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THE BOOKSELLER & STATIONER*

AND FANCY GOODS REVIEW

SEPT. MONTREAL TORONTO WINNIPEG 1906

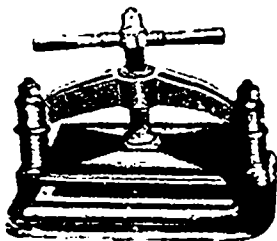
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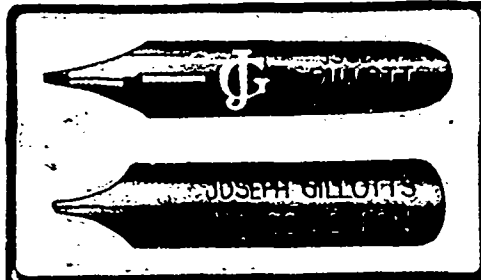
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Every stationer should stock these, the premier pens, by the premier pen makers. Joseph Gillott's pens have long held an exclusive reputation for variety in make and shape and point, and for their perfection of finish. The founder of the firm of Joseph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

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Our stock of Playing Cards is this season more varied than ever. We can furnish you with any price card in excellent value. Many new designs in the famous Congress series will be shown by our Travellers; also Score Pads, Tally Cards, Poker Chips and all party requisites.



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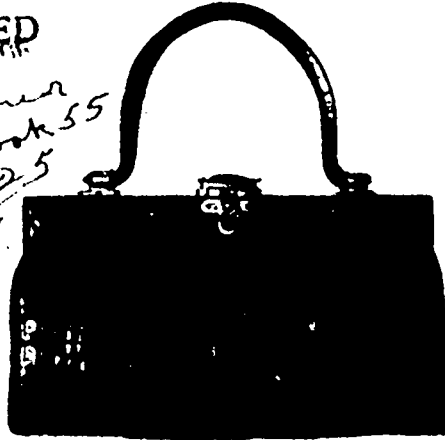
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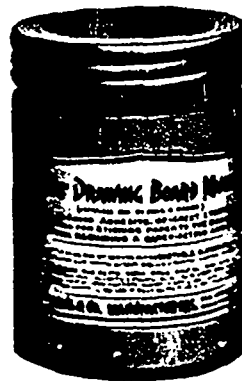
RETURNED
SEP 17 1911
To Owner
Cut Book 55
Page 25
A.M.



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We make this proposition to introduce our goods in Canada, and offer you the best post card proposition that was ever made.

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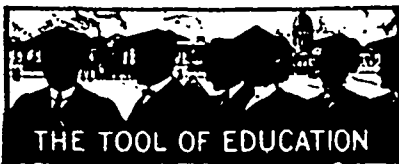
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Waterman's Ideal Fountain Pen.
The pen with the Clip-Cap

is the universal thought-catcher. For taking notes in the Class-room or out of it. For making copies of important things at all times. It has never failed to flow the instant the nib touched paper. It.

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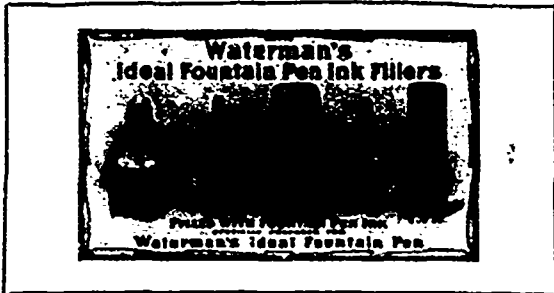


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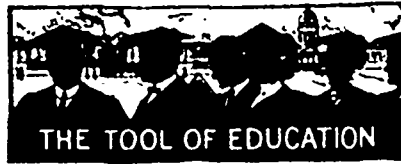
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so free from all flinty spots that won't write and soft spots that cause the pencil to slip should be in use for drafting and sketching of all kinds, in the Class-room or out of it because it

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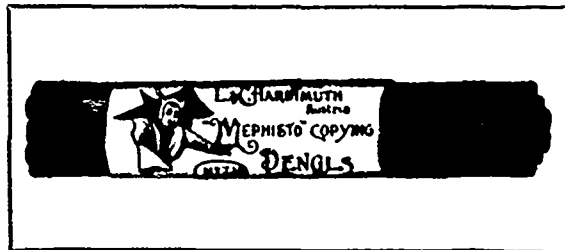
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The artistic excellence for which Dennison's decorative products have world-wide fame reaches its climax in the production of the magnificent new line of Decorated Crepe Paper just completed. These designs—fourteen in number—are strikingly original—are true works of art in their conception, execution and color effects. There are special designs for special occasions—all so unique in their beauty that the new line of

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It is our aim to make the Dennison business a big part of *your* business. To this end we are in the midst of a heavy advertising campaign, and are distributing widely the famous Dennison Dictionary, which is without doubt the most unique and striking book of its kind ever issued. It is an infallible business-getter for the dealer, for it shows what Dennison can do for the betterment of homes, offices, stores everywhere. The nearest Dennison store will be glad to send you a copy upon request.

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no progressive stationer will find so much to interest and benefit him as at the fifth

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October 27th to November 3rd, 1906

MADISON SQUARE GARDEN, NEW YORK CITY

Hundreds of new devices and specialties will be shown, every one of which will make big sellers and reap big profits for you in your business for 1907.

You couldn't spend a more profitable week anywhere, seeing and comparing the relative merits of hundreds of new lines from all parts of the world, all under one roof.

THE FIRST EXHIBITION OF POST CARDS EVER HELD ON THIS CONTINENT WILL BE IN SESSION IN MADISON SQUARE GARDEN DURING THE NATIONAL BUSINESS SHOW. THE LARGEST AND BEST COLLECTION OF POST CARD NOVELTIES EVER GATHERED WILL BE DISPLAYED HERE.

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TO MANUFACTURING STATIONERS:—

There is absolutely no better way to bring your complete line to the attention of several thousand stationers and specialty dealers from all parts of United States and Canada, than by exhibiting at this Show. We have several very choice spaces still open and it is to your interest to write TO-DAY and make reservations as spaces are going very rapidly. No progressive manufacturer of post cards can afford to miss having an exhibit of his lines at this Show.

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PRIVATE GREETING CARDS



For Christmas and New Year

- Sample Books** will be ready early in October and will be sent by express, prepaid, to any Bookseller or Stationer making application for them. The books contain over fifty choice cards printed and embossed in a variety of styles and colors.
- Retail Prices** are marked, a liberal discount being allowed to the trade on all orders received.
- No Charge** is made for sample book. We carry the stock of blank cards.
- Orders** received from Oct. 15th to Dec. 15th, printing will be done within four days after receipt, and cards delivered by mail or express, prepaid.
- No Risk** is incurred by applying for one of these books. A personal canvas in the best residential districts will result in many orders being booked and a liberal commission secured.
- Order Forms** with full instructions delivered with book.

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OUR STOCK IS COMPLETE

Text Books

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Our School Blanks have been most generously received by the trade everywhere as it is fitting they should.

Our line of Sundries takes in everything worth having of the newest and best.

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THE Bookseller and Stationer

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Vol. XXII.

MONTREAL AND TORONTO, CANADA, SEPTEMBER, 1906.

No. 9.

THE LEADING FALL BOOK LISTS

ANOTHER Fall season is at hand and once more Bookseller and Stationer takes pleasure in presenting a summary of what the leading publishers are preparing for the season. There is, as usual, a great variety of material from which booksellers can select. The difficulty will be to know what to discard. The exercise of a little discretion will, however, obviate this and enable the dealer to make a telling selection.

McLeod & Allen.

The Fall list of McLeod & Allen is as yet incomplete, but a few important announcements can be made. The most prominent of their Fall novels will undoubtedly be "The Fighting Chance," by Robert W. Chambers. It is a society novel, a drama and a love story rolled into one. It moves along lightly and airily at first, then gains intensity in a cloudier atmosphere of anger, hopeless love and sordid motives, until it bursts into a tremendous period of financial storm and stress; and at last the clouds break in a thrilling, fascinating denouement. The book contains eight charming illustrations by A. B. Wenzell. (Cloth \$1.25).

In "Blindfolded," McLeod & Allen have a first rate mystery story. It is by E. A. Walcott, and will be ready this month. A young man from New England goes out to San Francisco at the urgent call of an old college chum, to assist him in some mysterious difficulty. The two bear a striking resemblance to each other, so that it is no surprise when the San Franciscan is murdered early in the story, to find the New Englander step into his shoes with the object of avenging the murder. He is completely in the dark about the affair; hence the title. By degrees light shines in and at the end he sees it all clearly.

A deeper note has been touched by F. Hopkinson Smith in his new novel, "The Tides of Barnegat," than in any of his previous books. It is a story of life on the shores of Barnegat, a tale of love and death, sin and self-sacrifice, lightened by the kindness and sympathetic humor that characterize all his writings. (Cloth \$1.25. Paper 75c.)

Frank H. Spearman, the writer of railroad stories, has written yet another story of the road, which is claimed to be his most ambitious and most important work. It is called "Whispering Smith," and presents a vivid picture of life in the Rockies during the pioneer period, when every man carried his life in his own hands and the great civilizing factor was the advancing railroad. (Cloth \$1.25. Paper 75c.)

An important book on Canada appears in McLeod & Allen's list. It is entitled "Camp Fires in the Canadian Rockies," and is by William T. Hornaday, Sc.D., director of the New York Zoological Park. It is the narrative, racy, unconventional, and full of adventurous interest, of an expedition which Mr. Hornaday and Mr. Phillips, the latter a famous mountain climber and camera expert, made into the well-nigh inaccessible mountains of British Columbia in search of the elusive mountain goats and mountain sheep. There are 70 illustrations in the book and two maps. (8vo. \$3 net).

There is also another story by Harold Bindloss, the author of "Alton of Somasco," entitled "The Cattle Baron's Daughter," and another of Gordon Holmes' mystery stories, "The Late Tenant."

The Copp, Clark Co., Limited.

As a head-liner The Copp, Clark Co. will offer Mary Cholmondeley's splendid new novel, "Prisoners," which has aroused much interest during its serial publication in the American Magazine. The story presents a striking situation, which holds the reader's attention. A beautiful English girl, married to an elderly Italian nobleman, takes leave of an old lover. While they are saying farewell a murder is committed in the neighborhood, and the Duchess' lover, to escape suspicion, takes refuge in her room. He is found here and, in order to clear her, he pretends to be the murderer. He is sentenced to fifteen years in prison. The Duchess is torn between two emotions, and herein lies the tragedy of the tale. The conclusion is worked out with great skill.

The most important of Copp-Clark's Canadian books will be Professor Charles G. D. Roberts' "The Heart that Knows," formerly announced as "By the Waters of Fundy." It, too, is a powerful story, with a well-turned plot. A young sailor of Westcock Village, near the mouth of the Tantramar, believing himself deceived by his betrothed, runs away on the eve of marriage. Presently a son is born, who grows up to hate his father. When he arrives at years of manhood he sails away to avenge his mother's wrongs. Fate throws him in with his father, unknown to both, and the two men come to love each other. Finally their mutual identities are discovered, there is a reconciliation and the early misunderstandings are righted.

A remarkable book by the Italian novelist, Antonio Fogazzaro, entitled "The Saint," is another important Fall publication which has already been issued. It has created a sensation in Europe, as it lays bare internal

discord in the Roman Catholic Church. Its hero is a man who, after a discreditable alliance, sees the error of his ways and becomes a lay brother in a monastery. It is here that he begins to advocate certain changes and reforms in the church, which gives the novel its controversial character.

"Benita" is the title of the new romance by H. Rider Haggard. It is an African story. Benita, the heroine, is a young English girl who sails to meet her father at Durban. She meets on shipboard a young man called Seymour, who falls in love with her. His courtship is interrupted by a shipwreck in which they are separated. She joins her father and goes into the wilds of Africa, where they get into serious danger, from which Seymour rescues them.

Two of Joseph Hocking's stories are included in the Fall list. The first, to be issued about October 1, is entitled "The Man Who Rose Again," and the second, to appear later on, bears the title of "The Woman of Babylon." Both are written in Hocking's characteristic style.

The recent death of "John Oliver Hobbes" (Mrs.

selected a telling title for his new book, "The Mysterious Mr. Miller." The second has called his Fall novel "The Lost Leader," while the new Oxenham book is entitled "A Princess of Vascovy."

Una L. Silberrad is a name as yet little known to Canadians, but judging from the character of her work she should soon come into popularity in this country. Her new story, "The Second Book of Tobiah," is announced for publication this Fall. It introduces a quaint character, Tobiah the Dissenter, who is an old match-making Puritan.

Another new writer is Madame Albanesi, whose "Little Brown Mouse" will be issued shortly. It is a graceful and pretty story of English life, told naturally and simply. She has already issued several charming stories in England, but this is the first to appear in a Canadian edition.

Other fiction includes a new sea story by Frank T. Bullen, "Frank Brown," and a new Guy Thorne, "Helena's Love Story."

William Briggs.

The new edition of Mrs. Traill's "Studies in Plant Life"—a book that should for Canada fill the place that "The Natural History of Selborne" does in English literature—is announced for publication on the 20th of this month. The publisher has been gratified by the interest shown in this re-issue of the work since it was first announced. Inquiries and orders have been received from the United States and Great Britain, as well as from various parts of our own country. The publisher is sparing no expense to make the book in every respect worthy of the text. It will be printed in new 11-point Scotch face type, and will be generously illustrated. In addition to twelve full-page half-tone engravings, there will be a series of eight superb plates in the natural colors, all from Mrs. Chamberlin's paintings. The cover will be illustrated with an attractive flowering plant. The book will sell at \$2.00.

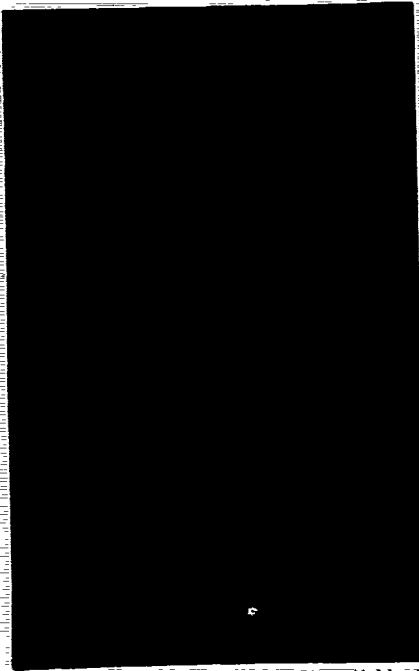
Mr. Archibald MacMurchy's "Handbook on Canadian Literature" is announced for issue on the 17th of the present month. The work deals only with the English-Canadian writers (of whom 136 in all are represented) and only with what is termed general literature, excluding scientific and theological works, special reports, periodical literature, etc. Mr. MacMurchy, who for many years was rector of the Jarvis Street Collegiate Institute, Toronto, has given close attention to the preparation of the book. He has gathered into the compass of some 250 pages a great deal of information concerning the authors dealt with, and his study of their work, with liberal citations, will be found most interesting as well as informing. The book will sell at \$1.00.

A second edition of Prof. H. H. Dean's excellent text book on "Canadian Dairying," revised and slightly enlarged, with new diagrams, has just been issued.

A new Canadian edition of Miss Machar's popular story for girls, "Marjorie's Canadian Winter"—a book that deserves, even as it promises, to have a permanent sale—is in the press and will be issued this month.

An important work entitled "The Study of Nature and the Vision of God, With Other Essays in Philosophy," by Rev. Geo. J. Blewitt, Ph.D., the new Professor of Ethics and Apologetics in Victoria College, Toronto, will be published this Fall.

"Quiet Talks About Jesus," Rev. S. D. Gordon's new book, recently placed on the Canadian market, is having a large sale. Of his previous works, "Quiet Talks on Prayer" is now in its 55th thousand and "Quiet Talks on Power" in its 80th thousand.



THE LATE MRS. CRAIGIE (John Oliver Hobbes),
Author of "The Dream and the Business" (Copp. Clark Co.)

Craigie) will undoubtedly add to the interest of her last work of fiction, "The Dream and the Business." The book will appear with a striking cover, designed by Aubrey Beardsley.

Miss L. G. Moberley, whose novel "That Preposterous Will" was published in the late Summer, has written another romance, "Hope, My Wife," to be issued this Fall. Miss Moberley is a first-rate ladies' writer and is a well-known contributor to the English magazines. Her work may be said to recall that of Mrs. Craik and Mrs. Henry Wood, being terse, vivid and natural.

The Copp. Clark Co. are now sole Canadian publishers of the works of that capital writer of mysteries, F. M. White. They have already issued "The Corner House," by him, and during the Fall they will bring out "The Slave of Silence."

Now a days no list from this publishing house would be complete without announcements of books by Le Queux, Oppenheim and Oxenham. The first named has

RETURNED
SEP 12 1906

To whom
Cut back 53
Page 7
A. D. W.

A new volume of poems by Mrs. Jean Blewitt is promised for this Fall in good time for the Christmas trade. Mrs. Blewitt has the rare gift and the rare good fortune to catch and hold public favor. Doubtless her public readings from her own verse have had much to do with this. Her work is marked by the qualities that have made Will Carleton's verse so popular. "Kit" gets at the root of the matter when she says: "Jean Blewitt's verse is of an exquisite sweetness. She has beyond the telling an indescribable way of touching the human heart. She plays upon it as she wills. This is genius, and this is the gift possessed by Jean Blewitt." "Heart Songs," this gifted lady's first volume, has had a sale, we believe, exceeding any other single volume by a Canadian poet with the possible exception of Dr. Drummmond's "The Habitant."

"Mack Cloie"—a pseudonym understood to conceal the identity of a clergyman in Western Ontario—encouraged by the success of his first venture in fiction, "The Old Orchard," has followed this up with another story entitled "The Pancake Preacher," the scene of which is laid in Huron County. The book will be published this month.

A story entitled "Cupid and the Candidate," from the pen of Mrs. Carr, of Hamilton, will be published early this Autumn. As the title suggests, it is a story of political life. A fierce contest is on in an Ontario constituency and the doings of the rival candidates and their supporters give the groundwork to the story and give

rather more difficult than the ordinary student can manage. The authors, therefore, are undertaking to revise and simplify the book so as to more directly meet the requirements of Senior Leaving and Scholarship candidates. The revised text will be issued next year.

The new edition of Major Richardson's "Wacousta" is having a sale that is extremely gratifying to the publishers. Within a month of publication in the United States (by A. C. McClurg & Co., Chicago) a second edition was demanded. Arrangements are being made for an English edition. As this fine old romance becomes better known the sale will increase. Interest in it is constantly increasing, and there is no room for doubt that "Wacousta" will, like Kirby's "The Golden Dog," enjoy a permanent sale. Already 2,400 copies have been printed in Canada. It will make an excellent gift book for the Christmas season.

The extraordinary demand for Marie Corelli's new book, "The Treasure of Heaven," shows that this clever author's popularity has in no wise waned. The publisher was hard pressed to get the books out quickly enough to meet the insistent demands of the trade.

The multitude of readers of Conan Doyle's great story, "The White Company"—one of the greatest historical novels written since Scott penned his immortal romances—will be more than ordinarily happy to renew acquaintance with the knightly hero of that story, Sir Nigel Loring. Sir Nigel gives his name to the new story.



THREE POPULAR JUVENILES (Frederick A. Stokes Co.)

opportunity for some pointed observations on the character of political methods in this province. A very pretty love story runs through, and the dialogue is uncommonly clever and witty. The writer manifestly has a marked grasp of the incongruities and inconsistencies that make human nature worth living with and talking about.

Mr. R. L. Richardson, journalist, novelist, parliamentarian, editor of the Winnipeg Tribune, has written a story entitled "The Camerons of Bruce" that will be published in October by William Briggs. The hero of the tale, a strapping young Scotch-Canadian, like the author himself, begins life in Ontario and then transfers his activities to the west, where extraordinary adventures befall him. There are chapters that give vivid pictures of life in the Canadian West in the early days. The comingling of civilization and savagery is graphically portrayed. The half-breed forms a heroic, and the Indian girl, a pathetic, figure in the canvas on which many strong characters are sketched. There is plenty of brisk fighting, too, and descriptive passages of real beauty. The long familiarity of the author with the west has made it easy for him to impart a true western atmosphere and flavor to the story.

The price of the Birchard & Robertson High School Algebra, Part III has been reduced to \$1.00. The book has proved itself unexcelled as a text book on this subject, but in parts the exercises have been considered

the sequel to "The White Company." If the tale proves anywhere near as absorbing as the former one there will be a huge constituency of readers ready for it.

George Barr McCutcheon's new novel, "Jam Cable," will be published in Canada this month by William Briggs. Within a few years this writer has attained marvellous popularity, or popularity that would be marvellous were a sufficient cause for it not existing in the vigor and strength of his work and its capacities to rivet the reader's interest from the start.

"The White Plumes of Navarre," S. R. Crockett's new novel, with an alluring title, has fallen to the fortune of William Briggs for the Canadian market, and will soon be placed on the market.

Robert Hichens, author of that immensely popular novel, "The Garden of Allah," is out with a new story this Fall to which he has given the title of "The Call of the Blood."

William Briggs is to be congratulated on his round-up of novels for the Fall trade. In addition to the new stories of Marie Corelli, Conan Doyle, Crockett, McCutcheon and Hichens, we note on his list the following promising aspirants for public favor: "Bob Hampton of Placer," by Randall Parrish, author of "When Wilderness Was King," "The Guarded Flame," by W. B. Maxwell, author of "Yvrien," "A Midsummer Day's Dream," by H. B. Marriott Watson, author of "Twisted Eglantine,"

and "Count Bunker," by J. S. Clouston, the clever Canadian author of "The Lunatic at Large."

John W. Luce & Co., Boston.

John W. Luce & Co. are probably best known to the trade as publishers of that amusing series of books, "The Foolish Dictionary," "Foolish Finance," "Foolish Etiquette," etc. Last year they brought out "The Foolish Almanack for 1906," in this series, which proved so popular that they are preparing a similar volume for 1907, which will contain entirely new matter. This book sells itself on sight to a great many people. (75c.)

Another amusing book announced by these publishers is "The Book of Spice," by Ginger. It is an absolutely new conception for a humorous book, and contains original, odd and snappy jingles and paragraphs, set in double-page illustrations, drawn in strange and diverse ways by the author. (75c.)

The revival of interest in the writings of Oscar Wilde, in which John W. Luce & Co. are taking such an important part, will be made still more noteworthy by these publishers' production shortly of Volume III of "The Plays of Oscar Wilde," containing "Salome," "The Duchess of Padua," and "Vera." They also announce "The Canterville Ghost," by Oscar Wilde, a humorous tale of the indignities heaped upon a well-regulated and highly-respected ghost of an old English castle by the family of an American ambassador, just moved in. (\$1.25).

An important announcement is that of "The Love Letters of Henry VIII to Anne Boleyn." These number nineteen, and are said to be the only available genuine love letters of a king. They teem with the intimate life and intrigue of the royal dandies and dames of the time. (Decorative printing and full leather binding, \$1.50).

In "The Art of the Theatre," Gordon Craig presents a plea for harmony and unity of purpose in stage presentation. It sounds a new and important note in theatrical life. (\$1).

"The Tale of a Check Book" by "The Teller" is an account of a strenuous love episode revealed by the tell-tale evidence of 50 facsimile bank cheques, together with memoranda and newspaper clippings. (Cloth, 50c.)

To the "Spirit of the Age Series," John W. Luce & Co. are adding three volumes: "Maeterlinck," by Alfred Sutro; "Ibsen," by G. K. Chesterton, and "Nietzsche." (Each 75c., net).

Other Fall announcements of this house include "A Bachelor's Cupboard," by A. Lyman Phillips, containing valuable hints for the bachelor, chafing-dish recipes, care of wardrobe, apartment decorations, etc. (Cloth, \$1), and the "The Misfit Christmas Puddings," by the Consolation Club, an amusing holiday book, daintily bound and fully illustrated. (\$1.25).

H. M. Caldwell Co., Boston.

Booksellers have now come to look each Fall to the H. M. Caldwell Co. for saleable novelties. This firm have acquired a well-deserved reputation for clever book creations. Their Fall catalogue can always be relied upon to disclose something novel and attractive.

James Clarence Harvey, the versatile author of "In Bohemia," has produced an original and up-to-date book of toasts, which he has entitled, "Over the Nuts and Wine," and this the Caldwell Co. have published in a freak shape, depicting a champagne bottle enclosed in a bucket full of ice. The author has an almost national reputation as an after-dinner entertainer, and this work will be hailed by many with a great deal of pleasure. (75c., full ooze leather \$2).

Last year it will be remembered that "The Log of the Water Wagon" became very popular among the men. It is still being pushed by the Caldwell Co., and along with it there may be ranked "Reflections of the Morning After," bound in a somewhat similar style and supplying a goodly amount of up-to-date wit and wisdom, pleasantly cynical and running over with pungency and snap. The satirical little epigrams cover all phases of life, and there is a sufficiency to keep going a good round of laughter, in whatever circle the book enters. (75c., limp ooze calf \$1.50).

Another volume in the same series is "Recollections of a Gold Cure Graduate," by Newton Newkirk. There are many amusing illustrations in this book, which is bright, clever and witty from beginning to end. It is printed on buff-corduroy paper in two colors. (Cloth 75c., limp chamois \$1.50).

Other books of a like nature that will make capital gift books for men are: "Cigarettes in Fact and Fancy," by John Bain, Jr.; "Tobacco in Song and Story," and "Tobacco Leaves," by the same author. (Each, cloth 75c., leather \$1.50).

To the series of Value gift books, which already embraces "The Value of Friendship," "The Value of Courage," "The Value of Simplicity," and "The Value of Cheerfulness," has been added "The Value of Love," by Frederick Lawrence Knowles. This is really the last work of the author, having just been completed prior to his death. Mrs. Louise Chandler Moulton has contributed an introductory essay of much value. New border designs, made especially for this book, appear in a delicate tint. It is beautifully printed on cameo buff paper in two colors and bound in silk moire and white vellum cloth with gilt top. (Boxed, \$1.50).

In the juvenile list "The Jingle of a Jap" is a pleasing number. It is bound in an unique manner with Japanese cretonne; on the cover is attached a real Jap doll. The text pages are surrounded by assorted border designs in colors and the illustrations are numerous and charming. (4to, \$1.25 boxed).

"Seem-So's," by L. J. Bridgman, is an entirely novel and original juvenile. On the right hand page appears a shadow, perhaps of an elephant, perhaps of a pump or perhaps even of a camel. Turning the page the shadow resolves itself into something entirely unexpected. Clever little verses accompany the pictures. (4to, 75c.)

Booksellers might note that McLeod & Allen, Toronto, are the Canadian selling agents for the publications of the H. M. Caldwell Co.

Macmillan Co. of Canada.

As usual the Macmillan Co. have prepared an excellent Fall list. There never is anything weak in their selection. The best authors only are secured and a high standard of work is demanded. This Fall there are, in their list, books by Rudyard Kipling, Stanley J. Weymann, Jack London, F. Marion Crawford, William le Queux, Rosa N. Carey and others.

Rudyard Kipling's book is entitled "Puck of Pook's Hill." In it he has allowed his marvelous imagination fullest play, and the reader is carried from period to period of early English history, and made a spectator of thrilling scenes with deft naturalness that is wonderfully convincing.

"The Invasion of 1910," by William le Queux, is a stirring account of a supposed secret and sudden invasion of England by the Germans. Through the carelessness of successive Governments the English army and navy were in no condition to cope with their well-trained foe, and

with the fall and sacking of London, England fell into the hands of Germany. (\$1.50.)

"Chippinge," by Stanley J. Weyman, is a story of politics and of love—of the rotten borough, and the Reform Bill—instead of with sword and rapiers the battles are fought with the tongue or the pen—and the storm centre is in the British House of Commons. Yet in this, so greatly changing his place and period, the brilliant author has lost none of his spirit and power. The play of passion and prejudice, of motive and method, of love and jealousy, is not a whit less enthralling than the flash of the sword and the hiss of rapiers. Mr. Weyman is never dull; his stories grip the reader at the start, and hold him fast to the finish. (\$1.25.)

There are two books on the Macmillan list by Jack London. "Moon-Face and Other Stories" is a collection of his recent magazine stories (ready September 15) and "White Fang" is a novel, with a theme, the exact opposite of that of "The Call of the Wild." It is a thrilling and dramatic story. (Ready October 25.)

In "A Lady of Rome," F. Marion Crawford continues the adventures of "Fair Margaret," after her successful debut in Brussels and the attempt of the King of the Belgians to capture her person. (\$1.50.)

A new edition of Miss Jean Mellwraith's "The Curious Career of Roderick Campbell" is announced. The action of the story begins in Scotland, in the days of the Pretender, and then shifts to Canada, where Montcalm is an important figure. Abundance of good fighting, a rich vein of wholesome humor, and a delicious love story combine to make up altogether entrancing reading. (\$1.25.)

A number of Israel Zangwill's stories of the Ghetto are to appear in a volume entitled "Ghetto Comedies." (\$1.50.)

Pierre Loti's new novel, which has aroused great enthusiasm during its appearance in the *Revue des Deux Mondes*, will be published in the Autumn simultaneously in France, Great Britain, the United States and Canada. "Les Desenchantées," as the book is called in French, deals with the harem life in Constantinople, and it is one of the strongest and most dramatic pieces of work which have come from the pen of this famous author. Readers of his former books will not need to be reminded of M. Loti's wonderful gift for transferring to printed words the glorious colors and the picturesque life of the sensuous East.

Miss Rosa N. Carey's new novel is entitled "No Friend Like a Sister." In it she continues her steady course as a writer of pure, sweet books, whose influence is always uplifting. (\$1.25.)

A book of interest to Canadians is James Outram's "In the Heart of the Canadian Rockies." The author describes and narrates his adventures while mountaineering in the Rockies of Canada, and incidentally gives a great deal of information about a fascinating region very little known as yet, even to the sportsman. Most of the book is devoted to the climbs and explorations of the modern mountaineer, bent on recreation, and it embraces the largest peaks and the grandest scenery in North America. (\$2.75 net.)

"Vikings of the Pacific" is the title of Agnes C. Laut's new book (\$2.00). "Merry-Lips" by Beulah Marie Dix, is another delightful story by the author of "Fair Maid of Graystones." In the Highways and Byways series, a new book on "Dorset," by Sir Frederick Treves, is a handsome addition. A note should also be made of the new two-volume edition of Morley's "Life of Gladstone," at \$3.50 net per set.

In the Macmillan Miniature series, twenty-six new titles appear. The new books are by such well known

writers as Lyman Abbott, James Lane Allen, Julia C. R. Dorr, Frederick Harrison, Richard G. Moulton, William Winter, etc. (\$1.00 each.)

Laird & Lee, Chicago.

Dictionaries, diaries and automobile text books and records occupy a prominent position in the Fall list of Laird & Lee, 263-265 Wabash avenue, Chicago. These books are all staples and consequently will be in steady demand. They possess the merits of worth and cheapness.

Laird & Lee are the publishers of a series of Standard Dictionaries, which have obtained wide recognition. Their Webster's New Standard Dictionary is issued in five editions: the Library, the Intermediate School, the High School and Collegiate, the Student's Common School and the Elementary School, respectively. The first named is a most complete dictionary, supplying all manner of information about words, personal and common. It is thoroughly illustrated with text engravings, page plates and color drawings. (\$2.50.) The Intermediate School edition is an entirely new production, with the latest arrangements, containing 30,000 words and 6,000 synonyms. (50c.) The High School edition possesses all the features of the Library edition, but is less expensively produced. (\$1.50.) The Student's Common School edition contains 750 pages and many illustrations. (\$1.75c.) And the Elementary School edition contains 20,000 words. (30c.)

A valuable pocket diary for 1907 is Laird & Lee's Diary and Time Saver. A feature is a wax paper pouch inside the back cover, where stamps can be kept without danger of becoming stuck. Special attention is given to Canadian affairs and there are a number of useful maps. In addition there is a plentiful supply of handy information. The book is bound in full flexible red or black leather, gilt edges, gold stamped. (25c.)

In books relating to automobiles there is listed Krausz's "A.B.C. of Motoring," giving descriptions of the various cars and their mechanisms, lessons on the art of driving and laws relating to motoring. (\$1.) Krausz's "Complete Automobile Record" contains tables for recording expenses, putting down runs, etc. (50c.)

OPENED IN STRATFORD.

On Aug. 1 Benson Johnston Co., Limited wholesale stationery and office supplies, opened a store on Dowrie St., Stratford. The premises are elaborately fitted up with quarter-cut oak, Globe-Wernicke fixtures, and the whole presents a very attractive and rich appearance. The window is particularly attractive, consisting of two compartments, one made in the usual way for window display, but having a false floor, beneath which is situated the other compartment, used for displaying the smaller articles. Besides conducting an up-to-date retail business, the company are covering all of Western Ontario with practically all lines of office furniture and supplies. Among some of the specialties handled might be mentioned the Globe-Wernicke desks, filing cabinets and sectional bookcases. The Smith Premier typewriters and all typewriter supplies, the Triple-Expansion loose leaf ledgers, and also the River Series pens manufactured in England, of which they hold the agency for Canada. Two travelers have been engaged, Mr. A. Brickman, Stratford, who will handle the typewriters, and Mr. J. E. Booth, London, the other lines. The president and manager, Mr. Benson E. Johnston, is a native of Stratford, and has traveled throughout Western Ontario for the Globe-Wernicke Co.

**BOOKS OF THE
MONTH**

LE QUEUX, WILLIAM—*The Woman at Kensington*—Toronto. The Copp. Clark Co. Cloth, \$1.25. A woman, saved from prison by the pleading of a lawyer, that lawyer a man with a past—here are two elements that enter early into a story in which the action moves in London parliamentary circles. The woman, married to a wealthy South African, plays the game of intrigue from her mansion in Kensington. Her machinations extend not only to the people of her own generation but to their children as well. It is this evil woman in the midst of the story that gives to it its motive and interest.

MOBERLEY, L. G.—*That Preposterous Will*—Toronto. The Copp. Clark Co. Cloth, \$1.25. Godfrey Hames' will was on the face of it at any rate a most preposterous document. Instead of leaving his fortune to his godson Alan Dayrell, who was a gentleman, he gave it to a "slavey," aged seventeen, in a London boarding house, with the proviso that if Alan married her inside three years, the fortune would be divided between them. Alan is already engaged and his scheming mother-in-law-to-be sets out to circumvent the will. This is the opening situation. The plot is unraveled with skill. Altogether this is a most entertaining story.

READ, OPIE—*By the Eternal*—Chicago. Lord & Lee. Cloth, \$1.50. It is around the invincible Au-

draw Jackson of southern fame that Opie Read has woven a very fascinating story. The author has availed himself of many personal records and unpublished manuscripts directly connected with General Jackson's immediate family, with the result that in the story an insight is given into the family life of the hero of New Orleans, not to mention the side-lights which history has failed to disclose. The story is told by a youth named Staggs, whose love for Nettie, one of the other characters, provides the thread on which the romance is hung. The book is well-rounded and the characters stand out clearly.

TAYLOR, EMERSON GIFFORD—*The Upper Hand*—New York. A. S. Barnes & Co. Cloth, \$1.50. In this story is traced out the course of righteous retribution on a man, who earlier in his life had committed a crime. Introduced as a hard and prosperous old mill owner, Alexander Warden becomes a phant in the hands of a mysterious scolding stranger, who calls himself Captain Bassett. This man evidently sets himself to punish Warden for his wrong-doing and the latter is powerless in his hand. The mystery surrounding a beautiful ward of Mr. Warden's is cleared up by the stranger and it is in her love story that much of the interest of the book lies.

Fire did about \$10,000 damage to the wholesale and retail warehouses of the Empire Wall Paper Co., at Nos. 56 and 58 King street west, Toronto, on August 25.

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LADY BALTIMORE—By Owen Wister, author of "The Virginian."

This charming story still remains high in the lists of "best sellers," and with its delicate illustrations will make a good book to feature for the holidays.

PUCK OF PUCK'S HILL—By Rudyard Kipling, author of "Kim," etc.

"Another Kim" is the verdict of the critics. Bound in a handsome scarlet and gold cover, with 26 full page illustrations. Will be published Oct. 2nd.

THE INVASION OF 1910—By William Le Queux,

An account of the invasion of England and the sacking of London by the Germans. Bound in a striking cover and contains a fac-simile letter from Lord Roberts, commending its perusal. A sale compelling poster furnished free and ready.

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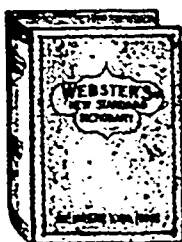
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THE MAGAZINE COUNTER.

THERE are six handsome color inserts in the September number of the *International Studio*. This fine art publication is a delight to the eye from cover to cover. It contains many illustrations, reproducing paintings, sculpture, and other works of art. In the September issue are to be found articles on "The Watts Memorial Gallery," "The Landscape Paintings of Montagu Smith," "Some Northern Painters and Their Homes," etc.

Beginning this month the *North American Review* is being published fortnightly instead of monthly as heretofore.

Sir Gilbert Parker's serial, "The Weavers," is announced for publication in *Harpers Magazine*. The first installment will appear in the October number.

The *Busy Man's Magazine* for October will be out on September 20. This issue will, for the first time, contain illustrations, a feature which should help considerably in the making of counter sales.

With the September number that excellent literary periodical, the *Critic*, ceased publication. It will be merged in the new *Putnam's Monthly*, to be issued by G. P. Putnam's Sons, commencing with the October number.

The publishers of *Everybody's Magazine* intend to launch a weekly in the near future. It will combine the ordinary features of a monthly magazine with those of a daily paper. It will be printed and published simultaneously in ten large cities.

The *Four Track News* has been sold by George H. Dunck to a company, headed by Walter A. Johnson. The name will be changed to the *Travel Magazine* and the pages will be enlarged considerably.

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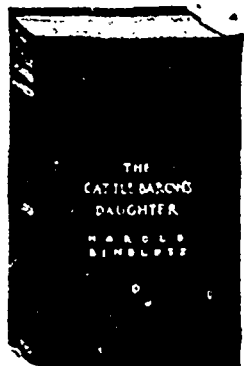
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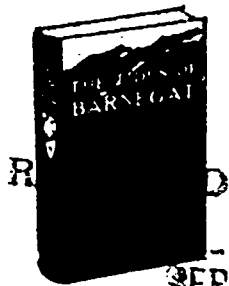
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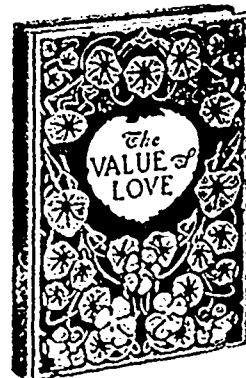
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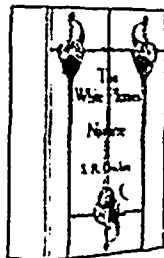
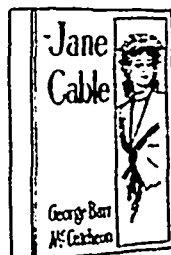
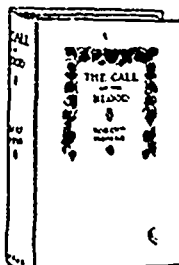
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Vol. XVI. SEPTEMBER, 1906. No. 9

BEWARE OF UNSCRUPULOUS FIRMS.

IN every business are engaged a greater or lesser number of unscrupulous persons who carry on a business which, when exposed, is seen to be what is popularly termed a skin game. The stationery trade is no exception to this general rule. Whether or not it be that there are special opportunities for those without a conscience to operate in this line remains to be seen. At any rate it is a sad fact that every month, every week, and sometimes for a period, every day shows up some fraudulent scheme. Merchants complain of being dishonestly dealt with by certain parties. In very few cases can anything be done to force these parties to make reparation to the one they have duped. The law cannot readily get at them so slippery are they. Seen in one city this month with some scheme which brings enormous profit to themselves and loss to the one taken in, the following month finds them in another centre with a new name and a new scheme. There seems to be no remedy for the evil. Experience is the only teacher to be relied upon. Unfortunately, too, many merchants go to school more than once—to their loss.

A cause of much learning at the school of experience is the too great eagerness of numberless merchants in snapping up what they believe to be a bargain. They receive from some obscure concern a very enticing letter, telling in glowing terms of something which the merchant cannot afford to miss. If this letter is not answered—usually it is, accompanied by an order—an

other missive along somewhat the same lines is sent. The second letter urges the point strongly, and appeals to the merchant as an experienced business man, asking if he can afford to pass such a bargain, with other complimentary remarks on his business sagacity. Those who have not learned, too often, are induced to order in this way. In a few days they receive their shipment, and when the goods are opened up the merchant finds he has been duped. He has dealt with an unreliable concern. But it does not stop here. The goods are sold eventually, but the sales result in dissatisfied customers, customers who may, perhaps, not come back. And all this comes of dealing with utterly unknown, unreliable and unscrupulous firms.

As stated before, there seems to be no remedy except the school of experience. If some merchants will persist in trading in "bargains" with unknown and unheard of firms, why they will have to suffer. But surely it were better to stick to some firms known to you through perhaps years of honest dealing than to skip from one house to another in a state of uncertainty as to whether you are being honestly dealt with or not.

CONSIDERABLE CAPITAL NECESSARY.

CONDITIONS of the present time make it difficult for young men, especially in the older provinces, to embark in business on their own account. A few years ago a little cash capital and great capacity for hustle constituted sufficient asset, and many large mercantile houses have been erected on that foundation. Now the merchant who would court success must carry a stock that runs into many thousands of dollars, and he must also be able to pay cash for it. Competition forces him into a much different system from that which used to answer his purpose. Department stores, perhaps, cut into his business to a greater or lesser extent, and he must fight them. His neighbor is able to sell for cash entirely, while he finds it necessary to extend a great deal of credit. His prices, however, must be no higher than the other fellow's, even though the latter has an advantage over him to the extent of the interest on money which he borrowed from the bank to secure cash discounts. There are many circumstances that might be enlarged, all tending to militate against the man who has not considerable capital behind him.

FALL PAPETERIES.

EACH season witnesses an increase in the number and excellence of Canadian-made papeteries, the 1906 showing surpassing anything yet seen. The Canadian manufacturers seem at last to have discovered how to meet the requirements of the market, and, from imitating foreign designs, they have now advanced to creating new conceptions themselves. Notwithstanding, there is still to be noticed a demand for the high-grade foreign product. Dealers seem to be prepared to accept Canadian papeteries for their medium and cheaper trade, but

still adhere to the high-priced foreign goods for their best trade.

The 1906 offerings are simpler, if anything, than last year's product. Last year there was a tendency to introduce what might be termed "freak" boxes. Odd shapes, with numerous drawers and other contrivances, were shown. This year it would appear as if more attention has been directed to beautifying the standard shapes. By this it is not meant that there are no novel shapes, but that there are fewer of them.

In decoration, holly is, of course, the prime favorite. It always lends itself to attractive purposes and is always appropriate. The colors are artistic and showy at one and the same time.

Floral decorations are always in order. Violets, daisies, carnations and lilacs are the favorites. Female heads are also used to advantage. On the juvenile boxes pictures are frequently introduced.

Fabric papers are used almost exclusively for filling. The vogue of this style of paper continues unchecked, and apparently there will be no cessation in the demand for it for some time to come. In envelopes there is an absence of novelty, the wallet-flap continuing in favor.

AN INEFFICIENT SERVICE.

DURING the past two weeks complaints have been heard in many quarters of the failure of the express companies to deliver consignments of goods expeditiously. No doubt the companies have had their hands full carrying the fruit crop, but by this time they should know how to deal with that problem. It is not a good reason to adduce for a failure to live up to their contract. When a shipment is delivered to an express company and payment is made, the company is under an obligation to carry that shipment at once to its destination.

During the past two weeks school openings have been held and goods have been ordered in a hurry, oftentimes by telephone or telegraph. Wholesalers have done their part and delivered the goods promptly to the express companies, expecting that the shipments would go through by first train. That the carriers did not do their duty was evidenced by the deluge of letters, telegrams and messages received by the wholesalers, asking why goods were not shipped. In towns, where competition is keen, it can readily be understood how aggravating the delay would be.

The express companies will have to improve matters in their own interests. Their existence depends largely on promptness, and unless they can be depended on to forward shipments at once, shippers will have to look for a more expeditious carrier.

THE AUTUMN PUBLISHING SEASON.

FROM now on the Fall books will appear thick and fast. There seems to be no diminution in the number promised. If anything, the list is a little fuller than usual, though it must be noted that some publishers have

materially reduced the number of their Fall books. To our mind, this would seem to be a wise policy. Concentration of effort on a few first-class books appears to be more advantageous than selling a longer list in which the good books are overshadowed by the mediocre.

A noticeable feature this Fall is the number of Canadian books announced. We will not refer to them at any length, as particulars will be found elsewhere, but we would urge booksellers to pay special attention to them. There are enough to make a good showing at any rate, and this will enable dealers to specialize on them. A Canadian table or a Canadian window or a Canadian corner, is worth trying, and we feel sure that publishers will give every assistance to those booksellers who evince a desire to make special displays.

There are several particularly strong books this Fall, which will soon find places among the best sellers. The publication of books by Ralph Connor, Sir A. Conan Doyle, Marie Corelli and Charles G. D. Roberts, are always events in the book world. Each of these authors has a novel ready this Fall.

Though fiction makes up the greater portion of the list, yet works of a more serious nature have by no means been neglected, and we find many handsome art books, books of description and travel, gift books, etc., ready for the holiday trade.

THE STEADY METHOD OF MERCHANDIZING.

THE merchant who adopts a policy that is calculated to give him a high standing as to reliability—and the term embraces a good many essential qualities—is on the road that will lead him to success, with the greatest amount of satisfaction and the fewest number of grey hairs. And this brings us to the conclusion that the steady method of merchandizing is the best. The direct result is the acquirement of a reputation, which represents that element in a business known as good will, and which, if given a capital value, would show big dividends.

On the other hand we have the man who erects his business structure upon the uncertain foundation of "scare" sales—the term "scare" is borrowed from daily newspaper vocabulary, in which it is applied to head lines of the blatant, sensational variety. He may build high—and, doubtless, often does—but at no time has he acquired any standing with the public that has an appreciable quality of permanency about it. He holds his trade just so long as he continues to hand out bargains, and loses it just so soon as someone steps in with a little better bargain proposition than he has been offering. Cheap prices, not quality at commensurate values, form the keynote of his advertising, and the only way in which he can get the people into his store is by always having bargains to hold out as an attractive force. When reliable goods are desired, and quality is the paramount consideration, the stores that have applied themselves to the up-building of reputations for uniform reliability get the trade.

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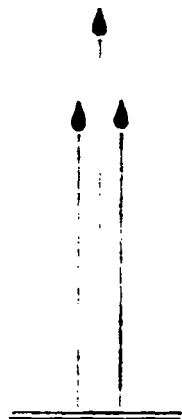
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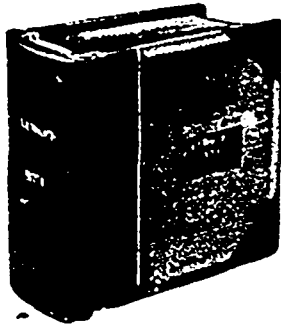
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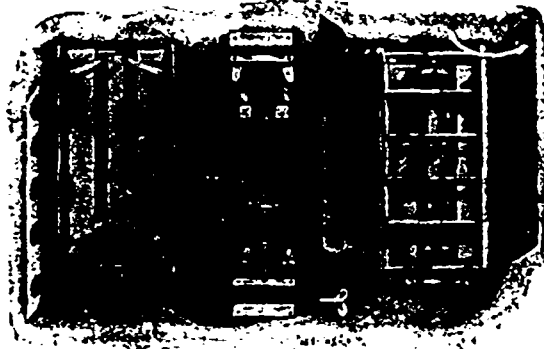
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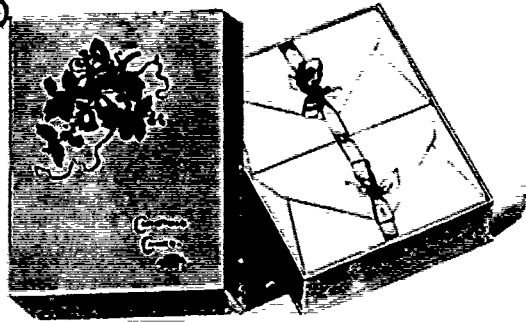
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We have a little booklet on "Desk System" which would interest you.

HIGH GRADE PAPETERIES.

ON this page three illustrations of choice papeterie boxes made by the Eaton-Hurlbut Paper Company, of Pittsfield, Mass., are shown. They are taken at random from the immense range of boxes produced by these excellent manufacturers. The boxes shown have a particular Christmas flavor, emphasized by the holly decorations.

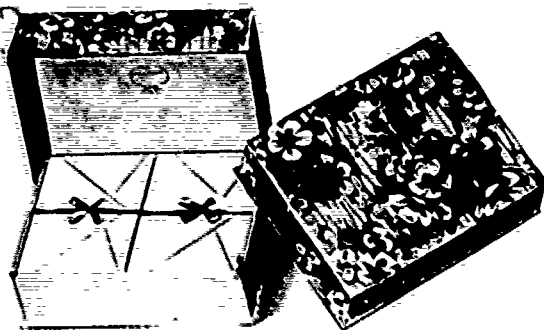
Apart from the extent of the line, which in itself is matter of remark, the outstanding feature is the dainty



CHRISTMAS PAPETERIE.
(Eaton-Hurlbut Paper Company.)

workmanship shown throughout. The Eaton-Hurlbut Co. do nothing on the cheap and they only cater to the best trade. Consequently a dealer handling their goods knows that he can depend on each separate article being exactly correct. This excellence extends into little out-of-the-way corners. The packing of the boxes, the tying of the ribbons, the corners and edges are all carefully attended to and each box is an exact replica of the handsome samples used by the travelers. As to the material, for which the boxes are receptacles, this, too, is just what would be expected from the reputation of the manufacturers.

It would be out of the question to describe minutely each particular box shown. Suffice it to say the variety is immense. The more expensive boxes with their Dresden satin coverings, their locks and keys and their beautiful contents, seem too fine almost for use. But there are less expensive lines to meet the lighter purse and no



CHRISTMAS PAPETERIE.
(Eaton-Hurlbut Paper Company.)

dealer need be deterred for reasons of price from stocking some examples of Eaton-Hurlbut papeteries.

Mr. Waterman, Canadian agent for the company, recently afforded Bookseller and Stationer an opportunity to inspect the line in his Toronto sample room.

SOME CANADIAN DESIGNS.

One of the handsomest papeteries seen this season in the fifty-cent class is the Waldorf, shown by The Copp, Clark Co. The box is oblong, with prettily designed cover. The outstanding feature is a genuine quill pen,

brightly colored, which is attached inside to the top of the box. The ribbon with which it is tied is the same color as the quill and also the same as the ribbons with which the contents are tied. There are four boxes in the series, containing white, mauve, light blue and grey paper respectively.

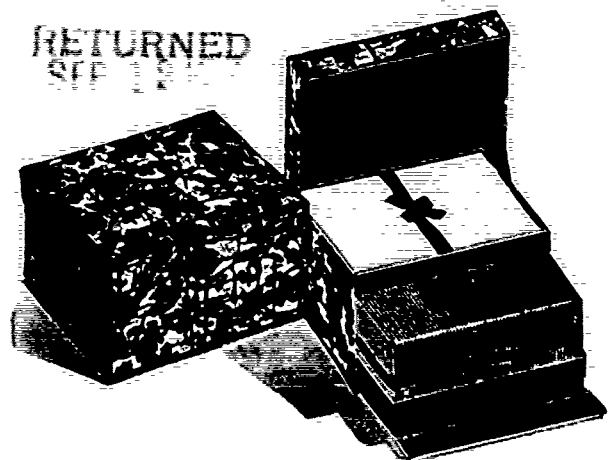
Another handsome fifty-cent line is the Country Series made up of three boxes, Iris, Apple Blossoms and Roses. As indicated the designs are floral, being embossed on the cover of the boxes. The titles are also embossed in gold.

The Haute Fantaisie, also a fifty-cent line, has as its particular feature, note paper with embossed edges. It comes in three tints, grey, light blue and white.

Monaca Linen is a dainty box with drawer attachment. A stick of sealing wax adds to the appearance. The paper and envelopes have embossed edges. This, too, is a 50-cent box.

In deckle-edge papeteries, there is a box called Charta Egyptia, containing a quire of paper and 24 envelopes. This is priced at 50 cents.

Cheaper boxes are Actaeon Cloth, with a moose head design in medallion, embossed, Scarboro Cut Linen, containing paper with embossed edges, and French Dimity, containing fabric finish paper in white, grey and light blue. These are listed at 25-cents per box.



CHRISTMAS PAPETERIE.
(Eaton-Hurlbut Paper Company.)

THE DENNISON DICTIONARY.

CATALOGUES are usually dry affairs. For the most part this dryness results from a close adherence to the old stereotyped forms. There is an absence of originality and no one enthuses over sameness. Whenever, therefore, some firm produces a novelty in the catalogue line interest is awakened and the catalogue proves a "winner." This is undoubtedly the case with the Dennison Dictionary.

The dictionary feature consists of indexed leaves, running in sections. Thus, to find the portion of the catalogue devoted to stationery, all one requires to do is to glance over the list of departments and open at the page marked "Stationery and Desk Supplies." There are in all sixteen sections running from materials for clubs, lodges, colleges and bazaars to tags, through a variety of useful paper articles.

After a study of the catalogue which, by the way, is charmingly illustrated in colors, one comes to the conclusion that the Dennison Mfg. Co. have discovered how to make a marvellous number of choice and dainty articles out of paper. Especially do their goods appeal during the Fall and Christmas season—the days when people begin to beautify their homes for the Winter and buy gifts for the holidays.



Post Cards that Please

WHAT A FEW OF OUR MANY CUSTOMERS THINK ABOUT

Our Post Cards

GENTLEMEN.— Allow me to congratulate you on your Postal View Cards, as without doubt they are the best we have handled this year, both in finish and artistic get-up.

Yours truly,

W. V. MILLEN, Mgr. Stationery Dept
H. Morgan & Co. Ltd., Montreal

GENTLEMEN. The 20,000 Cards ordered we received promptly, and may say I am delighted. They certainly are the finest line ever offered to the trade on Prince Edward Island. We hope to repeat our order shortly.

Very truly yours,

I. J. TAYLOR,
Charlottetown, P. E. I.

GENTLEMEN.— The Postal View Cards ordered through your representative, Mr. Martin, have reached us. They certainly are a work of art and something strictly new to what we have ever had, and a large improvement to anything ever offered us. We anticipate large sales and will be pleased to repeat our order with you.

We are, very respectfully yours,

J. & A. McMILLAN
Per W. Simpson, St. John, N.B.

DEAR SIR, The shipment of Souvenir Post Cards of Peterboro and vicinity which we procured from you this Spring have proved exceedingly satisfactory. They are by long odds the best cards we have ever handled, and may say our stock was completely sold out before the season was over. This was in keen competition with other cards.

Yours very truly,

THE ROY STATION,
Peterboro, Ont.

REMEMBER We only ask a trial order, but once you have the BEST, profitable results will follow.

McFarlane, Son & Hodgson

Manufacturing and Importing Stationers

MONTREAL

The Busy Man's Magazine

The Cream of the World's Magazines
Reproduced for Busy People.

\$2.00 per Year

The MacLean Publishing Co., Limited

Montreal Toronto Winnipeg

The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES

Fine Points, A1, 128, 333

Business, 048, 14, 130.

Broad Points, 312, 313, 314.

Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS:

THE BROWN BROS., LIMITED
TORONTO.

"ROB ROY"

PENS

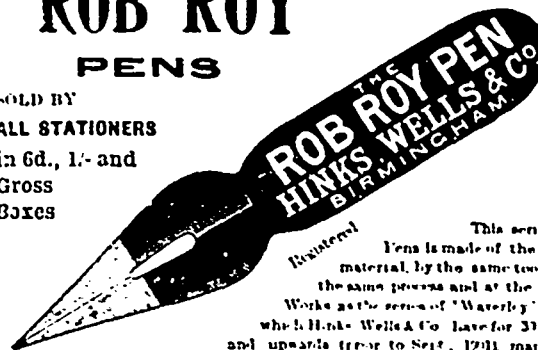
SOLD BY

ALL STATIONERS

in 6d., 1/- and

Gross

Boxes



This series of Pens is made of the same material by the same tools, by the same process and at the same Works as the series of "Waverley" Pens which Hinks, Wells & Co. have for 33 years and upwards prior to Sept. 1911 manufactured for and supplied to the proprietors of

HINKS, WELLS & Co., Birmingham, Eng.

THE WAVERLEY SERIES OF PENS

Imported by all the Leading Stationers

They come as a Blessing to Men
The Fiddler, the Owl and the Waverley Pen.

Dealers make money in stocking the "Boons and Blessings." They are popular Pens throughout Canada. They are advertised and they are asked for. They are irreplaceable in quality and give satisfaction to customers. They are asked for again and again.

We make pens to suit every hand, turned-up, turned-down, indented, oblique, square and round points.

Sample Cards and Trade Price Lists sent by return mail.

MacNiven & Cameron, Limited
Waverley Works, EDINBURGH

HERE AND THERE AMONG THE JOBBERS

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

A USEFUL addition to any stock is a series of Hill's "For the Empire" motto cards. These are printed in red and black with illuminated initials, on white cards and are very dainty. They can be procured at 60c a dozen, and are saleable all the way up to 25c apiece. The Copp, Clark Co. sell them in Canada.

Christmas bells, made of paper, will be favorite decorative features this year. A novelty in this line is a string of three bells, in small, medium and large sizes, which sells at 25c. The Copp, Clark Co., who show this line, also handle three sizes of separate bells, to retail at 5, 10 and 15c. each.

The Lampet clips for lead pencils and fountain pens a new contrivance secured by The Copp, Clark Co.

RETURNED
SEP 18 1906



RETURNED
SEP 18 1906

They have patent steel grips and can be worked easily with one hand, without fumbling. They sell at 5c. each.

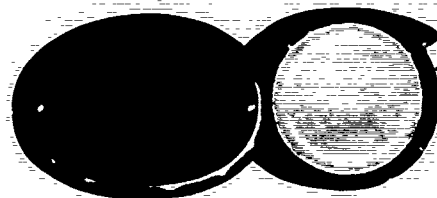
Stanford, geographer to His Majesty the King, has recently finished a new school map of North America, showing the Provinces of Alberta and Saskatchewan. The coloring is excellent. A supply of these maps is now on hand at the warehouse of The Copp, Clark Co., Toronto, together with the other maps made by Stanford.

It is now possible to secure Plashwater Weir Mill paper in tablet form. The Copp, Clark Co. have made up octavo tablets, plain and ruled, which they list at 80c a dozen.

The latest addition to the series of tablets manufactured by The Copp, Clark Co. is the Foreign Fabric. The cover is a very chaste design by a New York artist and the paper used is a high quality of fabric finish linen stock, plain only. The tablet sells at \$1 a dozen.

A full line of the various card creations of Charles Goodall & Son and the United States Playing Card Co. are in stock with The Copp, Clark Co., besides their own five and ten-cent packs, Defiance and Tandem. It might also be noted that they are the authorized selling agents for the Canadian Whist League's special card. They also carry the Wallace duplicate whist set and all other playe's sundries.

The Copp, Clark Co. have just placed in stock a 20c.



RETURNED
SEP 12 1906

To Order
cut Book 55
Page 13
A. C. W.

folding pocket microscope, for school use. It is a very convenient article and excellent value at the money.

Among new lines seen at The Copp, Clark Co.'s showrooms are red pencil erasers, selling retail at one cent each, Xylomite self filling fountain pens, selling at 50c, and guaranteed to give every satisfaction; two new pencil boxes, highly polished, with strong locks, selling at 10c each, boxes of Japanese napkins, 50 assorted designs in a box, retailing at 15c a box.

Maple leaf linen is a new line of stationery just brought out by W. J. Gage & Co., and is a specially attractive one. The paper used is watermarked with maple leaves, making it quite Canadian in character, and the finish is the fabric one so much in demand now.

CLARK BROS. & CO., LIMITED

WINNIPEG

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

Most Complete Stock in Canada for Booksellers and Printers

CLARK BROS. & CO., LIMITED

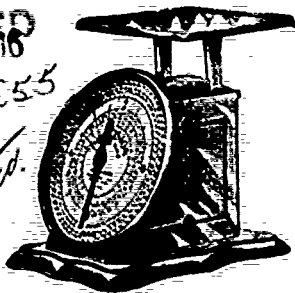
WHOLESALE STATIONERS.

WINNIPEG, M. A. N.

It comes in white only in Oxford and Royal sizes, and is put up in bulk goods; note in handsome 1/4 ream boxes, envelopes in 1/2 M boxes, the decoration of the boxes being maple leaves to correspond with the paper. This line is also put up in papeteries in both Oxford and Royal sizes to retail at 25c. and 30c. respectively. The envelopes are of the popular wallet shape.

W. J. Gage & Co., Toronto, report that they had their full share of visitors this season during the Exhibition, calling at their Front street sample rooms, where they were made welcome by the travelers. The firm placed at the disposal of their visiting friends, as usual, an automobile for convenience in conveying them to the factory and warehouse on Spadina avenue, and, judging from the numbers who patronized it, the automobile was very popular.

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To Owner
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Chas. W.



Precision Postal Scale

The Precision is the name of the new slanting dial postal scale made by the Triner Scale & Mfg. Co., and handled in Canada by The Copp, Clark Co. The dial, as shown, is in the exact range of vision. Figures and dial readings in two colors make them absolutely distinct. The platform is supported by double steel uprights, distributing weight and insuring accuracy.

After years of experimenting, Warwick Bros. & Rutter have at last hit on a method of stamping in gold on American cloth. The result is a series of American-cloth counter-blotters in varying sizes, stamped with the word "Blotter" on the cover.

A Fall novelty in the stationery line is the "Radiant" series, shown by Warwick Bros. & Rutter. The

outstanding feature is the tinting in pink, mauve, blue or green on the edges of the notepaper and envelopes. The paper is hand-made deckle edge, and the envelopes the wallet boudoir shape.

A novelty seen at Warwick Bros. & Rutter's is the Klip-Klip pocket manicure. It is compact, is easily used and keeps the nails in perfect condition. Sold in cards of one dozen.

Warwick Bros. & Rutter have ready thirty-two styles in their new turkey leather memo book. The sizes are vest pocket, memorandum, upright, oblong, 32mo., 16mo., 12mo., and octavo. Ruling is faint only, faint and red, or quadrille. Prices range from 10c. to 35c. retail.

Balsam Sanitissive is a new medicated toilet paper put up in sealed cartoons. It is absolutely pure and is packed with every sanitary precaution. It sells at 15c. in roll or package form and is handled by Warwick Bros. & Rutter.

Something new made by Warwick Bros. & Rutter is a ladies' and gents' laundry list, for keeping a record of laundry sent out. The list is in duplicate, with detachable form for sending with the laundry.

Warwick Bros. & Rutter show a set of four comic bridge cards and four sets of puzzle cards, three to a set. They have also purchased huge consignments of Christmas post cards, and in Valentine post cards they have secured a wide range.

Orders for Valentines for 1907 are now being booked by Warwick Bros. & Rutter. This year's showing contains 50 different styles, entirely new in scope and treatment.

New goods seen in the showrooms of Warwick Bros. & Rutter are Moore glass-top pins, a handy contrivance, put up a dozen in a box; fancy floral-glass-paper weights; several styles of fancy pearl penholders, paper knives, etc., done up singly or in sets; a superfine red and blue lead pencil, to retail at a cent; tally cards in profusion, new fancy designs in poker chips.

The Particular Stationer

is the man to whom we cater all the time. All our plans are laid and all our energies are exerted to supply papers that will please the most exacting, for we know if you are satisfied, then those who use our papers will be pleased, and ask for them again and again, and advertise them to their friends. "Hurd's Name on the Box" stands for all that is best in stationery.

The wedding season is drawing near. Are you prepared for this trade? Let us send you samples and prices if you are not. We make the standard lines.

GEO. B. HURD & CO.

Fine Paper Manufacturers

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



BOOKSELLER AND STATIONER

J. L. MCKAY STILL IN BUSINESS.

IN the July issue of Bookseller and Stationer, a paragraph was inserted to the effect that J. L. McKay, of Neepawa, Man., had disposed of his book and stationery business to A. J. Heffernan. We have been requested by Mr. McKay to contradict this report, as he has not sold out his business to any one, but is still continuing it at W. S. Gordon's old stand. Bookseller and Stationer regrets very much that an injustice has been done to Mr. McKay by the publication of this report, which was, of course, published in good faith.

Mr. McKay also forwards us the following statement

signed by Mr. Gordon, from whom he purchased his business :

Neepawa, August 15, 1906.

To Whom it May Concern :

I, Walter S. Gordon, of the Town of Neepawa, beg to certify that J. L. McKay has purchased my business as a bookseller and stationer, and is entitled to any business connections which I have made.


Mr. A. J. Heffernan has not now, and never had, any interest in my business.

(Signed), W. S. GORDON.

VENUS
Drawing Pencils

THE BEST THE WORLD PRODUCES
17 DEGREES—SOFTEST TO HARDEST MADE
Samples and particulars on request

LONDON, ENG. AMERICAN LEAD PENCIL COMPANY, Mfgs. NEW YORK



A. W. FABER'S

Pure Rubber Bands
Rubber Erasers

For Sale by all Leading Stationers




C. Brandauer & Co.'s - Limited



SEVEN PRIZE-MEDALS.

CIRCULAR POINTED PENS

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM. Attention is also drawn to our Patent Anti-Blotting Pens.

London Warehouse : **124, NEWGATE STREET, E. C.**

Canadian Agents: SMITH, BRIDGES & HOWE, 21 Richmond St. W., TORONTO

The Ledgerette Bill File



A small, loose-leaf ledger for petty and transient accounts. Indexed, easy, simple.

Ledgerette, with 500 statements "in blank," retails at \$2.00; costs dealer \$12.00 per dozen. Sample prepaid, \$1.25. Write

W. R. ADAMS & CO., 40 W. CONGRESS ST., DETROIT, MICH.
Sole Manufacturers.

DOLLS TOYS

and Gift Goods in the
Druggists' Sundries

We wish to impress upon our customers and the trade in general the importance of placing their Xmas orders as early as possible as the most desirable lines naturally are the first to be broken in quantities.

A visit to our much improved Sample Room will, we believe, repay any buyer of Fancy Goods, Dolls, Druggists' Sundries, Etc.

The SUTCLIFFE-EDMISON CO., Limited
SUCCESSORS TO
THE KELK-SUTCLIFFE CO.
70 YORK ST., next to Crompton Corset Co.



**JOHN HEATH'S
PENS**

A good pen is a good servant, and John Heath's Pens are made to serve!
ALWAYS READY AND ALWAYS WILLING.
They were first 15 years ago, and are still leading the way. British made of British steel. Write for samples.
LONDON AGENCY
8 St. Bride St., LONDON, E.C., ENGLAND



C. F. Rumpff & Sons

Established
1850

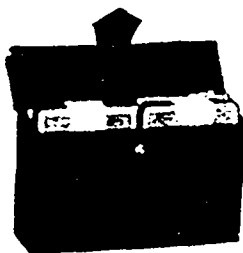
MANUFACTURERS OF

FINE LEATHER GOODS

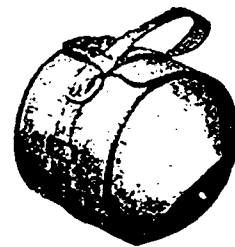
WRITING CASES, HAND BAGS, MUSIC ROLLS,
PHOTO FRAMES, CIGAR CASES, POCKET FLASKS, etc., etc.

PHILADELPHIA, U.S.A.

New York Salesroom: - - - 683 and 685 Broadway



Bridge Whist Sets



Collar Rolls

YEARS OF EXPERIENCE

in catering to the most exclusive trade enables us to give our customers an exceptionally strong line, including a large variety of handsome papers in ream goods, wedding invitations, cards with envelopes matching, a large variety of staple and novelty papeteries, also tablets and everything required by a first-class stationer.

Write for samples of our celebrated fabric finished papers, Highland Linen, Berkshire Linen Fabric and Twotone Linen in the latest sizes.

EATON-HURLBUT PAPER CO.,
Pittsfield, Mass.

SCRIBNER PICTURE PUBLICATIONS.

A NUMBER of illustrations on this page serve better than words to describe the artistic excellence of the Scribner pictures for 1906, for which The Copp. Clark Co. are also sole agents in Canada. Howard

RETURNED
SEP 12 1906

to Dunes
cut Book 55
Page 13
C.C.C. & A.



COPYRIGHT 1906 BY CHARLES SCRIBNER & SONS
RIVALS

Chandler Christy, Harrison Fisher, Alonzo Kimball, A. B. Frost, C. D. Gibson—all popular artists—contribute to the series, and it is needless to say that their work always sells.

The Harrison Fisher calendar for 1907, of which the first leaf is shown, tells a romance in four pictures. It is 14 x 21 inches in size and is beautifully colored. Another attractive calendar is the American Beauty, also 14 x 21 inches, drawn by Alonzo Kimball. It, too, has four leaves, each depicting a beautiful head.

The two pictures by Mrs. Wiederseim—"Stung!"



COPYRIGHT 1906 BY CHARLES SCRIBNER & SONS
TAKING TOLL

and "23, Skidoo! Skidee!"—shown in the illustrations, are done in black and white photograve, 5 x 8 1/4 inches. They are uniform with the extremely popular picture

"Nobody Loves Me." Mrs. Wiederseim also has other interesting juvenile pictures in the list.

The football player is one of four pictures by J. C. Layendecker, measuring 12 x 15 1/4 inches. The other pictures are rowing, hockey and running, and each is a splendid picture of the athletic young man.

The Fisher pictures are perennially popular, and this year's series, embracing "A Modern Eve," "The Shifting Sands," "The Fortune Teller," and "Taking Toll," are as good as anything the artist has yet produced. They measure 11 x 16, and are obtainable on mounts 19 x 24 inches.

NEW TRAVELER FOR THE WEST.

MR. JOHN MARTIN, representing McFarlane, Son & Hodgson, wholesale stationers, Montreal, has just returned from a visit to their western warehouse in Winnipeg. Whilst there the firm had just completed stock-taking, and found such a satisfactory state of affairs and such a promising outlook for increased trade from this branch of their business that it was decided to increase the stock already carried there and to appoint another traveling representative. The services of a competent man have been secured and he will at once take up his new duties calling upon the trade in the busy territory of the west. The Winnipeg business of the firm is in charge of Mr. T. H. Radford, a gentleman whose experience and ability in the stationery line are not unknown.

PERSONAL MENTION.

Mr. Thomas Clagett, of the J. B. Hippincott Co., Philadelphia, called on the trade in Toronto during the Exhibition.

Mr. L. A. Heath, late of Brandon, is now traveling for F. W. Law & Co., Limited, wholesale stationers and fancy goods, Winnipeg.

The junior member of the firm of Crosby Lockwood & Son, publishers of technical and scientific books, London, England, is at present on a visit to Canada.

That veteran book traveler, Mr. Charles Walton, of Charles Scribner's Sons, New York, was greeted by his many friends in Toronto early in the month.

Trade visitors in Toronto during the Exhibition included George Wood, of Ingersoll; Jas. I. Anderson, London; M. G. Hay, St. Thomas; F. H. Chapple, Galt.

Mr. S. B. Gundy, manager of the Toronto branch of the Oxford University Press, has gone west on a month's trip to the Coast. He has not been over the ground for twelve years.

Mr. Thomas C. Allen, of McLeod & Allen, Toronto, is at present away on a western trip. The Fall trip to the west has now become an established feature in wholesale bookselling.

Mr. C. A. Caldwell, of Dana Estes & Co., Boston, was noticed in Toronto recently. He came to take home his wife, who had been spending the Summer with her relatives in the city. Mr. Caldwell is a brother of Mr. H. M. Caldwell, of the H. M. Caldwell Co.

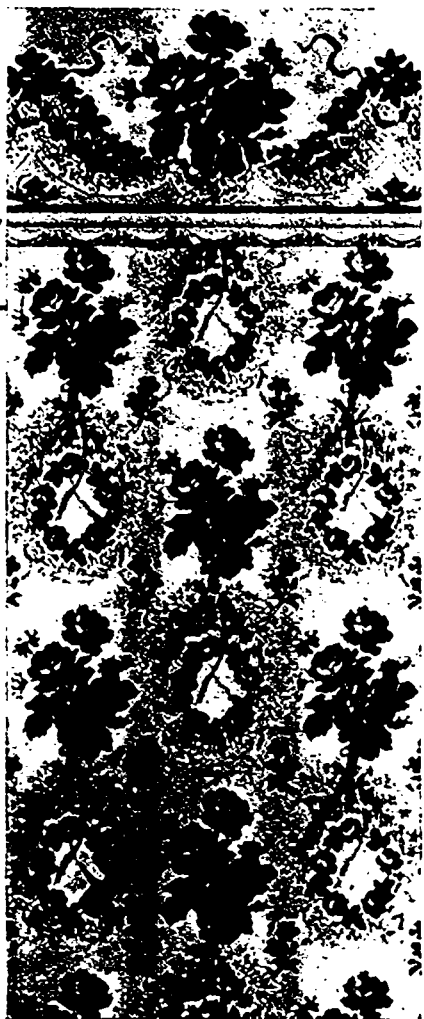
Visitors in Toronto from the Maritime Provinces during the Exhibition were: A. M. McLeod, Sydney and Glace Bay, C.B.; W. P. Smith, Amherst, N.S.; George McLean, Pictou, N.S. From Western Canada came C. Stuart, of Clark & Stuart, Vancouver, and D. J. Young, Calgary. From nearer Toronto came James Sutherland, Brantford; B. B. Baily, Simcoe; George Moore, Parry Sound; G. H. O. Thomas, Bracebridge; James Thomas, North Bay; P. E. Byrne, Beaverton. There were many more, but our reporter failed to secure their names.

RETURNED
SEP 12 1906

Wall Paper

FALL HOUSE FURNISHING.

ONE cannot help noticing the growing tendency on the part of the public to do their house-cleaning in the Fall instead of in the Spring. Because of this, wall paper sales are increased more or less. The change of season is more noticeable in other house furnishing lines, however. People going to the country for the Summer are beginning to see and understand that it is hardly the thing to houseclean, lay new carpets, paper the walls and do other such work when the place is to remain closed and untenanted during the Summer months. As a consequence, in many cases the refitting is left until



No. 1758.—A Cretonne Effect with Cut-Out Border, very dainty for chambers and in charming color schemes. Manufactured by Stauntons Limited, Toronto.

just before the return from the country, generally the beginning of September.

Idea is Growing.

Popular fancy seems to incline towards the idea. During the past couple of years this has been more noticeable than formerly, although the high class trade have been following this plan for the past five or six

RETURNED
Oct 16/06
to Bryant Press

Cut Book No. 56

Page No. 4

J. G. V.

DEALERS

tell us we give too good value in our

Wall Papers

for the price we charge. Well, perhaps we do. It's characteristic of the **STAUNTON LINE**. We give value so you can make good profits.

See our samples. You will find them better than ever.

STAUNTONS LIMITED

Wall Paper
Manufacturers

TORONTO, ONT.

years probably. With each succeeding year, however, there seems to be a greater demand for house furnishing lines in the Fall.

WALL PAPER IN CHINA.

A RECENT U S consular report says the use of colored papers for house decoration, which was scarcely known in China until quite recently, is now becoming general. The report continues

"It is believed that these papers would find a good opening in the country, because, in certain towns like Shanghai, Hankow and Tientsin, they would be used, not only in the houses built for Europeans, but also in those of the Chinese of the wealthy class who follow European customs and habits. The papers used in China are very varied in colors, qualities, patterns, and prices, it is therefore advisable to send the greatest possible variety of samples, and papers representing landscapes, scenes and pictures of Teniers, tapestry, etc., would probably sell best. The frieze, which is placed immediately below the cornice, is generally of a greater depth than that common in European countries, and often measures as much as 15 or 16 inches. The best papers represent in these friezes landscapes, seascapes, borders of flowers, garlands, etc. The ceilings of houses are also covered with paper with a simple pattern on a light-colored ground. Manufacturers are recommended to send varied and detailed catalogues of papers for walls, ceilings, friezes and borders, with samples at least 15 inches square. At the same time it is a good plan to send with the catalogues, which should be in duplicate, a small consignment of paper sufficient in quantity to decorate two or three rooms of ordinary dimensions, i.e., 16 x 20 feet."

RETURNED
Nov 12/06
to Allen
Cl: No. 52
Page No. 77
now

PAYSON'S INDELIBLE INK



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

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

Standard Commercial Works.

Mattie's Interest Tables.
At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum, by **MATTHEW MATTIE**, 5th Edition. Price, \$3.00.

Mattie's Three Per Cent Interest Tables.
By the same author. On fine toned paper and strongly bound. Price, \$1.00.

Hughes' Interest Tables and Book of Days combined.

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

Hughes' Supplementary Interest Tables.
Comprising a Special Interest Table for daily balances, showing interest for one thousand days on any amount, rates from ¼ per cent. to 3¼ per cent., inclusive. Also a table showing interest for one thousand days at 5 per cent., by means of which (in connection with Comparative Tables), interest for one thousand days can be obtained at any rate from ½ per cent. to 10 per cent., inclusive, and **COMPARATIVE INTEREST TABLES** for obtaining interest on any rate from ½ per cent. to 10 per cent., inclusive, on the basis of 365 days to the year in ½ per cent. rates. By **CHARLES M. C. HUGHES**. Price, \$2.00.

Hughes' Interest Tables.
At 6 and 7 per cent. per annum (on the basis of 365 days to the year), for one, two, three and four months and days of grace, for use in Discounting and Renewing Promissory Notes. By **CHARLES M. C. HUGHES** (on folded card, 14½ x 9½) strongly bound. Price, \$1.00.

Hughes' Savings Bank Interest Tables.
At 2½, 3 or 3½ per cent. (each on separate card), on the basis of one month, being 1.12 part of a year; by **CHARLES M. C. HUGHES**. Price, \$1.00.

Buchan's Sterling Exchange Tables.
Converting sterling into Canadian currency and *vice versa*, advancing by 8ths and 16ths, with other useful tables, by **ERISBUCHAN** Second edition. Price, \$1.00.

Buchan's Sterling Equivalents and Exchange Tables.

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

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

The Importers' Guide.
A hand book of advances of sterling costs in decimal currency from one penny to 1000 pounds with a **FLANNEL TABLE** from 20 to 100 shillings per piece of 6 yards, by **R. CAMPBELL** and **J. W. LITTLE**. Cloth, 75c., leather, \$1.00.

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

MORTON, PHILLIPS & CO.,
PUBLISHERS.

755 and 1757 Notre Dame St., MONTREAL

The BROWN BROS., Limited, of Toronto carry a full line of our publications in stock.

LEGAL CARDS

ATWATER, DUCLOS & CHAUVIN
Advocates, Montreal
Albert W. Atwater, K. C., Consulting Counsel for City of Montreal Chas. A. Duclos Henry N. Chauvin

WM. A. McLEAN
Barrister, Solicitor, Etc.
Head Office, Guichon, McLean's Block
Branch Office, Arton, Town Hall Corporation, Solicitor, Etc.

ROBINSON & GREEN
Barristers, Solicitors, Etc.
John A. Robinson, John R. Green, Solicitors for the Imperial Bank of Canada, the Southern Loan & Savings Co., St. Thomas, Ont.

ACCOUNTANTS AND AUDITORS

JENKINS & HARDY
Assessors, Chartered Accountants, Estate and Fire Insurance Agents, 154 Toronto St., Toronto
465 Temple Building, Montreal

PERCY F. DAVENPORT,
Chartered Accountant and Assessor,
22 McIntyre Block - WINNIPEG, MAN.

The Topaz Pencil

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

HB -- H -- HH -- HHH -- B
— AND —
Indelible Copying.

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

SPENCERIAN STEEL PENS.

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

Works, **BIRMINGHAM, ENGLAND**

Imported by all the
leading Stationers in

TORONTO and MONTREAL

When writing to advertisers please
mention The Bookseller and Stationer.

HOTEL DIRECTORY

WINDSOR HOTEL
HAMILTON, BERMUDA

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

TOWER HOTEL GEORGETOWN
DEMERRARA
BRITISH GUIANA.

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

WOODSIDE BOARDING HOUSE
Corner of Main and Lanahs Streets
GEORGETOWN, DEMERRARA.

Cool and airy Bedrooms. Excellent Cuisine. Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage solicited. Managers, E. COTMAN.

VICTORIA LODGE
HAMILTON, BERMUDA

Mrs. J. F. SMITH Proprietress.

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

WINTER RESORT
QUEEN'S PARK HOTEL
PORT OF SPAIN, TRINIDAD, B.W.I.

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

THE GRAND UNION
The most popular hotel in
OTTAWA, Ont. JAMES K. PAISLEY Prop

DOMINION HOUSE
W. H. DURHAM, Proprietor
RENFREW, ONTARIO

The most popular Hotel in the Ottawa Valley.

HALIFAX HOTEL
HALIFAX, N.S.

WHEN WRITING ADVERTISERS
PLEASE MENTION
THE BOOKSELLER AND
STATIONER



THE TELEPHONE

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

LONG DISTANCE TELEPHONE SERVICE

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

THE BELL TELEPHONE COMPANY OF CANADA

WESTERN Incorporated 1851
ASSURANCE COMPANY.

**FIRE
AND
MARINE**

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

HON. GEO. A. COX, President.

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

C. C. FOSTER, Secretary.

Money

CAN BE SAVED BY MEANS
OF AN ENDOWMENT POLICY.

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

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

**Confederation Life
ASSOCIATION**

W. H. BEATTY, President.

W. O. MACDONALD,
ACTUARY.

J. K. MACDONALD,
MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

Good Counter For Sale

Here's an excellent chance
for a merchant to buy a
second-hand counter at a
reasonable price.

The top is walnut, the front
and sides oak. Size, 2 feet
2 inches wide ; 3 feet deep ;
15 feet long.

The MacLean Publishing Co.
Limited
10 Front St. East, Toronto.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, \$850,000.00.

TOTAL ASSETS, \$2,119,317.80

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

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

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

THE METROPOLITAN BANK

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

GENERAL BANKING BUSINESS

We
Solicit
Your
Account

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

SAVINGS DEPARTMENT

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



GOOD WORK FROM DRESDEN.

THROUGH the courtesy of Gustav Ferd Schacht & Co., of Leipzig, Bookseller and Stationer has been furnished with samples of the work of K. Markert & Sohn, of Dresden, manufacturers of high-grade picture post cards. Each card in the set of samples is characterized by a distinctness of detail and delicateness of coloring that is only to be found in the best German cards. Series one consists of smooth-finish cards in green-black and platinum effects. These processes produce cards that resemble the finest steel engravings, each detail showing up with the utmost clearness. The second series embraces cards produced in collotype in a variety of shades and colors. The rougher finish brings out the light and shade most effectively. All these cards can be turned-out within three weeks.

Next comes a novelty in what is termed a "passe-partout" card. Here the subject is framed in an attractive design, the shade and shape of which harmonize nicely with the picture enclosed. The series of hand-colored cards shown exhibits most careful treatment. The coloring has been done naturally and delicately, with the result that there is no glare.

The Doppelton photo cards in brown and blue are extremely handsome, exhibiting great care in treatment. The shading is most effective. These cards require from four to five weeks for execution. The productions of Markert & Sohn also include glossy cards and embossed cards.

WHAT VALENTINE IS DOING.

VALENTINE & SONS report an active trade for Fall, with excellent prospects for a busy season. They are constantly adding to their already large stock new and excellent designs; in fact this firm employ a number of special designers doing nothing else but getting up something new all the time.

One of the latest novelties is the new fan card. This card, by an ingenious device, opens up in the shape of a fan, exhibiting several local views, which are grouped in interesting series, such as Niagara Falls, Muskoka Lakes, Montreal Views, Toronto, Winnipeg, Rocky Mountains, etc.

Another new departure is the Mezzograph, a beautiful glazed finish in colors, exhibiting Canadian studies in various sets. Still another is the Artotypes, a new process of three color work by which valuable and original paintings are reproduced, also some Canadian scenes.

For the patriotic, a series entitled "Flags of the Nations" is very popular. In this series the flags of Germany, France, Russia and Japan are exhibited, to say nothing of "Old Glory" and our own grand old Union Jack.

The Canadian Girl series is one which Valentine Co. report very popular, and they should be, exhibiting as they do many of Canada's fairest beauties enjoying themselves in such healthful sports as skiing, canoeing, bathing, skating, winter games, etc.

Other varieties include carbonotypes, reproducing very

pretty scenes printed in double tone sepia. Local conditions can be made by this process and sell well. There is also the ever popular actress series and innumerable variety of comies, the latter including new and very humorous series entitled "Our Picnic," "Out for the Day," and "Love Cycle."

The firm make a specialty of local views, and any good photographs sent them of a local scene can be reproduced on picture post cards in either color, carbon, moonlight, mezzograph or plain black and white finish.

NOVELTY ALBUMS.

JUST like a shell the post card novelties of the Berliner Bookbinding Co., (Wubben & Co., Limited), S. W. Wilhelmstr., 9, Berlin, Germany, have struck into the market. A look into the new illustrated catalogue will show that the house is thoroughly up-to-date. Novelties in nearly every size have come out.

Nice presents for children are the small albums, holding 50 or 100 cards, one on each page. These appear in more than a dozen different styles and designs. One, especially, with a soft cover of hamper paper, seems bound to become very popular.

In quarto-size, an attractive album shows a copper-engraved medal; another presents a lady's portrait in imitation of embroidery. Then there is the Wubben patent album, which contains a scheme for fixing the card so that both sides can be examined without removing the card from the holder. This is an entirely new album and very saleable.

POST CARDS ARE BOOMING.

W. G. MACFARLANE, Toronto, reports the post card business to be in a most flourishing condition. August was the biggest month this house ever had, and September, with its big rush of Exhibition callers promises to reach even a higher notch in the ever-increasing volume of this firm's business.

The Art series of post cards recently issued by this house is having a phenomenal run. These cards are known as "Troilenes," being miniature oil paintings depicting western life in its various phases.

The great bulk of W. G. MacFarlane's stock is selected from the choicest lines to be procured in Europe, the same being personally selected by the head of the firm. Sample orders are solicited, which will invariably receive prompt attention, and a select assortment of the best selling lines will be included.

Post card albums, for which there is always a ready sale, are carried by this firm in all sizes, and at prices ranging from \$2 per dozen to \$36 per dozen. The albums are all of European manufacture and are splendid value. A circular is being prepared giving full particulars of the different lines.

Any dealer who has not already ordered his Christmas and New Year's post cards should not lose another day in giving this matter his attention. The final or-

ders for these lines will soon be placed with manufacturers, and as in former years, those who delay will find themselves unable to procure Christmas post cards when needed.

POST CARD BRIEFS.

W. J. Gage & Co., Toronto, are adding some new views to their series of colored Canadian scenes. They have also just received into stock a splendid assortment of post card albums to retail from 25c. up to \$1. In connection with their post card department they are selling those revolving post card racks at a new reduced price. This is the best device in the market for showing

A SOLE IMPORTER.

VARIETY of stock is what is required to enable the post card dealer to take full advantage of his trade possibilities. Every dealer should endeavor to secure sample shipments of lines with which he is not acquainted; he is then able to judge as to the possibilities of the lines becoming good sellers in his district.

Living picture cards made from half-tone electros, are selling very freely in many of the cities in the east and throughout the United States. They have for several years been very popular in England.

A particularly good line of living picture cards is that made by H. Garner, of Leicester, England. The series includes love, courtship, marriage, sentimental.

RETURNED
SEP 12 1907
To Owner
Cut Book 55
Page 348
16
11



MACFARLANE'S INDIAN SERIES (Reproduced in Troilene from Original Paintings by John Innes.)

these goods, and any of the trade who are not supplied with one or more should write this firm for information in regard to them.


The Copp, Clark Co. have sole control in Canada of Hurd's puzzle post cards. These cards come in four pieces, which, when joined, make up the picture of a mosquito or a dachshund pup, or an alligator or fish or sea serpent. The idea is to send the cards separately and let the recipient join them up.

Pretty girl designs, bearing holly and mistletoe, marked with the message "Season's Greetings," are shown by The Copp, Clark Co., for holiday trade.

sacred and illustrated songs, and a big line of comics.

The line is handled in Canada by A. H. Cooper, 73 Queen street east, Toronto, who is sole importer for Canada and United States. In addition, Mr. Cooper carries a large stock of collotype and colored views, floral and animal designs, and other up to date cards well worth the dealer's attention.

The stationery business carried on at Fredericton by McMurray & Co., will soon be taken over by a Wood stock company, according to report from Fredericton.



ONLY FOR WHOLESALE DEALERS
AND POST CARD PUBLISHERS
MARKERT & SOHN
Graphic Art Works
DRESDEN A Wintergartenstr. 74
MANUFACTURE
PICTURE POST CARDS
OF ALL PROFILES
AS A SPECIALTY WE MAKE
**COLLOTYPE, COLOURED COLLOTYPE,
DOUBLE TONE GLAZED and
AUTOTYPE POST CARDS, ALBUMS**
Ask for samples and quotations

Telegram Address
KUN-1 MARKERT.
DRESDEN

Picture Made to order only
according to instructions
supplied.

Specialties:
Modern Halotype
styles,
plain and coloured.
Well known for efficiency and
high-class workmanship.

Post Very fine
make. First
class goods
only.

Cards

Otto Leder
Meissen 19 Saxony
Picture Post Card Manufacturer.
WHOLESALE EXPORT

BIG POST CARD OFFER

LOOK HERE! NOW LISTEN!

Local Postals—

250 of a design	- -	\$3 75
500 " " "	- -	8 00
1000 " " "	- -	9 00
2000 " " "	- -	7.50 per M
5000 " " "	- -	6.00 "
10000 " " "	- -	5.00 "

Please take notice that these cards are of German Manufacture and are positively the best obtainable.

It will interest dealers to know that our retail business in cards, during the Industrial Exhibition, exceeded \$2,000,000.

A. L. MERRILL, 304 Yonge St., Toronto

WILLIAM HADDON, Publisher
TIPTON, STAFFS, ENGLAND

Only Publisher of the "Haddon Series" of Pictorial Postcards

ARTISTIC AND UP-TO-DATE

Sample Parcels now ready for the trade

\$1.00 Post Free

1000 Picture Postcards printed from customers own Photos in Colliotype for \$3.00
1000 Postcards printed in color for \$3.00

TROILENE POST CARDS

Selling enormously all over Canada.

Three Sets. 10 in each Set. { Primitive Transportation in the West.
Ranching Life.
Indians.

Highly artistic, beautifully colored, reproduced from Oil Paintings by leading Artists. Five hundred thousand sold already. Every dealer should have this line. Send for samples.

Price \$15.00 per thousand

FANCY POST CARDS

Our biggest sellers—tens of thousands being sold—Floral tinselled, about fifty subjects.

Prices \$17.00, \$18.00 and \$19.00 per thousand

Baby Farm and Love Series, \$10 and \$12 per M.	Hand Painted Floral, \$36 per M.
Birthday and Greeting Cards, \$8 to \$15 per M.	Great variety of Comics, including American, Jordan, Porter, Bamforth, Ray, Glossy, etc., \$5 to \$30 per M.
Beautiful Figure, Landscape, Floral Fancy, \$12 to \$15 per M.	Attresses, in great variety of subjects and finish, at \$3 up.
Metalized and Cloth Cards, \$25 per M.	

*We Have the Largest Stock of Fancy Cards in Canada
A Splendid Assortment of Post Card Albums Now in Stock*

ALL CANADA CABINET

Containing 1,000 Handsome Cards, \$12.00 Containing 2,000 Handsome Cards, \$22.00

W. G. McFarlane, Canada's Greatest Post Card House **Toronto**

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White Our Colored Cards

STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

ALBUMS and RACKS

Always adding to our already well-assorted stock.

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.

OUR PORTRAIT GALLERY

ALFRED T. CHAPMAN.

WHILE still a young man, not yet having passed the fortieth milestone, Alfred T. Chapman may be said to be on the high road to success in his chosen line of business. With two book stores, each doing a flourishing business in books and stationery, Mr. Chapman is fast climbing that ladder of success to the goal to which many aspire. He is an Englishman, having been born in England in 1867. His early education he received at the King Edward VI High School, Birmingham, receiving further instruction later in Cheltenham. Going to Leipsic, Germany, he captured a German scholarship, and also became proficient in the language of the Kaiser.

Canada was looming large before the eyes of young Englishmen then as now, and Mr. Chapman decided to



Mr. Alfred T. Chapman

Post Card Albums

We have on hand for immediate delivery a large assortment of well bound linen covered albums, with artistic cover designs in assorted colors.

The following is an especially good selling line.

Albums for 100 Cards, \$2.00 per doz.	Net
" 200 " 3.50 " "	" "
" 300 " 5.25 " "	" "
" 500 " 9.00 " "	" "

For import, 12 doz. or more each line, we allow 10% reduction. Place your order for the Christmas trade now with us.

Prices for more expensive albums on application.

Write for our Catalogue of Souvenir Postal Cards

Montreal Import Co.

P.O.B. 66.

17 St. John St. MONTREAL

try his fortunes in the rising young colony. He landed in Canada in 1890, obtaining employment with Foster Brown & Co., then in the down town district of Montreal. In 1894 he was given the position of manager of the new up town store opened by the firm, what is now their main and only store. Not content with his position, and believing he could do better in business for himself, he opened a little shop at 517 St. Catherine street west in 1894. Since that time he has devoted his energies to making a success of the enterprise. In the course of time the business expanded, making it possible and necessary to open a branch store further up town, which was done in 1901, the present store at 859 St. Catherine street west having come into existence at that time.

At present the older store is being enlarged and renovated, giving more room for the carrying on of the ever increasing trade being built up by Mr. Chapman's energy and business ability.

L. R. Williams has opened a stationery store on James street north, Parry Sound. He will also handle school supplies and men's and boys' wearing apparel.

W. NEUMANN & CO.,**Wasserthorstrasse 42,
Berlin, S. 42****High-class Collotype Printers****SPECIALTY: Collotype Postcards TO ORDER****Hand-coloured Collotype Cards
Double-tone Collotype Cards****Glossy Collotype Cards
Photochrom Collotype Cards****ALL KINDS OF VIEW-ALBUMS AND SAMPLE SHEETS****CHEAPEST PRICES.****WHOLESALE AND EXPORT ONLY****TRADE NOTES.**

THE DOUGLAS CO., LIMITED, booksellers and stationers, have disposed of their branch store in Stratheona to Thos. R. Tipton, late of J. G. Tipton & Sons, of Stratheona. This business was established in October, 1904, and during that time has developed into a flourishing business.

G. W. Willson & Son, picture frame dealers, etc., Montreal, have assigned.

The Weyburn Drug & Stationery Co., Weyburn, have sold out to R. B. Paterson.

G. R. McGill, drugs and stationery, St. Thomas, is advertising his business for sale.

Frederick Sharp & Co., books and stationery, St. Mary's, have sold out to W. G. Kenny.

The firm name of O. B. Stanton & Co., Limited, office supplies, Toronto, has been changed to O. B. Stanton & Wilson Co., Limited.

John M. Wylie & Sons, scientific publishers, New York, have appointed E. M. Renouf, Limited, sole agents for their publications in Canada.

George Powley & Co., wholesale paper dealers, have moved from 77 Bay street, Toronto, to the Willson Building, 60-62 Front street west.

Mr. Richard Dunn, formerly with Drummond, McCall Co., has joined the W. H. Newsome Co., Limited, Toronto. He had considerable experience in the Old Country selling typewriter supplies.

A useful little catalogue of sundry items in general use in high and public schools has been issued by The Copp, Clark Co., Toronto. Dealers can secure these catalogues in quantity to distribute among teachers and others interested in school work.

A booth has been reserved at the New York Business Show for the L. E. Waterman Co., who will have on display their varied lines. A member of the Montreal staff will be in attendance to take care of Canadian merchants who may visit the show.

There were always crowds of interested spectators around the exhibit of Davis & Henderson, manufacturing stationers, in the Process Building at the Toronto Exhibition. Two envelope-making machines and an envelope-printing machine were in constant operation.

R. H. Davis & Co., manufacturing stationers, printers, and paper dealers, of Yarmouth, N.S., have sent out a very neatly printed catalogue and price list of the principal stocks carried by this firm. A catalogue of this kind should prove very useful when ordering goods.

Early on the morning of September 7 burglars broke

into Chapman's bookstore, 513 St. Catherine street west, Montreal, and stole fifteen dollars in cash and a bundle of stationery. It was evident that the store was entered from the front, the cellar window having been smashed.

A very neat circular illustrating their Ideal clip-caps has been gotten out by the L. E. Waterman Co. of Canada. This circular is one of the most attractive recently issued by the company. Merchants may obtain a supply (with name of merchant printed thereon) on application to the Montreal office.

James F. McMurray, George Hazen, Albert T. McMurray, Mary McMurray and Lalia C. Hazen, of Fredericton, are applying for incorporation as the McMurray Book & Stationery Co., Limited. The capital stock is to be \$15,000. The company will take over the book and stationery business carried on by J. F. McMurray.

From the office of Managers Cochrane and Payne, there has just been issued an important announcement to the effect that negotiations have just been concluded whereby the United States Government, through the Department of Commerce and Labor, will be represented among the many exhibitors at the Fifth National Business Show, which takes place, under their management, in Madison Square Garden, New York City, October 27 to November 3, this year.

Warwick Bros. & Rutter, Limited, have sent out to the trade an interesting production in the shape of a large hanger, illustrating "The Making of a Picture Post Card." The four color processes are shown from the first printing of yellow to the final printing of black. On the left side the four original colors are shown, while on the right we are given the results of printing each color on its predecessors. This hanger will be of considerable interest, not only to the trade but to the public generally, who have little idea how picture post cards are produced.

The Canada Drug & Book Co., Nelson, B.C., have installed a new feature in their store. All the books have been gathered together from all parts of the store and placed in a very neat library formed of Wernicke cases in the lower half of the store. The cases are so arranged as to make one large room and several smaller ones. The books are still divided into classes for the convenience of customers. The library contains all the reference works most in demand, the standard poets, historians, biographers and novelists. In a few weeks a special apartment will be devoted to school texts. A considerable space is devoted to recent works, among which novels are most numerous. These are in the largest apartment, and a writing table is arranged beside them.



MONTHLY REPORTS
FROM TRADE CENTRES

LONDON, ENGLAND.

The Metropolis deserted—A word to British Publishers—
Plans for our October Number—Some
Early Announcements.

Office of BOOKSELLER AND STATIONER,
88 Fleet St., E.C.

London, August 27, 1906

FROM the retailers' point of view, this time of year, coming, as it does, between the close of Summer trade and the commencement of Autumn, must always be a dull one. As a matter of fact the exodus of town-folk to seaside and country resorts continues unabated. In fact, the advent of the shooting season brings round again the annual rush of sportsmen and their friends to the northern moors and mountains. For some little while the metropolis will remain deserted by its wealthier citizens. When that little while has elapsed, London will gradually fill up again, and trade will assume an aspect busier, one must hope, than it has been in the past.

Without being pessimistic, one must admit that the retail trade has not been all that could have been wished during the first half of the year. Weather conditions were for a long time the shopman's most determined enemy, and it was only when the holiday season was at hand, and the first holiday makers were taking their departure from town, that sunny days and cloudless skies prevailed. When folks commenced to go away, the shopman witnessed ideal shopping conditions. Ever since then there has been an almost unbroken succession of bright, sunny weeks, and one can only hope that this state of weather will continue until the Autumn season, now fast approaching, will open up again.

Meanwhile, the wholesale stationery and publishing houses are busily getting together samples and lists, and planning their Autumn and Winter campaigns. Many travelers are still away from business on vacation, but by the end of next week the majority of them will be back again, and hustling will commence in earnest. Stationery houses and art publishers have, for the most part, got together the best part of their Autumn goods, but the book publishers are only now commencing to form some idea of what literature they will have to offer. Some have their Autumn lists in the press, others are only now preparing the manuscript of these lists.

• • •

It really is most unfortunate that publishers should be so late in getting out their lists of new books. By the time Canadian dealers know what the English publishers have to offer the season is well on, and a great deal of valuable time has been lost. It is most unfortunate that British publishers have not yet fully realized the necessity for giving more individual attention to the Canadian market. Since circumstances require it, a colonial list should be gotten out in advance of the English one. A little business-like forethought should make this quite possible. In fact, the majority of British publishers could well afford to devote greater individual attention to Canadian book buyers in many respects. They are too fond of leaving Canadian wholesalers the best part of the pushing work. Of course, where the

Canadian house buys the publishing rights it is natural that the British publisher should leave the Canadian market alone, but, as is generally the case, where the British publisher employs the wholesaler or agent merely as a distributing medium, it is his duty to do more than he does to let the trade and the reading public know a little more about the books he has to sell. Such a course would clearly be in his own interests. It is a generally acknowledged fact that when wholesalers or agents are handling the productions of numerous publishers, they are naturally able to give only a brief and occasional notice to the chief works, whereas the publisher who advertises his books not only works in harmony with his distributors, but secures such extra attention from buyers as will enable them to effect extra sales.

• • •

As is well known, Bookseller and Stationer takes the keenest interest in the attitude of British publishers towards Canada, and since it has not been found possible to secure any efficient advance announcements from the Old Country, it proposes to make the October issue a British publishers' one. That is to say, it will contain as much British advertising and British review matter as can be obtained. No pains will be spared to advise publishers of this issue, and upon them must rest the results. By October practically all the British publishers' lists will be available. Canadian buyers of every description are asked to watch this October issue, and to encourage our advertisers by according them their patronage.

The October number will not, however, deal exclusively with British publishers of literature. There will be a good deal of important and original editorial and advertising matter in regard to Fall and Winter lines of stationery and post cards, Christmas cards, and 1907 calendars, etc. All such matter will be selected with special reference to the requirements of Canadian buyers, and it is to be hoped that results will be to the mutual satisfaction of buyers and sellers. So much for the October number.

• • •

Perhaps by this time many of our readers will have heard of the death of Mrs. Craigie, better known as "John Oliver Hobbes." By her death the literary world loses one of its brightest lights. In a brief career, commencing with the publication of "Some Emotions and a Moral," by Mr. Unwin, in 1891, she has quickly risen from small things to great. Like many other authors of repute, she began her career by writing short stories. Like many other authors, too, she essayed drama, without any marked success.

Another member, well known in publishing and journalistic circles, has been removed in the person of Mr. Wm. Collins, chairman of the Glasgow publishing house, Wm. Collins, Sons & Co., Limited. This gentleman was responsible for his firm's progressive colonial policy in no small degree, and many Canadian book dealers will remember that their Mr. A. B. Glen was recently in Canada. The deceased gentleman met with a fatal accident through falling down the well of a lift at his private residence in London.

• • •

An enormous quantity of picture post cards are passing through the post as a result of the holiday season. All Britain seems to be on tour. Every one of the millions of souls that have migrated to seaside or country resort for their vacation seems to consider it a bounden duty to send away anything from one to a dozen cards to friends. The bulk of these cards are broad views

BOOKSELLER AND STATIONER

The most noticeable feature is that the people want the best cards in preference to the inferior kinds, so that trade is particularly brisk in the higher class productions.

• • •

At last the much needed Musical Copyright Bill has been put through Committee in the House of Commons. On the recommendation of Mr Gladstone the bill has been made applicable to the whole of the British Isles. This is a bill that is likely to do a great deal of good to both musical publishers and composers. It is a strong bill, an amendment that hawkers should only be fined when they know they are selling pirated music being thrown out as a weakening proviso.

• • •

"The Treasure of Heaven" is Marie Corelli's latest production. This is published by A Constable & Co. It is adorned by a frontispiece photograph of the authoress, a fact which, no doubt, the publishers expect to increase sales. As is well known, Miss Corelli has often declared her objections to being photographed. To make such a lot of her photograph, as she does in the preface, seems somewhat undignified, however.

Eden Philpotts has a new novel, entitled "The Poacher's Wife," in the press with Methuen & Co. It is a tale with a large adventure and sport element involved.

Rev Hugh Benson, whose historical novels have proved so popular, has added "The Queen's Tragedy" to his others.

In addition to several new books for boys and girls, W & R Chambers have added several educational works to their Nineteenth Century Series. This series is handled in Canada by the Linscott Publishing Co., of Toronto.

In the middle of September W Blackwood & Sons will publish "Fisherman's Gat," a story of the Great River, by Edward Noble, and, shortly, "The Heir," by Sydney C. Grier.

At last it seems as though an author has arisen who can fill the gap in literature caused by the death of that best of boys' writers, G. A. Henty. That man is Herbert Strang. Several thrilling tales have already come from his pen, and now Hodder & Stoughton are about to publish three new books, "One of Clive's Heroes," "Samba," a tale of the Congo rubber slaves, and "Jack Hardy," a story of adventure in the days of Napoleon.

O. P.

MONTREAL.

Tourist Trade has been most Satisfactory—Indications point to Excellent Fall Season—Pictorial Post Cards in Strong Request.

Office of BOOKSELLER AND STATIONER,
222 McGill Street, Montreal,
September 10, 1906.

DURING the entire Summer season which has just closed tourist trade has been very satisfactory. On all sides merchants express the opinion that the volume of tourist business has been larger this year than last. With the ever increasing number of tourists visiting Montreal comes larger sales to this class, a fact which has been amply demonstrated this year. In a great many cases efforts were made to attract the attention of the traveling public to certain special lines. Success attended these merchants to a greater or lesser extent and in this way good results were realized in certain lines besides what was done in regular goods.

Illustrated post cards have been given special attention during the Summer, to mention one such speciality. The more expensive cards have had quite a run, particularly those classed as view cards, and showing local points of interest. City business in the different card lines has been good also.

• • •

School supplies are now selling. Booksellers have, most of them, gone to a great deal of trouble making arrangements for the school supply season in anticipation of extensive trade. So far, speaking generally, they have been justified in their preparations. Indications point to continued activity in school necessities for some time yet.

• • •

Summer books sold very well this year, booksellers stating that their business during the past two months was such as to leave them satisfied with the trend of events as witnessed during the Summer. While trade was not particularly active, yet it came up to, and, in many cases, surpassed last year's figures for the corresponding period.

• • •

New books are beginning to appear in numbers, as usual in the Fall. Dealers anticipate good returns from Marie Corelli's new book, "The Treasure of Heaven," while Robert W. Chamber's "The Fighting Chance," is looked upon as a coming book. "Lady Evelyn," by Max Pemberton, and "Doc Gordon," by Mary E. Wilkins, are among the other new books seen in Montreal stores.

J. J. G.

TORONTO.

The Exhibition Rush benefits Trade—English visitors in the City—Travellers start for the West.

Office of BOOKSELLER AND STATIONER,
10 Front Street East, Toronto,
September 10, 1906.

EXHIBITION days and Exhibition weather have made trade boom during the last two weeks. Dealers maintain that never before have they felt the benefits of the Exhibition to such an extent. Heretofore visitors have come to the city to see the Exhibition and have not spent much money outside its gates. This year, on the contrary, there has been a marked tendency to make purchases in the downtown stores. This is no doubt due to a plentitude of funds. Book, stationery and fancy goods stores have benefited along with other stores. Their sales have been mainly in the way of novelties and souvenirs.

• • •

One dealer commented on the number of English people who have visited the city this Summer. They were naturally interested in goods with which they were not familiar in England. At the same time American visitors, who have come to Toronto in large numbers, showed considerable interest in English books.

• • •

Publishers here are clearing the decks for the Fall rush. Several books have already appeared, but the great mass of Fall publications will not be ready until October and November. Meanwhile travelers have been despatched to the west, which is coming to be regarded as a rich field. The Copp, Clark Co., William Briggs and McLeod & Allen, have each sent a man, while Mr. S. B. Gundy, manager of the Oxford University Press, is covering the ground in person.

SHOW CARD WRITING

BY CRAFTSMAN.

(Continued from August Number.)

THE alphabet in first illustration was lettered in five and one-half minutes with a No. 7 brush in 1½-inch squares. This class of single-stroke lettering is much used by dry goods stores in large cities, where cards are not only changed each day, but also often during the day. Consequently rapidity is very essential.

Your paint should be somewhat heavy for this work, therefore if you use letterine do not mix it with water. When you make the letter "H" slant the side lines a trifle outward at the bottom. This hides many imperfections which in the square "H" are instantly noticeable. After using the No. 7 brush make the entire lesson with a No. 5 brush in 1-inch spaces, always keeping your brush filled with thick paint. Now, with the No. 11 brush, write the letters in 2-inch spaces, then 3-inches high. This practice will make all of the following brushwork comparatively easy.

is mucilage made from gum arabic, instead of the common mucilage in ordinary use, although the latter may be used to good advantage for sizing of all other colors.

The dry white must be thoroughly mixed with the gum arabic and carefully thinned with a little water. The best way to use it is to prepare it as stated and to pour it into a small receptacle. When writing pour a little of it on a slab of glass or marble, frequently working it over with your palette knife.

The next best white is dry zinc. If you buy this ask for zinc o.p., (chemically pure). It is also a poison, being made from the white fumes of the oxide of zinc. It is not as opaque as the other two whites, but can be used with good effect when the others are not available.

White letterine can also be used to good advantage, providing the fluid part is drained off and used instead of water for thinning the thick sediment in the bottle.

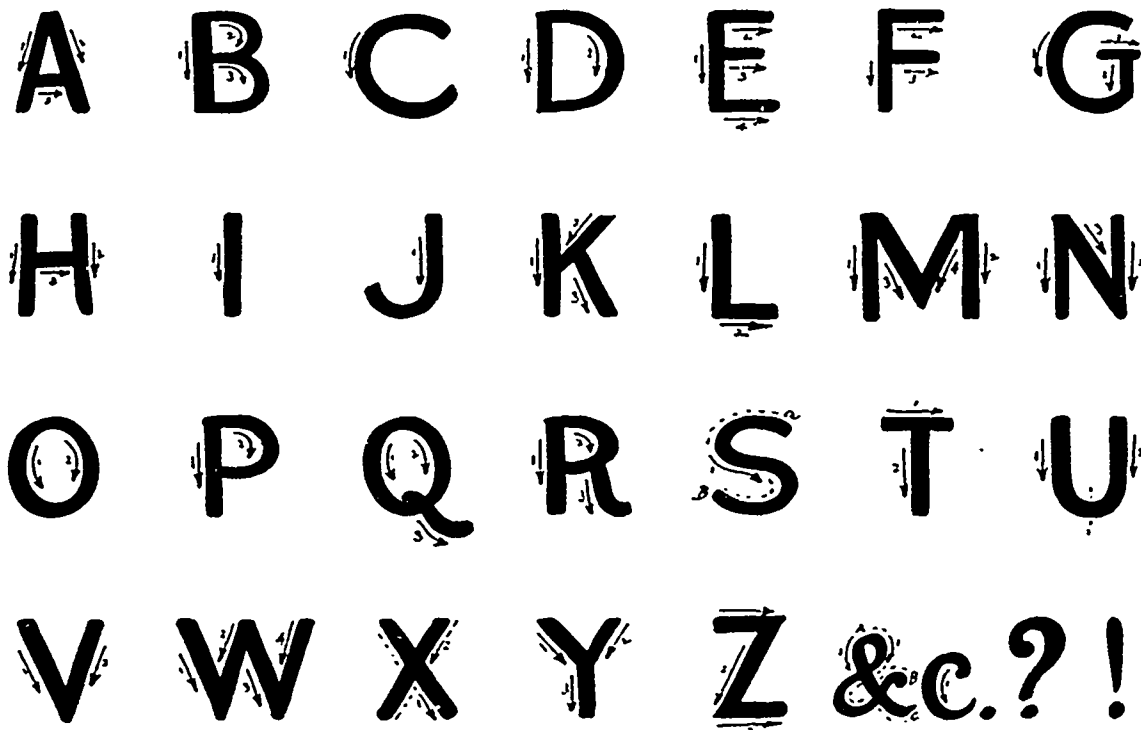


ILLUSTRATION No. 1.

Lower Case Stump Work.

The lower case or smaller letters (illustration No. 2) require much more time and care on account of the finish of the ends of the letters. This finish is accomplished as shown in the letter "l" (see the end illustrations on the lower case plate). Learn also to make these with your various sized brushes.

White Paint.

The most difficult of all paints to mix and apply properly is white. Next to black, white is most frequently used. After years of experimenting we can assure you that the best white to use is Cremmitz white. It is a species of white lead, and is a finer grade of flake white, which is almost as desirable and less expensive than the former.

You can buy these paints either in distemper or dry. The best sizing to mix with it to obtain a pure white

If you will use letterine for card writing, or designs of any kind, on black, grey or red backgrounds, both for pen and brush work, you will avoid much of the trouble and time consumed in mixing whites.

Cardboard.

The regular size of what is called a "full sheet" of cardboard, such as is used by show card writers, is 22 x 28 inches. If the writing is to be across its widest dimensions, the card is called "landscape," when the writing is up and down the narrow width it is termed "up right."

Half sheets are 11 x 28 inches, quarter sheets measure 11 x 14 inches; eighth sheets are cut 7 x 11 inches.

When quantities of similar sizes than halves, quarters or eighths are wanted, the exact sizes should be stated, and firms that sell cardboard will cut it any size required at trifling additional cost. It is never adva-

able to cut sheets by hand, as the edges are never as smooth as when cut with the card-cutter's knife. Cardboard used by the professional card writer is generally eight or ten ply in thickness, which is thick enough for most purposes.

Board can be obtained in various colors, usually colored on one side and natural white on the other side. Many cards are coated white on one side, others are coated white on both sides, others are natural pulp color, greyish white without any coating on either side. Cardboard in dark red, dark green, blue, maroon and dark or light grey and black can usually be found in ten ply, and, with the exception of blue and maroon, is the most often used.

Tinted cardboard, used in connection with a colored mat which serves as a frame around it, is generally the same color on both sides, and can be procured in various thicknesses four, six and eight ply. The tinted eight ply card is mostly used by show-card writers, as thinner stock is undesirable. It can be bought in about

mounted on wooden frames called "strainers." For half sheets the frames are usually made of pine wood, $\frac{3}{4}$ x 1 inch. For whole sheets the frames are 2 inches wide and 1 inch thick. The frames should be neatly mitred at the corners, and fastened with solid round wire nails. One side of the frame should be smeared with glue, which should be left exposed at least five minutes.

Now run a thin layer of glue about one-half or one inch around the card, leaving it exposed to the air about five minutes, then place it on the frame. The glue will have become tacky, and the card will readily stick. Take a clean rag and spread the card smoothly on the frame. The cardboard should first be moistened on the side which is to be glued down. Take a sponge or rag; wet it so that it is thoroughly soaked; gently squeeze out all the superfluous water and moisten the entire back surface of the card. Ten to twenty frames can be piled one on top of the other in this way. Some heavy straps of iron, marble slabs, or boards on which any heavy object may be placed, may be put on the top frame, and should

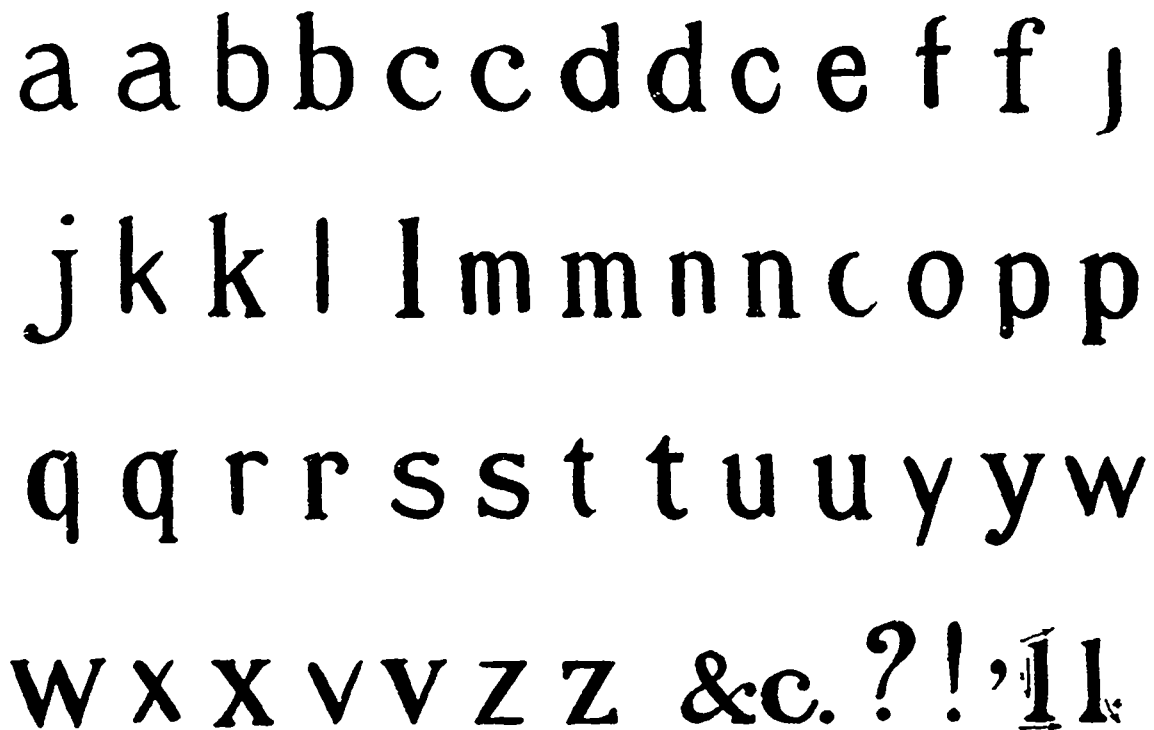


ILLUSTRATION No. 2.

twenty different tints. The colors most in use are yellow, buff, azure, pearl, pea green, Nile green, heliotrope, pink and salmon. The size of these sheets is always 22 x 28 inches, and they are termed "full sheets."

Double fulls can be had of some dealers in ten ply white card, in size 28 x 44 inches. This size is desirable for large signs, which should have no seams or joints. For larger card signs, several full sheets are joined by gluing strips of card across the seams on the reverse side. The front seams should be made to meet evenly. What is used mostly as matboard for show cards is an eight or ten ply card in grey, brown, dull green (called new green) and red. These, having unglazed surfaces, form an excellent contrast with the glazed surfaces of the inner cards. They can be had in full sheets 22 x 28 inches.

Mounting Cardboard on Frames

Show cards in half or whole sheets, to appear perfectly flat and even, and to stand wear, should be

be left standing at least fifteen hours. The next day the cards will be found thoroughly glued on the frames, and their surfaces taut and smooth, but possibly damp. To make them thoroughly dry, separate them and stand on edge, leaning them against the wall for a few hours.

Of course this leaves the wooden edges of the frames exposed. Most show-card makers paint a narrow edge line of color about half an inch from the edge of the card and then paint the exposed wooden sides of the frame with any color, either in contrast with the outer card surface or to match it. The high class artist, however, would not do this. He binds the edges with some kind of paper, particulars of which will be taken up in this series of articles under the heading of "Edging."

The card should be written and completed before the edging is glued on, as handling either soils or tears the edges. Soiled edging can be covered frequently, thus giving the old card the appearance of newness.

(To be continued).

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during August, 1906

- Alexander Muir. Portrait. The Alexander Engraving Co., Toronto.
- Mountain Wild Flowers of Canada. A Simple and Popular Guide to the Names and Descriptions of the Flowers that Bloom above the Clouds. By Julia W. Henshaw. Book. Mrs. Julia W. Henshaw, Vancouver, B.C.
- An Historical Poem. The St. Lawrence River. By Judith Julia Farley. Book. Judith Julia Farley, Quebec.
- Whispering Waves. Waltzes. By Harry J. Lincoln. Vandersloot Music Publishing Co., Williamsport, Penn.
- The Joker. March Two Step. By Abe Losch. Vandersloot Music Publishing Co., Williamsport, Penn.
- Vingt-Quatre Juin. Choeur de Chant. Par Paul Emile Prevost. Composition musicale. Dr. Paul-Emile Prevost, Montreal.
- Elie's Shorthand. Par Prof. William Eli. Livre. William Eli, Montreal.
- The Annual Financial Review. Canadian, July, 1906. Book. William Robert Houston, Toronto.
- Le Venerable Francois de Montmorency-Laval. Premier Eveque de Quebec. Par l'Abbe Auguste Gosselin. Livre. Auguste Gosselin, (Ptre), St. Charles, Comte de Bellechasse, P.Q.
- Victoria Park, Berlin, Ont. Photograph. The Panoramie Camera Co. of Canada, Toronto.
- Agreement. Blank form or chart. Charles Louis Covi and Frederick William Gretton, Toronto.
- Proposition. Blank form or chart. Charles Louis Covi and Frederick William Gretton, Toronto.
- The Panoramic View of Guelph. The Post Office Square, Guelph. Panoramic View of Quebec. Main Building, Parliament Buildings, Ottawa. Canadian National Exhibition, from Foresters' Arch. General View of the Canadian National Exhibition. Photograph. The Panoramie Camera Co. of Canada, Toronto.
- College Chums. Song. Words by Vincent Bryan. Music by Gertrude Hoffman. Jerome H. Remick & Co., New York.
- I Ain't Going Back to Baltimo' no Mo'. Song. Words and music by Shepard N. Edmonds. Jerome H. Remick & Co., New York.
- St. Thomas City Directory. 1906. The Union Publishing Co., of Ingersoll, Ingersoll.
- If I Only Had the Nerve. Song. Words and music by Vincent Bryan. Jerome H. Remick & Co., New York.
- Redemption. Roman. Par Rodolphe Girard. Illustrations par Georges Delfosse. Livre. Rodolphe Girard, Ottawa.
- The Lay of the Last Minstrel. By Sir Walter Scott. Edited with notes by John C. Saul, M.A. Book. Morang & Co., Limited, Toronto.
- Selections from the Nature Poets. Edited with notes by Andrew Stevenson, B.A. Book. Morang & Co., Limited, Toronto.
- The Administrator. March. Two Step. By Adam Blatz. The John Church Co., Cincinnati, Ohio.
- Among the Heathen of Canada, which is now being published preliminary in separate articles in the Haileyburian, of Haileybury, Ontario. Book. C. C. Farr, Haileybury, Ont.
- Table de Multiplication, avec Dessin et Alphabet Eerit. Carte. Marie Josephin Proulx, Montreal.
- It's Long Way Back to Dear Old Mother's Knee. Song. Words by Alfred Bryan. Music by Halsey K. Mohr. Sweet Julianne. Song. Words and music by Jean C. Havez. I Know I'm not Your First Sweetheart But Let Me be Your Last. Song. Words by Will. A. Heelan. Music by Ed. Rosenbaum, Jr. Do not Forget the Old Days. Song. Words and music by Jean C. Havez. Roll, Roll On. Imagine You're a Railroad Train. Song. Words and music by Geo. A. Norton. Shovelin' Coal. Song. Words and music by Jean C. Havez. Time has Brought no Changes to my Heart. Song. Words by Geo. A. Norton. Music by Geoffrey O'Hara. I'd Rather be a Lamp-post in New York. Song. Words by Sam Lewis. Music by Joel P. Corin. Lew Dockstader Publishing Co., New York.
- Pastor's Family Record Card. John George Whiten, Toronto.
- The Lord's Supper. By George C. Pidgeon, D.D. Book. The Musson Book Co., Limited, Toronto.
- Canadian Musical Bureau, 1906-7. Book. William Campbell, Toronto.
- Directory, 1906, New Westminster City and the Municipalities of the Fraser Valley, 1906. James Davis Taylor, New Westminster, B.C.
- Strongheart. Intermezzo Two Step. By Will E. Dulmage. Sam Fox Publishing Co., Cleveland, Ohio.
- Digby, N.S., No. 19. Digby, N.S., No. 21. Photographic views. Ralph N. Harris, Bear River, N.S.
- La Sainte Face de Jesus. Image. Marie Eugene Prevost, Montreal.
- Humility. By Henry T. Claghorn. Poem. Henry T. Claghorn, Philadelphia.
- Motor Boat, Yacht, and Sailing Skill Rules and Racing Schedules of all Clubs on Lake Ontario. 1906. Book. George Henry Learned, Toronto.
- The Dominion Commercial Travelers' Guide, 1906. Book. H. W. Wadsworth, Montreal.
- The Vine-Clad Cottage. Words by G. F. Gould. Music by G. T. Veal. George F. Gould, Toronto.
- Caesar and Virgil. For Junior Matriculation. Edited with Introduction, Notes, Exercises and Vocabularies. By E. W. Hagarty, B.A. Book. Morang & Co., Limited, Toronto.
- Lake Superior Corporation Industries. (1) Photograph. G. N. Bartlett, Sault Ste Marie, Ont.
- Bird's Eye View of Ship Canal, Sault Ste Marie, Ontario, with Steamer Northwest in Foreground. (2) Photograph. G. N. Bartlett, Sault Ste Marie.
- Steamer Northwest in low water in Canadian Ship Canal. (3) Photograph. G. N. Bartlett, Sault Ste Marie.
- Bird's Eye View of the American Locks, Sault Ste Marie, Michigan. (4) Photograph. G. N. Bartlett, Sault Ste Marie.
- The Self-Checking Note and Account Sheet. Blank Form. Benjamin James Lawson, Amherst, N.S.
- Stoney Lake Regatta. Photograph. R. M. Roy, Peterborough, Ont.
- The Catholic Confessional and the Sacrament of Penance. By Rev. Albert McKeon, S.T.L. Book. Rev. Albert John McKeon, Saint Columban, Ont.
- Camp Niagara, with a Historical Sketch of Niagara-on-the-Lake and Niagara Camp. By Lieut. Col. E. Cruickshank, F.R.S.C. Book. F. H. Leslie, Niagara Falls, Ont.
- Elementary Mechanics. By F. W. Merchant, M.A., D.Paed. Book. The Copp, Clark Co., Limited, Toronto.
- Bahamian Folk Lore. By James Fitz James. Illustrations by H. A. P. Book. Mary Alice Peck, Montreal.

The Treasure of Heaven A Romance of Riches. By Marie Corelli Book Marie Corelli Stratford-on-Avon, England.

Toronto from the Roof of the Traders-Bank Building Picture Globe Printing Co., Toronto

Registre d'Inscription et d'Appel a l'usage des Ecoles. Par J. N. Miller Cashier. La Compagnie J. A. Langlais & Fils, Quebec

Tug-of-War Picture C. W. Faulkner & Co., Limited, London, England

Moon's Commercial Dictation Book William Thomas Moon, Montreal

William J. Sherring Winner of the Marathon Race, 1906 Photo Alexander McKenzie Cunningham, Hamilton

Won't You Come Over to My House Song. Words by HARRI Williams Music by Egbert Van Alstyne. Jerome H. Remick & Co., New York.

Iola Song Words by James O'Dea. Music by Chas. L. Johnson Jerome H. Remick & Co., New York

Camp meeting Time Song. Words by Harry Williams Music by Egbert Van Alstyne. Jerome H. Remick & Co., New York

Sherbrooke Directory for 1906-1907 Livre. Joseph Pierre Royer, Sherbrooke

Matriculation Latin By Adam Carruthers, M.A.,

and J. C. Robertson, M.A. Book. W. J. Gage & Co., Limited, Toronto.

Digby Wharves. Digby Gap from Battery Point. The Digby Tides. Digby from Pier. Digby Pier. Digby from Ben Lomond. Digby Basin and Joggin. Prince Rupert, George L. and Alton. The George L. Photo. Paul Yates, Digby, Nova Scotia.

Guide to Practical Penmanship. By W. A. McIntyre, B.A. Book. The Copp, Clark Co., Limited, Toronto.

Interim Copyrights.

Course of Primary Geography. By Maria Anna Charron. Book. Miss Maria Anna Charron, Ottawa.

The Treasure of Heaven. A Romance of Riches. By Marie Corelli. Book. William Briggs, Toronto.

Serie de Cartes des quatre operations fondamentales de l'Arithmetique avec Alphabet ecrit et dessin. Carte. Marie Josephine Proulx, Raoul Andre, Montreal.

Serie de Cahier Griffonner Grammaire portant des numeros 1, 2, 3, 4, etc. Carte. Marie Josephine Proulx, Raoul Andre, Montreal.

The Last West. By Anson A. Gard. Book. Anson A. Gard, Ottawa.

Le Couvent des Redemptoresses—The Redemptoress Convent, Ste Anne de Beauport, Que. Post card. Frederick S. McKay, Sherbrooke.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

CALGARY

- 1 "The Jungle," by Upton Sinclair. McLeod
- 2 "Coniston," by Winston Churchill. Macmillan.
- 3 "The Spoilers," by Rex E. Beach. Poole.
- 4 "Lady Baltimore," by Owen Wister. Macmillan.
- 5 "Pam Decides," by Baroness Von Hutton. Musson.
- 6 "Fenwick's Career," by Mrs. Ward. Briggs.

CHARLOTTETOWNS.

- 1 "The Jungle," by Upton Sinclair. McLeod.
- 2 "Coniston," by Winston Churchill. Macmillan.
- 3 "The Idlers," by Morley Roberts. Page.
- 4 "Lady Betty," by Williamson. Musson.
- 5 "A Rock in the Baltic," by Robert Barr. McLeod.
- 6 "Donalds," by Mrs McLeod. Briggs.

GUELPH.

- 1 "Coniston," by Winston Churchill. Macmillan.
- 2 "Lady Baltimore," by Owen Wister. Macmillan.
- 3 "The Jungle," by Upton Sinclair. McLeod.
- 4 "Fenwick's Career," by Mrs. Ward. Briggs.
- 5 "The Spanish Down," by L. Douglas. Copp.
- 6 "Lady Betty," by Williamson. Musson.

KINGSTON.

- 1 "Coniston," by Winston Churchill. Macmillan.
- 2 "Fenwick's Career," by Mrs. Ward. Briggs.
- 3 "Pam Decides," by Baroness Von Hutton. Musson.
- 4 "The Spoilers," by Rex E. Beach. Poole.
- 5 "The Wheel of Life," by Ellen Glasgow. Musson.
- 6 "A Rock in the Baltic," by Robert Barr. McLeod.

MONCTON.

- 1 "Coniston," by Winston Churchill. Macmillan.
- 2 "The Jungle," by Upton Sinclair. McLeod.
- 3 "Pam Decides," by Baroness Von Hutton. Musson.
- 4 "The Treasure Trail," by Frank Lillie Pollock. McLeod.
- 5 "Awakening of Helena," by M. Deland. Pool
- 6 "The Woman in the Alcove," by A. K. Green. McLeod.

MONTREAL.

- 1 "Coniston," by Winston Churchill. Macmillan.
- 2 "Pam Decides," by Baroness Von Hutton. Musson.
- 3 "Fenwick's Career," by Mrs. Ward. Briggs.
- 4 "Lady Evelyn," by Max Pemberton. McLeod.
- 5 "Lady Betty," by Williamson. Musson.
- 6 "The Fighting Chance," by Robert W. Chambers. McLeod.

OTTAWA.

- 1 "Lady Baltimore," by Owen Wister. Macmillan.
- 2 "Coniston," by Winston Churchill. Macmillan.
- 3 "Fenwick's Career," by Mrs. Ward. Briggs.
- 4 "The Jungle," by Upton Sinclair. McLeod.
- 5 "The Spoilers," by Rex E. Beach. Poole.
- 6 "Mr. Wingrave, Millionaire," by E. P. Oppenheim. Copp.

PETERBORO.

- 1 "Pam," by Baroness Von Hutton. Musson.
- 2 "Pam Decides," by Baroness Von Hutton. Musson.
- 3 "The Jungle," by Upton Sinclair. McLeod.
- 4 "Coniston," by Winston Churchill. Macmillan.
- 5 "Alton of Somasco," by Harold Bindloss. McLeod.
- 6 "If Youth but Knew," by A. and E. Castle. Macmillan.

ST. JOHN.

- 1 "Coniston," by Winston Churchill. Macmillan.
- 2 "Pam Decides," by Baroness Von Hutton. Musson.
- 3 "Fenwick's Career," by Mrs. Ward. Briggs.
- 4 "Mr. Wingrave, Millionaire," by E. P. Oppenheim. McLeod.
- 5 "Hears and Creeds," by Anna C. Ray. Montreal News Co.
- 6 "Lady Betty," by Williamson. Musson.

STRATFORD.

- 1 "The Jungle," by Upton Sinclair. McLeod.
- 2 "The Colonel of the Red Hussars," by J. R. Scott. Lippincott.
- 3 "The Girl from Tim's Place," by C. C. Munn. McLeod.
- 4 "Pam Decides," by Baroness Von Hutton. Musson.
- 5 "The Truth About Toins," by Bertha Runkle. Musson.

TORONTO.

- 1 "Coniston," by Winston Churchill. Macmillan.
- 2 "Pam Decides," by Baroness Von Hutton. Musson.
- 3 "Awakening of Helena," by M. Deland. Poole.
- 4 "Treasure of Heaven," by Marie Corelli. Briggs.
- 5 "Lady Baltimore," by Owen Wister. Macmillan.
- 6 "Giant Circumstance," by John Oxenham. Copp.

VICTORIA.

- 1 "The Jungle," by Upton Sinclair. McLeod.
- 2 "Lady Betty," by Williamson. Musson.
- 3 "My Friend the Chauffeur," by Williamson. Musson.
- 4 "Coniston," by Winston Churchill. Macmillan.
- 5 "Lady Baltimore," by Owen Wister. Macmillan.
- 6 "Fenwick's Career," by Mrs. Ward. Briggs.

WINNIPEG.

- 1 "The Jungle," by Upton Sinclair. McLeod.
- 2 "Coniston," by Winston Churchill. Macmillan.
- 3 "Pigs is Pigs," by E. P. Butler. Musson
- 4 "First it was Ordained," by Guy Thorne. Musson.
- 5 "Barbara Winslow," by Elizabeth Ellis. Musson.
- 6 "Lady Betty," by Williamson. Musson.

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**THE
IDLE MOMENT**

A SHABBLIN' dressed man entered a busy office and, addressing a clerk who sat at work said: "My dear sir, do you know how much time you lose dipping a pen into the ink? Ten dips a minute means six hundred dips an hour or six thousand dips in ten hours, and each dip consumes—"

"Yes, I know," replied the clerk. "I have figured it all out."

"And yet I find you still writing in the old way."

"Yes, I am using the fountain pen you sold me about a month ago—using it in the old way because it won't write any other way."

"Beg pardon," remarked the caller, hurriedly. "I'm in the wrong office. Good-morning."

• • •

Puffing and blowing, the fat passenger began to climb to the upper berth in the sleeping car.

"Pretty hard work, isn't it?" said the commercial man in the lower berth.

"It is," answered the fat passenger, "for a man of my weight."

"How much do you weigh, may I ask?"

"Three hundred and eighty-seven pounds."

"Hold on: Take this one!" exclaimed the other, his hair beginning to rise on end. "I'd rather sleep in the upper berth anyway. The ventilation is better."

• • •

It was in a railway carriage, and the company consisted of several commercial travelers and a staid and pompous old gentleman. Various efforts were unsuccessfully made by the knights of the road to draw their companion into conversation. At length one of them said:

"Come, sir, I know you are one of us. Tell us what you are traveling in."

"Sir," answered the old gentleman, facing his interlocutor calmly, "I am traveling in very objectionable and inquisitive company, and the carriage is full of my samples."

• • •

The stationer attempted to sell the stranger a pack of playing-cards for twenty cents, and was surprised when the customer insisted on paying a nickel additional.

The mystery was rendered clear, however, when the stationer discovered that the stranger was a naval officer and was accustomed to nothing less than a quarter deck.

• • •

Proprietor Book-shop (in Lallapoloosa, Ind.).—Look here, young man! Why didn't you forward the list of our six-best-sellers to New York, last week?

The New Clerk.—'Cause we only sold five, sir.

• • •

He had invented a beetle powder, and he had advertised it far and wide.

There came a day when a customer rushed frantically into the shop owned by the distinguished inventor—a chemist. The customer showed signs of intense agitation.

"Give me another half-pound of your beetle powder! Quick!" he cried.

"I'm glad you like it," said the chemist, proceeding with the order.

"Yes," said the excited man. "I have one beetle al-

ready very ill, if I can only get home before he recovers and give him another half-pound, he'll die."

The chemist decided not to ask that customer for a testimonial to stick in his window.

• • •

"What is it?" asked the farmer, looking askance at the bag which the book canvasser had dropped on the ground with a weary air.

"I have some of the most entertaining and instructive literature of the day here, sir," answered the canvasser, endeavoring to brighten up a little in order to secure a purchaser. "In these days of education, when our sons and daughters have been trained—"

"Ain't got none," interrupted the farmer gruffly and ungrammatically.

"I have an assortment of books, sir, to suit all," continued the canvasser, "and any which I may not have in stock I can get on the shortest notice. Here are—" and he proceeded to rattle off the names of half-a-dozen as he pulled them out of his bag.

"I'm afeard you ain't got the kind I want," said the farmer, after a careful survey of the exteriors. "This one seems to be the nearest—how much is it?"

"That, sir, is five shillings," replied the canvasser.

"Here, take it back," said the farmer. "I want somethin' cheap. You see," he added, "I don't read 'em, but they comes in handy like. If it's got a leather cover, it does very well for a razor strop. If it's thick, it comes in fustrate to put under the drawers or the table when the foot or the castor comes off. If it's big, it'll do to hold the winder up. And I like 'em with a fastener, so as the book won't fly open and get the leaves smeared with mud when I throw it at the dog. No, don't think you've got any as will do for me."

CONDENSED OR "WANT" ADVERTISEMENTS.

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

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

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

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

FOR SALE.

BOOK, stationery and fancy goods business in a growing town; stock about \$2 500, well assorted; price easy and terms to suit; a good chance to secure an established and profitable business; investigation solicited. Address, 1102 721 Forest, Ont.

TRAVELLER

wanted for January 1st. A first-class experienced Stationery man.

Apply stating references and experience to

W. J. GAGE & CO., Limited
TORONTO

BOOKSELLER AND STATIONER

CLASSIFIED LIST OF ADVERTISEMENTS.

- Books and Magazines.**
 Baker's Book Shop, Birmingham, Eng.
 Briggs, William, Toronto.
 Caldwell, H. M., Co., Boston, Mass.
 Clark Bros., Winnipeg, Man.
 Copp, Clark Co., Toronto.
 Laird & Lee, Chicago, Ill.
 Luce, John W., Co., Boston, Mass.
 Macmillan Co. of Canada, Limited.
 McLeod & Allen, Toronto.
 Morton, Phillips & Co., Montreal
- Blank Books.**
 Brown Bros., Toronto
 Buntin, Gillies & Co., Hamilton.
 Copp, Clark Co., Toronto
 Warwick Bros. & Rutter, Toronto.
- Calendars—Cards.**
 Copp, Clark Co., Toronto
 Delgado, G., London, Eng.
 Raphael Tuck & Sons Co., New York
- Commercial Works.**
 Morton, Phillips & Co., Montreal
- Copying Presses.**
 Smart Mfg. Co., Limited, Brockville
- Crepe Paper, Etc.**
 Dennison Mfg. Co., New York.
- Dolls, Toys, Etc.**
 Sutcliffe-Edmison Co., Toronto.
- Erasers**
 Faber, A. W., New York.
- Fancy Goods.**
 Brown Bros., Toronto
 Clark Bros., Winnipeg, Man.
 Copp, Clark Co., Toronto
 Sutcliffe-Edmison Co., Limited, Toronto.
 Warwick Bros. & Rutter, Toronto.
- Financial Institutions and Insurance.**
 British American Assurance Co., Toronto.
 Confederation Life Association, Toronto
 Metropolitan Bank, Toronto.
 Western Assurance Co., Toronto.
- Flags.**
 Sutcliffe-Edmison Co., Limited, Toronto.
- Fountain Pens.**
 Brown Bros., Toronto.
 Copp, Clark Co., Toronto
 Gage, W. J., Co., Toronto.
 Warwick Bros. & Rutter, Toronto.
 Waterman, L. E., Co., Montreal.
- Glue, Paste and Mucilage.**
 Carter's Ink Co., Montreal.
 Copp, Clark Co., Toronto.
 Dennison Mfg. Co., New York.
 Higgins, Chas. M., & Co., Brooklyn.
 Menzies & Co., Toronto.
 Underwood, John, & Co., Toronto.
- Inks—Indelible.**
 Brown Bros., Limited, Toronto.
 Carter's Ink Co., Montreal.
 Payson's.
- Inks—Writing.**
 Carter's Ink Co., Montreal.
 Higgins, Chas. M., & Co., Brooklyn.
 Underwood, John, Co., Toronto.
- Leather Goods**
 Brown Bros., Limited, Toronto.
 Rumpff, C. F., & Sons, Philadelphia.
- Loose Leaf Systems.**
 Tenacity Loose Leaf Metal Co., Cincinnati
 Universal Systems Limited, Toronto.
- National Business Store.**
 Cochrane & Payne, New York.
- Papeteries.**
 Brown Bros., Ltd., Toronto.
 Buntin, Gillies & Co., Limited, Hamilton
 Copp, Clark Co., Limited, Toronto
 Eaton-Hurlbut Paper Co., Pittsfield, Mass.
 Gage, W. J., & Co., Toronto.
 Hurd, Geo. B., & Co., New York.
 McFarlane Son & Hodgson, Montreal.
 Warwick Bros. & Rutter, Toronto.
- Pens.**
 Brandauer, C., & Co., London, Eng.
 Brown Bros., Toronto.
 Copp, Clark Co., Toronto.
 Esterbrook Pen Co., New York.
 Gillott, Jos., Birmingham, Eng.
 Heath, John, London.
 Hinks, Wells & Co., Birmingham, Eng.
 Macniven & Cameron, Edinburgh and
 Birmingham.
 McFarlane, Son & Hodgson, Montreal.
 Spencerian Pen Co., Birmingham, Eng.
 Warwick Bros. & Rutter, Toronto.
 Waterman, L. E., Co., Montreal.
- Penells.**
 American Lead Pencil Co., New York.
 Brown Bros., Limited, Toronto.
 Copp, Clark Co., Toronto.
 Gage, W. J., & Co., Toronto.
 Warwick Bros. & Rutter, Toronto.
 Waterman, L. E., Co., Montreal.
- Playing Cards, Games, etc.**
 Buntin, Gillies & Co., Hamilton.
 Copp, Clark Co., Toronto.
 Gage, W. J., & Co., Toronto
 Goodall, Chas., & Son., Limited, London, Eng.
 Hurd, A. O., Toronto.
 Union Card & Paper Co., Montreal.
- Post Card Albums.**
 Berlin Bookbinding Co., Berlin, Germany.
 Leipziger Buchbinderei - Aktiengesellschaft,
 Leipzig.
- Press Clippings.**
 Canadian Press Clipping Bureau, Toronto.
- Rubber Bands and Erasers.**
 Faber, A. W., New York.
- Scrap Books.**
 Brown Bros., Toronto.
- School Supplies.**
 Buntin, Gillies & Co., Hamilton, Ont.
 Copp, Clark Co., Toronto.
 Gage, W. J., Co., Toronto.
 Sutcliffe-Edmison Co., Toronto.
 Warwick Bros. & Rutter, Toronto.
- Smallwares.**
 Sutcliffe-Edmison Co., Limited, Toronto.
- Souvenir and Picture Post Cards.**
 Adams, W. R., Toronto.
 Brown Bros., Toronto.
 Copp, Clark Co., Toronto
 Gage, W. J., & Co., Toronto.
 Haddon, William, Tipton, Eng.
 Holzman, Alfred, Chicago, Ill.
 Leder, Otto, Saxony, Germany.
 MacFarlane, W. G., Toronto.
 McFarlane, Son & Hodgson, Montreal.
 Markert & Sohn, Dresden, Germany.
 Merrill, A. L., Toronto.
 Montreal Import Co., Montreal.
 National Post Card Co., Chicago.
 Neumann, W., & Co., Berlin, Germany.
 Parish, C. R., & Co., Toronto.
 Picture Post Card Co., Ottawa, Ont.
 Raphael, Tuck & Sons Co., Montreal.
 Rapid Photo Printing Co., London, Eng.
 Valentine & Sons Pub. Co., Limited, Montreal
 Warwick Bros. & Rutter, Toronto.
- Stationery.**
 Brown Bros., Toronto.
 Buntin, Gillies & Co., Hamilton and
 Montreal.
 Clark Bros. Co., Winnipeg.
 Copp, Clark Co., Toronto.
 Gage, W. J., Co., Toronto.
 Warwick Bros. & Rutter, Toronto.
- Telephones.**
 Bell Telephone Co. of Canada, Montreal.
- Typewriter Supplies.**
 Carter's Ink Co., Montreal.
 Mittag & Volger, Park Ridge, N. J.
- Wall Paper.**
 Stauntons Limited, Toronto.
 Watson-Foster Co., Montreal.
- Writing Pads.**
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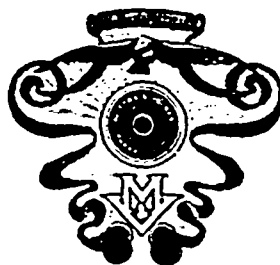
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