point. An exceptionally easy action. 75 cents.
- No. 1 FIRST NATIONAL—Medium points, very popular with banks. 80 cents.
- No. 96 FINE FALCON—Firm points. Between out No. 47 and 45 in action. 75 cents.
- No. 44 GRAPHIC—In white or blue. The most popular general writing pen made. 75 cents.
- No. 41 EDDYSTONE—Extra fine point, holds plenty of ink and is a very desirable pen. 75 cents.
- No. 98 STIFF FALCON—An extra stiff Falcon Pen, medium fine point. Metal heavier and more durable than any other style of Falcon. Satisfaction guaranteed. 75 cts.
- No. 5 DROOP POINT—Rigid action. Good clerical pen. 75 cents.
- No. 232 THE BOURSE—Fine point, easy action. One of the best general purpose pens. 75 cts.
- No. 45 BULLETIN PEN—Medium fine, pleasant action. 75 cents.
- No. 59 UNIVERSITY PEN—Medium fine, new. Moderate action, very popular. 75 cents.
- No. 59 E F UNIVERSITY PEN—Extra fine point, flexible action. Very desirable for Commercial Colleges and expert work. 75 cents.
- No. 3 STATE—The pen of pens for posting and fine figures. 75 cents.
- No. 20 CENTURY PEN—Very fine points, new. Elastic action. For very fine writing. 75 cents.
- No. 17 SUCCESS PEN—Fine point. Moderate action, excellent for figures. 75 cts.
- No. 22 EXTRA FINE—Elastic action. An ideal pen for artistic writers. 80 cents.
- No. 21 COMPANION PEN—For fine writing and bookkeeping. 75 cents.
- No. 101 IMPERIAL PEN—Extra fine points, triple elastic action. For experts only, where they desire a hair line and heavy shading. \$1.00.
- No. 95 LADY FALCON—Fine point. Very popular with ladies. 75 cents.
- No. 99 DRAWING PEN—Extra fine points. \$1.00.

Write for show case proposition, "The Great Time Saver," to our sales agents for Canada
MCFARLANE, SON & HODGSON, Limited, MONTREAL.

**EFFECTIVE USE OF CREPE PAPER IN WINDOW TRIMS—
ELABORATE EFFECTS OBTAINABLE—TWO HANDSOME WIN-
DOWS DESCRIBED—RESULTS, WHILE APPARENTLY IN-
TRICATE, ARE YET SIMPLICITY ITSELF—SOME POINTERS.**

TO JUDGE from the window trims of most Canadian stationers, the possibilities of crepe paper in decoration, have not yet been fully realized. To show what can be accomplished, two illustrations are given, and descriptions appended. It would be well worth the time of our readers to study these out and arrange for some crepe paper trims during the fall months.

The Scroll-work Design.

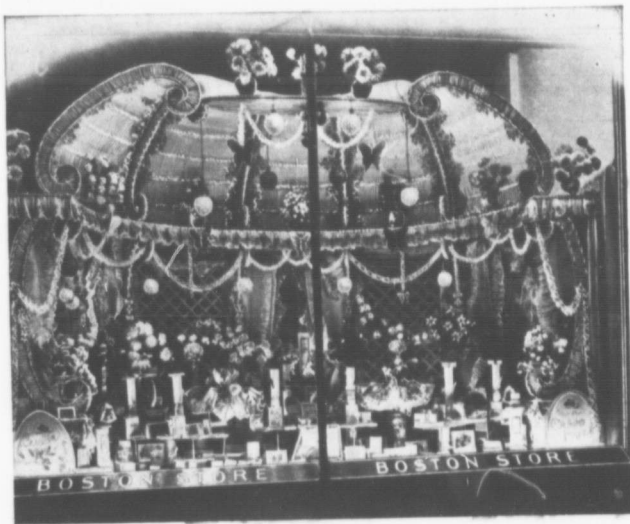
At first glance, this window looks elaborate, apparently an effect only possible when "built" by a trained window dresser, but when you realize it is all crepe paper and that good crepe paper can be ruffled, stretched, fluted and tacked, and this without trouble on the part of the veriest amateur, it has a different aspect.

paper flowers and a few gorgeously hued butterflies complete this beautiful window scheme.

Very pretty butterflies may be cut from decorated crepe paper, which comes in a butterfly design. These are mounted on stiff paper, spangled and, used with discretion, and charm in an unexpected manner.

An Unusual Design.

Dealers often find it most effective to specialize in window decoration, that is, at a certain season or propitious tide of affairs to emphasize their especial ability to furnish a given article. For such a purpose the window here illustrated is admirably adapted, the design of the paper, of course, being changed as appropriateness demands.



A Crepe Paper Window Trim.

In reality, though quite a little time was needed to produce, the work itself was easy and such as would demand no expert.

The scroll frames are made of wood, covered with fluted crepe paper and edged with crepe paper rope. Six of these rest on a low semi-circular shelf and support a shelf of the same size. Six more scrolls rest on this shelf and form a large dome. The latticed effect in the background is obtained by cutting narrow strips of crepe, drawing tightly into desired position and tacking at top and bottom. Over this latticed work both plain and decorated crepe is draped in curtain effect. At the top of these curtains, decorated crepe paper is ruffled around the edge of the shelf, plain crepe paper is draped and garlands are looped. The electric lights are enclosed in globe electric shades of curled tissue. Many

To form the background, leaf green crepe paper, ruffled on edges, was hung straight from the top of window to bottom. The side walls and floor of the window were covered in the same way. To form the curtain effect in the background, decorated crepe paper, (golden rod design) was draped from the centre top to the corners and from there to the floor corners.

The bay window or canopy effect in the centre can be easily formed from cardboard. Ruffles of green crepe compose the roof; the decorated crepe is festooned just below this; and the latticed effect is produced by drawing across tightly 2 inch strips of leaf green crepe and tacking them securely in position. The structure is then finished by twining festoons from top to base of the front, and the base is further ornamented by narrow strips of ruffled crepe paper, in conventional design.

In the centre, where in the picture is shown a rustic stand filled with chrysanthemums, may be placed an enlarged sample of the object to be brought to the special attention of the public or a collection of such objects tastefully arranged.

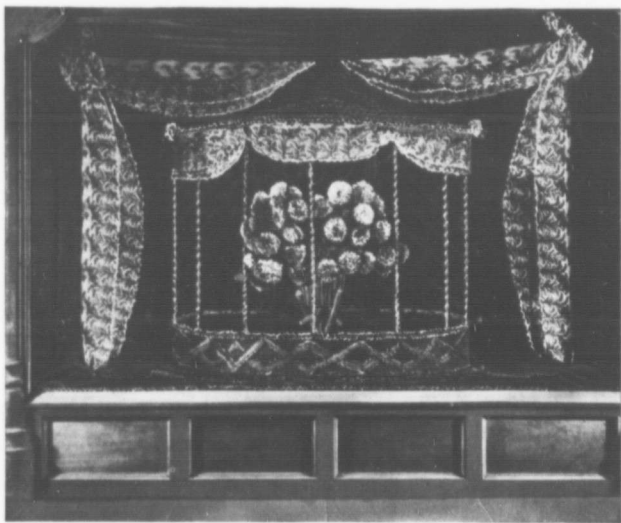
Lattice work is one of the most effective methods in which crepe paper can be used, and its arrangement is easy to accomplish. Often it serves as a background for paper flowers and this arrangement is an exceedingly effective decoration for large halls or fair booths. In department stores it is often used as a framework for displaying handkerchiefs and other small wares. Sometimes, festoons of different colors are used in this manner, producing a delicate, rainbow effect. Often crepe paper rope is employed. Many are the ways in which crepe paper lattice work may be used and the dealer who can suggest this and other attractive methods of decoration to his customer gains profit and reputation in his locality.

not continually exert himself to retain his hold on his customers and secure new ones, the fact of his being not so fortunately located will prove an ever growing handicap in his business.

It is impossible to correctly estimate the value of any certain window without being thoroughly familiar with the character of the passing public. The goods displayed play the most important part and in the manner in which they are shown is next in order.

As has often been said by window trimming experts, a good salesproducing window can be dressed by any one of average intelligence. Where the dealer trims his own window he can attain better results by constantly placing himself in the position of the customer.

Where a store has three or four clerks, one man should be delegated to do the window dressing. Experience is the greatest teacher in this as in everything. The present expert window trimmers got their knowledge



The Canopy Treatment.

A great many retailers labor under the delusion that the window is not really a profitable adjunct to a store and where a large stock is not generally carried the dealer hesitates a long time before he ties up a quantity of his merchandise in a window for even a week. The trouble with these dealers is that they expect to see almost immediately direct returns from the window. This does not always happen. The fact is as true with show window advertising as it is with almost every other kind, that direct results are not always traceable. Where a dealer is favorably located on some main thoroughfare and a great many people pass by, he will naturally feel the influence of his window a great deal more than one whose store does not front such a busy street; but the dealer on a comparatively quiet street is making a big mistake by ignoring his window. The latter needs to pay even more attention to this valuable advertisement than his contemporary on the busy byway, because if he does

through the school of experience. At one time they had no more ideas about window trimming than the dealer has now who never trimmed a window. Where one man does the dressing constantly it will not be long before he becomes proficient and construct displays that will increase the business in a manner not dreamed of by the dealer who thinks his window merely a medium to announce to the public that he sells stationery.

The time to start in making good window displays is now.

BUSINESS IS GOOD.

"Business is good," say Barber & Ellis. "Customers are placing larger orders and stocks are moving briskly. The complete restoration of public confidence in financial conditions is no doubt responsible for this optimistic feeling."

THE PROPRIETOR OF THE POSSUM CENTER STATIONERY STORE WAKES UP—A LITTLE TALK ABOUT A FOUNTAIN PEN OPENS HIS EYES—HE SEES WHY THE MAIL ORDER HOUSES ARE BEATING HIM—PROFITS BY NEW IDEAS

Adapted from Walden's Stationer

Hy, Brown, proprietor of the Possum Centre Stationery Shop, looked up from his bookkeeping as the tinkle of the bell over his head announced the entrance of a customer.

"Howdy, Bub," he said, nodding cordially to that individual, who seated himself in a chair before the stove.

"How's everything, Hy! Business keepin' up?"

"Tolerable, Bub, tolerable," said the proprietor, wiping his glasses. "But to be frank with ye, I'm sorry to see ye buyin' from Chewem & Co. lately. Bub, I'd like to hev sold ye that fountain pen."

Prices too Dern High.

"An, I'd like to hev bought it from ye, but gol darn it, Hy, it's every man for hisself these 'ere days. I'm fer savin' money when I kin. Ye can't blame me fer that, kin ye? Yer prices are too dern high, that's all there is to it. Do you know I saved fifty-two cents buyin' that 'ere pen in Toronto."

"Ye saved that did ye, Bub!" said the proprietor, after a moment's pause.

"Yep, that's right," Bub answered.

"All right, Bub, now, let's do a little figuring," said Hy, producing a pencil and paper, "Come over here. I've got Chewem's catalogue right here. Now which pen did ye buy? This one, an' it cost ye \$3.48?"

"Ya'as, an' it's a mighty fine lookin' pen, too."

Looks Don't Count.

"Mebbe, it is, Bub, mebbe it is, but looks in a pen don't count fer much if it don't work. Now, Bub, I'd like to hev ye look at these pens in the case here. Here's one I can sell ye for \$4. See who made this pen. It's the best fountain pen maker in this country. Ye can't buy them pens from any catalogue house. Now, I ain't seen your pen, but I knows just what them catalogue fellers sell, an' I'll guarantee ye that this 'ere pen I'm showin' ye will outwear yer Toronto pen, two to one. Here's another thing, Bub, when ye put this pen in yer pocket it ain't goin' to leak out an' spile yer shirt or mebbe yer whole suit. The nib on this pen is gold clear through, an' will last a dern sight longer than ye will. An' here's somethin' else—this pen starts to write immediately; ye ain't got to shake ink spots all over the floor startin' it. Bub, ye took a chance on buyin' that pen of yours, when ye could hev paid fifty-two cents more an' knowed yer got the best pen there is made—they may put a little fancier trimmin' on 'em sometimes, but there ain't any better fountain pen sold than that one ye got in yer hand now. And then agin there's this," continued Hy, "ye sent yer money up to Toronto, an' it ain't goin' to come back to Possum Centre in a hurry. It's gone to pave streets in Toronto. An' did ye ever think of this, Bub—if the retail stores of this 'ere town closed up for lack of trade up go yer taxes? Do Chewem & Co. pay any of the taxes of this community?—not on yer life. Another thing, who gives credit when credit's a might fine thing to have—who buys yer butter an' eggs?

—Do Chewem & Co.? An' another thing, Bub, do you or your family, or yer friends git any benefit from the money Chewem & Co. pay their tax? The more business yer local stores does an' the more clerks they employ, the more money goes into some one's pocket right here in Possum Centre. An' the more there's goin' on in Possum Centre the more yer property will be worth. Bub, ye'd hev got yer fifty-two cents back time an' agin if ye had bought yer pen of me."

Bub was visibly impressed at the result of the figuring and had hardly a word to say. Finally he blurted out, "This ain't no time to tell me all this, Hy. Gol darn it, I've bought the pen. Chewem & Co. told me all about their pen, an' I never knowed these things about yourn afore."

After exchanging a few remarks on the weather, Bub stumped out into the night.

He Gets an Idea.

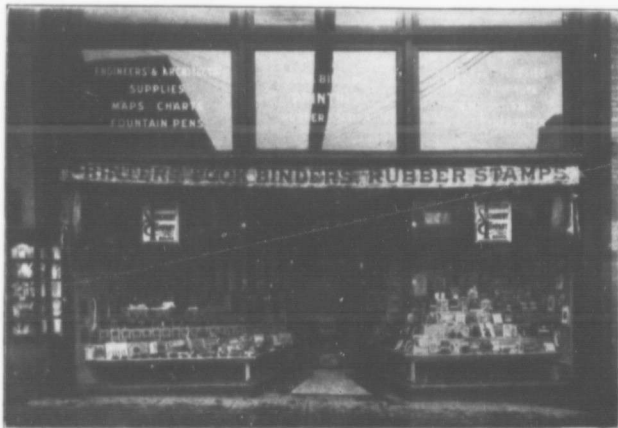
Hy stirred up the fire, relit his pipe and reflected in silence for a time. "By gum, there's something to what Bub says. I've got the goods, an' my prices is right, but them pesky catalogue fellers has been gittin' altogether too much business out uv this neck a woods. It's because folks knows all about their goods, an' don't know the good pints of my goods, an' the advantage of doin' their tradin' here in Possum Centre. B'gosh, I'm goin' to git in the game. The way to git business is to go after it, an' I ain't been doin' that. I've got to compete with them fellers in Toronto, an' they're mighty sharp after business, too, but I've got the advantage of bein' right here on the spot. What this business needs is a 'course of sprouts.' Now I've been lookin' over that sample copy of Bookseller and Stationer I got the other day. An' by hickory, if a feller ud run his business on the tips he gits from that he'd be up-to-date all the time. They know more about runnin' a stationery business than them catalogue fellers does. The stationery business in this town belongs to me, an' I'm goin' to larn how to git it. I believe I'll subscribe to that 'ere paper an' study up on all the modern ways of doin' business. I'll do some advertisin' here in Possum Centre. I never did none of that window trimmin' afore, but I'll read how it's done, an' try my hand at it. Mebbe I might git out a store paper like I was readin' about. Yes, I jest believe I'll subscribe to that paper to-morrow. Na, by gosh, to-morrow may never git here—I'll do it now."

Business Improves.

Three weeks later the proprietor of the Possum Centre Stationery Shop stood in the doorway and smiled. "I guess yer Uncle Hy slipped one over on them catalogue fellers that time, all right. Let's see: that's two fountain pens, seven boxes of writin' paper, an' a set of 'yclopedia I've sold this week already, an' my trade on lead pencils, ink, an' seeh like has jest about doubled. That's what them Toronto fellers ud call 'goin' some.' 'Tears to me I seed somethin' somewhere about 'fightin' the devil with fire,' which sounds pretty good to yer Uncle Hy."



BUILDING UP A STRONG BUSINESS IN VANCOUVER — THE DEVELOPMENT OF THE THOMSON STATIONERY COMPANY — HOW THE COMPANY'S PREMISES ARE LAID OUT AND DEPARTMENTALIZED — THE MANAGEMENT OF BUSINESS



Store Front of the Thomson Stationery Co., Vancouver.

An important event, that took place a few months ago in British Columbia, was, when two veterans in the book and stationery business left the stage of activity for private life. These gentlemen were James A. and Melville P. Thomson, of the Thomson Stationery Co., Ltd., which organization is known favorably throughout the whole of the Canadian West. For 28 years they had been at the helm starting in a small way in the town of Portage la Prairie, and then travelling westward to Nelson and Calgary, and finally locating in Vancouver where, following the development of the country, they built up the largest and best equipped business of its kind in Western Canada. After the strenuous struggle of rapid advancement and growth, the Messrs Thomson naturally felt that a quieter and less arduous life would be acceptable and, accordingly they disposed of their interests—not to a private individual, as the proposition was too large and difficult for an ordinary man to handle—but to a combination of young booksellers and stationers—Maufred J. Gaskell, Edward F. Odium and Albert Stabber, who purchased the entire interest of the concern, and are continuing the business under the old name. The paid capital is gazetted at \$120,000, and a portion of the holdings is held by outsiders.

Mr. Gaskell, who was manager for the old company, is the vice-president and managing director for the new. Mr. Odium, who for 6 years was secretary-treasurer, continues in a similar capacity, while Mr. Stabber is still superintendent of the manufacturing and printing department. Each of the three members are specialists in their respective lines, and are fortified by years of experience and active insight.

So comprehensive is the establishment that it may be of interest to know that the business houses of what so ever kind, which may be on the Pacific Coast, can pro-

vide their entire office supplies in Vancouver. The success of the Thomson Stationery Co. has been built on an aggressive policy of anticipating the needs of the growing West, and much money has been invested in plant, etc., which succeeding years have fully justified, though at the time the undertaking looked like a visionary project.

The building itself and its various departments is a revelation to the average Easterner, who has no idea of the magnitude and character of the stock or its varied nature. The structure at 325 Hastings Street was put up nine years ago, and is situated in the heart of the business section. It comprises five flats, and is 24 x 134. Three floors are above the street and two below.

On the main floor to the left are situated blank books, fountain pens, engineering and surveyors' supplies, leather goods, note papers and commercial sundries. The blank book dept. is under the supervision of Mr. Forest and is one of the bread and butter departments of the store. It is said there is not another blank book department in Canada as complete.

Next in order come fountain pens, engineering and surveyors' supplies. This is one of the phases of the concern on which much time and money has been expended, the greatest care being exercised to carry only the most reliable instruments and supplies. The company are fortunate in having for the manager of this department a young man of much practical experience and technical knowledge, who thoroughly understands his business, in the person of W. L. Woodford.

Next comes leather goods, which includes the choicest product of home and foreign market from a ticket case or wallet to the finest stationery case or portmanteau, all in charge of competent salesmen. From leather goods to note papers, paperies, tablets, wedding stationery, invitation and bridge supplies, is but a step. This brings

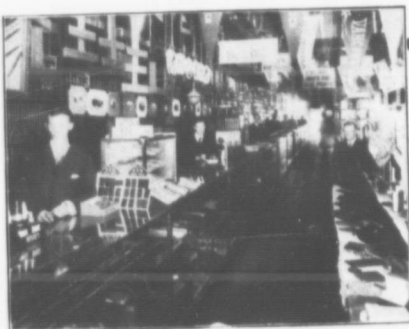
BOOKSELLER AND STATIONER



Main Aisle of the Book Department.

the visitor into a department which includes in its possibilities everything from the necessary pen point to the indispensable numbering machine and cheque protector—viz., the commercial sundry department. No known avenue of supply is left untouched to make this department fill the need of the most exacting accountant. Every accessory to minimize unnecessary office labor is to be found here. Walter Hagel, late of Blackwood & Hagel, Winnipeg, and J. C. Marshall, with their assistants are in charge.

The centre of the store in the front section is devoted to displaying souvenir leather goods, scenic view books, post cards, etc., while the centre sections in the rear are utilized to show a general display of office devices from cash boxes to rotary mimeographs. To the right of the main entrance and extending the full 134 feet of the store in length, is the book department. Under the capable management of James Pollock and his experienced staff, this department keeps abreast of the times in all that pertains to a well stocked book store. For the persons of literary taste, from the theologian to the college professor, the shelves and tables abound with all that is choice in art, history, travel, biography and theology. For the doctor, lawyer, scientist, artisan, miner, engineer and seaman the shelves are replete with all the latest productions. Many thousand volumes on various subjects testify as to the firm's ability to supply libraries of whatever kind. The fiction and magazine department receive their supplies as



Main Aisle of the Commercial Stationery Department.

issued. Mr. Pollock has, added to many years of old city land training, a colonial adaptability that suits the Western people very well.

A special school and college text book department caters to the needs of this Educational City.

The second floor is utilized to display the vast range



The Electrotyping Plant.

of loose leaf supplies handled by this firm. Under the watchful eyes of Mr. Stabler and John E. Clark, this department has become famous for the home of labor saving systems in loose leaf. On this floor the typewriter also holds sway and dozens of machines suggest a heavy turnover. Hilyard Hodgson, a specially trained expert,



A Partial View of the Bindery.



Part of the Press Room.



MANFRED J. GASKELL
Vice-President and Managing Director Thomson
Stationery Company, Vancouver.

superintends the rebuilding and repairing of all typewriters. In close proximity to the typewriter and loose leaf department is the space devoted to card index and vertical filing devices. The third floor is set aside as a stock room for blank books and stationery. The first floor below the street level contains the office furniture show room, the stock in which consists of flat, double flat, roll top, standing, library and typewriter desks, office and library chairs, sectional book cases, etc. This floor also contains the map dept. and blue print dept., which is one of the company's specialities. From north to south and east to west of that great territory, however, hidden the valley or plain, if the surveyor has traversed it, a map or blue print may be had here. Tracing linens, drawing papers and artists' supplies, have their allotted space on



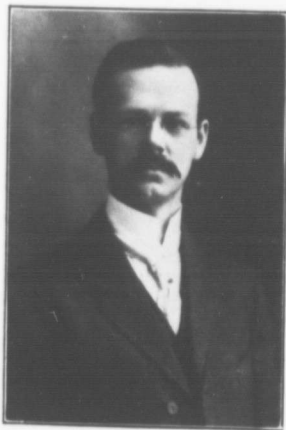
EDWARD F. ODLUM
Secretary-Treasurer Thomson Stationery
Company, Vancouver.

this floor together with the parcel room. This flat is under the management of Arthur Miller and staff. In connection with the map department, the firm have their own expert draughtsman to supervise and keep their maps and blue prints up-to-date. They also furnish designs and tracings as desired.

The second floor below the street level is used entirely for wholesale stationery, flat papers and shipping department, under the management of Henry Miller.

In addition to the five flats already mentioned the Thomson Co. lease two floors under the two large clothing stores adjoining. The first flat, 48x134 feet, is fitted up as a toy, game and sporting goods show room. The second floor is used as a large stock room for general stationery, etc. All the stock rooms are under the personal supervision of Henry Martin, the assistant buyer.

Up to the year 1906 the printing and manufacturing department had been confined to the fifth and basement floors, but increasing business necessitated enlarged premises. To-day it is found in a splendid three-storey brick



ALBERT STABLER
Superintendent of Manufacturing Department
Thomson Stationery Co., Vancouver.

plant in the rear of the Hastings street premises. A visit to the embossing room, engraving, composing, press room, electrotyping and blue print departments is interesting and edifying. They all speak of life, bustle and expansion. A. L. Lampman, late of Winnipeg, is assistant store manager and directorship should have an even brighter and more successful future than at any period in its long and progressive history.

PRINTING OUTFITS.

Buntin, Gillies & Co., Ltd., Hamilton, are offering a complete range of printing and sign marking outfits, retailing from 25 cents to five dollars. The type faces are cut very deep and sharp so as to insure a clear and clean impression, and are perfect in thickness, height and alignment. Each set is put up in a handsome leatherette or polished wood box.

**A HUMORIST ON SELLING BOOKS—
WALLACE IRWIN TELLS SOME WITTY
THINGS ABOUT THE BOOK BUSINESS—
A FLING AT DEPARTMENT STORES.**

Anybody can write a book. Everybody has. But the man who can sell a book—can actually get real money for a batch of sentimental yarns and jokes, or misinformation about osteopathy or new thought—the man who can do that has got my sincere admiration. I regard his works with awe. For is not the man who can sell 10,000 or 100,000 or 1,000,000 copies of some die story just as much a genius as the man who digs a Panama canal with a steam shovel and a Congressional scandal. When I view the monumental works of the American booksellers I feel like the old lady who was taken for the first time to see the interior decorations of the Boston Public Library. They took her to the room where those vague, misty, smeary, die-away figures painted by Puyvis de Chavennes are seen floating away in an indefinite fog of mural decorations. After the old lady had inspected this painting for four or five minutes she asked, "Be it finished?" They said yes, it was finished years ago. "Wall," said the old lady, "I never seen that kind o' artistic easominn' before; but I will say this for the young man that done the piece. Considerin' the poor material they gave him to work with, that is one of the prettiest and grandest works of art I ever seen."

Book: From Book Yards.

One fine thing that the booksellers have done for the country in the past few years is to realize that books are a necessity of life like potatoes or bay rum. This has given a great impetus to the book business. Books are now being shipped in freight cars where once they were sent by mail or express. Great trunk lines are chartered to get the spring crop of fiction around the country. In fact it's getting so that I never see a long train of refrigerating cars steaming rapidly to the East with each car labelled "Mince Meat—Keep Cool and Dry," but I think of the stock yards of Armour or the book yards of the Hobbs-Merrill Company.

The Department Stores.

And then there's the department stores. They've done a great deal for literature. Frankly, I don't object to having my books sold in large quantities in department stores. No author objects to having his books sold in large quantities anywhere. But I can't help noticing that the department-store sale of books has influenced literature to a certain extent. Because books are displayed so near the kitchen-ware department and the upholstery department and the laees, lingerie and leather-goods department, the authors are getting so they give their books titles that will go with the dry-goods. Look, for instance, at that book called the "Black Bag"—wasn't it a crafty author who wrote that title! A lady customer would go into a department store and ask the floor walker for a black bag. "Second aisle to your right, lady, turn to your left beyond the ninth post to the rear after you pass the ice-cream soda fountain," the floor walker would say. So the customer would go as directed, and the first thing she knew she would find herself in the book department. "Where can I find a black bag?" she would ask of the clerk, who would promptly hand her out the alluring book by that title. The lady couldn't help reading the first page, and after that the novel was as good as sold. The same

game could be worked with the "Brass Bowl"—and I see no reason why a novel entitled the "Gray Elbow Gloves" or the "Pink Sofa Cushion" shouldn't pile up a sale of several million copies.

And then there's the classics—they are treated in the department stores with an energy which we have never before associated with immortality. For instance, I went into a local department store the other day and asked for Browning. "Do you want a short Browning or a long Browning?" the maiden inquired. I paused. You see it had never occurred to me before that the poets might come in store lengths. "O yes," she explained, "we not only have short and long Brownings, but we also have baby Brownings. Mrs. Browning, too, comes in six sizes with a limp back." I decided after that that I didn't want Browning after all, because he's hard enough to understand anyhow, and he'd be an awful tussle if he came in six sizes with a limp back. So I asked her if she kept Macbeth. She hesitated, then called to the blonde at the next counter, "Say Lizzie, do we keep Macbeth?" "Macbeth!" said Lizzie scornfully, that ain't a book—that's a lamp chimney. You'll find the glassware, mister, on the basement floor in the annex."

THE CONTENTS OF SENATOR HOAR.

Long before the days of Directorate gowns, when appendicitis was still the most fashionable thing one could have, a friend of the late Senator Hoar was stricken down. For a time an operation was thought necessary, but it finally turned out that the trouble was not appendicitis at all—merely acute indigestion. Whereupon the venerable Massachusetts statesman sent this message of congratulation:

"I rejoice that the difficulty lay in the tab^l of contents rather than in the appendix.—Everybody's Magazine.



THE SOCIALIST IDEAL

—From London Express

SIDE LINES FOR THE BOOKSELLER—A NEW BEDFORD BOOKSELLER TELLS THE AMERICAN ASSOCIATION HOW HE MAKES BIG PROFITS ON SIDE LINES SOME USEFUL INFORMATION FOR THE CANADIAN TRADE.

BY H. S. HUTCHINSON.

When you do go outside of your regular line always charge a good round profit; there is no object in handling a line of goods except at a profit, and when you take up a new line and put your reputation back of it charge accordingly.

A few years ago we put in a line of cut-glass bowls and sold barrels of them, simply because they were out of our line, and every dealer in cut glass in town was "knocking" us, which proved a good advertisement for us.

Puzzles.

We put in a line of puzzles about every six months that sell at 5 and 10 cents each, and it is surprising how many we sell. When a hit in that line comes along we "plunge." When the "Pigs in Clover" puzzle was the rage I made a trip to New York especially to secure a supply, and we received a lot of free advertising for having a stock when the other dealers were unable to secure them. Just at this time we are selling the last of six hundred picture puzzles, which retail at 10 cents each.

Every bookseller will find it profitable, I think, to carry "seasonable goods." By these I mean valentines, St. Patrick's day, Easter novelties, May baskets and Halloween goods, as well as Christmas and New Year cards.

You need not devote much space to them; but they all help to brighten up the store and to have "something new all the time."

The most profitable outside line that we have handled the last two years has been a line of pictures and mottoes, etc., retailing from 10 to 25 cents each, some matted and others passepartout made by Mr. —, of Boston.

When business is slack and without much life, I go into Mr. —'s and can almost always find a line of goods that will stir up trade at once.

No Limit to Sales.

There seems to be no limit to the quantity of goods that you can sell when you hit it right, and when you find that you have the public going, give it to them—make window displays of the special item that you are selling, advertise and talk it to them.

In our picture framing shop slack times formerly came in the late spring and early summer, so we took up the manufacture of "Good Window Screens That Fit." We had the men and tools, and found we could easily get the business by going after it, and it has proven a good feature with us.

Souvenir post-cards of local views are another splendid feeder to a book business, as they attract all classes and especially tourists. High grade cards with local views are sure to continue to be in demand.

The sale of jig saw puzzles, which, by the way, originated, I think in New Bedford, is just at this time a good thing, as they appeal to the class of people who are students. We have done very well both with the puzzles and with the pictures for making puzzles.

Thus far I have not touched my own particular fad, which is the sale of "Driftwood from Old Whaleships," for burning in open fireplaces, which we sell packed in barrels at \$5 a barrel. We have a list of customers that extends from Maine to California. We were drawn into the business through our efforts to accommodate our

"summer customers," people who come from the larger cities for the delights of "Summer Days on Buzzard's Bay," and whom we try to make feel that, no matter what they want, they can get it at Hutchinson's. They often telephone and say we don't know where to get so and so, can you not get it for us? and we certainly can and do.

Try and make your customers feel confidence in you, and feel that you are really anxious to accommodate them. They don't want you to do it for nothing, but they want to feel that any orders given you will be filled and at the time wanted.

Everybody on His Mettle.

Every one in your store will soon pride himself on his ability to do the unusual thing at short notice; even the bundle-boys don't object to rush orders when they understand about it.

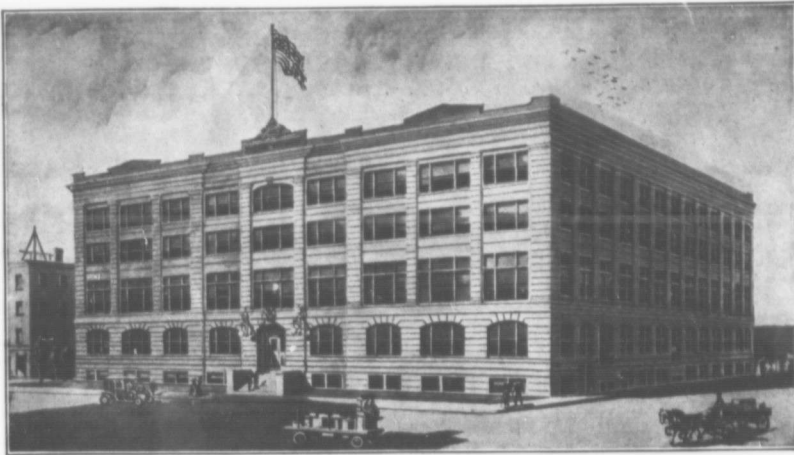
When we had a telephone message from an excited housekeeper that the boy they had sent to New Bedford over an hour before for the New York papers had not returned, and Mr. — and his yacht were waiting to start on a cruise, but wanted the papers before starting, and I told her I would have the papers on the launch at the wharf in fifteen minutes, our boy would have swam the river rather than miss getting there, after he understood the situation.

A picture department for the sale of framed and unframed pictures has proven in many cases a very satisfactory feeder to a book business as it appeals to the people who frequent book stores; but it is a line of goods which, under present conditions, is very "perishable." We have handled pictures for the past seventeen years, but as the success of the business depends so much on local conditions it is impossible for outsiders to size up the situation for you. Except if you are going to carry pictures either framed or unframed don't fail to buy a multiplex display fixture, the greatest scheme ever brought out for displaying, protecting and selling pictures and economizing space all at the same time. A multiplex fixture makes it possible to classify the goods displayed, also to show framed as well as unframed pictures and samples of moulding, etc., all on the same fixture. I am in hopes soon to get a small-sized multiplex fixture to stand on the counter to show blank books, memorandums, address books, etc.

In a corner of the new addition to our store, which is 20 x 50 feet, in a space 6 x 14 feet, we have a multiplex fixture with 1,216 square feet of display surface, every foot available and all equally desirable—more than equal to a space eight feet high extending all the way around four sides of the room. This multiplex idea has great possibilities for all lines of business. We have used one for about five years, and last year bought a second one.

Crepe and Tissue Papers.

When a line of goods becomes so attractive and the possibilities of it are so good that a periodical like the "Ladies' Home Journal" will mention it and publish an article covering nearly a page in their great Christmas number, explaining and picturing what can be done with it in home decoration, it behooves the dealer to follow up the demand so created. We have handled the Dennis or line for many, many years, and have recently greatly enlarged it and given it the very finest position in our new addition because we can sell it to the people who come to our store, to the class of people to whom we cater, pays a good profit, and because there is almost no waste and the department can be made a most attractive feature of the store.



New Factory and Offices of Carter's Ink Co.

**NEW HOME OF INK MANUFACTURERS—CARTER'S INK CO.
SHORTLY TO OCCUPY HANDSOME BUILDING ILLUSTRATED ON THIS PAGE—DESCRIPTION OF STRUCTURE—SOME OF ITS CONVENIENCES AND SPECIAL FACILITIES.**

Towards the end of the year The Carter's Ink Co., Boston, hope to move into their splendid new building at the Cambridge end of the new West Boston bridge. Ground was broken last April and the structure is now rapidly nearing completion.

The construction is to be of reinforced concrete throughout, and the cut published herewith shows how attractive architecturally such a building can be made. The form is that of an L, facing First Street, with a large store house at the end of the Athenaeum Street wing and the mechanical plant separately housed in the rear. The size of the lot allows for ample additions with the development of the business and for a stable at the back. The building will consist of four floors with basement, rising about 70 feet from the pavement. It will extend for 187 feet along First Street, and 139 feet back on Athenaeum Street exclusive of the store-house, while the floor area will amount to about 110,000 square feet.

Specially Designed Building.

The building has been specially designed throughout for the requirements of the business, which includes the manufacture not only of writing inks and adhesives, but of typewriter ribbons and carbon papers. The company makes its own boxes, so that space has been provided for a sizable box factory.

The mechanical plant is practically duplicated throughout the building as an insurance against breakdowns. An extensive system of automatic conveyors has been designed for the special needs of the business, and these with all other machinery will be operated by motor drive. A most complete and modern fire protection system will

be installed, including automatic sprinklers, fire pump, hydrants and a huge concrete water cistern.

It may be interesting to note that The Carter's Ink Co. will be celebrating its fifty-first anniversary when it moves into its new building next fall. At least one of the Carters has always been directly interested in the business, but its greatest development in the beginning was due to John W. Carter, who took hold of it after serving through the Civil War, and with J. P. Dinsmore as partner, under the name of Carter, Dinsmore & Co., made the name and the product known throughout the country. The Boston fire destroyed all assets except the trade-marks and good will, but the business was so rapidly rebuilt that two factories were outgrown before the removal to the present site near the old Park Square Station in Boston. Mr. Dinsmore, who has only recently died, retired from the firm in 1888, and after the death of John W. Carter in 1895, the business was incorporated under Massachusetts laws as The Carter's Ink Company, of which the present Directors are Richard B. Carter, President; James R. Carter, Treasurer; Edwin C. Burrage, Clerk; and Charles B. Gordon, General Manager.

At no period has the growth of the business been more rapid than in the last eight or ten years. A considerable share of this growth is due to the ribbon and carbon line which was added some years prior to the death of the founder, with the idea that the wonderful growth of the typewriter business might curtail the use of writing and copying inks. No such fear has been realized as both branches of the business have grown enormously. Everything except the actual manufacturing has been gradually crowded out of the present factory until the move now contemplated became an absolute necessity.



THE SPECIALIST BOOKSELLER AND HIS METHODS — GENUINE SUCCESS IN BOOKSELLING THE RESULT OF SPECIAL WORK — IN BUYING HAVE A POSSIBLE CUSTOMER IN VIEW FOR EACH BOOK — SOME TIMELY ILLUSTRATIONS

By J. L. THOMPSON

I have heard it said repeatedly that of distributing of books merely the surface has been scratched, and the possibility unlimited and unknown—how to plough more deeply is the question of vital interest to publisher and bookseller, and one which needs the constant study of both. In England editions up in the millions are not uncommon—of worthy books, too, not our cheap Bertha Clays, etc.—but, necessarily, these are very low priced—one penny and upwards. Several schemes along similar lines have been tried in America, but not with great success as yet, and I am not sure that we want them as the margin of profit to everyone on a low priced article must be extremely small, and perhaps only the very largest distributors could find any profit at all.

But how shall we make sales of the better books—it is the books of worth that make readers and consequently book buyers, for the development from a reader to a book owner is a short step. We all know of the large, yes, the enormous sales of books sold by subscription, and why is it? I can believe it can be mainly, if not entirely, attributed to the personal solicitation plan, the bringing to the attention of the possible buyer the books themselves—not the ad. or description. If this be true should not the regular bookseller reach out, at least in a measure, for this same trade and adopt similar tactics to secure it?

People Don't Know About Books.

Of course, subscription books are generally of a popular character—fiction, perhaps or history, or biography—yet there are hundreds of books issued every year that thousands of people want, but don't know about, and would probably not buy unless brought to their direct notice, books appealing especially to Artists, Architects, Manufacturers of Textiles, etc., etc.

I remember some years ago, when traveling with a line of samples, I had an expensive work on old furniture—Miss Singleton's, "Furniture of Our Forefathers." I think it was. At my suggestion my sample was borrowed by several booksellers and shown to some special collectors of antique furniture and also to dealers in and manufacturers of furniture, the people most likely to be interested, with the result that sales were effected that might otherwise never have been made—personal solicitation.

Is this done as much as it would be profitable to do? Many booksellers do, no doubt, but every bookseller should, and not depend entirely on the ad. or notice of the publisher reaching that particular person interested. An illuminating incident was brought to my attention only a short time ago.

A Personal Experience.

A traveler was calling on a bookseller with some new samples. After taking his order on these new books Mr. Traveler asked Mr. Bookseller if he wanted any more of the recent work on "Heraldry," a \$10 work. Mr. Bookseller replied, "No, I have still on hand the copy I bought from you on your last trip. Nobody has asked for it." Mr. Traveler then asked for the use of the 'phone, calling up Mr. —, saying, this was Mr. Z's bookstore, who had just received a book on Heraldry, which he believed would be of interest, and asking if he might not send it to him

on approval. Mr. — thanked him and said he need not send it as he would call at the store and look at it that afternoon—which he did—buying the copy and offering another—a good sale, and profitable even if it was bought at only a discount of 25 per cent. Mr. Bookseller no doubt knew Mr. — was interested in the subject of Heraldry and had probably forgotten it; but did he have a list of special customers on special subjects to which he could refer when occasion offered and bring to their attention any new book received that would interest them? That's personal solicitation. When the stenographer is not busy, letters cost only a little time and a two cent stamp, and are likely, at least, to bring customers into the store—a chance for further sales.

Why Publishers Compete.

I have seen letters complaining that publishers were competing with the retail booksellers. Yes, they certainly are, but why? Because the publisher has his investment in the books on which he must realize, even if obliged to seek direct sales to the consumer. If each bookseller would approach all of his possible customers with a book that specially appealed to them could he not secure the order—the customer knows him, which is an advantage the publisher does not have, except by reputation, and he would no doubt prefer to buy at home than abroad, more particularly if he has the opportunity of examining the work; and if the bookseller secured all the sales would the publisher find it paid him well enough to continue to seek direct sales? If the bookseller gets the business the publisher won't, but if the bookseller makes no effort to secure it the publisher must and will.

Another opportunity is the obtaining of customers or subscribers, if you may so term them, for volumes of sets of books to be delivered as they may be issued, or if the books are already published to be delivered at stated periods. There are many sets and series of books that can be handled in this way, and a list of 5, 10 or 25 customers who are each taking a \$2 or \$5 volume, once or several times a year, is a very profitable asset for the bookseller to own, and the appearance of a new volume shows a material item on the right side of the ledger.

Specializing.

The greatest possibility of the retail book business, in my opinion, is specializing; in other words, is special attention to the book buyer, the study of his needs and interests, and the practice of bringing to his notice what you believe he wants. Many booksellers when buying a book, particularly an expensive work on some special subject, are likely to remark, "Mr. So and So will no doubt buy this." Enlarge this knowledge of what your customers want and your business is bound to develop and your reputation increase, for the best advertisement a bookstore can obtain, and an ad. that can't be bought by the inch, but is worth yards is a satisfied book buyer, who passes along the word that Mr. Bookseller knows books and keeps up-to-date.

Fiction and other popular literature need less work and study on the part of the bookseller—the publisher uses

more newspaper space on them, and if they meet the fancy of the fickle public they are advertised by the public; yet, judicious commendation by the bookseller pleases a buyer and helps largely to make him a regular customer, and perhaps eventually a buyer of the better grade books.

Silent Salesmen.

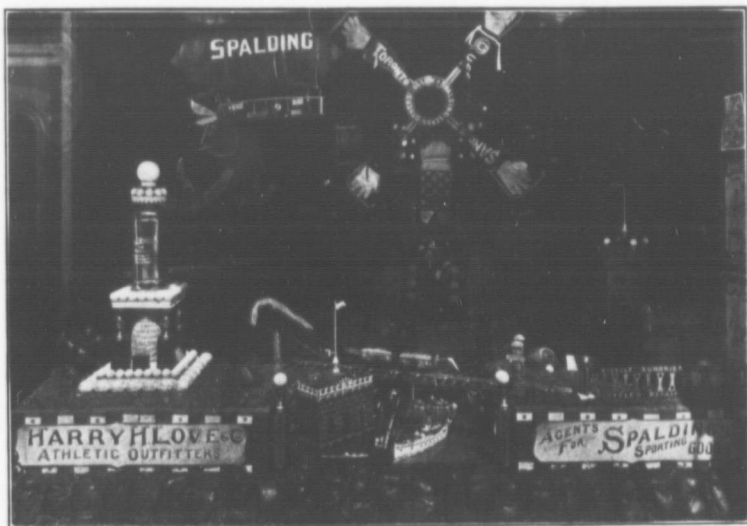
More and more special study is made to-day of the practical use of the "Silent Salesman," one of the best if not the most efficient salesmen in the store—the show window—and there cannot be too much said in his favor, particularly as he cannot talk back, but does say only what we tell him to. Advantage should be taken of every opportunity, and we have many chances—Victoria Day, the birthday of any celebrity, June weddings, Graduation day, books of the season, conventions, and other gatherings, etc.

Artistic displays are certain to attract attention and create buyers; one I saw recently I'm sure bore fruit, and

TORONTO SPORTING GOODS DEALER MAKES A STRIKING WINDOW DISPLAY—INGENUOUS USE OF STOCK MATERIAL RESULTS IN A VERY ATTRACTIVE EFFECT

One of the most striking window trims which have been seen in Toronto this season was that in Harry H. Love & Co.'s sporting goods store, on Yonge Street. As will be observed by a close inspection of the accompanying illustration, the display was made up entirely of goods to be obtained from the stock.

A large widminll formed the central figure of the design. This was composed of lacrosse sticks, baseball deekers, shin guards, etc. Out-houses, castles and embankments were made from different lines of sporting goods, and the entire landscape was covered with a grass—made from wood shavings dyed green—which gave the scene a very realistic effect. Above was suspended by an invisible wire an airship with the inscription "Spalding" lettered large.



AN ELABORATE SPORTING GOODS TRIM

Occupying the big show window of Harry H. Love & Co., Toronto.

you may be interested to know about it. The leading bookstore in Ithaca took a window facing two ways and transported, bodily, an old mossy rail fence, which was placed as a background; before it the window was sodded with real grass and growing flowers, and a few timely books displayed on and about the fence and sides, and on one of the boards of the fence a neat sign, "Nature Books," not too many books, but just enough and something different to catch the eye.

Perhaps you remember the window display of "Trail of the Lonesome Pine," about which a customer of ours wrote us from the far West, and which letter we passed on to you—a little pine tree, with the trail leading up to it. No doubt such displays helped to make it the big seller it was. Again, bulletin boards changed frequently and posters carefully displayed bring returns, and no doubt more would be supplied if the publishers felt sure they would not be used as wrapping paper.

A miniature railway train was made to run over a specially constructed track, with bridges and trestle-work. Underneath ran streams of water, on which large boats sailed. The motive power was clock-work, and this was also used to operate a light in a cave-like aperture, which disclosed, at intervals, a charming scenic vista and gave an admirable effect of distance. The whole display was a highly ingenious piece of construction, and showed that S. S. Wetmore, who was responsible for the idea and the entire work on the design, understands thoroughly the principles underlying effective window trims.

Harry Love & Co. derived a great deal of advertising from their sporting goods display. A continual crowd before the window testified eloquently to the catchiness of the display, and no doubt was largely instrumental in bringing increased attention to their lines, aside from the probable increase in the number of sales.



IS EXPERIENCE WITH A CIRCULATING LIBRARY — AN AMERICAN BOOKSELLER TELLS IN DETAIL OF THE ESTABLISHMENT OF A LIBRARY IN HIS STORE — THE METHODS ADOPTED — HOW IT HELPS TRADE AND SAVES MONEY

By A. H. SMYTHE, Columbus

Thirty years ago, when the writer entered the ranks of the American booksellers, the thought came to him that a circulating library would be a good thing in connection with his store; so he announced the same on the basis of an annual membership fee of five dollars, for one book at a time, with a fine of two cents a day if not returned within one week. The idea took, but very soon Mrs. Jones wanted two books at a time, so as to save car fare, then she wanted three at a time. Mrs. Brown soon found it out, and of course insisted on the same privilege. Then Mrs. Smith neglected to return books within a week, and was fined twenty cents for ten days' overtime. She appealed to the proprietor to remit it, for "it was simply an oversight, you know, and we buy all our books and stationery at this store." This constant repetition of requests for more books under one membership was repeated so often, and we had so much trouble in getting people to pay their fines willingly, that at the close of one year we decided that the only way to keep our hair from turning prematurely gray would be to abolish the library, which we did with great reluctance.

Rent Unsalable Books.

But it seems that the library microbe of 1879 had not died, as we had supposed, but had only taken a long Rip Van Winkle sleep, for in the dark business days of 1898, eleven years ago last February, when it seemed as though we could sell but few books, and these with little profit, this little fellow began pounding away in my brain one day and said, "If you can't sell all these books on your shelves, why can't you rent them, and, in that way, get something out of them, even though a little." But a miserable little pessimistic microbe heard this remark, and at once piped up with arguments against it, saying, "The idea is absurd, for, you forget, Mr. Bookseller, that the State Library, absolutely free, with 70,000 volumes, is just across the street from your front door; the Public Library, also free, with 60,000 volumes, one block around the corner; the School Library, free, with 50,000 volumes, only two blocks down the street, and the State University Library, free, with 60,000 volumes, within fifteen minutes' ride by the trolley." But the optimistic microbe would not down, and declared that all these libraries combined did not supply promptly, in sufficient numbers, the current fiction of the day, and that people would pay for reading twenty times as many books as they would purchase.

The Two-Cents-a-Day Plan.

So we decided to experiment once more, and, remembering the causes that had led to the discontinuance of the former one, made a small daily rental fee of two cents a day per volume, with a minimum charge of four cents for each book issued, and no yearly dues.

Our expectations were very moderate, and we only thought to add a little attraction to the store, so we wanted to start the library, without really having any library with which to start. This is the way we did it: the only available shelving at the time was a section about fifteen feet in length, over in a corner, where our "plug" stock had gradually found a lodging place,

which we considered of little value, and was composed of all sorts and conditions of unsalable books. Right in the centre of this burial ground of the book department, we vacated one single shelf, and filled it with one copy each of the latest novels—just fifteen books all told. We then put up a sign over the entire length of the section, "Circulating Library," and announced in the reading columns of the three daily papers that we had started a library where the current fiction could be rented for two cents a day.

The First Customer.

Within an hour after the morning papers had been read Mrs. A., our first library customer, God bless her, comes in and says, "I see that you have started a library, Mr. S., where is it?" "Right down this way," we reply, and we escort patron number one to the graveyard, and pointing to the sign, proudly announce, with a full sweep of the hand, "there is our new library." The patron steps up to the section, takes down the first book near her, and finds Baxter's "Saints Rest;" then another, Fox's "Book of Martyrs," and disappointedly asks, "Don't you have the late books?" "Oh, yes," we reply; "come right down this way," and we proudly take her to the one lone solitary shelf of the latest fiction, where she is delighted to find just the book she wanted, and we quickly make the first issue out of "Smythe's Library." In a few minutes Mrs. B. comes in, asks the same questions, and she, too, not feeling in the mood for the books her great-grandfather enjoyed so much, is taken to the one lone shelf of up-to-date fiction, and is made happy with issue number two.

In this way did the library actually start, and gradually the new fiction took the place of the plugs, shelf by shelf, as the demand increased. We had already decided on open shelves, so that patrons could make their selections readily, bringing the books to the librarian for issue. At the close of the first week we selected the bright young woman in our employ, to make her first duty the care of the library, with the following policy, not to be changed, whatever the result, until we had the experience under its working for one full year. Any book of fiction asked for, if not already on the list, was to be added at once from the store. If not in stock, to be ordered and promised the patron within five days. Our motto was, "The book you want, when you want it, as long as you want it, for two cents a day." No deposit was required from residents of our city, membership being simply the signing of a card, agreeing to the rules, and giving street address of the applicant.

The Library Grows.

We had no idea of building up a large library, but it grew from month to month, and in many directions not anticipated. Patrons asked for many of the old standards, as well as the new books; their children wanted juveniles, and, under our first year policy, they were all supplied. Occasionally a book other than fiction that was in the store was wanted; we did not feel that we could let it out for only four cents, so we raised the minimum amount on special cases to twenty-five cents for twelve days or less, keeping the two cents a day as

the standard rate. The people asked if we could not deliver books ordered by 'phone, so we added a boy and his wheel to do this, stipulating, however, that books ready for return would only be brought back by our boy when delivering others to the same patron to take their place. Then some patrons said it was a nuisance to scrape up four or six cents every time they returned a book, so we got up a little folder of perforated library stamps, size of a postage stamp, fifty-five in the folder, which we sold patrons for one dollar. At first we delivered these to each patron as purchased, but so often they neglected to bring them, or mislaid them, that gradually we arranged to keep these books at the library desk, and detach the stamps as books were returned.

Renting Magazines.

Then some of the good people said, "Why can't we rent the popular magazines for the same little two cents a day," so we added them in limited quantities; then they said, "Oh, do please put in the fashion monthlies," so in they went, and we wondered what would come next. We soon found out, for in a few days, when a prize spelling or word contest was interesting the people one of the bright contestants for the prize called and said she was informed that at Smythe's Library she could rent Webster's International or the Standard Dictionary for only two cents a day. We nearly fainted, but finally agreed to the proposition, with a limit of a hundred and fifty days as the minimum time. We should not have been at all surprised if, on coming to the store the next day, had we found that the old clock, the show cases and counters had gone out of the front door, rented at two cents a day.

The original space given to the library was soon outgrown, removed to a larger one, which was in time inadequate, and we began to wonder whether we were running a book-store, as we thought, or had been metamorphosed against our will into a library. The store room could not be enlarged, and the thing we had started as a little attraction was taking up space that the store proper simply must have, otherwise the store must actually surrender as beaten by this young infant prodigy. Something had to be done, and done quickly. Our business offices were across the rear of the double store room—about forty-two feet wide. We took them all out, put a cash register into a four by four aisle space near the front, and did without any offices, in order to give the space to the library and reading room around it, so as to give the poor old bookstore a chance to live in the same room without a constant quarrel.

This move located it where a library ought to be—in the rear of the store, so that the patrons must see all you have for sale every time they change books.

Saturday, of course, is our best day of the week, but it would not be so if all of our patrons were like the good old soul, of New England ancestry, who sent in from the country village near us for some books on Wednesday, and returned them on the next Tuesday with a note saying, "I enclose stamps for the rent of the books, not counting for Sunday, as I never read fiction on that day."

Starting Now.

Now do not think from this little history that if I were to start a library now I would do it in the way that this one was developed? With my experience, I would go at it very differently. Instead of one shelf of fifteen books, I would make a representative showing with five hundred volumes at least, using a liberal number of the most popular reprints with the best of the

current fiction. I would not issue the magazines, fashion monthlies, or unabridged dictionaries. I would not deliver books unless at the expense of the patron for messenger.

It is open to question whether more than two cents a day can be charged successfully. We think not, but we are of the opinion that a minimum charge of six cents, if established at the start, can be made as well as our four cents. We are thoroughly convinced that a straight rental of two cents a day as against any annual, monthly or weekly dues, with fines for over time, is essential. There is all the difference in the world between an agreement for daily rental and a fine, although each may seem to produce the same result. A fine implies punishment for wrong doing, and is paid with the utmost reluctance, while an agreed rental is an honest debt. One of our good patrons who had previously used the Public Library, and been fined once in a while, told us that it always made him angry to pay it, while with us he paid rent every day without the slightest regret.

At first thought it would seem as though a library in a bookstore would reduce the sale of fiction. Possibly so to a limited extent, but the people who have been buying their books will rent twenty or forty times as many as they would purchase outright, and the larger income will come after all from the people who would otherwise depend upon the public libraries, unsatisfactory as they usually are for current fiction.

Losses are Small.

Do we lose any books? Yes, a few, but that does not worry us. The percentage of losses to the whole issue is very small, and the actual value of the second-hand books very little at the best.

A library fosters the spirit of a more intimate acquaintance between a store and its patrons. They soon feel as much at home in your store as in their own house. You learn to know them by name, and greet them as friends as well as patrons.

And now, in the last analysis, is there not a better reason for giving the people in your community the advantages of an up-to-date library than a satisfactory remuneration in money from the same? Is not the life that is the most useful to the community the most satisfactory life to live? Only a day or two a cultivated lady from a nearby village said to us: "I have not the means to buy many books, but I just love this bookstore, and spend an hour or two here every time I come to the city." Such and similar thoughtful appreciation from our book and library patrons makes one feel that the life of a bookseller, hard as it is, is certainly worth the living.

READING IN PROPORTION.

"To-morrow you may have something to eat," promised the doctor to the patient, who was now coo-va-lescing and correspondingly hungry.

The patient realized that there would be a restraint to his appetite, yet he hoped for a modest, steaming meal.

"Here is your dinner," said the nurse next day, as she gave the patient a spoonful of tapioca pudding; "and the doctor emphasizes that everything else you do must be in the same proportion."

Two hours later the nurse heard a frantic call from the bed-chamber.

"Nurse," breathed the man, heavily, "I want to do some reading; bring me a postage-stamp."



SUCCESS NUGGETS COLLECTED BY A SUCCESSFUL SALESMAN—THE CARE OF STOCK—ESSENTIALS IN CONDUCTING A PROFITABLE BUSINESS—CLEAR OUT SLOW SELLERS—VALUE OF CATALOGUES—OBEY GOLDEN RULE

By SAM MAYER, CHICAGO.

First in the placing of an order, every dealer should have a complete system of order blanks in duplicate, and after the stock is received it should be entered in a stock book. The neglect of this simple precaution has resulted in the downfall of more than one firm. A set of stock books is just as essential to the successful operation of a store as a set of books of accounts.

Frequently a buyer will overstock his house because his memory does not serve him just how slow or fast a certain line moves, but by reference to his stock book (if properly kept) the danger of his error being repeated is reduced to a minimum; besides, it removes the strain on the mind occasioned by trying to force his "think tank" to do all the work, leaving him no time for marbles or golf.

In ordering goods by the case, a dealer should be particular to specify how many goods he wishes the case to contain, as most manufacturers have special facilities for building extra large cases, and in many instances the size of the case is regulated by the credit of the purchaser.

Refer to the Catalogues.

A great deal of time could be saved and many annoyances and delays avoided if a buyer, when ordering by mail, referred to the manufacturers' catalogue for proper descriptions of goods.

One of the convenient helps to ordering is a "short" blank. These should be hung or placed conveniently in various places around the store so that the salesman, when going to a certain stock to make a sale, finds an article running below the normal in quantity, may immediately grab one of the blanks and make a memorandum of the "short," which he hands to the buyer at a convenient moment, for his attention.

This, in a great measure, would do away with rush orders to the manufacturer. It is practically impossible for a manufacturer making an extensive line of goods to have on hand at all times a stock of every number he manufactures. It is absolutely necessary, from an economical standpoint, for the manufacturer to turn out the various numbers of his product in large runs; therefore, when a certain number is found to be short and the machines are mortgaged turning out runs of other numbers, then naturally this "short" must await its turn; and it may be a week or two weeks or a month before it comes. Therefore, as you will see, this blank for "shorts," if given the proper attention, will help both dealer and manufacturer.

Memo of Goods Not Stocked.

Another convenient blank around the store provides for making memorandums of goods called for, but not carried in stock. These blanks, properly filled out and handed to the buyer, will post him as to the demands of customers and assist him in the selections of new stock.

Every firm, no matter how small, should take inventory at least once every year; this is imperative to the continuance of a successful business.

The buyer knows precisely where he stands. It places him in a position to get under the counter and up in the balcony and down in the basement and up in the loft to

see what is doing in these out-of-the-way and remote country lanes, where many a firm, after ten, twenty or thirty years' hard labor, has found its net profits calmly sleeping among the cobwebs and the dead flies.

The buyer does not need to leave his desk if he will carefully examine each item on the inventory and put a blue pencil check against the slow sellers. Means should be provided to dispose of these lazy goods, even at cost if necessary—anything to turn them into cash. It would be well if the inventory sheets were so marked that he can tell at a glance the exact location of the various items, no matter whether in basement, attic, store proper, or under the counters—the latter, by the way, is a very poor place to carry stock under any and all conditions.

Get Rid of the Laggards.

Gentlemen, you would do well to pattern your policy after that of the department stores. Get rid of the laggards quickly; have some system about it; arrange for a rummage sale at least every ninety days; advertise it; you will find that it pays and pays big. It will attract customers whose trade you are getting for the first time and will get them acquainted with your store. They will not all confine their purchases to the job lots, but will see something else in your stock, provided the same is attractively displayed.

And now comes one of the very important matters essential to a live business, to wit: Goods properly and invitingly displayed; laid out in a manner to please the eye and conveniently located for inspection; so that the customer, while waiting for his package or change, is given the opportunity to see many items which he uses, one or more of which, it may occur to him, he requires at that moment, thus effecting another sale at the minimum of cost.

Post Your Salesmen.

An essential for the proper marketing of goods is to post your salesman on the various lines. How many buyers, after purchasing a new line of goods, take the trouble to post their salesmen as he has been posted, by the representative of the manufacturer?

Special pains should be taken to make a particularly attractive window display. It has been my observation that the average dealer, as a rule, puts what I would term top-heavy goods in his window, goods that do not appeal to the average passerby. There are certain goods that every man, woman and child knows can be gotten only in a stationery store, but there are many items which are carried in various stores and are seldom associated with the stationery business, though carried by the stationer, and to these goods the dealer in stationery should attract the eye of the transient, and what better way is there for him to do this than to display them in his show windows? You seldom see nails displayed in the window of a hardware store, but you will see watches and razors and cloaks and boxing gloves and various other items which are also carried by merchants in other lines.

I am sure many a sale could be made were price tickets placed on the various articles displayed in the windows. It embarrasses some people to go in and ask for

the price of an article seen in the window, and then walk out because the price is more than they anticipated. The price ticket would overcome this.

Care should be taken not to place goods in the window which can be affected any way by the heat of the sun or by artificial heat, and so far as this is concerned, goods of this character should not be placed too close to steam pipes, hot radiators or stoves in the store.

Show the Best First.

Salesmen should show the best goods first, as they pay a larger percentage of profit and it is easier to come down than go up. It increases the volume of sales and swells the net profits of the firm as well as the salary of the salesman.

Surplus stock should be wrapped by the dealer in small packages as is practicable and properly and plainly marked. This would give the dealer nice clean goods to put on his selling shelves instead of boxes fly-specked and with torn or soiled labels.

I find, upon investigation, that much damage is liable to be done to gold pens, gold and silver pencils and goods of that character by displaying them in the same case with fountain pens. The sulphur in the rubber compound from which the fountain pen cases are made oxidizes anything under 14 karat gold, and will oxidize silver pencils and goods of that character after twenty-four hours if kept in a closed showcase with them. When goods have become rusty and shop-worn from this cause they are naturally difficult to sell. The dealer gets tired of the line and says there is no demand for it. Therefore, one of the gold pen companies suggests that this class of goods be kept separate from the fountain pens.

Arrangement of Stock on the Shelves.

Slow sellers should be prominently displayed and therefore should have a place in the bald-headed row, where they can see the passing figures and be seen in return by them.

Good sellers should be placed at least half-way back from the front of the store, so as to get your customer where he can't grab his box of pens and make a quick get-away without seeing something besides what he is buying every day.

Many manufacturers furnish special cases for displaying their lines. Evidently their use has been abused, judging from the following extract from a letter received by me from a manufacturer:

"The principal abuse that we have experienced is the selling of one line of goods on the reputation of another by placing one manufacturer's goods in boxes of special display cases gotten up by the other manufacturer. This practice deceives the public and unjustly injures the manufacturer who has used his brains and invested his capital in getting up attractive displays to advertise his goods and create a demand which is to assist the dealer in moving his stock."

Clean Out Slow Sellers.

I have demonstrated that the dealer (provided he makes an effort) can easily get rid of what he terms slow sellers or unsalable goods. A valued customer of our house, who was about to move into new quarters, asked us to take back quite a quantity of pencils that were shop-worn. Some contained hard rubbers, others were obsolete, being numbers we had discontinued making years ago. I stated that while I did not wish to offend him by saying no, still should we say yes, the transaction would be practically a dead loss to us, and suggested he first try a bargain sale; that he fill his window with these pencils, put up a big sign saying "Odd lots of pencils at half price for a few days only.

Get them while you may. Procrastination is the thief of time. Note the prices." Price tickets were put on the various lots, and in no case was one of these pencils sold at less than cost; in a number of instances there was a profit, a small one to be sure, but still a profit.

In a few days every dollar's worth of this stock was sold, and on my next trip one of the clerks told me that for days after people would come in and ask if they had any more of those cheap pencils. Was not this better than saddling this old stock on the manufacturer, particularly as he was in no way responsible for the situation? It is surprising how many so-called over-particular people, who can use only a No. 2 grade pencil, find they can use a No. 4 or a No. 5 or a 7H pencil when they think they are getting a 50c-a-dozen article for 25c. This clerk also told me that his bargain sale had brought them customers who had never dealt with them before.

THE TRAVELER AS A "KIDDER."

Some years ago I was sitting at dinner in the large dining hall of the Kerby House, in Brantford. At the same table two well known travelers were afterwards seated. The first comer had his first course before him when the other sat down, and looking about for the salt espied it on the opposite side of the table out of his reach. Politely and smilingly he said to his vis-a-vis:

"Will you please pass the salt, please?"

I supposed the other man was deaf, for he paid no attention to the polite request; but I was soon disabused of that idea by his ready reply to a remark made to him by a friend at another table. Again traveler No. 1 asked him to "Please pass the salt!"

"Are you speaking to me?" asked No. 2.

"I certainly am," was the reply. "I have tried, as politely as I know how, to ask for the salt."

"If you want everything you see on the table, why don't you ask the waiter to bunch 'em around your plate? Don't mistake me for the waiter, sir." And the salt calmly reposed at his elbow.

"Oh, I beg your pardon. I mistook you for a gentleman. You see, you are dressed like one and my mistake was quite natural. You'll excuse me, won't you?" sweetly.

"I sat down at this table expecting to mind my own business," roared No. 2. "I shall expect you to do the same, or I shall appeal to the proprietor to throw you out."

"My error in judgment seems to have been exceedingly bad. I mistook you for a gentleman; now I discover that you are a coward—a coward, sir; do you understand me? Why don't you throw me out? You are bigger than I am, you big fathead!"

"Gentlemen," said No. 2, turning to the others at the table, "I appeal to you. Do I deserve all this abuse?" "Certainly not," they chorused in unison. "I'd fire the blasted salt at his head," said one, bolder than the rest. "He's a brute," said another.

By that time No. 1 had finished his meal. Leisurely drying his moistened lips and fingers on his serviette, he smiled upon those who were berating him, and bowing like a Chesterfield to those at the table, left the dining room. Close after him followed No. 2. The others hurriedly swallowed their dessert and hastened from the room "to see the fun," for they felt certain of a lively set-to between the strangers. They found them at the cigar stand selecting, in the friendliest manner, an after-dinner cigar and laughingly uproariously at the joke they had played on the unsuspecting and indignant listeners at the table.

HOW A WOODSTOCK BOOKSELLER ENCOURAGES CASH SYSTEM—GIVES TWENTY-FIVE CENTS CREDIT CHECK FOR EVERY \$5 IN CASH COUPONS—WILL NOT HANDLE OR DELIVER NEWSPAPERS AT LESS THAN COST—HIS METHODS.

"We do almost an entire cash business except with large firms and big factories where we present monthly accounts. We encourage all customers to pay cash. When they have \$5 worth of coupons from the National Cash Register, they may present them and receive twenty cents worth of goods in trade. This method, a simple and easily operated one of my own, has worked out very well," declared Mr. John Sutherland of the J. & J. Sutherland book and stationery store, Woodstock.

"Another thing," he continued, "I will not, no matter what others may do, take orders for and deliver a daily newspaper at a loss. I certainly must see my way clear to come out even on every subscription or I will not accept it. I am not going to pay a boy to do the work and have the expense come out of my pocket when it should come out of the customer's."

A Model Store in Many Points.

One of the brightest, neatest and most attractively kept book shops in the province is that of J. & J. Sutherland, Woodstock, Ontario. This firm has long been recognized as leading stationers in Brantford. Five years ago they opened a store in Woodstock where they have built up a large, clean and yearly expanding volume of trade.

The ground floor premises are 100 feet deep and 24 wide. A large cellar is used as a repository for room mouldings and wrapping paper. The second floor is made use of as a store room while on the third flat there is a library of old books—about 20,000 volumes in all—which Mr. Sutherland bought when the effects of an old resident, who was a great reader, were sold after his death. The store is well supplied with silent salesmen wherein the goods are artistically displayed.

On the left of the entrance are silver novelties in a show case, fancy stationery, blank books, school supplies, and a general assortment of stationery, extending back to the office. On tables arranged down the centre of the establishment are art goods, fancy china, brass and metal souvenirs, post cards, etc. On the right are books of all kinds, magazines, etc. About mid-way are the Oxford Bible, prayer and hymn books, which are kept in a large hand-wrought cathedral style, solid mahogany book case. This book case is of decidedly ancient pattern and is highly prized by the proprietor, Mr. Sutherland. At the rear of the store is a large, well selected stock of wall paper.

Does Not Favor Many Departments.

Discussing the question of stock Mr. Sutherland said that he did not favor many departments. There should, in his opinion, be only a few and these should be well supplied. As to toys, not to speak of the room they occupied, it often took as long to sell a twenty-five or fifty cent article as it did \$2 or \$3 worth in other lines. Then there was the breakage. When a spring gave out a toy was practically unsaleable and all profit made on many others gone.

"In art, china, brass, metal and copper goods, cut glass and sterling silver creations, we go pretty heavy especially at Christmas season. We have no special bar-

gain days. We get rid of odds and ends of stock by marking them down and placing them on a table in a prominent position in the store."

Why He Doesn't Advertise.

Mr. Sutherland does not advertise in the local press. He firmly believes in the efficacy of advertising and would use space but considers the quotations too high for a stationer to pay as the sales of a bookseller are small, compared with the receipts of some businesses such as dry goods, groceries, boots and shoes, etc.

He changes his windows every week, displaying seasonable goods and takes stock once a year—in January—which proceeding requires about ten days. He is a strong believer in handling sporting goods. In the wall paper line the firm have established a wide connection and developed a good trade.

"What about the new issue of school books?" was asked.

"Well, its just this way," responded the speaker as he looked seriously at the interrogator. "In Woodstock all school supplies are tendered for and we have no sale of readers, grammars or geographies anyway to town pupils."

The Book Buying Public.

"We find that copyright fiction is bought up pretty well and there is a good sale now and then of the standard authors. Stationers should not buy so heavily of the newest novels that they have stock left on their hands. In the handling of books it is the same as in many other departments—a great deal depends upon proper buying. We supply Sunday school and other libraries and generally find our book trade satisfactory. It is well to proceed along conservative lines here and not be trying out new ideas which may prove costly. We do not experience the effect of any opposition on the copyright book business from the mail order houses. The postage is too high for them to cut in very much."

A good stock keeper and store manager is Mr. Sutherland. He is neat and methodical and in the classification and handling of his goods, there is no suggestion of business overcrowding or jumbling. "A place for everything and everything in its place" is his motto. In conclusion he added that the practice of gift-giving and remembrances by private and pictorial post cards is one being honored more and more as the seasons pass and that local view cards and reproductions of the higher and better things in the world of art, painting and literature would always have a ready and constant demand.

Over 11,000 copies of the 1909 edition of "5,000 Facts About Canada" have already been sold, and the demand continues active. The sale in the west has been exceptionally good, the Winnipeg wholesale dealers sending in frequent repeat orders. The publishers, the Canadian Facts Publishing Co., 667 Spadina Ave., Toronto, and the compiler, Mr. Frank Yeigh, are to be congratulated on the success of this unique little book.

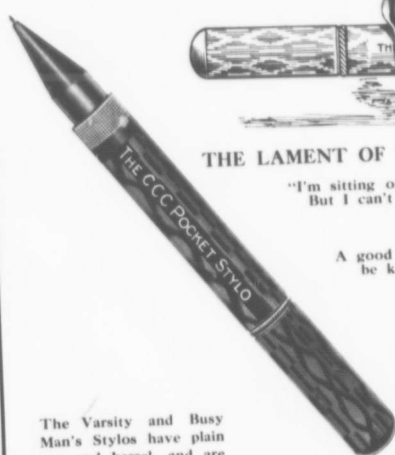
Stylographic Pens Sell



THE LAMENT OF THE IRISH EMIGRANT

"I'm sitting on the Styl-o, Mary,
But I can't keep it down."

A good thing cannot
be kept down.

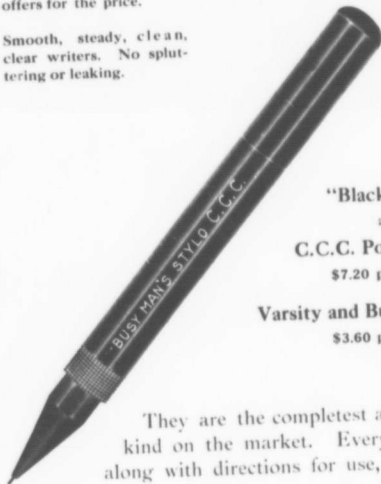


The Varsity and Busy Man's Stylos have plain cap and barrel, and are exceptionally attractive offers for the price.

Smooth, steady, clean, clear writers. No spluttering or leaking.



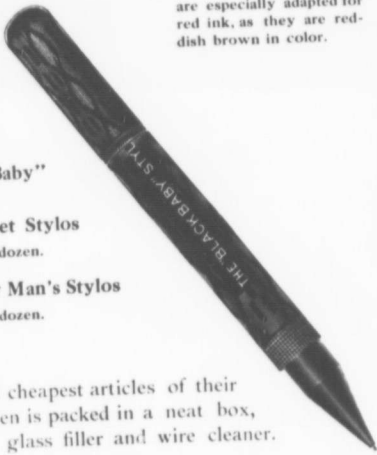
The "Black Baby" and C.C.C. Pocket Stylos have chased cap and barrel, which gives them a very neat, finished appearance. The C.C.C. Pocket Stylos are especially adapted for red ink, as they are reddish brown in color.



"Black Baby"
and

C.C.C. Pocket Stylos
\$7.20 per dozen.

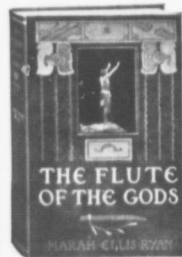
Varsity and Busy Man's Stylos
\$3.60 per dozen.



They are the completest and cheapest articles of their kind on the market. Every pen is packed in a neat box, along with directions for use, a glass filler and wire cleaner.

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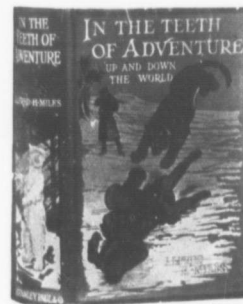
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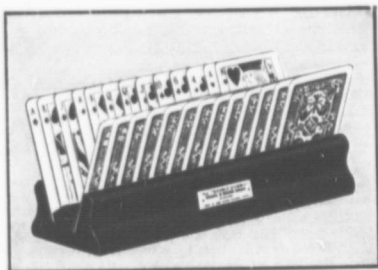
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The "Imperial" series of boxes, made by E. Kaufmann, of London, Eng., are the products of a firm who have studied the subject of cake boxes from every point and are undoubtedly a line especially worth the attention of stationers who like to have goods of undoubted merit to offer their customers. The special feature, of



Kob-I-Noor and Mephisto Pencils with Mercantile Adjustable Clips attached.
(L. E. Waterman Co.)

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Blank Christmas and New Year Cards.

Bookseller and Stationer has received from W. W. Russell & Co., East Dulwich Road, London, Eng., their sample book of blank cards for Christmas and the New Year. It contains many exquisite specimens and the range is sufficiently varied to meet all tastes. Among them are cards bearing beautiful three-color prints; hand-painted cards; stamped and embossed initials and designs,

plain or in gold or silver; reproductions of black and white sketches of Old English castles, villages, streets, etc.; and many with aerographed borders and shadings in various tints. They are printed on smooth, mottled, ivory or rough handmade papers, with greetings in black, colors, silver or gold, and are mostly tied with silk ribbons or cords to match the prevailing tint. In all there are fifty-two excellent specimens of English-made cards, only requiring the customer's name and greeting to be printed in.

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L. & C. Hardtmuth Kob-I-Noor and Mephisto pencils are now to be had equipped with Mercantile Adjustable clips. This clip has added to the practicability of the

constant use of a high-grade pencil. Dealers can procure these pencils with clip attached, boxed in dozens, with handsome lithographed cards, from L. E. Waterman Company, Limited, Canadian representatives of L. & C. Hardtmuth.

Christmas Papeteries.

On the back cover of this number are illustrated a few leaders from the Christmas papeterie line of Buntin, Gillies & Co., Hamilton. The range for 1909 is the best ever shown by this house. The boxes are new in shape and design, all filled with high grade white linen finish stock. It will pay dealers, who have not already ordered, to write for illustrated circular which describes the complete range.

"Modern" Thumb Tacks.

The latest in thumb tacks on the market is the "Modern," made by Duryea-Hoge Co., New York City. This tack is well finished and is made in steel, brass or



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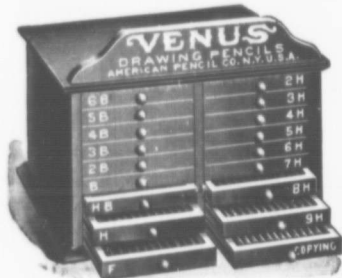
LAUGHAWAY

—Copyright by Celebrity Art Co., Boston.

German silver. For a trial, it is to be had in special cartons, containing three gross assorted sizes. The plain carton containing steel tacks is listed at \$1.05 and the fancy carton at \$1.15. Prices for brass tacks are \$1.68 and \$1.75 respectively.

Venus Pencil Cabinet.

Clark Bros. Winnipeg, have in stock a large number of attractive pencil cabinets furnished by the American



Venus Pencil Cabinet.
(Clark Bros., Winnipeg.)

Pencil Company. They are given to the stationer upon the purchase of five gross of Venus pencils. The cabinet is an exceedingly neat device for storing the pencils which the retailer has in stock. It resembles a miniature filing desk with its eighteen shallow drawers fitted with little brass knob handles. The drawers are all of a uniform size and made especially to contain one dozen of the octagon Venus pencils. The pencils are all graded as to quality and put into separate drawers upon which is placed a sign corresponding with the quality of the lead in the pencil. This is one of the outstanding conveniences of the cabinet in that it enables the stationer to keep the various grades distinct.

This cabinet is one of the many interesting devices which Clark Bros. are introducing in the west and which is becoming popular with the stationers. The Venus pencils as well as the cabinet have just recently been taken into stock, although the American Pencil Company's goods are well known. The cabinet is certainly an asset to the company's lines as is proven by the already heavy demand for the goods by which it is obtained.



U.S. Postal Scale.
(Brown Bros.)

Spring Computing Scales.

The Brown Brothers, Toronto, carry a complete range of Pelouze Spring Postal Scales. These are standard goods. They show at a glance the weight of a package, as well as the postage required. The spring scale is very

popular for the reason that there are no weights to lose and they are much more rapid than the ordinary style with weights.

New Waverley Pens.

Macniven & Cameron, the pen makers of Edinburgh and Birmingham, have recently brought out two varieties of the Waverley pen—"the Boon and Blessing."



Two New Waverley Pens.
(Macniven & Cameron.)

They are the "Bent Back Waverley" and the "Reservoir Waverley," as illustrated. The former pen is for writers who hold the penholder more upright than is customary, and the latter retains sufficient ink to write 250 words with one dip. Stationers and dealers should note these two lines, particularly the Reservoir Waverley. It will undoubtedly interest customers, as it saves dipping and saves ink.



THE KISS

—Copyright by Celebrity Art Co., Boston.

New Modern "B" Holders.

Durvay-Hoge Co., 108 Fulton St., New York, have put on the market a new pen and pencil holder, called the



Modern "B" Pencil Holder.
(Durvay-Hoge Co.)

Modern "B." It is made in two sizes, one for fountain pens and the other for pencils, all are finished in nickel, highly polished and put up attractively.

Waterman's Ideal Fountain Pen Window Display.

L. & E. Waterman Company, Limited, Canadian manufacturers of Waterman's Ideal Fountain Pens are distributing to the trade a handsome lithographed window outfit. This display when set up is 6 ft. long, and 30 in. high. It is made with folding wings 16 in. in width. The centre portion of the display shows a bird's-eye view of a modern city, plainly picturing the various styles of air ships that have proven successful to date, and in the foreground of the centre there is pictured a government office with its occupants overlooking the scene. The two side wings show familiar scenes excellently reproduced. Dealers will be very enthusiastic over this display, as it is sure to attract much attention in making a beautiful and simple window. The cut-out is made of heavy cardboard stock, and lithographed in 10 colors.



YOU ARE DEALING WITH
A KNOWN QUANTITY
when you handle the writing papers man-
ufactured by the *Eaton, Crane & Pike Co.*

For years these papers have been generally accepted as occupying the foremost rank among the high-grade social correspondence papers, both as to quality, beauty and style. Our extensive variety, offering a wide range in prices, our liberal advertising in the magazines of general circulation, and our splendid facilities for handling Canadian business, make it especially advantageous for you to handle the

Eaton, Crane & Pike Papers

Our line comprises the well-known and justly celebrated

Crane Papers

made at Dalton, Mass., among the most popular of which are Crane's Linen Lawn, Crane's Kid Finish, Crane's Grenadine and many others. We also manufacture

Highland Linen

which still retains its universal popularity as a high-grade fabric finished writing paper at a moderate price.

Just now the "best sellers" are the new Paris colorings in

Crane's Linen Lawn

daybreak pink, willow green and orchid

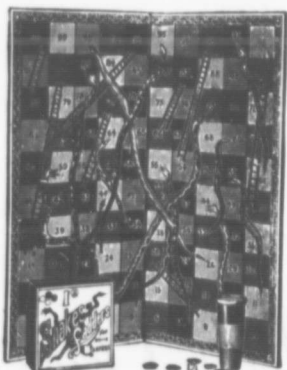
We will be pleased to mail samples of these colorings to any of the trade who have not yet seen them.

EATON, CRANE & PIKE COMPANY
PITTSFIELD, MASS., U.S.A.

TORONTO OFFICE: 42 ADELAIDE STREET WEST

Some New Games.

The Copp, Clark Co. offer several new games this season, among them being "Snakes and Ladders" for two, three or more players (\$1.80 per doz.), and "Across Canada," an exciting and instructive game (\$1.80 per



Snakes and Ladders - A New Game shown by Copp, Clark.

dozen). They also have the following games assorted at 38 cents per dozen: Ludo, Spyrol, Royal Ludo, Skilly, Snakes and Ladders, Bagatelle, Golfo, Halma, Footer, Yacht Race, Draughts, Steeplechase, Fondaks, Rogie Man, Twiddlelums.



Across Canada - New Game shown by Copp, Clark.

Holiday Papeteries.

The Brown Brothers, Toronto, are showing a handsome line of fancy papeteries suitable for the holiday trade. The boxes come in the ever popular holly and mistletoe coverings, and in addition to these there are several beautiful floral, figure and scenic effects. These lines are strictly high grade and made to sell at popular prices.

Calendars, Pads and Stands.

The Brown Brothers, Toronto, are now prepared to supply the standard desk calendars, such as the Handy, Gem and Daily. The trade are advised to order early.

Ontario Writing Books.

E. H. Hareourt & Co., Toronto, publishers of the Ontario Writing Course and Blank Copy Books, announce that these will be ready for delivery about September 22.

and they will be prepared to fill orders from the trade on that date. A lively demand for these books is expected and dealers would do well to place their orders early.

Samples for the West.

A. Roy MacDougall will make a special trip this fall to the Pacific coast with samples of the different manufacturers he represents. He will specialize Lepard & Smith's lines of flat papers, writing papers, etc. This is one of England's oldest firms, being established in 1746 and they carry a large range of papers. They also manufacture papeteries, visiting cards, scribblers and exercise books. Mr. MacDougall will also have samples of the Powers Paper Co.'s papeteries, tablets and envelopes, and all the other lines he carries, also Messrs. Geo. Wright & Co. of London, England, stationers' sundries.



Magazine Rack.
(Gier & Dail Mfg. Co.)

New Ideas in Display Fixtures.

Probably no manufacturing business that has started in recent years has made such a rapid growth in their line and evolved so many new ideas in display fixtures as has the Gier & Dail Mfg. Co., of Lansing, Mich. This firm started business only a little over a year ago, manufacturing only one style of post card rack. A new catalog which they have just issued shows nearly forty different styles of cabinets and stands for displaying magazines, tablets, post cards, bound books, dime novels, sheet-music, newspapers, etc.

This catalogue demonstrates beyond a doubt that this concern has made a thorough study of the conditions in retail stores. The remarkable feature of their line is the fact that practically every article represents an original idea and serves a purpose not accomplished by any other fixture.

Their latest invention is a fixture for displaying wall-paper. This fixture consists of a series of wings on which are fastened the common window shade roller. The wall-paper is rolled up on these rollers and when the salesman wishes to show his paper he rolls down these samples as he would a window shade. Retailers who are looking for up-to-date ideas in their store can gain a great deal of valuable information from the catalogue issued by this concern.

Loose Leaf Devices and Supplies.

The Broom & Pease Company, of New York, are manufacturing a new and thoroughly up-to-date line of loose leaf devices, which will be ready for delivery during September. Special attention will be given to the Canadian trade. The well-known principle of this company, is to "sell to the trade only." This important principle will be strictly adhered to in the sale of their new line.

Among the important items of this line will be the loose leaf ledgers. Three grades will be carried, the "Special," "Standard" and the "Empire," each at different prices to accommodate all classes of consumers. All these ledgers are made of cold rolled steel and are of designs which the Boorum & Pease Company believe to be far superior to anything now on the market. The "Special" ledger or No. 1 grade is made up of the best materials and workmanship that it is possible to obtain. The "Standard" ledger or No. 2 grade is made of slightly lower materials, and the "Empire" ledgers, or No. 3 grade, is designed for an extremely low priced ledger.

The sheets and indexes for the above are in three grades to correspond to the different grades of ledgers.

In making the Special a superior grade of ledger paper is used with a patented flexible hinge, which will at once attract the attention of the trade. This hinge is not put into the sheet after the paper is finished as is usual, but is applied during the process of manufacturing the paper, after which it is properly sized, leaving the paper smooth so that it can be ruled over, and as strong as the balance of the sheet.

The "Standard" and "Empire" sheets are made with the usual creased hinge in different grades of ledger paper. The indexes are made of the same grades of paper as the ledger sheets but of a different color, such as blue and buff, to be easily distinguished from the sheets. Transfers and temporary holders to match the ledgers complete this branch of the line.

In the Post Binder line, all classes are carried, such as the Endlock, Toplock, Screw Top binders with $\frac{1}{4}$ in. diameter posts, and also a complete line of 3-16 in. diameter post binders, sheet holders, prong binders, price books, record books, students' note books and hard punches are carried.

As previously stated special attention will be given to the Canadian business, prices, etc., being such that the stationer can sell this new line with a good margin of profit. A new loose leaf catalogue of 88 pages full of interesting and instructive information is now ready and if you have not received one, you are requested to write for full particulars.

Dennison Christmas Gift Dressings.

It's only a few years since the Dennison Manufacturing Co. tentatively presented to Christmas customers in their Boston store a delicately-designed and printed tag for Christmas packages, yet last year there was scarcely a village in the States which the Dennison Christmas tag did not penetrate. It was a familiar design in Canada, and the King and Queen of England purchased a large supply for their personal use.

This year the line is more extensive and varied than ever, the designs more original and beautiful, the old holly and Santa Claus themes, while always popular, sharing in attractiveness with the brilliant poinsettia.



Xmas Tag
(Dennison Mfg. Co.)

One of the fast-selling innovations is an oval-shaped miniature tag, as here illustrated. Another beautiful design is a large oval poinsettia tag. The seals are as dainty as ever, and guaranteed well-gummed, an essential factor.

The put-up of these Dennison specialties will gladden the heart of every dealer. The cartons are red—a beautiful Christmassy red, lined a delicate green, against which the individual packages of seals, in white and gold folding boxes, eards and small tags in paraffine envelopes, and the larger tags in open-faced red boxes show up most attractively.

Given goods in popular demand, new designs, finest quality, attractive put-up, extensive advertising (and the leading periodicals of the country will contain Dennison ads.), easy handling and easier selling, and the merchant who does not reach out for his share of the profit in Dennison merchandise is indeed short-sighted.

IF YOU NEED FINE PAPERS

at all for your trade, you need Hurd's. If there is any reason for your selling high-grade papers, there is every reason in the world for your getting the best. By every test—quality, fashionableness, manufacture, and popularity—the ones with "Hurd's Name on the Box" are the best. The Hurd papers are the best known everywhere to the users of fine correspondence and wedding stationery, and the demand is for them. You know how easy and profitable it is to sell goods that are in demand. Bear in mind our established rule, that we never sell direct to the consumers.

Our assortments of holiday boxes for those who did not see our line or thought they had enough, will supply extra fine sellers. Write to us about them or give us an open order.

GEO. B. HURD & CO.

Fine Paper Makers

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





*This shows a genuine
"Germ-Proof" School
Slate, the only
sanitary slate
on the market.
Adopted by the
Board of Education
Toronto*

*It costs no more
than the common
kind and is for sale
by all Canadian
Jobbers.*

*Demand the slate
with the Red Cross.*

FIRST QUALITY
OAK LEAF BRAND

MUSIC BUSINESS REACHES FORMER LEVEL - DEMAND SONGS ON THE MARKET - NEWSONG INCREASES - HELPFUL AID FROM PHONOGRAPH MANUFACTURERS

Over retail counters the demand for sheet music is once again as strong as during the spring months. Towards the end of the month, when vacation days are practically over and the cold weather sets in, will see the demand at its height. Theatres are open again,

be placed the gramophone or phonograph, with its records of song, speech and story. The fall months are a good time to push the sale of these machines and to increase the sale of records at the same time. The manufacturers offer useful assistance in this department, sending out electros for newspaper advertisements in form of charge. These ads are the work of experts and form a material aid in bringing business to the store. We illustrate a couple of these free ads sent out by one of the big manufacturers. Other makers are equally liberal.



Have You Heard an Amberol Record?

Until you have, you haven't heard an Edison Phonograph at its best. The tone is beautiful and the selections by far the best ever heard on a talking machine.

Amberol Records play, sing or talk twice as long as the Standard Edison Records and longer than any other Record of any kind.

If you have a Phonograph, we can equip it to play Amberol Records. If you haven't, we can sell you one on your own terms.

(Dealer's name and address.)

SUNDAY SCHOOL SUPPLIES.

A considerable business can be done by wide-awake book and stationery dealers with the various Sunday schools in their district, a very considerable quantity of mottos, Christmas cards, scripture books, reward cards, etc., being needed each year by teachers, superintendents, etc. In this connection, attention should be given to the "Emmanuel" series, published by E. Kaufmann, London, Eng. This line is much too extensive for us to comment on in detail and it is not easy to describe products possessing so much artistic merit.

Everything that can possibly be needed or desired is offered, the line ranging from penny books containing sixty-four reward cards to wall text to retail at fifty to

having been closed during the summer months, and all the news songs are being introduced.

"I wish I had a Girl," published by Jerome H. Renick, continues to sell well although it was a last season favorite. "Honey Land," rather a catchy piece with a pleasing melody, and "Pay More Attention to Me," a coon song, are also published by this house. Still another one is "Stingy Kid."

Shapiro Music Publisher has two good pieces in "Let The Rose Tell My Story," and "Tittle, Tattle, Tattle Tale."

In vocal music the Delmar Music Co., Montreal, find the demand for "Strolling," the new song by the authors of "In Dear Old Sweetheart Days," greater than ever. "Carita," a new instrumental number, published by this house is also going strong. No dealer should be without these two pieces of music.


"Heart Murmurs," published by Walter Jacobs, Boston, is expected to meet with public favor this fall.

"Consolation," a companion piece to "Meditation," is published by The John Church Co., Cincinnati. It is very tastefully written.

Remick has four good instrumental numbers in "The Love Tree Waltz," "The Lady Bug's Review," "In Love's Net," and "A Terrible Turk." All are in a class by themselves.

Gramophones and Records.

With the coming of shorter days and cold weather, home life attractions increase and among them may well



EDISON PHONOGRAPHS

WE want everyone who has not yet experienced the delight of owning and listening to an Edison Phonograph to come to our store and hear the Edison Phonograph play. There is only one way to know how good the Edison Phonograph is, and that is to hear it. Nothing can describe it.

EDISON AMBEROL RECORDS

are the new Records which have just been made to play on the Edison Phonograph. They play twice as long as the old ones and play far better. This is the latest great discovery of Mr. Edison for the benefit of his favorite invention, the Edison Phonograph. Equip your phonograph to play Amberol Records.

(Dealer's name and address here.)

seventy-five cents each. Book marks, pledge cards, picture books, verse cards, etc., in very large variety and of exceptional merit, are shown in the catalogue published by this concern.



Money-Making Music Lines for the Stationer

EVERY stationer during his business experience is repeatedly asked for Mouth Organs. It makes no difference whether you make a pretence of carrying them in stock or not. If you are not carrying them, why not? There is a big and continuous demand for them, a good margin of profit, quick turn-overs and no dead stock. We carry all the leading makes and *supply the trade only*. If you have not our trade catalogue on all our lines write us to-day. We would be glad to send you a copy, charges prepaid.

Some quick-selling lines that the stationer would find profitable to handle are:

Accordeons
Autoharps
Jews' Harps
Kazoos
Phonographs
Tin Whistles
Violins

Bows, Bridges,
Cases, Resins,
Strings for Violin,
Barjo, Mandolin and
Guitar

WINNIPEG
MANITOBA

The **WILLIAMS & SONS CO.**
R. S. **LIMITED**

TORONTO
ONTARIO

Ready Sept. 22nd, 1909

ONTARIO WRITING COURSE, - to retail at 5c.
ONTARIO BLANK COPY BOOKS, - to retail at 2c.

NOW READY

ONTARIO COPY BOOKS, numbers 1 to 5

We also manufacture a most attractive line of EXERCISE, PEN, PENCIL and SCRIBBLING BOOKS. WRITING TABLETS of all kinds a specialty. NOTE BOOKS, DRAWING BOOKS, DRAWING PADS, DRAWING PAPER, PASS BOOKS, ACCOUNT BOOKS, etc.

Write for Catalogue and Prices.

E. H. HARCOURT COMPANY, Ltd.

Manufacturing Stationers

255 Wellington Street West, **TORONTO**

Crayograph

CRAYONS are making more money for dealers than any other Crayons ever put out, for the reason that wherever introduced, a brisk demand is immediately

created. They are being adopted rapidly by cities and towns over the whole continent, and the factory is working overtime to supply the demand—that is what skill in making a perfect Crayon has accomplished. With first order for at least a half gross an extra dozen will be sent *without charge* that stationers may have free samples to distribute among authorities and teachers.

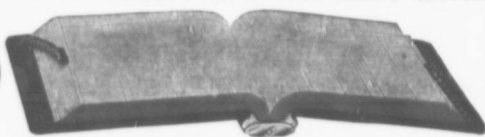
Order of wholesalers or through our Canadian Agent. If latter, state how the order is to be filled by. If desired a sample package will be mailed free upon request on business heading, or send business card.

Makers: AMERICAN CRAYON CO.

Canadian Agent: A. J. McGRAE, 23 Scott St., Toronto



We want all Stationers, Bookbinders and Office Supply Dealers of Canada to know more about our



“Perfect” Loose Leaf Ledgers

and other new up-to-the-minute devices.

Our NEW CATALOG contains full particulars of:

LEDGERS and TRANSFERS

Suitable for all purposes; of beautiful design and the best of material and workmanship. Improved locks—absolute security.

FILES and TRANSFERS

All with novel features.

LOOSE LEAF—Price books—Invoice books Shipping receipts—Bill and Charge Systems. Sheets and Indexes.

ALL “PERFECT” BRAND Perfected after years of experience!

Let us send you this Catalog? A postal card will get it.

CHICAGO BINDER & FILE CO. CHICAGO, ILL.

N.B. When you write for Catalog ask for our Special Export Discounts. Courtesies extended to our representatives will be greatly appreciated.

For All Kinds of Work :

Blaisdell Paper Pencils



CUT BETWEEN HOLES AND UNWIND

Wouldn't you appreciate the advantages of having a stock of pencils which are suited to almost any purpose for which pencils can be used? If so, you will be interested in the **Blaisdell Paper Pencils** which are made to meet just these requirements. Some of the various uses to which they can be put are: marking on china; for the hardware trade, marking and writing on polished surfaces, cutlery, tinware, agateware, etc.; newspaper work, writing, checking, etc. Pencils for photographers, copying pencils, etc.; made in nine leading colors. There is great economy in using a **Blaisdell Paper Pencil**. None of the lead is cut away, and the consumer is thus enabled to use the entire crayon. Will last three times as long as the same lead put up in wood.

For Sale by Wholesale Trade in Canada

His First Christmas



This picture is just what you want for the Holidays. It's a Sepia Platinum. Size of print 7 x 9 on an art mount 14 x 18
List Price \$1.00

Copyrighted 1909, Celebrity Art Co., Boston.

Write at once for complete Illustrated Catalogue

Celebrity Art Co.

Boston, Mass.
36 Columbus Avenue

E. MORRIS & CO.

WHOLESALE
STATIONERY
SCHOOL SUPPLIES
POSTCARDS

LOCAL VIEW POSTCARDS

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

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

PRICES from \$4.50

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

VANCOUVER, B.C.



"HIS MASTER'S VOICE"
GRAMOPHONE

Hundreds of Stationers

HANDLE THE

Victor Berliner LINES

Because they know it is a money-making proposition. Why don't you do the same? Write for Catalogs and terms to dealers.

Berliner Gramophone Co.
MONTREAL LIMITED

CARTER'S KOAL BLACK

CARTER'S FOUNTAIN PEN FLUID



CARTER'S CARMINE FLUID

CARTER'S WRITING FLUID

Fulton Rubber Type Company,

128-142 FULTON STREET, ELIZABETH, N.J.

(Formerly 31 Frankfort Street, and 45 Broadway, New York)



FULTON BUSINESS OUTFIT



FULTON NON-BLURRING PAD



FULTON JUVENILE PRINTER

The above, Mr. Stationer, are articles in your line which are used every day throughout the length and breadth of the country. They are used by the Business, Professional and Office Man, by the Grocer, by the Butcher, by the Baker as well as the Church Warden and Housekeeper. In other words, there is no trade, no business, no profession where these goods cannot be used to advantage. Even the boy at home and at play wants a

MANUFACTURERS OF
**THE FULTON
SPECIALTIES**

AS

Fulton Sign and Price Markers

Fulton Adjustable Rubber Type

Fulton Business and Office Outfits

Fulton Non-Blurring Stamp Pads, patented

Fulton Elite Stamp Pads with Wood Base

Fulton Juvenile Printers, Sign Writers and Toy Sets

Fulton Daters and Numberers

We manufacture also all accessories such as

Polished Wood and Paper Boxes, Enamelled Tin Boxes, Holders, Grooves, etc.

which is the reason our goods can be furnished in first-class style at a lower price than others.

OUR PRESENT PLANT



FULTON SIGN AND PRICE MARKER



FULTON SELF-INKING PAD



FULTON DATING STAMP

FULTON set to print cards and signs for his education and amusement, as well as for making some pocket money. THE DEMAND IS CONSTANTLY GROWING.

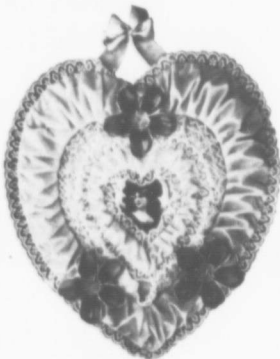
Have you got them in stock? If not, it is time for you to get ready for the surely coming prosperity wave.

At least ask for catalogue No. 25, which illustrates and describes in a condensed form the best sellers. No shelf warmers.

VALENTINES



THE BIGGEST range of Valentines ever carried—from the best known makers right here convenient for your inspection. Valentines to suit every taste and requirement. From the cheapest penny comic styles up to the highest grade \$4.00 lines whose beautiful designs and artistic treatment will compel your keenest admiration.



Valentine Post Cards

A fine line of fancy silk post cards—good, salable stock. When you visit us have a look at them or get our traveler to show you. They contain a variety of striking designs suitable for the occasion and are likely to be popular sellers. You won't go astray if you order a line of these.



EASTER NOVELTIES



Don't overlook our range of Easter Novelties—among which are included about 30 artistic novelties made of cardboard, etc. and about 100 different popular designs of Easter Post Cards.

These lines are now being shown by the travellers for

Warwick Bros. & Rutter

Manufacturing Stationers

TORONTO



BOOKSELLER AND STATIONER

Ink Capsules.

Ink capsules, containing ink powders for making inks, is one of the latest novelties offered the trade. These are manufactured by the Mason Pen Co., 1777 Broadway, New York, and are put up in eight assorted colors. Ink capsules will be found a great convenience by ink users. A good quality of ink, satisfactory for all ordinary requirements can be made instantly and conveniently (in any quantity or depth of color desired) by simply dissolving all or part of one or more capsules in water. The ink is immediately ready for use. As each one of these capsules is equivalent to an ordinary two-ounce bottle of ink, a box of a dozen capsules, which sells for twenty-five cents, represents a saving of thirty-five cents. Over two hundred beautiful colors, shades and tones can be made by mixing the various Mason Colored Inks. One of the latest novelties is to write postal cards to one's friends in these different colored inks. The trade would get in touch with what is fast becoming a popular novelty by writing the Mason Pen Co., at the above address, for further particulars about their capsule inks. They are a genuine new feature on the market and should have a good sale.

"Secure-Tie" Note Books.

W. J. Gage & Co. call attention in their advertisement in another part of this issue to two new loose leaf note books they have just brought out, made with their "Secure-Tie" binding device, patent for which has been applied for. By means of this binding device, the sheets may be quickly removed and re-arranged. The complete composition book enables the pupil to keep all the compositions of a year or more in one book in the order in which they are written. The sheets are ruled specially with two margins, and extra sheets for recording and preserving new words and phrases are printed. The valuable feature of this book is an article of four pages giving "Outlines of certain rules and principles of Rhetoric." The composition book is 8½ x 11 in size, of oblong shape and bound in strong canvas.

The complete science note book has the same "Secure-Tie" device and is bound in similar style, but of a 4to instead of oblong shape. It contains very complete instructions for collecting, preserving, mounting, etc., of specimens of the various forms of life in the course of study for high schools and collegiate institutes. This is a book for all schools where the ordinary science subjects are taught, and has the advantage over other science note-books by being supplied with a simple and most convenient binding device, and also with manilla sheets designating and dividing the various subjects. The book covers all ordinary science subjects taught in schools, is durable and of convenient size. Being made on the loose leaf principle, the sheets are easily removed and re-arranged. Both the composition and science note-books retail at very reasonable prices, and extra fillers for each are supplied, which can be retailed at 10c.

A Valuable Catalogue.

The new Dennison Catalogue of Tags and Specialties is now in the hands of the trade and a truly superb production it is. Prefaced with a handsomely executed portrait of E. W. Dennison, founder of the Dennison Mfg. Co., and a series of views of the company's stores in New York, Boston, Philadelphia, Chicago and St. Louis, the catalogue gives facsimile illustrations and carefully prepared facts about the various lines offered to the trade. These include the many varieties of shipping, baggage, factory and miscellaneous tags, which are a staple product of the firm. Many of these are reproduced in color. Then come gummed paper and labels, decorated seals and gummed devices. Adhesives, sealing wax, passe-partout outfits, tissue paper, crepe paper and dozens of other articles, all beautifully made. With all the products of the Dennison house, the perfection of manufacture, the daintiness of conception and the neatness of packing, contribute to make their goods desirable and consequently saleable. No stationer or fancy goods dealer should be without one of these valuable catalogues.

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Condensed or "Want" Advertisements

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

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**ANANDA'S OLDEST LITTERATEUR: SIR JAMES MacPHERSON
LE MOINE — A PERSONAL INTERVIEW WITH THE SAGE OF
SPENCER GRANGE—A UNIQUE FIGURE—HIS WONDERFUL
COLLECTION OF BOOKS AND CURIOS.**

By FRANK YEIGH.

Among the Grand Old Men of Letters in Canada, Sir James MacPherson Le Moine is the sole survivor. Professor Goldwin Smith may be entitled to be included in the same category, exceeding Sir James' age by two years, but the latter is Canadian born, and therefore may well be called the Nestor of Canadian writers.

As Goldwin Smith is known as the Sage of the Grange, Sir James Le Moine is the Sage of Spencer Grange. Both have wielded the pen for a long span of human life; both now write with "the trembling hand of age." The knightly scholar of Quebec is in his eighty-fourth year, and can look back on a long and honored life, well and profitably spent.

The city of Quebec is surrounded by homesteads that still retain the flavor of the past. On either side of the St. Louis Road, leading westward from the main city thoroughfare and bordering the Plains of Abraham, are not a few historic centres. One passes Spencerwood, the home of the Lieutenant-Governor of Quebec, where Sir C. A. P. Pelletier now resides as the King's representative for the ancient province by the St. Lawrence, and adjoining Spencerwood is Spencer Grange, the attractive home of Sir James Le Moine. It stands on historic ground, as, indeed, all the ground around Quebec is historic, for over the area now comprising the estate once marched the red-coats of the British Isles on their way from Wolfe's Cove to the Plains of Abraham, where one of the world's momentous battles was destined to be fought. Through the forest depths of Spencer Grange, that still survive the years, there also passed General Wolfe, as he led his little army to victory and to his death.

The entrance to Spencer Grange from the St. Louis Road is under a fine tree-arched avenue that soon conveys one far from the rush and roar of modern life. A turn in the road brings to sudden view the spacious man-

sion, whose generous-sized doors and windows, flung wide open to admit the summer breeze, suggest the hospitality that one meets within.

It is a rare privilege to be permitted to visit such a spot, and a still rarer one to meet its courtly occupant. On more than one visit to Sir James Le Moine, I have been greeted on the threshold by the genial host, and ever found that while it was easy to enter the old home, it was much more difficult to leave. Under the guidance of Sir James himself, it was a treat to inspect the treasures of the house, for almost every room has its curios. In one apartment is to be found a large collection of Canadian historical engravings, neatly arranged in portfolios. Such a set possesses a value hard to estimate, and that will become increasingly valuable as the years go by.

In a suite of rooms facing the front and side are the two libraries in one, each apartment being crowded to the ceiling with books and pamphlets. They constitute the "Temple of Peace" of the Master of Spencer Grange, as Hawarden Castle possessed its "Temple of Peace," where Gladstone spent many a happy hour. The Le Moine library contains many rare volumes and first editions, besides the standard works of English and French literature. The collection of Canadiana alone is a remarkably extensive one.

A glance at a shelf containing the product of Sir James' own pen indicates the extensive nature of his literary work during a long period of writing covering half a century. His works as published show nineteen volumes in English and twelve in French. Not a few of these are out of print and correspondingly rare. This output of books is in addition to the innumerable magazine contributions and pamphlets, as well as nearly two score papers contributed to the volumes of the Royal Society of Canada.

The literary career of this aged litterateur has been, as has been said, a long and active one. It was peculiarly fitting, therefore, that Queen Victoria should have conferred the degree of knighthood in 1897 upon the author "in recognition of his literary services to Canada." This, it may be stated, was one of the very few knight-hoods bestowed by the late Queen for such services in the Dominion.

And what has been his literary service to Canada? Mr. Kirby calls him the Nestor of Canadian writers. The scope of his work has been exceptionally wide. When on Cotnam Bay, Sir James was presented by his friends with an oil portrait of himself, the address that accompanied the work of art contained an admirable epitome of his life work in the broad domain of science and literature, and in the gathering of rich stores of material for volumes that are a source of pride to every loyal Canadian, whether of English or French extraction. With skilful art he has told the story of the early heroic period under French rule, when the pathway of civilization was being blazed from east to west.

In "Quebec, Past and Present," and in "Picturesque Quebec" the stirring and romantic history of the old fortress city is fascinatingly set forth, and in the better known series under the title of "Maple Leaves," the succession of volumes contains a rich store of the folk lore, traditions and customs of French Canada. In the gathering of his material Sir James, in his earlier days, thoroughly explored his native province, and the delightful chapters over the pen-name of Jonathan Oldbuck are the record of those trips by sea and land.

The esteemed author is entitled to further credit for having supplied the foundation stones upon which some of our novelists have built their romances. William Kirby, the author of "Le Chien D'Or," acknowledged his indebtedness for the suggestions that led to the writing of that work, and Sir Gilbert Parker's "Seats of the Mighty" is traceable to Sir James' sketch of Major Stobo.

It is always interesting to trace the lineage and life of such a distinguished citizen as Sir James Le Moine. Though born in Quebec City, he lived as a lad at the seigneurial home of his Scotch grandfather at Isle Aux Grues and Isle Aux Oies. In this early home of the historian, he imbibed many a valuable Scotch teaching of self-reliance and industry that helped to form his admirable character. The late Mr. Kirby happily described Mr. Le Moine as a fourfold blend of the Canadian seigneur, the English gentleman, the Scotch Highlander and the United Empire Loyalist, and no one would wish for a better blend than that. His paternal ancestry is traceable to Old France, and to one of the oldest and most distinguished of its families. Sir James can thus claim double racial origin, in consequence of which we have his double work in the two great tongues.

Sir James studied for the law, and practised that profession for many years, devoting his spare time to historic research and ornithology. The legendary lore of the St. Lawrence early appealed to his mind, as did the more tangible history of Canada covering the last four centuries. The romances of the old manors and seigneuries around Quebec further impressed him, and the results are seen in the productions that bear his name.

Sir James' interest in current matters has always been wonderfully keen—a keenness that is accounted for by his youthful and buoyant spirit. He has ever responded the most readily to themes historical. At one moment he may be criticizing the details of West's picture of the "Death of Wolfe," the next discussing a disputed point of local history with a friend, or dilating upon a recent discovery of a valuable manuscript or

record. He has, in fact, long been rightly regarded as the accredited historical authority of his city and province.

I shall ever esteem the privilege of the easy-chair chats with this Grand Old Man of Letters about men and things, men past and present and things old and new. I have, however, always envied his friends who, for many years in succession enjoyed the unique September grape festival that for forty years was held at Spencer Grange. After partaking of the luscious Royal Muscadine, Black Hamburg and Frontignan grapes that formed the vineyard of the place, the drinking of toasts to the visiting friends made up an ambrosial feast unique and rare in its character. Many of the most famous men of Canada and other lands have fore-gathered under the grape arbors of Spencer Grange on these historical occasions, and the only regret is that the age of the distinguished host has prevented their being held in more recent years.

I spoke of the house being filled with curios. Both house and grounds form, indeed, a private museum of intense interest. The vestibule is adorned with magnificent antlers. Every wall tells of the reputation of Sir James as an ornithologist. In former years the aviary was one of the main attractions of Spencer Grange, when no less than three hundred Canadian birds were represented in the museum.

Rusty claymores and bayonets give a war-like note to the halls. Less belligerent in appearance is a collection of rare canes, including one that belonged to Sir Isaac Brock when he resided in Quebec in 1806 as Commander of the Forces. Another treasure trove of Spencer Grange is the huge key of the old St. Louis Gate, and when later one makes an inspection of the grounds and of "the garden set in the silent forest" on the high bank of the St. Lawrence, the fortunate visitor is shown a pyramid composed of the corner-stones of the three original gates of Quebec. When the latter were demolished in 1871, their corner-stones, with their original inscriptions still intact, were fittingly presented to Sir James as a souvenir of the Citadel City, whose history and romance he had so fully and adequately dealt with. Hard by is a piece of basaltic pillar from the Giant's Causeway. Facing Audouin Avenue (named after the famous naturalist, who once visited Spencer Grange) are some rusty and ancient cannon fished up at English Point on the Lower St. Lawrence, near the site of the terrible shipwreck of 1711 of Admiral Sir Hovenden Walker's vessels. A pile of shot and shell from Wolfe's Camp at Montmorency take one back in imagination to the fateful days of 1759. Yet another curio is a strange iron tablet showing a well-defined profile of Wolfe, and bearing the inscription "In memory of Major-General James Wolfe, the Conqueror of Quebec, 13th Sept., 1759," but where it came from or what its history, no one knows.

Each of my visits to Spencer Grange came to an end all too soon. Bidding adieu to the aged figure, grey-haired and serene, one carries away the picture of the genial face lighted up with a kindly smile. Thus we drove away from Spencer Grange. In front of its forest monarchs is the high cliff that bounds the waters of the kingly river. Between the branches enchanting glimpses are had of the yonder Lewis bank, catching the glow of the setting sun; to the east rise the great walls and pointed spires of Champlain's City, backed by the buttressing pyramids of the Laurentians. Thus we had tested the old-fashioned hospitality of the place, and had passed a memorable hour with one of Canada's most honored men—the man who has modestly described his work as "a useful and loyal duty to my country—that of popularizing Canadian annals and placing before the

public the historical deeds, the picturesque sites and the healthy rustic homes which like a chaplet of flowers encircle the brow of my native city."

While Sir James has reached a ripe old age and while his days' work is done, I am sure I am voicing the wish of every reader that the twilight days of his life may be happy, contented and peaceful ones, and that he may have the consciousness of having lived a worthwhile life and having served his native land loyally and well. All honor to this Grand Old Man of Canadian Letters!

SPECIAL CANADIAN EDITIONS.

London, September 1.—Ward, Lock & Co., publishers, have made special arrangements whereby the Canadian trade will be supplied direct by mail with their new fiction. This will mean reduced prices and prompt arrival for simultaneous publication with the English and American editions. Each book will be attractively bound in cloth gilt covers and some volumes will also be done in paper covers. The cost to Canadian booksellers will be about 60 cents per copy for cloth and 50 cents for paper editions.

The first book to be published this way was "The Quest," by Justus Miles Forman. This has been followed by "The Crime on Canvas," by Fred M. White and "Netta" by the same author. This month they will publish "Mr. Marx's Secret," by E. P. Oppenheim, "White Walls" by Max Pemberton, and "A Woman Against the World," by J. G. Moberly. It will be noted that these books are all by front-rank authors, whose previous works have sold well in Canada.

Ward, Lock & Co. are represented in Canada by B. A. Clarke, who has a permanent office in Toronto.

RECENT BOOKS.

DOROTHY BROOKE'S SCHOOL DAYS. By Frances Campbell Sparhawk. New York: Thomas Y. Crowell & Co. Cloth, \$1.50.

Dorothy Brooke, aged fifteen, enters her first year at a large boarding school, where her pronounced personality speedily wins here a close circle of friends, and some enemies. With the leaders in both camps the reader soon becomes personally acquainted, for the author has a remarkable faculty for delineating character and investing scenes with the color of truth. "Are you not writing of real people?" Miss Sparhawk has been asked repeatedly by advance readers of the book. In a word, this is a spirited, wholesome girl's story, which every wide-awake girl ought to enjoy.

DICKINSON, GEORGE A., M.D. Your Boy: His Nature and Nurture. With 24 illustrations. Toronto: William Briggs, 1909. XVI., +176 pages. 5 1/8 x 8 inches. Cloth. Printed by Unwin Brothers, Limited, The Grosvenor Press, Woking and London.

A handsomely produced volume treating of the boy problem in a sympathetic way. The author has paid special attention to boys, and what he says about them may be taken as the opinion of one who knows.

ROUTHIER, A. B. Le Centurion: Roman des Temps Messianiques. Quebec: L'Action Sociale, 103 rue Sainte Anne, 1909. Copyright. 461 pages. 5x7 1/2 inches. Paper covers.

As its sub-title implies, this is a novel written in French and picturing conditions in Messianic times. The author, Judge Routhier, has succeeded in giving a realistic presentment of the period combining skilfully the imaginative with the historical.

INTELLIGENT READERS ARE FEW.

Charles H. Gould, librarian of McGill University, when he had returned from presiding over the annual convention of the American Library Association, says that the most impressive address at that conference was one by John Cotton Dana, showing that scarcely more than three people out of every thousand can be classed as intelligent readers; reading, that is anything but the newspapers and the lighter and cheaper magazines in the most cursory manner. It was shown that out of a population in the United States of 84,000,000 people, only something like 200,000 even read magazines like Harper's, and of these 200,000 most every one of them looked only at the pictures and perhaps glanced at an article or two to see what the illustrations were about. Of the unillustrated periodicals of the better class the readers were set down as low as 10,000 to 25,000, and that, too, out of a population of 84,000,000.

The same criticism, Mr. Gould thinks, might be brought against the people of Canada. Hundreds and thousands, and even millions of people read only in the most superficial and careless way, nothing more elevating than the poorest reading matter. The consequence is, said Mr. Gould, that most people, by ignoring better literature, are incapable of enlarging their vocabulary or style of expression beyond the bounds of pure necessity.—Montreal Witness.



"THEY SHOT AT ME AN' HURT ME"

—From "Northern Lights" by Sir Gilbert Parker. (Copp, Clark)



CANADIAN AUTHORS AND THEIR WORK — ACTIVITIES OF AUTHORS IN THE DEPARTMENTS OF FICTION, HISTORY, BIOGRAPHY AND POETRY — MANY IMPORTANT BOOKS.

Fiction.

The date of publication of "The Foreigner" by Ralph Connor has been placed on November 10, by the Westminster Co.

September 17 is the date for the appearance of "Northern Lights," by Sir Gilbert Parker, the leading tall book on the Copp, Clark list.



AGNES LAUT

Author of "Canada, the Empire of the North," just issued by Wm. Briggs.

William Wilfrid Campbell's new novel, "The Fair Rebel," is now ready. It has just been published by the Westminster Co.

The publication of Norman Duncan's "The Suitable Child" has been postponed until October.

"Anne of Avonlea," the sequel to "Anne of Green Gables," by L. M. Montgomery, was published by L. C. Page & Co., Boston, on September 1.

Rev. Robert E. Knowles, accompanied by Mrs. Knowles, sailed on board the Lusitania on September 8 for a visit to Europe. He will proceed first to Norway, where he will spend three weeks fishing and will then visit Germany, the Hague, etc., returning home early in November. His new book, "The Attie Guest," will be ready about October 1.

Marian Keith's new novel which has been appearing serially in the Westminster will not be issued in book form until the spring.

Historical.

Dr. John H. O'Donnell's book "Manitoba as I Saw It" is announced for publication early in October, by the Musson Book Co. It is an important descriptive work on the Prairie Province and will sell at \$1.50.

A valuable historical work by Father A. G. Morice on "The History of the Catholic Church in Western

Canada," will be published next month by the Musson Book Co., Toronto. It will appear in two volumes at \$4.00 the set.

Dr. Bryce's "Romantic Settlement of Lord Selkirk's Colonists," the story of the beginning of settlement in Manitoba, has just been issued by the Musson Book Co. in their Canadian series.

The Huron Institute, Collingwood, have issued a volume of "Papers and Records," containing much valuable matter about the County of Simcoe and the town of Collingwood.

Rev. J. E. Sanderson, author of "The First Century of Canadian Methodism," has completed a second volume bringing the work down to recent days. The second volume will be issued uniform with the first and will be equally well illustrated. William Briggs is the publisher.

Miss Agnes C. Laut has written a popular history of Canada, entitled "Canada: the Empire of the North." It will bring out all the romance associated with the country. The Canadian edition is to be issued by William Briggs.

Religious.

An important religious work by Prof. John E. McFadyen, of Knox College, Toronto, entitled "The City with Foundation," will be published by the Westminster Co. on October 1.

A new and revised edition of "Rules and Forms of the Presbyterian Church in Canada," is in preparation



J. W. TYRRELL, C.E.

One of Canada's Arctic explorers and author of "Across the Sub-Arctic of Canada."

by the Westminster Co., Toronto, and will be issued on October 15. (Cloth, 50 cents).

An important volume embodying the addresses delivered at the Canadian National Missionary Congress, held in Toronto last spring, has been published by the Canadian Council Laymen's Missionary Movement.

BOOKSELLER AND STATIONER

Miscellaneous.

Dr. J. D. Logan, editor of the Toronto Sunday World, has recently written and published a small paper-covered book on "The Making of the New Ireland."

A dainty Christmas booklet entitled "The Dawn by Galilee," by Ralph Connor is being prepared by the West-



GORDON V. THOMPSON

Author and composer of "Life Songs," a new series of popular sacred songs.

minster Co. It will have decorated pages and paper covers and will sell at 25 cents.

"Physical Training," a text book compiled by James W. Barton, M.D., Physical Director of the University of Toronto, will be issued this month by the Musson Book Co., Toronto. It will be well illustrated and will sell at one dollar.

The Musson Book Co. published last month T. W. Sheffield's text-book on "Swimming." Mr. Sheffield is an expert swimmer who now resides in Hamilton.

Dr. R. Tait McKenzie, a native of Almonte, and formerly Physical Director of McGill University, is the author of an important book on "Exercise in Education and Medicine." Dr. McKenzie is now Physical Director of the University of Pennsylvania.

J. T. Bealby, the author of "Fruit Ranching in British Columbia," which will be published shortly by A. & C. Black, was before he went to Canada to recruit his health by an open-air life, a well-known literary man in London, and was associated with the compiling of most of the great encyclopaedias which have been published during the last quarter of a century. His success in his new venture has been almost phenomenal, and he has taken prizes not only at the local shows but across the border in the United States and in Great Britain itself. The volume is illustrated from photographs, and there are practical chapters on climate, soil, markets, prices, varieties of fruit, packing, etc.

An English edition of Rev. W. P. Browne's story of Labrador, "Where the Fishers Go," is announced by Werner Laurie, the London publisher. The American edition was published by the Cochrane Publishing Co., of New York.

"The Canadian Apple Growers' Guide," which was announced for publication in September is being delayed in publication, as the author is making a hurried trip to the Old Country.

Ernest Thompson Seton has issued a voluminous book entitled "Life Histories of Northern Animals," in two volumes, containing 70 maps and 600 drawings. It is being handled in Canada by William Briggs.

A miniature edition of services "Songs of a Sourdough," suitable for carrying in the pocket has been pre-

pared by William Briggs. There are several styles of binding, one being in velvet panne calf and the other in limp lambskin. It is the publisher's intention to issue the "Ballads of a Chechako" in the same style some time before Christmas.

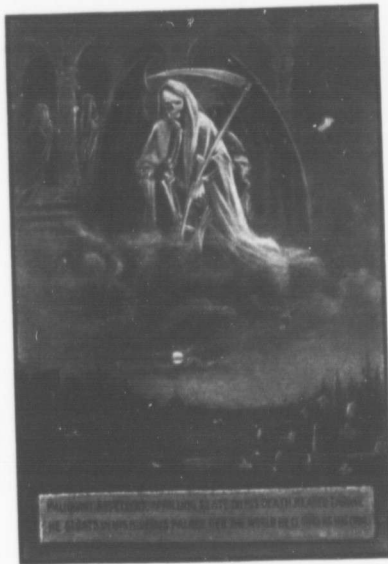
Barlow Cumberland, author of "The Story of the Union Jack," who has just prepared a new and revised edition of this important book, intends a little later on to prepare an edition especially for schools.

"The Imperial Anniversary Book," by Harold Saxon, announced for publication by William Briggs early in September, will not be ready before the end of the month.

William T. Robinson, a business man of Toronto, has occupied his spare time in the collecting of choice thoughts selected from the books which he has read. He has issued this collection under the title of "Choice Thoughts from Master Minds." William Briggs is the publisher.

STRATTON TO SELL OUT.

Peterborough, August 2.—A. H. Stratton & Co., are retiring from the book and stationery business which they have successfully conducted for 17 years, owing to the fact that the principal of the firm, Mr. Stratton, having been appointed postmaster of the city, will be unable hereafter to give the business his personal attention. The business is therefore offered for sale. Mr. Stratton's urbanity and enterprise, which have attracted a very large and stable clientele, have built up a fine



A STRIKING COVER DESIGN

Thaddeus A. Browne's "White Plague"

paying business. Well advertised and well patronized, the Peterborough bookstore has become a most popular purchasing centre. This seems to be an opportunity for some one to secure a thriving business in a thriving city in thoroughly modern premises, and stocked with an excellent range of goods in every department.



ACTIVITIES AMONG THE CANADIAN PUBLISHING HOUSES—
MANY HANDSOME GIFT BOOKS TO APPEAR IN CANADIAN
EDITIONS—FICTION OCCUPIES A PROMINENT PLACE—
VARIOUS IMPORTATIONS FROM THE UNITED STATES.

Publishers and authors are complaining that books do not sell. One hears that the public has lost its desire for reading or at any rate for buying books. Many reasons are given for this deplorable state of things: it is put down to the libraries, or to the newspapers, or to the motor-car craze, or the habit of dining in restaurants and going to the music halls, or the general tightness of money, or the decline of the public taste. I do not venture to assert that any or all of these causes may not be partly responsible for the depression; but another point also deserves consideration.

We are often told that books are too dear. People would pay half-a-crown for a work of fiction or a travel sketch but they will not pay six shillings or ten shillings. There is a good deal in this, no doubt; but there is another and equally efficient obstacle to which less attention is paid. Books are far too numerous. The number of publishing houses in the metropolis is steadily growing; so is the number of authors, male and female. All these persons pursue their craft with industry and application. Thousands of busy pens are perpetually engaged in turning out new volumes, and scores of publishers are competing against one another for the publication of these works of art. The modern publisher pursues his trade in a wholesale indiscriminating fashion. With a few exceptions, chiefly among the older firms, the publishing houses produce books as other tradesmen purvey jam or cheese or braces. They rely more on quantity than quality, and discharge a swollen stream of printed matter upon a bewildered world. There are houses which send out twenty or fifty novels each publishing season, novels which have seldom been "read" or adequately considered before they are sent to the printers. What chance is there for sanity, judgment, or consideration in this wild and mazy dance of printed matter. Before the earnest student has been able even to assimilate the name of one masterpiece, half a dozen others are presented to his straining eyes; and the man who would endeavor to read a small fraction of the new books of the year would have no time to eat or sleep. Thus, the contemporary author's work, in all but a few cases, is doomed to evanescence from the outset; indeed, I believe it has been semi-officially stated that the life of a new work of fiction may be roughly put down at an average of some twelve to sixteen weeks. No wonder the public does not buy books. It is not allowed sufficient time to make the selection.

Too Permanent in Form.

And this brings me to another circumstance which I think is detrimental to bookbuying. Transient as most of them are in their substance, produced merely to serve the needs of the passing moment, and dead before they are fairly alive, our books are still invested with a quite unnecessary permanence of external form. They are too large, too heavy, too uncomfortable to handle, too solidly constructed altogether. They are, as I have said, for the most part destined to perish in three months or so; yet to look at them with their large print, their thick paper, and their cloth stout covers, you would suppose them ordied for posterity. There is a strange contradiction here. "The time has been that when the brains were out the man would die"; but

though the brain and the soul and the living matter of so many of our new books pass away so rapidly, their outward shell and bodily vestment continue to maintain a superfluous and unregarded existence. You cannot get rid of an English-made book when you have done with it. You cannot tear it to pieces and throw it in the waste-paper basket or dust-bin, or dump it out of a railway carriage window, as you would a paper-covered French or German work. Even to leave it about casually on the chance that it will disappear is hopeless. It is far too respectable in its aspect for that; somebody is sure to pick it up and bring it back to you, possibly with the expectation of a reward, as being a valuable piece of property that you would not willingly lose. And seeing that it is in all probability a thing for which, once read, you have no further use, this characteristic is merely a nuisance, and does, I am sure, deter many people from the purchase of modern literature. If books were more easily destructible many people would buy them who now invest their shillings and half-crowns on other and perhaps less desirable objects of acquisition.

Not All Need be Destructible.

Not, of course, that all books should be destructible; but a very large number might and should be so contrived. For books are surely of two kinds; the permanent and the transient. A certain number published every year are not meant to serve a merely temporary purpose—books of science, of education, of philosophy, or serious history and biography, and even of fiction—which it may be supposed a judicious purchaser will like to have and keep on his shelves and turn to for solace and instruction again and again months or years after he has first become possessed of them. There is no reason why volumes of this nature should not be put out at a reasonably high price and equipped with all proper luxury of paper, illustrations, and binding. But then there is another sort, and it is much the larger proportion, which is mainly created to supply a passing need or a temporary demand. Once read the purpose of the book is at an end; nobody will want it again, any more than he wants one of last month's newspapers or last year's magazines. The majority of our books, indeed, are approaching more and more closely to the character of the periodical press. They are a species of journalism; things of the day, or, at any rate, of the month or season. This is the case with at least nine out of ten of the novels. They are pleasant enough to read, they serve to while away a passing evening or two, to enliven a dull railway journey; but who would think of returning to them? It would be like eating last night's dinner or this morning's breakfast over again. They have served a passing need, have been ingested, and perhaps enjoyed, and there is an end of them.

Valueless Books.

Much the same may be said of several other classes of books. There is the gossipy history and the gossipy biography, the collection of piquant stories from the notebook of some recently deceased celebrity, or the lightly written account of some historically improper female. Not bad reading, perhaps; but you do not

BLACK AND WHITE CHRISTMAS NUMBER.

want these truffled dishes perpetually on your table. And then, again, there are the books which are actually journalism in everything but the name; the discussion of some event of the moment, the criticism of a passing question of public interest, the visit to some scene or some personage temporarily in the world's eye. This sort of thing may sometimes be extremely competent and serviceable journalism, but it is essentially transient; when the event or the problem with which it is concerned has been done with its *raison d'être* has gone. Who will care to look at a magazine article on Mr. Asquith's last Education Bill five years after date? He will be under no necessity to do so, for the magazine in which the essay is enshrined will have disappeared from the face of the earth long before that time. But if the author has chosen to expand his article into a book and to have it duly published with all the pomp of cloth covers, the unhappy purchaser will never be able to get rid of it. Long after he has assimilated and forgotten all the author's arguments, long after Mr. Asquith's Bill and Mr. Asquith's Ministry have passed into ancient history, the unhappy volume will stare grimly down at him from his overburdened bookshelves.

Squibs.

A bookseller advertised for an errand boy. As it happened, the boss was talking to a customer when a boy came in. Thinking he wanted to buy something he excused himself, and going over to the boy asked him what he could do for him.

The boy told him that he came in answer to his advertisement and asked for the job.

Well, of course, the boss got mad by being disturbed while he was talking to a customer. He said to the boy:

"You go outside and walk on. If I call you back, why I will hire you; if I don't, why, you just keep right on walking."

The boy did as he was told, but on going out he picked up a lacrosse stick that was standing near the door, put it on his back, and started down the street.

Before he had gone ten yards the old man was after him, yelling, "Come back! Come back!"

The boy came back took off his coat, and asked where he wanted him to work, downstairs or upstairs, or where.

The man took one good look at him and said: "I guess you're the sort of boy I want. Never mind putting your coat on. Start right in."

"These sectional bookcases are nice things. You can start in a small way and add to them as you can afford it."

"Good idea. Why doesn't somebody invent a sectional hat for ladies?"—Puck.



"JUST ONE TOO MANY."

One of the four presentation plates included in "Black and White" Christmas Number.



"JUST ONE MORE."

One of the four presentation plates included in "Black and White" Christmas Number.

SOME NEW BOOKS FROM ABROAD—NUMEROUS PUBLICATIONS SUITABLE FOR GIFT PURPOSES—JUVENILES TO THE FRONT AS USUAL—BRIEF REVIEWS OF CONTENTS

Brown, Charles R. *The Young Man's Affairs.* New York: Thomas Y. Crowell & Co. Cloth, \$1.00 net.

Good common-sense and a grasp of the essentials are manifested in every page of "The Young Man's Affairs." Having been a young man himself—perhaps counting himself as still one—the author does not attempt either sermonizing or lecturing. Instead, he here gives a series of the friendliest chats on the things which concern a young man the nearest; on affairs which every young man is called upon to decide for himself, willy nilly.

Wagner's Walkure. "The Valkyrie." Retold in English verse by Oliver Hunkel, author of "Parsifal," etc. New York, Thomas Y. Crowell & Co. Cloth, illustrated, 75 cents net. Ooze leather, \$1.50 net.

This is the fifth volume of the Wagner music-dramas and the second of the "Ring" stories to appear in the present excellent series of English poems. "The Rheingold," which has already appeared, gives the opening of this stern tragedy of the gods, and "The Valkyrie" continues the theme. Wotan creates a band of warrior daughters, whose duty it is to search the battlefields of earth for the spirits of slain heroes, who are to be used to guard Valhalla from destruction. Interwoven with this theme is the love of Siegmund and Sieglinde, and its resulting catastrophe.

McClelland, T. Calvin. *The Mind of Christ.* New York: Thomas Y. Crowell & Co. Cloth, \$1.25.

A volume directed to those people who are church-goers, but who are not confessed followers of Christ, because they misunderstand His teachings.

Romantic Legends of Spain. By Gustavo A. Beequer. Translated from the Spanish. New York: Thomas Y. Crowell & Co. Cloth, \$1.50 net.

This Spanish writer, who died only a few years ago, was ranked as the most individual author of his land and generation. His nearest parallel in America is Poe, whose life strongly resembles his own. At the outset one's interest is challenged. Beequer does not content himself with the usual plots found in the short story. Instead, he loves to dwell in the realm of the supernatural. He tells of magic armor inhabited by fighting demons; or haunted lakes and rivers; of a cathedral organ whose keys are still controlled by a ghostly musician; and many another bit of the folk-lore of old Granada.

Waverley Synopses. By J. Walker McSpadden. New York: Thomas Y. Crowell & Co. Cloth, 16mo., 50 cents.

The overworked expression, "Multum in parvo" comes at once to mind in viewing a work like this; for here, in a little pocket volume of less than 300 compact pages, the author has compressed the essential facts and characters found in the 12,000 large pages which comprise the "Waverley Novels." The book is a model of compact information. The table of contents, for example, gives in two pages the name of every story, its location, date of authorship, date of publication, and series title, such as "Tales of My Landlord," etc. The various novels and stories are next considered in their regular chronological order, thus giving a consecutive study of them as a whole, and also a fine historical survey of the succeeding centuries. The plot of each is told

in clear, succinct story-telling form, and a list of characters given—this list, including all but the most obscure figures. Finally a full index of characters concludes the volume.

Go Forward. By J. R. Miller. New York: Thomas Y. Crowell & Co. Cloth, 50 cents net.

A tasteful little book, with dainty covers, attractive type, and containing a series of unusually pleasing pictures in full color, by a talented artist.

Christmas Builders. By Charles E. Jefferson, D.D. New York: Thomas Y. Crowell & Co. Cloth, 50 cents net.

The good old fashion, inaugurated by Dickens, of bringing out a little book especially for Christmas, has been persisted in by some writers of to-day with pleasing results. Take, for example, the present little book by a New York clergyman and writer. Its whole suggestion from cover to colophon—aided by unusually skilful typography—is of the holly and Yuletide. And this exterior dress but bears out the message of the text itself. It is a Christmas sermon—a vigorous protest against the present-day spirit, which seeks to burden this holiday under a constantly increasing mass of care and commercialism; and a plea for a return of the old-time ideals and spirit.

Juveniles.

We Four and Two More. By Imogen Clark. New York: Thomas Y. Crowell & Co. Cloth, \$1.25.

"We Four" are a group of lively youngsters who do not believe in letting the grass grow under their feet; and the "Two More" are a pair of cousins who form worthy additions to the circle. The entire six spend a happy summer with a grandmother and maiden aunt, at a fine old country place, where there are horses and dogs and other interesting things. To prevent time from hanging too heavily on their hands, however, they organize the S. P. O. D., which, being translated, means the Society for the Prevention of Dulness. Its object is "A prank a day," and its motto, "Mum's the word." After that, things begin to happen and continue to happen until the authorities intervene.

Pinochio. *The Adventures of a Little Wooden Boy.* By Carlo Collodi. Translated from the Italian. New York: Thomas Y. Crowell & Co. Cloth, \$1.

"Pinochio" has had an immense popularity in Italy, where the sales have totalled nearly a million copies in twenty years. Every bookshop has its stack of copies, and few and far between are the boys who do not know off-hand about the puppet's marvelous adventures. Pinochio himself was carved originally out of a log of hard wood, and his head must have been made from the hardest portion; for it requires many experiences—some of them not altogether pleasant—to make him see the beauty of taking advice. From first to last he lives in the realm of the topsy-turky, equal to that of "Alice in Wonderland," or Jack of Beanstalk fame.

The Land of Nod and What Tinkie and Tess Found There.

By J. Walker McSpadden. Illustrated by Edward L. Chase. New York: Thomas Y. Crowell & Co. Cloth, \$1.50.

Here is a wonder book which will attract children at first sight by its cover and many illustrations in color and black and white, and which they should find no less enjoyable in the text. It is all about two earth children who refuse to go to sleep one Christmas Eve, and thus catch the Sandman on his nightly visit, who perforce takes them with him to the Land of Nod. They journey up a flying moonbeam; but just before they reach their destination things begin to happen—and continue to happen all

BOOKSELLER AND STATIONER

through the book until the last page is reached, and the children find themselves—but that is anticipating the story!

The Christmas Child. By Hiesha Streetton. Illustrated in color by K. Street. New York: Thomas Y. Crowell & Co. Cloth, 50 cents net.

A quiet story of the Christmas-tide is this, its scene being located upon a farm in Wales. There are but four principal characters, since this farm is off the beaten track, and its tillers are simple, stern folk, who live repressed lives. First there is Aunt Piersolla, as capable and resourceful as a man in managing the place—"a spare, hard-featured woman, with a weather-stained face, and hands as horny as a man's with farm work." Then comes the servant, "old Nathan, a white-headed, strong old man, nearly seventy years of age, but still able to do a fair day's work." Lastly there are two nieces, little Joan, and Rhoda, aged eighteen, than whom "there was not a prettier girl in the parish."

Miscellaneous.

Annals of the Natal Government Museum. Edited by Ernest Warren. Volume 1, Parts 1 and 2. Volume II, Part 1. London: Adlard & Son, Bartholomew Close. 10s, 10s and 7s 6d net each.

Schmidt, Eugen S. How to Dive (Trick and Fancy). London: Health & Strength, Ltd. 6d net.

Heather, H. H. Sailing for Amateurs. London: Health & Strength, Ltd. 1s net.

Ritchie, M. J. G. The Text-Book of Lawn Tennis. London: Health & Strength, Ltd. 1s net.

Pearce, W. J. Fixed and Cycle Camping. A Fall and Practical Guide. London: Health & Strength, Ltd. 1s net.



FALL FICTION ANNOUNCEMENT LIST

A Heavy List of Books—Several Good Titles among Them—Nearly Every Prominent Novelist Represented.

Since the August issue went to press several additions have noted these carefully and have also revised last titles have been announced by Canadian publishers. We month's list, giving dates of publication wherever possible.

Munson Book Co.

The Silver Horde, Rex E. Beach, September 18.
The Lords of High Decision, Meredith Nicholson, October.
Little Sister Snow, Frances Little, October.
The Lordship of Love, Baroness von Hutten, Indefinite.
The Land of Long Ago, Eliza Calvert Hall, September 18.
They and I, Jerome K. Jerome, Indefinite.
Redemption of Kenneth Gait, Will N. Harbin, Sept. 23.
Julia Bride, Henry James, September 23.
The Real Thing, John Kendrick Bangs, October 7.
An Involuntary Chaperon, Margaret Cameron, October 14.
The Lost Boarders, Mary Austen, October 14.
The Ruminous Face, Maurice Hewlett, October 14.
Capt. Stormfield's Visit, Mark Twain, October 21.
The God of Love, Justin Huntley McCarthy, October 21.
Beasley's Christmas Party, Booth Tarkington, Oct. 21.
Snow Fire, by the Author of "Martyrdom of an Em-press," November 11.
The Winning Lady, Mary E. Wilkins Freeman, October 28.
The Image of Eve, Margaret Briscoe, November 11.
The Master, Irving Bacheller, Indefinite.
The Lady of Big Shanty, F. Berkeley Smith, Indefinite.
Options, O. Henry, November 4.

Daphne in Fitzroy Street, E. Nesbit, Indefinite.
Veronica Playfair, Maud Wilder Goodwin, Indefinite.

Copp, Clark.

Northern Lights, Sir Gilbert Parker, Sept. 17.
The Haven, Eden Phillpotts, Oct. 6.
The Sins of Society, Cecil Raleigh, September.
Marriages of Mayfair, E. Kettle Chatterton, October.
John Marvel, Assistant, Thomas Nelson Page, Oct. 16.
Anne Veronica, H. G. Wells, October 1.
The Flute of the Gods, Maria Elly Ryan, October.
Emily Fox Seton, Francis Hodgson Burnett, October.
Bella Donna, Robert Lichens, September.
Seymour Charlton, W. B. Maxwell, October.
Posson Jones, George W. Cable, Oct. 16.
The Price of His Doris, Maarten Maartens, Indefinite.
Through the Wall, Cleveland Moffatt, October.
The Perjurer, W. E. Norris, September.
Faces in the Mist, J. A. Steuart, Indefinite.

McLeod & Allen.

Mr. Justice Raffles, E. W. Hornung, October.
Cardillac, Robert Barr, September.
The New Commandment, Anthony Verrall, September.
A Woman's Way, Charles Sonerville, September.
Half a Chance, Frederic S. Isham, September.
Keziah Coffin, Joseph C. Lincoln, September.
Happy Hawkins, Robert A. Wason, September.
The Stowaway, Louis Tracy, September.
Virginia of the Air Lines, Herbert Quick, October.
Lantern of Luck, Hudson Douglas, September.
The Last Woman, Ross Beckman, September.
The Vanished Smuggler, Stephen Chalmers, September.
Old Clinckers, Harvey J. O'Higgins, September.
The Rule of Three, Alma M. Esterbrook, September.
Waylaid by Wireless, Edwin Balmer, September.
Old Wives Tale, Arnold Bennett, September.
The Greater Power, Harold Bindloss, September.
Forty Minutes Late, F. Hopkinson Smith, October.
The Open Country, Maurice Hewlett, September.
Cupid's Understudy, Edward S. Field, October.
Black Sheep, Joseph Sharts, September.
The Stolen Cygnet, Sidney Fredericks, September.
Son of Mary Bethel, Elsa Barker, September.
The Pillars of Eden, Philip V. Migliels, September.

Henry Frowde.

The Attic Guest, Robert E. Knowles, Early October.
It Never Could Happen Again, Wm. De Morgan, Sept.
The Suitable Child, Norman Duncan, October.

Westminster Co.

The Foreigner, Ralph Connor, November.

Cassell & Co.

The Shoulder Knot, Mrs. Dudeney, September.
The Smith's of Valley View, Kettle Howard, October.
A House of Lies, Sidney Warwick, October.
Romance of Michael Trevail, Joseph Hocking, October.
A Country Corner, Amy Le Feuvre, October.
Blind Hopes, H. Wallace, November.
London and a Girl, Alfred Gibson, November.
Wrong Side of Destiny, Edith Mary Moore, November.

Macmillan.

The Key of the Unknown, Rosa N. Carey, September.
A Life for a Life, Roger Herrick, September.
Calvary, "Rita," September.
Actions and Reactions, Rudyard Kipling, October 15.
Martin Eden, Jack London, October.
Friendship Village Stories, Zona Gale, October.
Stradella, F. M. Crawford, October.
The House Called Hurrish, "Rita," November.
Gentle Knight of Old Brandenburg, Charles Major, Indef.
The Backwoodsman, C. G. D. Roberts, Indefinite.



THE CANADIAN MONTHLY LIST OF BOOKS FOR AUGUST,
CONTAINING A RECORD OF BOOKS PUBLISHED IN CAN-
ADA, BOOKS BY CANADIAN AUTHORS AND BOOKS ABOUT
CANADA, ISSUED DURING THE MONTH OF AUGUST

- Andom, R.** On Tour with Troddles. Toronto: Cassell & Co. Cloth, \$1.00.
- Askw, Alice and Claude.** Plains of Silence. Sixpenny edition. Toronto: Cassell & Co. 15 cents.
- Ball, Sir Robert.** Earth's Beginning. New Edition. Toronto: Cassell & Co. Cloth, \$2.25.
- Ball, Sir Robert.** The Story of the Heavens. New Edition. Toronto: Cassell & Co. Cloth, \$3.00.
- Balmer, Edwin.** Waylaid by Wireless. Illustrated. Toronto: McLeod & Allen. August. Cloth, \$1.25.
- Bradshaw, F., M.A., D.Sc.** Self-Government in Canada and How it was Achieved: The Story of Lord Durham's Report. London: P. S. King & Son. 1909. Cheap Edition. 414 pages. 5½x8¾ inches. Cloth, 3/6 net.
- Bryce, George.** The Romantic Settlement of Lord Selkirk's Colonists. (The Pioneers of Manitoba.) Toronto: Musson Book Co. August. 328 pages. 5½x8 9/16 inches. Illustrated. Cloth, \$1.50.
- This well-printed volume is appropriate and timely in view of the Centennial celebration of the Selkirk Settlement, which will be held in Winnipeg in 1912. The trials, oppressions and heartless persecutions through which the settlers passed are narrated by the author, who has always stood forward as a champion of Lord Selkirk. The story is chiefly confined to the Red River settlement, now the Province of Manitoba.
- Bullen, Frank T.** Creatures of the Sea. Being the Life Stories of Some Sea Birds, Beasts and Fishes. Illustrated. Toronto: McClelland & Goodchild. August. Cloth, \$1.25.
- Caine, Hall.** The White Prophet. Illustrated by R. Caton Woodville. Toronto: McLeod & Allen. August. Cloth, \$1.25.
- The author of "The Christian" takes as his hero a Mahdi of almost Christ-like character. The Commander-in-Chief of the British forces of Egypt and the Consul General order the son of the Consul General to "smash the Mahdi." His conscience as a man forbids him to do his duty as a soldier. He gives up his sword and follows the Mahdi. The woman he loves also follows the Mahdi from motives of revenge. The plot is intricate; the end delicately brought about.
- Clay, Bertha M.** Ironmaster's Daughter. Sixpenny Edition. Toronto: Cassell & Co. 15 cents.
- Canada's Missionary Congress:** Address delivered at the Canadian National Missionary Congress, held in Toronto, March 31 to April 4, 1909, with reports of committees. Toronto: Canadian Council Laymen's Missionary Movement. August. IX+308 pages. 5½x8¾ inches. Cloth, \$1.00 net.
- Estabrook, Alma Martin.** The Rule of Three. Illustrated by George Brehm. Toronto: McLeod & Allen. Cloth, \$1.25.
- Fine, H. B. and Thompson, H. D.** Co-ordinate Geometry. Toronto: Macmillan Co. of Canada. August. Cloth, \$1.60.
- Haggard, H. Rider.** Ghost Kings. Paper reprint edition. Toronto: Cassell & Co. 30 cents.
- Inrig, Alex.** The Spirit of God in the Universe. Toronto: William Briggs. August. Paper covers. 31 pages, 5 x 7½ inches.
- Kipling, Rudyard.** Stories and Poems Every Child Should Know. Edited by Mary E. Burt and W. T. Chapin. Illustrated. Toronto: McClelland and Goodchild. August. Cloth, \$1.20 net.
- Knopf, S. Adolphus, M.D.** Tuberculosis, a Preventable and Curable Disease. Modern Methods for the Solution of the Tuberculosis Problem. Toronto: McClelland and Goodchild. August. Cloth, \$2 net.
- Logan, J. D., M.A., Ph.D., (Harvard).** The Making of the New Ireland. An Essay in Social Psychology. Toronto: The Gaelic League. 1909. 20 pages. 7¼ x 10½ inches, paper covers, 25 cents.
- This essay is based on two lectures delivered by Dr. Logan and is intended to show the aims and achievements of the Gaelic League.
- MacGrath, Harold.** The Goose Girl. Illustrated by Andre Castaigne. Toronto: McLeod & Allen. August. Cloth, \$1.25.
- MacPhail, Andrew.** Essays in Politics. London: Longmans, Green & Co. 1909. 301 pages. 5¼ x 8¼ inches. Cloth, 6s net.
- Contains ten essays,—“The Patience of England,” “Loyalty—do What?” “The Dominion and the Spirit,” “What Can Canada Do?” “New Lamps for Old,” “A Patent Anomaly,” “Protection and Politics,” “Why the Conservatives Failed,” “The Psychology of Canada,” “British Diplomacy and Canada.”
- McKenzie, R. Tait, B.A., M.D.** Exercise in Education and Medicine. Philadelphia: W. B. Saunders Co. 1909. 406 pages. 346 illustrations, 6 x 9 inches. Cloth, \$3.50.
- The author, who is now Professor of Physical Education in the University of Pennsylvania, is a native of Almonte, Ontario, a graduate of McGill University, and was for years physical instructor in McGill gymnasium.
- Milham, W. I.** How to Identify the Stars. Toronto: Macmillan Co. of Canada. August. Cloth, 75 cents net.
- Pemberton, Max.** The House under the Sea. Sixpenny edition. Toronto: Cassell & Co. 15 cents.
- Rockefeller, John D.** Random Reminiscences of Men and Events. Toronto: McClelland and Goodchild. August. Cloth, \$1 net.
- Servce, Robert W.** Ballads of a Cheechako. Toronto: William Briggs. August, 1909. 137 pages. 5 x 7½ inches. Cloth, illustrated edition, \$1.50. Ordinary cloth edition, \$1.
- Sheffield, T. W.** Swimming. Toronto: Musson Book Co. August. 176 pages. 5¼ x 7¾ inches. Illustrated. Cloth, 75 cents.
- The author, who is holder of King Edward's Trophy, World's Competition, 1905, is an expert who is abundantly qualified to discuss swimming. His book is a practical treatise, especially adapted to the beginner. After giving elementary instruction, Mr. Sheffield proceeds to tell of the achievements of experts and the experiences of not-

able swimmers, introducing in this way a vast amount of practical information. The book is well illustrated.

••Siever, Philip Henry. Siever's American Shorthand. An Economical System of Writing the English Language. Toronto: Archibald W. Smith & Partners, August, 97 pages. 5 x 8 inches. Cloth.

Outlining a rational system of shorthand calculated to make the transition from longhand an easy process.

Snyder, Chas. M. The Flaw in the Sapphire. Toronto: McLeod & Allen. August. Cloth, \$1.25.

Swinburne, Algernon Charles. Shakespeare. London and Toronto: Henry Frowde. Cloth, 2s.

An essay on Shakespeare written in 1905 and now first published.

Warren, G. F. Elements of Agriculture. Toronto: MacMillan Co. of Canada. August. Cloth, \$1.10 net.

Wright, Harold Bell. The Calling of Dan Matthews. Illustrated by A. I. Kellar. Toronto: McLeod & Allen. August. Cloth, \$1.25.

The story of this man, who was really "a minister" to his kind, begins in the Osark Mountains, but mostly its events happened in Cornith, a town of the middle class in a Middle Western state. To this town, made by a little railroad and growing apace, came Dan. He found his fate in Miss Farwell, a singer in his choir, but strongly under the influence of Christian Science. Dan Matthews has much trouble with his conventional congregation, but after trials he becomes an example of true Christianity to the whole settlement.

METHOD IN BUYING BOOKS—SMALL QUANTITIES AND GREATER ASSORTMENT RECOMMENDED—PROPER CLASSIFICATION OF THE BOOK STOCK.

BY ALBERT C. WALKER.

The subject of buying is a large one to treat in a short paper, and I shall only endeavor to touch lightly on a few points. First, as to quantities in buying, I would emphasize the advantage of small quantities and the greater assortment of titles and lines, even at the expense of lesser discount, if such must be. And this, I maintain, applies with as much force to the larger retailer as to the smaller.

From a vast output of fiction placed before the buyer nowadays, we make it a rule to first sample the book through an advance copy, to be read by salespeople and others, or by the purchase of a copy or two only. An exception, of course, can be made in the case of an author whose name will insure a sale up to a certain point. Many a title, we dealers all know, can be well omitted entirely from even the sampling.

In testing the merits of fiction from a selling standpoint, we find the verdict given by the patrons of our circulating library one good indication of probable selling qualities.

The matter of discounts is too well in hand and too much under discussion otherwise to dwell on here, other than to suggest that a healthy discount should be no inducement to buy a puny book. The enterprising bookseller desirous of keeping his stock up to date and reasonably complete need not feel too dependable upon the necessity of buying where the discount offered is not sufficient to pay the average cost of handling and a little more. We cannot carry everything in the multi-

licity of books published now, and the bookseller is justified in discriminating reasonably in favor of books that will pay a living profit.

We have found, in these latter days of many books, that it is an exceptionally strong and well-known book that creates a necessity for carrying in sight; so too in the carrying of books of fiction, the demand for which is created by immoral and suggestive qualities contained. And in all these considerations the dealer can afford to be independent in his buying.

The classification of the book stock, as fiction, juvenile, scientific books, history, biographies, etc., etc., merits, and should receive, great consideration on the part of the dealer. And no less importance should be attached to the classification of the clerks in charge, thus enabling them to be useful advisers, in buying and re-ordering, and, moreover, adding greatly to their intelligent knowledge of their stock in dealing with their customers.

The use of stock slips in each title are of great benefit, giving the title, quantity and date of purchase, with publisher and cost. When the last copy of a title is sold, this slip, handed to the order desk, gives full information as to desirability of re-ordering or not. Different methods and different contracts with publishers will prevail where booksellers buy from the publishers direct. But we find it of great benefit to have careful records, in detail, of the annual business with each house through orders to agents and orders by mail. Such a record of purchase and re-order is more dependable than the optimistic recollections of most commercial representatives, and forms a useful basis from which to gauge later purchases from season to season.

In connection with this mention of commercial representatives, let me say here that, in a long business life I have found in general that those representing the book publishing trade are men of fine character as a rule, and that it pays to deal with them, and that they can be of benefit to the dealer in many ways.

The matter of special book orders is one of great importance to the retail book dealer, as what he does in that line involves no carrying of stock, and if covered by prepayment or deposit, when dealing with strangers, involves no risk. Good service in this line is appreciated by the customer and makes friends. Some of the best work that a dealer does is along this line, and, although our friends, the publishers, are often apt to consider these special mail orders as "small potatoes," and as something that just blows in without effort on anybody's part, we dealers know that it takes the best kind of salesmanship, backed by intelligent use of bibliographies and catalogues, to secure them.

After trying various systems of keeping track of special orders, we have adopted the use of a book of printed forms, giving necessary details triplicated through carbon copies. A tissue copy is kept in the book covers by the salesman, one copy is kept at the order desk, and the other goes into a card index case in the receiving room. As reports of delays, out-of-prints, etc., come in they are noted on the desk copy and also in a loose leaf book arranged by publishers' names. Reports on books advertised for, imports, etc., are all promptly recorded, and each week the orders are carefully gone through to see if book or report on same has come to hand. Back orders, continuations from libraries and others form a separate class, and a card index system arranged by author, title and customer is necessary to be effective.



**ACTIVITIES AMONG THE CANADIAN PUBLISHING HOUSES —
MANY HANDSOME GIFT BOOKS TO APPEAR IN CANADIAN
EDITIONS — FICTION OCCUPIES A PROMINENT PLACE —
VARIOUS IMPORTATIONS FROM ENGLAND AND THE STATES.**

Cassell & Co. announce for publication next month a volume entitled "Dickens and His Friends," which should appeal to the ranks of Dickens lovers in Canada. It is well illustrated and will sell at \$1.75 net.

A new edition of Dr. Saleby's "Worry" will be issued next month by Cassell & Co., at 75 cts. net.

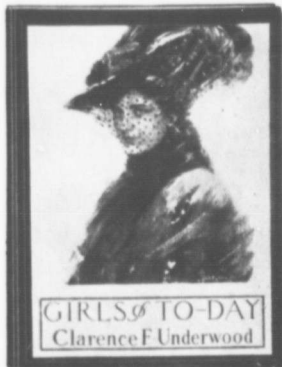


Masterpieces in Color
(Copp. Clark)

Charles G. D. Roberts' new novel is entitled "The Backwoodsman." It is to be published this season by the Macmillan Co.

The Macmillan Co. are to have a new novel by Winston Churchill this fall, which will be something different from his previous books. The title and date of publication have not yet been announced.

Dr. Grenfell's illustrated work on "Labrador; the Country and the People," is announced for publication in a Canadian edition by the Macmillan Co.



One of the Copp, Clark Co.'s 1910 Gift Books

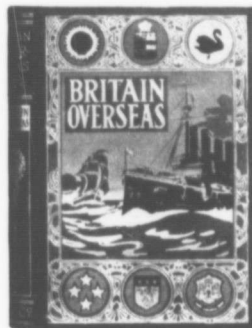
The Macmillan Co. will publish this season Dr. Sven Hedin's book describing his discoveries and adventures in Tibet. This will be one of the most important travel books of the year.

The Copp, Clark Co. will publish in October three capital boys' stories, "A Hero of Sedan," a tale of the

Franco-Prussian War, and "John Bargreave's Gold," a tale of adventure in the Caribbean, both by Captain F. S. Breerton; and "Ford of H.M.S. Glover," a tale of the Royal Navy of to-day, by Staff-Surgeon T. T. Jeans, R.N. Among their boys' books they announce, "In the Teeth of Adventure Up and Down the World," a series of true stories of real peril, compiled by Alfred H. Miles. This is now ready.

Dr. Henry Van Dyke's contribution to this season's gift books will be a volume of poems, entitled "The White Bess," which will be issued by the Copp, Clark Co. on October 2. It will be uniform with "Music and Other Poems," published some time ago.

The Copp, Clark Co. have no fewer than three editions of "The Arabian Nights" on their holiday list. The first one, illustrated by W. Heath Robinson and Helen Stratton, is now ready. The second, retold for children by Gladys Davidson and illustrated by Helen Stratton, will be issued early in October and the third, edited by Kate Douglas Wiggin and Nora Archibald



One of the Copp, Clark Co.'s 1910 Gift Books

Smith and illustrated by Maxfield Parrish, is announced for October 16.

This year's Harrison Fisher gift book is entitled "The American Girl," and contains twelve illustrations in full colors. It will be published in Canada by the Copp, Clark Co. on October 2. A somewhat similar book is "Girls of To-day" by Clarence F. Underwood, also published by the same firm. It contains 24 full-page color illustrations and 75 in black-and-white and will be ready in October.

Two new editions of Robert Louis Stevenson's "A Child's Garden of Verses" will be issued this season by the Copp, Clark Co. At the end of September an edition illustrated in color, by Chas. Robinson will be ready, and during October a profusely illustrated edition by Florence Storer will be published. Both will sell at \$1.50.

Two or three interesting juveniles appear on the Copp, Clark Co.'s fall list. There is a "Complete Mother Goose" by Ethel Franklin Betts, illustrated in color, a beautifully illustrated edition of Hawthorne's

"Tanglewood Tales," Washington Irving's "Old Christmas" and "The Road to Oz" by L. Frank Baum.

For girl readers the Copp, Clark Co. have ready a new story by Ethel Turner with the title "That Girl."

An interesting book, containing drawings by that clever artist J. Montgomery Flagg, will be published on October 2 by the Copp, Clark Co. It is entitled "City People," and illustrates people and scenes from all walks of life. There are about 80 illustrations in pen and ink and half-tone.

A book of Empire entitled "Britain Overseas," in which British possessions are described in picture and story, has just been issued by the Copp, Clark Co. and should prove a useful gift book. It is the work of J. E. Parrott, M.A., LL.D., and is profusely illustrated.

One of the Copp, Clark Co.'s most pleasing gift books for this season will be the Fitzgerald Centenary Edition of "The Rubaiyat of Omar Khayyam," presented entirely in color by Willy Pogany. There are 21 illustrations, whilst every quatrain is printed in colors. The ordinary edition is \$3.00 net. There is also a limited signed edition at \$6.00 net. Publication at the end of September.

The Copp, Clark Co. will issue neat ozo leather illustrated editions of "Tennyson's Love Poems" and "The Song of Hiawatha," at \$2.00. These will be ready in October. The same books in cloth are priced at \$1.00.

A fascinating work, "The Romance of Fra Filippo Lippi," by A. J. Anderson, is announced by the Copp, Clark Co. The book has a photogravure frontispiece and 16 full-page illustrations on art paper. It is priced at \$2.50.

A new and important history of Methodism has just been issued under the title of "A New History of Methodism," edited by W. J. Townsend, B.D., H. B. Workman, M.A., D. Lit., and George Eayrs, F.R.H. It is issued in two volumes and comes from the press of Hodder and Stoughton, London. The Canadian market has been secured by William Briggs.

Doubleday, Page & Co., New York, are the publishers of Robert E. Peary's book, "Nearest the Pole," which contains a vivid account of Lieutenant Peary's former expedition, and of Dr. Frederick A. Cook's books, "At the Top of the Continent," and "Through the First Antaretic Night," all of which are especially timely just now.

Mrs. Everard Cotes (Sara Jeanette Duncan) has written a new novel entitled "A Burnt Offering." It is a romance of anarchy in Bengal and it contains situations which are said to be most striking in their novelty. The English publisher is Methuen.

Worth While Series.

Five new volumes have been added this year by Thomas Y. Crowell & Co., New York, to their "What is Worth While" series, a popular line of short, ethical gift books. The complete list now embraces titles by many famous writers. The new volumes for this season are "Homespun Religion," by Elmer E. Higley, a series of terse, practical "five-minute" talks on right living; "The Master's Friendships," by J. R. Miller; "Until the Evening," by Arthur C. Benson; "What They Did With Themselves," by Ernest H. Abbott, Lenten meditations upon the occupation of various people who were intimately concerned with the betrayal and death of Christ; "Why Grow Old?" by O. S. Marden.

Two New Annuals.

The Religious Tract Society of London, England, famous as the publishers of the Boy's Own and Girl's Own Annuals, have added two new annuals this year to their list, particularly adapted to Canada. They are the "Empire Annual for Canadian Boys," and the "Empire Annual for Canadian Girls." Both contain 384 pages and are admirably illustrated. Stories and articles of deep interest fill their pages. They should meet with a warm welcome in Canada.

A New Annual.

Cassell & Co. announce the publication this season of an entirely new annual to be called "Cassell's Annual for Boys and Girls." Generally annuals are prepared specially either for boys or girls, and it is often the



Fra Filippo Lippi
(Copp, Clark)

case that a girl prefers a boys' book and is disappointed when she is presented with a girls' book. The new annual will overcome this difficulty. The reputation of the publishers of "Chums," "Girls' Realm" and "Little Folks" is enough to assure the success of "Cassell's Annual for Boys and Girls." It will be issued in cloth at \$1.50 and boards at \$1.00.

A HAPPY APPOINTMENT.

The numerous friends of Mr. Arthur Spurgeon, general manager of Cassell & Co., London, will be pleased to hear that he has been honored by being appointed a Justice of the Peace for the County of Surrey. The new magistrate visited Canada during the summer of 1908 and it is to be hoped that he will find time to come over again in the near future.

The Foreigner

By

Ralph Connor

Author of "The Sky Pilot," etc., etc.

In cloth only - - - \$1.25

READY NOVEMBER 15th

The Dawn By Galilee

By

RALPH CONNOR

A companion booklet to "The Angel and the Star."

Eight drawings in color.

Paper cover booklet - \$.25

Cloth - - - - - .50

The Beautiful Rebel

By

WILFRED CAMPBELL

A Romance of 1812.

Cloth - - - - - \$1.25

The Westminster Co., Ltd.

Publishers : **TORONTO**

E. H. HARCOURT CO.'S NEW BUILDING.

The fine, large, new building of E. H. Harcourt & Co., Wellington Street West, Toronto, is practically completed. All that is now required is a few finishing touches to put it into first-class shape. Three flats, 33 feet by 121 feet, have been found necessary to accommodate their rapidly growing trade. A rearrangement of one or two of the departments has been found necessary to facilitate the transaction of business. Some new machinery has been installed and the concern now finds itself fully competent to take care of its large orders, including government work. The front structure is of red brick and the design of the building while plain is not without a certain beauty of outline. As a result of the recent fire in the Ontario Legislative Library, E. H. Harcourt & Co. now have a part of their bindery staff busily engaged at repairing the damaged volumes. A curiosity among the collection is a newspaper file of the Quebec Mercury of 1814, which contains a quaint announcement of a sale of books "recently arrived by ship which are to be sold by auction at Jos. Mallot's hotel. Booklovers are invited to be present, and the public are informed that catalogues will be printed and issued two or three days before the sale." Very little display type is used in any of the advertisements which resemble very much the present day "want ad."

SOME NEW BOOKS.

Otis, James. Found by the Circus. New York: Thomas Y. Crowell & Co. Cloth, \$1.

An entertaining account of life behind the scenes at a circus. The hero, a stray youngster, is found asleep in one of the wagons. He is taken along with the circus and is injured by a lion. He is then featured as a hero by the manager. The hero's aunt, an amusing character is also introduced.

Gask, Lilian. In Nature's School. New York: Thomas Y. Crowell & Co. Cloth, \$1.50.

An attractive juvenile book which illustrates the most successful way of teaching natural history. It is the story of a boy who ran away from an orphan's home and lived for a whole year in the woods.

Stories of Norse Heroes. Told by the Northmen. Retold by E. M. Wilmot-Buxton. New York: Thomas Y. Crowell & Co. Cloth, \$1.50.

Twenty-five stories of the days of the Northmen, from whom the Anglo-Saxons are descended. They are all well told.

BOOKS. Out-of-print books supplied. No matter what subject Can supply any book ever published. We have 30,000 rare books.

BAKER'S BOOKSHOP, John Bright St., Birmingham, Eng.

THE "CHRISTIAN AGE"

A religious journal for the home. Containing sketches and portraits of religious workers, a sermon by a well-known preacher and many illustrations. One penny weekly, 8s. per annum post free. Monthly parts 6d. Post free to Canada 7s. per annum.

SMITH'S PUBLISHING CO., Ltd., Temple House, Talis St., London, Eng.

"GREAT THOUGHTS"

Contains extracts from the MASTER MINDS of all countries and all ages. BIOGRAPHICAL SKETCHES AND INTERVIEWS - Art. less on Literary and other subjects by the foremost writers of the day. 1d weekly, post free 8s. 8d. per annum. 6d. monthly, post free to Canada for 7s. per annum.

SMITH'S PUBLISHING CO., Ltd., Temple House, Talis St., London, Eng.

Some Attractive Fall Books of 1909

The following books, both as regards subject matter and dress, are exceptionally appealing and every bookseller should have them represented in his stock.

General Works

CYRUS HALL McCORMICK His Life and Work By HERBERT N. CASSON

This is a remarkable life of the inventor of the Reaper. It is not a biography only, but a chapter as well in the development of American history. Cyrus McCormick emancipated the American farmer from the slavery of the soil and made him the master of the wheat instead of its servant, and Mr. Casson's account of the struggles by which this was accomplished will take its place as the record, not of a man's life merely, but of the greater part of a nation's. Mr. Casson is the author of "The Romance of Steel," and "The Romance of the Reaper." With photogravure frontispiece and 25 other illustrations. 12mo. (October) Net \$1.50

DAME CURTSEY'S BOOK OF RECIPES By ELLYE HOWELL GLOVER

This little book is as sprightly and novel as the two previous "Dame Curtsey" books—"Novel Entertainments" and "Book of Guessing Contests"—and the general make-up is the same. With frontispiece Square 16mo. (October 2) Net \$1.00

DAME CURTSEY'S BOOK OF ETIQUETTE By ELLYE HOWELL GLOVER

Gives all the latest decrees on points of Etiquette. The chapters include all the ordinary social events and information on correct correspondence, outdoor entertainments, and traveling etiquette. Illustrated. Square 16mo. (October 2) Net 50 cents.

Fiction

MY LADY OF THE SOUTH A Story of the Civil War By RANDALL PARRISH

Mr. Parrish's new story will immediately remind the reader of "My Lady of the North," which was probably the most popular of all the popular romances from this prolific pen. It is safe to say that no better war story has appeared in a long time. The book is beautifully illustrated. With four illustrations in full color by Alonzo Kimball. Crown 8vo. (October 2) \$1.50

THE HOMESTEADERS By KATE and VIRGIL D. BOYLES

A story of the free-range cattle country in which two homesteaders—one a young woman—fight for possession with a band of desperate "rustlers." It is no less strong than the former book of these authors, "Langford of the Three Bars," which met with a decided success. With four illustrations in color by Maynard Dixon. Crown 8vo. (Ready) \$1.50

THE DOMINANT DOLLAR By WILL LILLIBRIDGE

This is the last story written by Mr. Lillibridge before his death. It is a vivid and dramatic Western story which approaches the problem of the man and the dollar from a distinctly new viewpoint. Mr. Lillibridge's great success was "Ben Blair," which has reached a sale of over 60,000 copies. With four illustrations in color by Lester Ralph. Crown 8vo. (Ready) \$1.50

Juvenile

THE SHORT-STOP By ZANE GREY

Written in a spirit and with a knowledge of baseball that will appeal at once to the healthy American boy and girl. Dr. Grey has himself played professional ball, and knows the life he describes. With six illustrations by H. S. DeLay. 12mo. (Ready) \$1.25

A BOY'S RIDE By GULIELMA ZOLLINGER

The scene of this fine boy's story is laid in England in the time of King John. The hero is a rare type of courage and fidelity, and his faithful squire is a most unusual character. With 16 illustrations by Fanny M. Chambers. Cr. 8vo. (Ready) \$1.50

"CHET" By KATHERINE M. YATES

A virile, fun-loving boy learns some of the deepest lessons of life from a girl friend. Their attitude towards a third person, who threatens to disrupt their intimacy, brings out the author's philosophy of life. Illustrated by H. S. DeLay. 12mo. (Ready) \$1.25

Also by Mrs. Yates.

Messrs. A. C. McClurg & Co. have arranged with Mrs. Yates for the publication over their imprint of her successful books for children, which have attained a sale of over one hundred thousand copies. The titles are:

WHAT THE PINE TREE HEARD
THE GREY STORY BOOK
ON THE WAY THERE
AT THE DOOR

CHERRY AND THE CHUM
BY THE WAYSIDE
THROUGH THE WOODS

All daintily printed and bound. 12mo. (Ready) Each, net 50 cents

A. C. McClurg & Co., Publishers,

NEW YORK

CHICAGO

SAN FRANCISCO

BOOKSELLER AND STATIONER

BEST SELLING BOOKS FOR AUGUST.

Calgary.

1. Ballads of a Cheechako. R. W. Service. Briggs.
2. Gorgeous Borgia. Justin H. McCarthy. Musson.
3. King's Mead. B. Van Hutten. Musson.
4. Servant in the House.
5. Inner Shrine. Anonymous. Musson.
6. Marriage a la Mode. Mrs. Humphry Ward. Musson.

Brantford.

1. Bobby Burnett. Geo. Randolph Chester. McLeod.
2. Anne of Green Gables. L. M. Montgomery. Page.
3. Sowing Seeds in Danny. Mrs. McClung. Briggs.
4. White Mice. R. H. Davis. McLeod.
5. Straw. R. Ramsay. Macmillan.
6. White Sister. F. M. Crawford. Macmillan.

Charlottetown.

1. Anne of Green Gables. L. M. Montgomery. Page.
2. Sowing Seeds in Danny. Mrs. McClung. Briggs.
3. Wheel of Fortune. Louis Tracy. McLeod.
4. Red Mouse. W. H. Osborne. Briggs.
5. Mr. Opp. Alice Hegan Rice. Briggs.
6. Songs of a Sourdough. R. W. Service. Briggs.

Chatham.

1. White Sister. F. M. Crawford. Macmillan.
2. Marriage a la Mode. Mrs. Humphry Ward. Musson.
3. Gun Runner. Arthur Stringer. Langton.
4. Sowing Seeds in Danny. Mrs. McClung. Briggs.
5. Quest. Justus Miles Forman. Ward, Lock.
6. Mr. Opp. Alice Hegan Rice. Briggs.

Edmonton.

1. Man in Lower Ten. Rinehart. McLeod.
2. Red Mouse. W. H. Osborne. Briggs.
3. Sowing Seeds in Danny. Mrs. McClung. Briggs.
4. Songs of a Sourdough. R. W. Service. Briggs.
5. Chippendales. Robert Grant. Copp.
6. Bobby Burnett. Geo. Randolph Chester. McLeod.

Fort William.

1. Ballads of a Cheechako. R. W. Service. Briggs.
2. Making of Bobby Burnett. Geo. Randolph Chester. McLeod.
3. Marriage a la Mode. Mrs. Humphry Ward. Musson.
4. Septimus. W. J. Locke. Frowde.
5. Lost Cabin Mine. F. Niven. Lane.
6. Rose of the Wilderness. S. R. Crockett. Frowde.

Hamilton.

1. Heart of a Child. Frank Danby. Macmillan.
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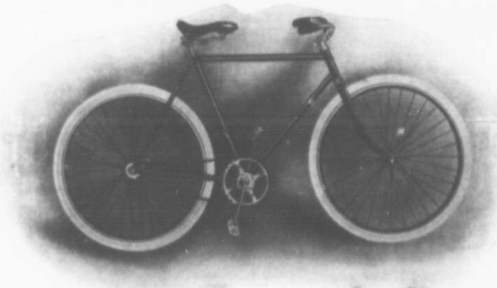
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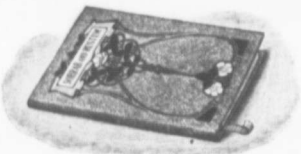
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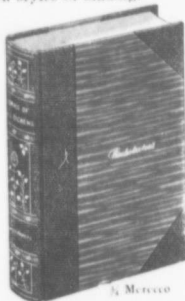
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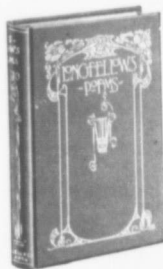
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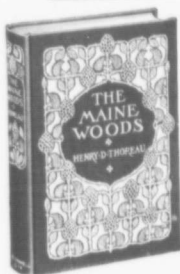
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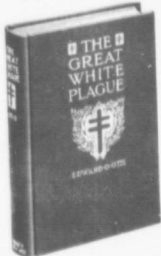
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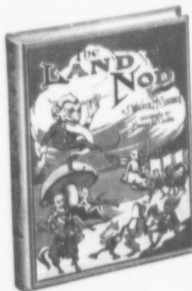


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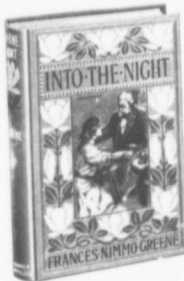
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OF course, our success has not been made without effort. We have had to work and work hard to reach the point where we are now looked upon as the leading fancy goods house in Canada—"the house where the new things come from." Which, interpreted means that we are serving our customers as we have served ourselves—with the very best that could be had.

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