

Spring Number

PRICE, \$1.00 PER YEAR

VOL. XXV., No. 3

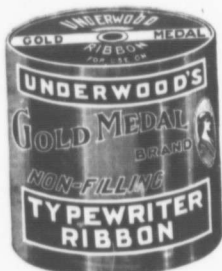
BOOKSELLER & STATIONER

and
Canadian Newsdealer

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

MONTREAL, 232 McGill St. TORONTO, 10 Front St. East. WINNIPEG, 511 Union Bank Building. LONDON, ENG., 88 Fleet St. E. C.

PUBLICATION OFFICE: TORONTO, MARCH, 1909.



Real Merit Behind the Name

The name of a branded article should stand for one thing, first, last and always—quality. The name "Underwood" on

CARBON PAPERS AND RIBBONS

represents an absolute guarantee of merit. We make these goods as well as we can with the most modern mechanical equipment and the best material and skilled workmen. People who use them say they are good. We ourselves thoroughly believe in the merit of these goods and are trying to tell the consumer our reasons therefore by widespread and systematic advertising. This active salesmanship keeps Underwood goods moving from the dealers' shelves at a great rate. Let us give you particulars regarding our special proposition to dealers.

JOHN UNDERWOOD & Co

90 Richmond St. East

NEW YORK

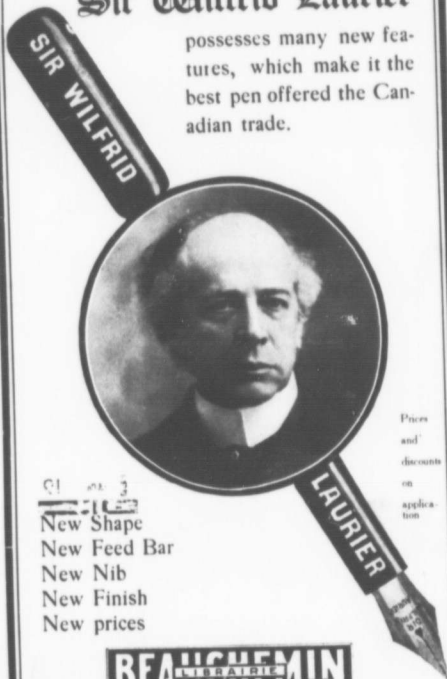
TORONTO

LONDON, ENG.

THE NEW MODEL

Sir Wilfrid Laurier

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



Prices and discounts on application

New Shape
New Feed Bar
New Nib
New Finish
New prices

BEAUCHEMIN
FRANCAIS

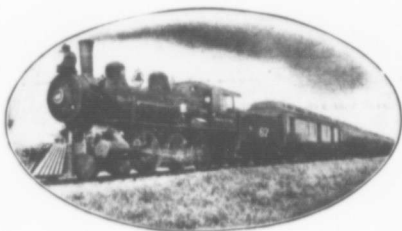
256 St. Paul St. 18 Notre Dame St. 26 St. Gabriel St.
MONTREAL

Wholesale Books and Stationery

Established in 1842

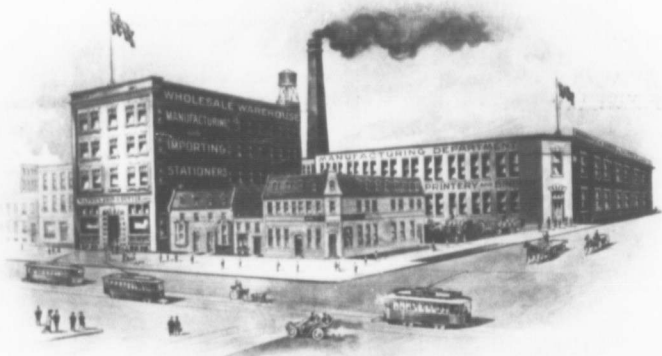
BOOKSELLER AND STATIONER

1879



1909

Commencing Monday, March 15th,
all roads lead to our warehouses where we will
have on exhibition our Thirty-first Annual Display
of Holiday Goods for Import. We have assembled a finer
and larger assortment of samples of moderate priced novelties
than ever before. Announcements of openings at other centres
will be made later. Come and see, you will not be disappointed.



WARWICK BROS. & RUTTER, Limited

Importers of
European Art Goods

Toronto

BOOKSELLER AND STATIONER

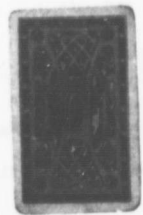
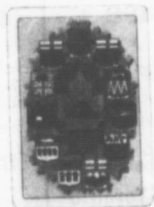


Goodall's Playing Cards

are sold
by the Leading Wholesale
Books, Stationery
and Fancy Goods
Firms

A large assortment of new backs just
issued.

A. O. Hurst, 24 Scott St., Toronto



BLOTTING PAPER

We carry in stock a full assortment including the best made also lowest prices.

Postlip First-class English make, 19x24 White and Pink, 60-80-100 lb.

World Specially Good, 19x24 White, 60-80-100, 120 lb.

Standard Pure Cotton, 19x24 100 lb. Eight Fancy Colors.

Bankers Linen Finish, 19x24 120 lb. Eight Fancy Colors.

Reliance White, 19x24-60-80-100 lb.

Sterling White and Colors, 19x24 60-80-100-120 lb.

Dominion White and 5 Colors, 19x24 60-80-100 lb.

Enamelled 19x24-100-120 lb.

White Coated on Colored Blotting
Colored Coated on White Blotting

Interleaving Blotting Pink
18x23-20½x24½-18x28-20x30

The Archive File

*Quite New
Strong Arch
Red Index*

*Made to Wear
Copper Finish
Good Value*

Archive Binding Case

BROWN BROS., LIMITED

Wholesale and Manufacturing Stationers
51-53 Wellington Street West, - Toronto

The Pearl

Series of
**Christmas
Cards**
for
1909
Calendars
**Dance
Programmes**
**Masonic
Stationery**

and
**General
Card Stationery**



WHOLESALE AGENT FOR CANADA
REQUIRED

THOS. M. WOODHEAD

The "Pearl" Artistic
Stationery Works

Established 1878

BRADFORD - ENGLAND



Autopen Closed.

Gold or Silver
Filigree.

Gold Mounted.

Plain Commercial.

Autopen Open.

Gravity Stylo
Open.

Commercial Ink
Pencil.

Gravity Stylo Closed.

FOUNTAIN PENS UNDER YOUR OWN IMPRINT

WE are the largest manufacturers of
Fountain Pens for special im-
print orders, in America.

We manufacture only a high-grade article in
Fountain Pens. Every line we make is notably of the finest workmanship and highest quality, and we guarantee abso-
lutely every pen that leaves our factory. Any reliable firm cannot be too particular about the kind of a Fountain Pen they
place their own name or trade mark upon.

Before you contract for Fountain Pens under your own imprint for the year 1909, it will certainly pay you to call
and see us or have us submit samples.

SANFORD & BENNETT CO.

Manufacturers of Fountain, Stylographic and Gold Pens for foreign and domestic trade.

Patentees of the "Autopen" (Self Filler), the "Gravity Stylo Pen," and the "Commercial Fountain Pen."

Jewelers' Court, 51-53 Maiden Lane, NEW YORK

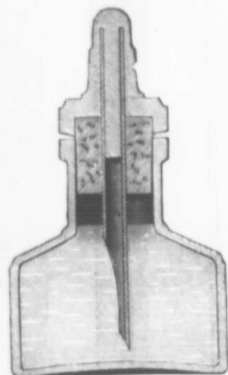
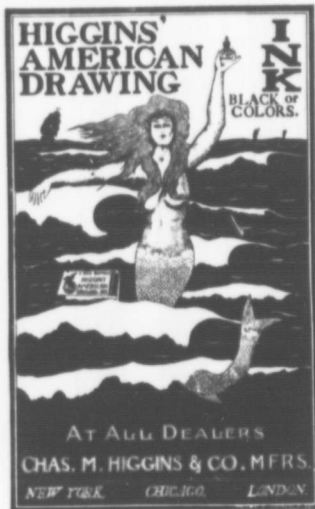


BOOKSELLER AND STATIONER

THE MERMAID

AS A SYMBOL FOR

DRAWING INKS



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

Higgins' American Drawing Inks

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

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

The Standard Liquid Drawing Inks of the World

WRITE FOR PRICES.

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

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

BOOKSELLER AND STATIONER

Higgins' Inks and Adhesives



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



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



WRITE FOR DISCOUNTS

CHAS. M. HIGGINS & CO.,

Originators and Manufacturers of **Inks and Adhesives**
NEW YORK CHICAGO LONDON

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

FOREWORD—The 1909 stock of Christmas Cards to be handled by us has been chosen, but as we have not received the samples of the various lines, we are not in a position to make any definite announcement now—more later.

Further, samples now being shown, as samples of Christmas 1909 cards, are generally "samples of last year's left-overs." Manufacturers of Christmas Cards do not start on the production of a new line, until the reports of the effectiveness of their previous season's supply are received, and a knowledge gained of the probable demands of the buying public for the next season. Any suggested changes in the cards for betterment are then effected. Samples of the 1909 designs will not arrive until probably April 1st.

The same public that last year bought Christmas Cards will create an even greater demand for them next Christmas time.

To make certain of your fair share of the business from this **demand-to-be**, you must make arrangements for stocking the 1909 designs.

We ask that **you** consider the advisability of handling our

Christmas (1909) Cards

Last year our Christmas Cards gained great favor with the trade — they deserved it. Our buyers inform us that **this year** the cards chosen by them for the Christmas 1909 trade will eclipse those of any previous year. **And that's why** we suggest your waiting on the arrival of these cards.

We are sole Canadian Agents for Hills & Co., Ltd. (St. Luke's Press), London, England. One line of their Christmas 1909 Cards deserve mention as being appropriately attractive and uniquely fitted for Canadian trade. The cover is of Maple Leaf design, showing natural tints and shading of the leaf, as we know it—not the overworked effect generally present on most cards.

WE WOULD SUGGEST also, that you **write us now**, just tell us that you purpose handling Christmas Cards and will be pleased to have us quote on the 1909 cards. When samples arrive we will see to it that you are fully informed. *Write to-day.*

THE COPP, CLARK COMPANY, LIMITED

64 and 66 Front Street West

TORONTO, ONTARIO

The Best is Ours :- And Yours

There are "big things" in the DAVIDSON line this season. Appearances count for a lot in most things, but here they count for everything. Our goods stand the supreme test, and prove their value as quick money-makers.

Post Cards

Beautiful productions for all occasions. Hand coloured and glazed.

Actress Series

Richly ornamented, embossed medallions. Hand coloured and heavily gilded.

View Series

Charming scenes of lake and woodland, in oval mounts. Plain gilt and fancy decoration.

Glossy Post Cards have, in our hands, reached the acme of perfection. Our Cards stand absolutely without competition. They are the finest ever attempted.

DAVIDSON BROTHERS

Selling Agents for Canada : Th

These lines are for you and your trade. Bigger than ever by reason of their infinite variety of design, novel ideas, exquisite effects, and wonderful values. All buyers and those who intend coming into the Post Card field should ask for and get these attractive lines.

BIGGER THINGS THAN EVER

POST CARDS

Comic Sentimental Christmas Birthday

Tom Browne, whose clever designs brought him the membership in the Royal Academy, is engaged by us exclusively to paint comic post cards of clean and wholesome humour.

Tom Browne Comics

Many new titles. Endless humour and wholesome fun. 2,000 designs.

Real Life Comics

A good popular line, posed by living models. Good sellers everywhere.

Birthday Greetings

Delightful ideas, with appropriate wishes. Embossed and silvered, with colour decoration.

London ————— and ————— New York

Copp, Clark Company, Limited, Toronto

Picture Made to order only according to instructions supplied.

Specialties: **Modern Helio-type styles.** **Post** Very fine make First class goods only. **Cards**

plain and coloured.

Well known for efficiency and high-class workmanship.

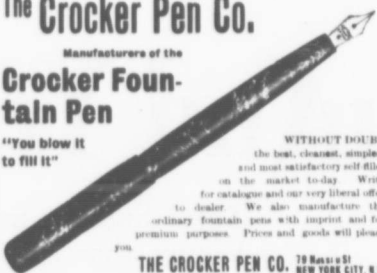
Otto Leder
Dresden 7 Saxony
Picture Post Card Manufacturer.
WHOLESALE EXPORT

The Crocker Pen Co.
Manufacturers of the
Crocker Fountain Pen

"You blow it to fill it"

WITHOUT DOUBT the best, cleanest, simplest and most satisfactory self-filler on the market to-day. Write for catalogue and our very liberal offer to dealer. We also manufacture the ordinary fountain pens with imprint and for premium purposes. Prices and goods will please you.

79 Nassau St.
THE CROCKER PEN CO. NEW YORK CITY, N.Y.



Joint Deposit Accounts

are a special convenience arranged for customers of THE METROPOLITAN BANK. Money can be deposited or withdrawn by husband or wife. Particularly valuable for farmers and town residents.

Money Orders and Drafts sold at lowest rates. Farmer's Sale notes collected and advances made thereon.

SAVINGS DEPARTMENT: \$1.00 or more opens an account, interest allowed from date of deposit. You may deposit or withdraw money by mail.

The Metropolitan Bank

Capital Paid Up: \$1,000,000 Reserve Fund and Undivided Profits: \$1,277,404.49

ART SUPPLIES

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

All kinds of goods for artists: Crayons, Oils, Mediums, Easels, Stencils, etc.

SEND FOR CATALOGUE

A. Ramsay & Son Co.,
MONTREAL

Agents for: WINSOR & NEWTON, London

British America Assurance Company
A. D. 1833
FIRE & MARINE
Head Office, Toronto

BOARD OF DIRECTORS
Hon. Geo. A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

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

CAPITAL \$1,400,000.00
ASSETS 2,162,753.85
LOSSES PAID SINCE ORGANIZATION, 29,833,829.98

A Modern Device

The Acme No. 2 Binder

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

Ask your jobbing house about it.

Acme Staple Company, Limited
500 North 12th St. PHILADELPHIA, PA., U.S.A.




WESTERN ASSURANCE COMPANY. Incorporated 1851
FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

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

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

A Money Maker
The
"Wellington"
Photo Specialties

"The World's Standard"

They will pay you handsome profits. Carry them as a side line.

For Price Lists and Trade Literature write

Ward & Co.,
13 St. John St. Montreal, P.Q.



Copying Presses In All Sizes
ALSO SCHOOL FURNITURE



The James Smart
Mfg Co., Limited
Brockville, Ont.,
and
Winnipeg, Man.

SEND FOR CATALOGUE

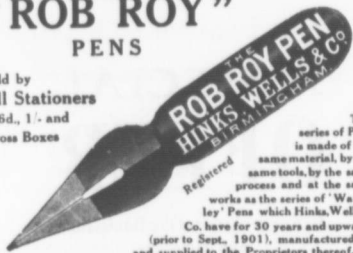
STATIONERS—IT IS AN
Undeniable Fact
RELIANCE GOODS

Are not an experiment or an imitation.
We guarantee our product to be
second to none.

THE RELIANCE INK COMPANY
WINNIPEG MANITOBA

“ROB ROY”
PENS

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



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

HINKS, WELLS & CO. BIRMINGHAM, ENGLAND

HAVE YOU TRIED THIS ONE?

JOHN HEATH'S PENS

Supplied by leading Wholesale Houses in Toronto and Montreal.
London (Eng.) Export Agency:
8 St. Bride St., London, E.C.

02 TELEPHONE PEN. Reg in Canada

The TELEPHONE PEN
REG. IN CANADA

INVALUABLE TO THE AD. WRITER

THE CANADIAN PRINTER AND PUBLISHER is the authority on typography in Canada. It will be found very helpful to the ad. writer in giving him information on how to arrange ads. to the best advantage and showing him examples of fine work. A subscription costs \$2 per annum. Write for a sample copy and subscription blank.

THE CANADIAN PRINTER AND PUBLISHER
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.

Waverley
Pens

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

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

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

SPENCERIAN
STEEL PENS.

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

THE BEST

Works: BIRMINGHAM, ENGLAND

Imported by all the leading stationers in Canada.

Proprietors: Spencerian Pen Co., New York

It will pay you

to wait and see our *Import Samples*, which are now being shown by our travellers.

Christmas and New Year Cards **Christmas Post Cards**
Autograph Stationery **Private Greeting Cards** **Calendars**

These are well-known lines manufactured by *Davieson Brothers, Miller and Lang, Mason and Company, Fairman and Company.*

Holiday Papeteries.—We are showing a large and varied assortment of these goods, especially manufactured for us by the *Berlin & Jones Envelope Co., New York.*

Bibles, Prayer Books, Hymn Books, Catholic Prayers.—These lines are the well-known Oxford series, and our samples show a great variety of styles and bindings.

Other Holiday Lines in which you are sure to be interested are: **Holly Wrapping Paper, Holiday Seals and Tags, Poets, Miscellaneous Books, Xmas Tree Ornaments, Xmas Tinsel, Paper Bells, Paper Garlands.**

Smith, Davidson & Wright, Limited
 Wholesale Stationers
 VANCOUVER, B.C.

Quality Papers!

Your requirements no matter what they are, can be satisfactorily met by us, as we have the facilities for manufacturing lines which, for quality, cannot be equalled in the Dominion. Notice a few of our chief lines, sizes and weights given:

PROVINCIAL BOND

White and Tints

17 x 28—20, 24 and 28 lbs.
 17 x 22—14, 16, 18, 20 and 24 lbs.
 19 x 24—20 lbs.

PROVINCIAL BOND

Azure

17 x 28—28, 32 and 36 lbs.
 21 x 32—56 lbs.
 23 x 36—72 lbs.

COVER PAPER

SNOWFLAKE

In Blue, Red, Lilac and Wine
 20 x 25—40 and 60 lbs.
 22½ x 28½—50, 60 and 80 lbs.

ADELIA

Fine White Wave, Double
 Cap and Fello
 and variety of other lines.

**The Northern Mills Pulp
 and Paper Co.**

278 St. Paul Street

MILLS
 St. Adèle, Que.

MONTREAL

A SPECIAL OFFER

To every reader of the *Bookseller
 and Stationer*

On receipt of a postcard or letter we will send gratis a copy of "The Publishers' Circular and Booksellers' Record," the weekly paper for all interested in books published in Great Britain and Ireland, to any address for six weeks.

Address: Dept. G.

**Publishers' Circular
 Limited**

19 Adam St., Adelphi, London, Eng.



A Reliable Red Ink

is a necessary part of every business man's desk equipment. He will be satisfied if you sell him

Carter's Carmine Fluid

a brilliant red which will not bronze and has no effect on steel pens—

Takes Away the Chance for Complaint.

THE CARTER'S INK CO.

BOSTON NEW YORK CHICAGO MONTREAL



If you get stuck on

Fancy Calendar Pads for 1910

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

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

Also remember the Elliott Line of Art Calendars.

THE
CHAS. H. ELLIOTT
COMPANY
Philadelphia, Pa.

Building for the Future

No need to dwell on the necessity of advertising.

There is no question about that. What publications will you use? That's the point.

Your aim is to build a business for the future as well as to-day. Isn't that right?

In order to do this your advertising must bring results.

Best results are obtained from advertising in publications with national distribution.

Busy Man's Magazine

circulates thoroughly throughout the Dominion from coast to coast.

The two hundred circulation men of the MacLean Publishing Company — the strongest circulation organization in Canada—are adding rapidly to Busy Man's readers.

Send for rates and particulars to nearest office.

Busy Man's Magazine

MONTREAL TORONTO WINNIPEG

"Sports" Playing Cards

The Best
Value
in the
Market

One
of
Many
Varieties



LACROSSE DESIGN

Leaders in
a second
grade
Good
Luck
and
St.
Lawrence

Special card for whist players Colonial Whist
We are headquarters for Playing Cards—Made
in Canada—Style and finish equal
to Imported Cards.

Advertising Cards of all sorts, Novel designs
Coated Litho. and Book Papers

FOR SAMPLES AND PRICES APPLY

CONSOLIDATED LITHOGRAPHING AND MANU-
FACTURING CO., LIMITED

Successors to The Union Card and Paper Company, Montreal



DAVID'S CELEBRATED INK

Unsurpassed for
Quality and Value

Electro-Chemical
**BLUE BLACK
FOUNTAIN PEN
CARMINE**

Manufactured by
Thaddeus Davids Co.
New York. Established 1825



BROWNBROS.

Limited

Canadian Agents, Toronto

Every Man with a Fountain Pen
NEEDS THE

Klymer's Clip



The Show Card sells it
at sight

The only clip that gives
entire satisfaction

One dozen
on a card.

German Silver,
10 cents

Rolled Gold,
25 cents



Discount to the Trade on
application.

Consolidated Safety Pin Co.

183 Farrand St.,

Bloomfield, N.J.

VICTOR INKSTANDS

"Just enough ink to ink the pen"

Small
Cut
Shows
Our
No. 25

Retail
Price
75c.



Large
Cut
Shows
Our
No. 35

Retail
Price
\$1.25

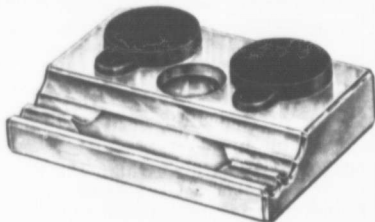
Victor Inkstands keep ink clean and liquid, having an extra large capacity with only a very small exposure to the air. Easy to clean and fill - cannot tip; covers move so easily that they can be opened and closed with the pen point.

LIBERAL TRADE DISCOUNT
Sold by all Canadian Wholesalers

C. H. Numan Dept.—

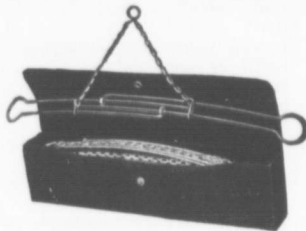
324 BROADWAY

NEW YORK, U.S.A.



Tourist Leather Goods

WE MAKE A LARGE COLLECTION
OF ARTICLES FOR TRAVELLERS



COAT AND TROUSER HANGERS IN CASES
SEND FOR NEW ILLUSTRATED CATALOG

Manufactured by

C. F. RUMPP & SONS

Fine Leather Ware ESTABLISHED 1850
PHILADELPHIA

NEW YORK SALESROOM - 683 and 685 Broadway (Cor. 3rd St.)

Western Booksellers and Stationers

Our stock of Books, Stationery and Printers' Supplies is large and well assorted. We can ship promptly. Save time by ordering from us.

Clark Bros. & Co., Limited, Winnipeg, Man.
WHOLESALE STATIONERS

"SUPERIOR"

Paper Fasteners



Patented July 14, 1902

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

Samples and quotations furnished the trade upon request.

For sale by all leading stationers.

Superior Manufacturing Co., Sidney, Ohio

National ^{BLANK} BOOKS



TRADE

MARK

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

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

National Blank Book Co.

HOLYOKE

MASSACHUSETTS

We meet ALL requirements for

CRAYONS

This applies to Quality, Quantity, Variety and Price.

Acceptio, Hygienic and Economic.

THE STANDARD CRAYON MFG. CO.

DANVERS, MASS.

Representative Wanted for Canada

Good opening for a hustling young manufacturers' agent to take over the representation of a number of American houses in Canada. Write, giving all necessary qualifications, etc., to

Box 777, Bookseller & Stationer, 10 Front St. E., Toronto



HEREAFTER, BUY YOUR FOUNTAIN PENS

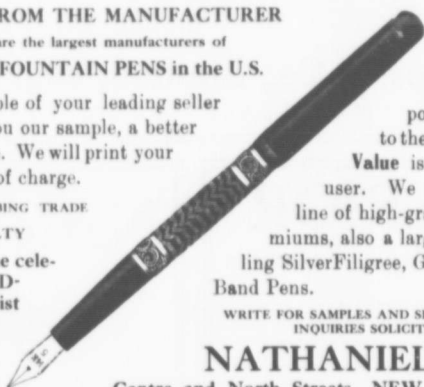
DIRECT FROM THE MANUFACTURER

We are the largest manufacturers of
POPULAR PRICE FOUNTAIN PENS in the U.S.

Mail us a sample of your leading seller
and we will mail you our sample, a better
pen at a lower price. We will print your
name on pens free of charge.

WHOLESALE JOBBING TRADE
A SPECIALTY

Manufacturers of the cele-
brated "AUOFIELD-
SAKLESS." A twist
of the fingers
fills it.



The Fountain
Pens made
by Nathaniel
Field owe their
popularity mainly
to the fact that **Honest
Value** is given to every
user. We make a special
line of high-grade pens for pre-
miums, also a large line of Ster-
ling Silver Filigree, Gold Mounts and
Band Pens.

WRITE FOR SAMPLES AND SPECIAL PRICES.
INQUIRIES SOLICITED.

NATHANIEL FIELD

Centre and North Streets, NEW YORK, U.S.A.



5000 FACTS ABOUT CANADA

25 cents a copy

1909 Edition Now Ready

REVISED and IMPROVED
Compiled by Frank Yeigh.

30,000 Copies Sold.

Substantial discount to dealers.

It sells well wherever given a chance.

Write the publishers about a window
display.

Stock up from your news dealer or
from

The
**Canadian Facts
Publishing Co.**

667 Spadina Ave.,

Toronto.

The Latest Artistic Stationery

Wistaria Linen is named after the charming little Wistaria flower and the flower is reproduced in the original colors on each box and tablet cover.



The series is most daintily designed and boxed and consists of notepaper, envelopes, papeteries, and writing tablets. Our best workmanship throughout.

Both series are exceptionally well adapted for window displays. We will give dealers every assistance in dressing their windows, providing handsome window rolls.

Oriental Linen is made up with an Oriental design in stronger colors and in one of the most striking dressings we have put on any line of stationery.



The stock is our highest grade of white crash finish paper and is made in Regent and Boudoir sizes in Paper, Envelopes, and Papeterie's, and three sizes of tablets.

Warwick Bros. & Rutter, Limited

Manufacturing Stationers, - - - Toronto

PAYSON'S INDELIBLE INK



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

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

Standard Commercial Works

Matta's Interest Tables

At 4, 5, 6, 7, 8, and 10 per cent. per annum. By NATHAN MATTA, 34th Edition. Price, \$3.00

Matta's Three Per Cent. Interest Tables

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

Hughes' Interest Tables and Book of Days Combined

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

Hughes' Supplementary Interest Tables

Comprising a Special Interest Table for daily balances, showing interest for one thousand days on any amount, table showing interest for one thousand days at 5 per cent. by means of which (in connection with comparative Table) interest for one thousand days can be obtained at any rate from 4 per cent. to 10 per cent., and obtaining interest on any rate from 4 per cent. to 10 per cent., inclusive, on the basis of 365 days to the year at a per cent. rate. By CHARLES M. C. HUGHES. Price, \$2.00

Hughes' Interest Tables

At 6 and 7 per cent. per annum from 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 (now folded card), 104 pages, 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 816 and 1016, with other useful tables. By ERWIN BUCHAN. Second edition. Price, \$4.00

Buchan's Sterling Equivalents and Exchange Tables

Showing the relative value, according to the rate of discount in London, in Canadian and New York systems of quotations, of bills of exchange drawn at any rate, of having any number of days to run, etc. By ERWIN BUCHAN. Price, \$4.00

Buchan's Par of Exchange (Canadian)

Giving sterling into dollars and cents and vice versa, and from \$1 upwards, also sterling equivalents, Canada into New York and vice versa. By ERWIN BUCHAN, 230 pages in sheets, each 300 x, mounted (see boards), cloth, \$2.00

Import Costs

Showing "land-draw costs" from one-eighth of a penny to one thousand pounds, with advance on sterling costs from five per cent. to fifty per cent. calculated at the Canadian par of Exchange, advancing by two and a half per cent. rates. A separate table for each rate. By H. S. MARTIN. Price, \$1.50. Full bound leather, limp, \$2.

The Importers' Guide

A hand-book of advances of sterling costs in direct currency from one penny to 1,000 pounds, with a PLANNED TABLE, from 20 to 100 shillings per piece of 46 pages. By R. CARROLL and J. W. LITTLE. Leather, 7s.

The Canadian Customs Tariff

Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaties, extracts of Canadian Customs Act, Sterling Exchange, French, German, Russian, and Canadian Customs values, also a German, Russian, and Canadian Customs values, also a table of the value of francs in English money, Harbor dues, etc. F. Cap. 80, cloth. Price, 50c.

MORTON, PHILLIPS & CO.,

PUBLISHERS

115 and 117 Notre Dame St., West, MONTREAL

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

HOTEL DIRECTORY.

WINDSOR HOTEL

HAMILTON, 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 Mc-Neck. Free.

TOWER HOTEL

GEORGETOWN, DEMERARA

BRITISH GUIANA

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

VICTORIA LODGE

HAMILTON, BERMUDA

Mrs. J. F. SMITH, Proprietress

Opposite Victoria Park and Cedar Ave.

Private Board \$12 to \$14 per week.

(Open November Closes in May)

WINTER RESORT

QUEEN'S PARK HOTEL

Port-of-Spain, Trinidad, B.W.I.

JOHN M. EWEN, Manager

For rates, etc., apply

TRINIDAD SHIPPING & TRADING CO.

29 Broadway, New York.

THE GRAND UNION

The most popular hotel in

OTTAWA, ONT.

JAMES K. PAISLEY, Proprietor

HALIFAX HOTEL

HALIFAX, N.S.

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY

Accountants, Chartered Accountants, Estate and

Fire Insurance Agents.

15½ Toronto St. 465 Temple Bldg.

Toronto Montreal

COLLECTIONS, ETC.

THE

MERCHANTS MERCANTILE CO.

209 St. James St., Montreal

MERCANTILE REPORTS AND COLLECTIONS

Our method of furnishing commercial reports

to our subscribers gives prompt and reliable in-

formation to date. Every modern facility for the

collection of claims. (Tel. Main 198)

The Topaz Pencil

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

H B - H - HH - HHH - B

- AND -

Indelible Copying.

Write for Samples to

Warwick Bros. & Rutter, Limited

Wholesale Stationers, TORONTO.

SQUIBS.

A magazine editor was talking about W. W. Jacobs the humorist.

"I tried," he said, "to get Mr. Jacobs to write for me; but I found that he had all he could do for six or seven years to come."

"He is a quiet, modest chap. When I praised his wonderful skill in the writing of short stories, he said that it was only their surprises that made his stories take."

"Then, to illustrate what he meant, he told me a story wherein the surprises came fast and furious."

"He said that a lawyer, defending a man accused of housebreaking spoke like this:

"Your Worship, I submit that my client did not break into the house at all. He found the parlor window open and merely inserted his right arm and removed a few trifling articles. Now, gentlemen, my client's arm is not himself, and I fail to see how you can punish the whole individual for an offence committed only by one of his limbs."

"That argument," said the magistrate, "is very well put. Following it logically, I sentence the defendant's arm to one year's imprisonment. He can accompany it or not, as he chooses."

"The defendant smiled, and with his lawyer's assistance unscrewed his cork arm, and, leaving it in the dock, walked out."

Rev. Silas K. Hocking once had an amusing experience in a railway carriage. Seated in the same compartment with him were a clergyman and a young woman who was reading a book. The clergyman asked her what she was reading, whereupon she told him it was a work by Silas K. Hocking. The clergyman expressed his great regret, as he objected strongly to books by that author. Mr. Hocking was greatly amused, and broke in upon the conversation by asking which of his books the reverend gentleman objected to in particular. "Oh, all of them," was the reply. Mr. Hocking managed to obtain the admission from him that he had never read one of the malignant works himself, but he had based his opinion upon hearsay. The author did not say any more until the train stopped at the station, and then he very politely handed his traveling companion his card, and got out. The look of astonishment on the face of Mr. Hocking's critic when he came to know the identity of his traveling companion must have been almost as painful as it was amusing to witness.

A. ROY MacDOUGALL

Manufacturers' Representative

is showing an excellent assortment in the following lines :

HOLIDAY PAPETERIES attractively boxed, with covers showing beautiful scenes framed in mission wood effects; also in imitation of the arts and crafts workmanship with cameo set in ; boxes of genuine veneer wood suitable for gifts; dainty wove mat effects on covers, with Gainsborough portrait framed in gold; the celebrated Asti and Philip Boileau portraits set in panels of cut steel on covers. All these lines are most artistically boxed and daintily tied with silk ribbons and bows. When emptied they would be admirably suited for glove, handkerchief and collar holders. Besides the scenes outside of boxes many contain pictures in colors by noted artists on inside cover making them particularly adapted for window displays and allowing contents to be shown.

HOLIDAY GREETING CARDS You ought to see these lines from Bin Brothers, London, England. They are called the Heraldic Series, and are made up in artistic designs a little different to what you have been used to. Nothing so tasteful, artistic and distinctive has been seen in Canada before. One large buyer of this class of goods told us he had never seen anything to equal them, without exception of price in all his twenty-five years' experience. You'll be inclined to say the same thing when you see them. Made especially for the Canadian trade, embossed with coats-of-arms of the various Provinces.

Other lines include: Crepe Tissue, Paper Napkins, Stationers' Sundries, Bibles, Post Card Albums and Fountain Pens. Also series of Artistic Photogravures of popular subjects. Drop in and see the display. You'll find it well worth your while.

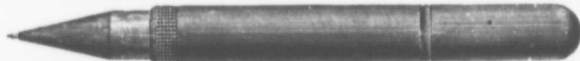
These lines are now being shown by Mr. MacDougall and his two traveling representatives.

A. ROY MacDOUGALL

42 ADELAIDE ST. WEST

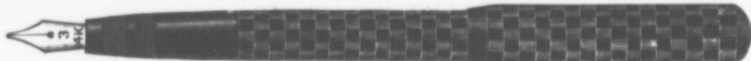
TORONTO, CANADA

The New "Rival" Fountain Pen



These fluid pencils are the most reliable pencils made, as all users of this kind of pen know that a vibrating needle in a stylographic is the most successful. For over twenty years we have studied the different parts so that we can safely say that a gold needle and platinum point make the best and most desirable writing point, and as soft to the touch as a lead pencil. These pens are useful for figuring, lining and manifold work. Their excellent quality makes them almost indispensable for this kind of work.

The "3 Ravens" are made in 3 styles and 2 sizes, large and small. All Red, Red and Black, and all Black. Please state what color when ordering. The Red and Black makes a very pretty combination.



The "Rival" Fountain Pen is a high grade fountain pen at a low price, and has been sold in the Dominion of Canada for a great many years and, therefore, requires but little introduction. It is made of the best quality of vulcanized rubber that can be procured and has no superior as to its writing qualities. Our Gold Pens are 14 karat gold, iridium pointed and unconditionally guaranteed.



We have manufactured Fountain and Stylographic Pens for over twenty five years and attribute our success in business to making a perfect and reliable article. We are not the largest manufacturers in the world, but we manufacture everything that we sell and do not have to depend upon other manufacturers to make any of our goods, as we have a well equipped factory for manufacturing all of our rubber holders and gold pens.

Our representative, Mr. A. Roy MacDougall, 42 Adelaide St. West, Toronto, Ont., will visit all the largest cities in Canada and will show a complete line of our goods in the very near future.

MANUFACTURED BY

D. W. BEAUMEL & CO.

Established 1885

35 ANN ST., NEW YORK, U.S.A.

ADVERTISING SERVICE FREE FOR SUBSCRIBERS



BOOKSELLER AND STATIONER is constantly on the look-out for ways and means of increasing its usefulness to the trade.

Through twenty-five years of intimacy with conditions surrounding the bookseller and stationer, we have got to know our subscribers, their requirements and their little peculiarities. We have now reached a point where we feel that we can prescribe successfully for the various problems which frequently face them.

One of these is advertising. How best to attract patrons to his store is the question which confronts every retailer. Many of the trade, with really good specialties, spend money on advertising, but fail to get results. Generally it is not their fault. Often they lack the time for a proper study of the subject. Our subscribers know the people they want to reach in a great many cases, but some cannot say in type and ink just exactly what they would say if the customer were to come into the store. If they could, the purpose of this article would be removed. What the average retailer needs is improvement in his copy.

How to help him is our object. By close observant study of advertising

conditions, our advertising men keep in touch with the most effective ideas. They know methods which will create trade. They know what to say, just how much to say and just how far to go. Our copy men are familiar with the practical resources of printing offices and in co-operating with them are able to accomplish the most effective results in typographical arrangement.

For these services there is no charge. We want to help you get business. We realize that the benefits derived will be mutual. Intelligent self-interest prompts the move.

Good business depends on your ads. Anything which will tend to help you make them increase in pulling power should be taken advantage of. Money spent on bad advertising is wasted. Money spent on the right kind is a good investment. We want you to make money from your publicity and are willing to help you to that end.

William G. Colgate

Manager Copy Department.

BOOKSELLER AND STATIONER
10 FRONT ST. EAST TORONTO, CANADA

Bookseller and Stationer

and Canadian Newsdealer

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

W. A. GRAICK
Editor

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

Vol. XXV.

TORONTO, CANADA, MARCH, 1909

No. 3

Contents for This Month

Depressing Trade Grievances Reported	-	23
Lessons From the Hardware Association	-	24
Magazine Notes - - - - -	-	25
Preparation of Advertising Copy - - - - -	-	26
Making a Success of an Exclusive Business	-	28
New Waterman Factory Opened - - - - -	-	30
News of the Trade in Montreal - - - - -	-	31
Editorial Chronicle and Comment - - - - -	-	32
Protest Against Sale of Indecent Post Cards	-	34
Alluring Features of the Phonograph Business	-	35
Personal and Trade Items - - - - -	-	36
What Manufacturers and Jobbers Offer - - - - -	-	38
News From the Capital - - - - -	-	42
Exhibition of Fancy Goods in Toronto - - - - -	-	44
Profitable Line for the Trade - - - - -	-	46
Gossip of the Month in the Book World - - - - -	-	54
Interview with Rev. R. E. Knowles - - - - -	-	56
A Survey of the Canadian Literary Field - - - - -	-	59
What the Publishers are Providing - - - - -	-	61
Brief Reviews of Some Recent Books - - - - -	-	62
Best Selling Books of the Month - - - - -	-	63

Published by **MACLEAN PUBLISHING COMPANY, Toronto, Canada**
 New York Chicago Winnipeg London, England Vancouver

The Pen that Encircles the Globe

Waterman's



Cone Cap Style

The standard for a quarter-century. Highest grade materials, 14-Kt. iridium-tipped gold pen. The most practical shape for commercial use.

The Spoon Feed
in all styles of Waterman's Ideals is the part which feeds an accurate supply of ink under perfect control.

Safety

can be carried in any position and cannot spill. Sealed Simple, strong service



Transparent View

Style

position and the ink hold and airtight. and ever able.

The Clip Cap
is the simple device that holds the pen securely in the pocket, right side up, and also prevents rolling on the desk.



Self-Filling Style

Has no complicated parts. The ink is pumped into the holder to be used as required and again refilled as conveniently. No inner parts to deteriorate.



Check Book Style

A perfect Waterman's Ideal in miniature, 3 1/4 inches long. Convenient for signing checks, and with pocket diary or memo book.



The Globe Trade-Mark

is the identification mark of Fountain Pens made and guaranteed by the largest manufacturers in the world.

All styles can be carried in stock filled with ink, ready for immediate trial. Note that a filled pen will write the instant the point touches the paper. There are several ways to fill Waterman's Ideals, but only one way to empty them, that is, in writing with the ink under positive control of the Spoon Feed. Every holder in every style and size made with pen points, which will fulfill every requirement.

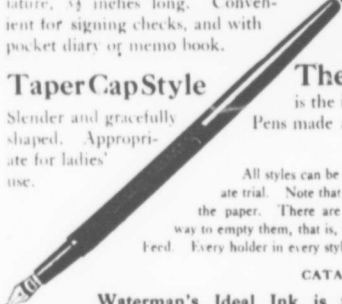
CATALOGUE SENT UPON REQUEST

Waterman's Ideal Ink is the Best Ink that Can be Purchased Anywhere



The Baby Pen

A perfect little Waterman's Ideal for children's use or wherever a small pen is required. Size 3 1/4 inches long.



Taper Cap Style

Slender and gracefully shaped. Appropriate for ladies' use.



Straight Cap Style

Our original shape. Preferred by many for convenience and appearance.

Fountain Pen

L. E. Waterman Company, Limited

136 St. James Street
New York

London

Montreal
Paris

DEPRESSING TRADE GRIEVANCES REPORTED FROM Several Quarters—The Yukon Trade Disgusted with the Canadian Post Office Department and Forced to Deal with U.S. Supply Houses --Complaint from Brockville about Toronto House Selling Direct

This month The Bookseller and Stationer has received, both directly and indirectly, several letters in which the writers have told of certain grievances, which they are suffering in the prosecution of their business. We are glad to give space in our columns to the publication of these letters, as they have to do with genuine grievances and any suggestions that can be offered as to their alleviation will be appreciated.

Selling Direct to Consumers.

Editor Bookseller and Stationer: Having seen a communication in the columns of Bookseller and Stationer re certain Toronto firms selling at cut prices to the consumer, to the detriment of local retailers, as I have some up-to-date evidence, I thought I would drop you a line.

It is bad enough to sell at prices below the retailer which he has some little chance of meeting, but when it comes to selling the consumer at trade prices, I think it is time for something to be doing.

A customer of mine came to me with quotations for certain publications which he had received from a certain Toronto house. He wished me to get the works for him, but at the prices quoted f.o.b. Toronto. Accordingly I wrote said firm for same giving the quotations and asking for such prices as would enable me to meet the quotations, and the reply received is as follows:

"Of the first section of your order, we are only sending two volumes. While we have the others in stock, you mention to supply only if you can sell at prices quoted, and as our prices to the trade are the same as you have on the list, we are not sending."

I think it is time the retailers looked after the like of this. The above order was only between \$4 and \$5, and likely the only order for at least a year, and yet it was to be supplied at trade prices as you see from quotation.

I am thankful to say there are some firms, more than one, that either refer orders to the local dealer, or if supplied direct send him his commission just as if he had handled the goods, and I do not think they will suffer any for it.

Can you suggest any steps that might be taken towards remedying such a state of affairs. I think if the retail trade was a unit on the matter it might be done. If you see fit to use any part of this letter in The Bookseller and Stationer in any way you are welcome to do so.

J. S. COPLAND.

Brockville, February 18, 1909.

Magazines for the Yukon.

The following letter was received on January 28 by the publishers of an important Canadian magazine and has been handed over to The Bookseller and Stationer for publication:

Gentlemen: Your letter of November 20 at hand in regard to your having magazines returned that you are addressing to the Yukon Territory, I wish to say that same is the outcome of the almost criminal indifference, the absolute disregard and carelessness that the Post Office Department in Canada is displaying towards the people of the Yukon Territory.

What cause of complaint have you people of Canada got, if we of the Yukon Territory give up your periodicals and merchandise entirely when the men you elect to conduct your affairs show themselves so confoundedly incapable. If I try to further the sale of Canadian and English papers here, if I try to buy goods from Canadian houses, letters of the kind you sent me are the only thing I get.

I received a letter from a news company in Toronto regarding English publications. I will not even bother about answering said letter, as I know full well did I place an order with said company some fool postmaster would put his nose into the matter and tell that firm that magazines for the Yukon cannot be sent during the winter.

It must sound funny to you when I tell you that I get the Illustrated London News, the London Graphic and even the Canadian Magazine from the Puget Sound News Co., of Seattle, Washington, U.S.A. They have no trouble in forwarding magazines and papers, even if that dear Post Office Department has seen fit to impose a tax specially on papers from the United States.

We of this country have worked hard to get a little relief from the Post Office Department of Canada, but all to no purpose.

In passing, I may mention that the other day a man posted a parcel and a few magazines in Liverpool addressed to Dawson. The postmaster in that place went to the trouble of writing the sender that if he changed the address to Whitehorse, Y.T., the parcel would go forward without any trouble. Just compare the courtesy and businesslike action of that English postmaster with our own officials!

I wish to say that in the future I shall not bother you with any further orders of mine. If I want a magazine sent to any one here I shall order that Canadian publication from Seattle, Washington, U.S.A. You have got Boards of Trade in your various cities, and if you think so little about this matter just pass us up. This thing happens daily in Toronto, Winnipeg, Montreal and other Canadian cities.

Personally, I wish to say that I give it up.

H. L. LANDAHL.

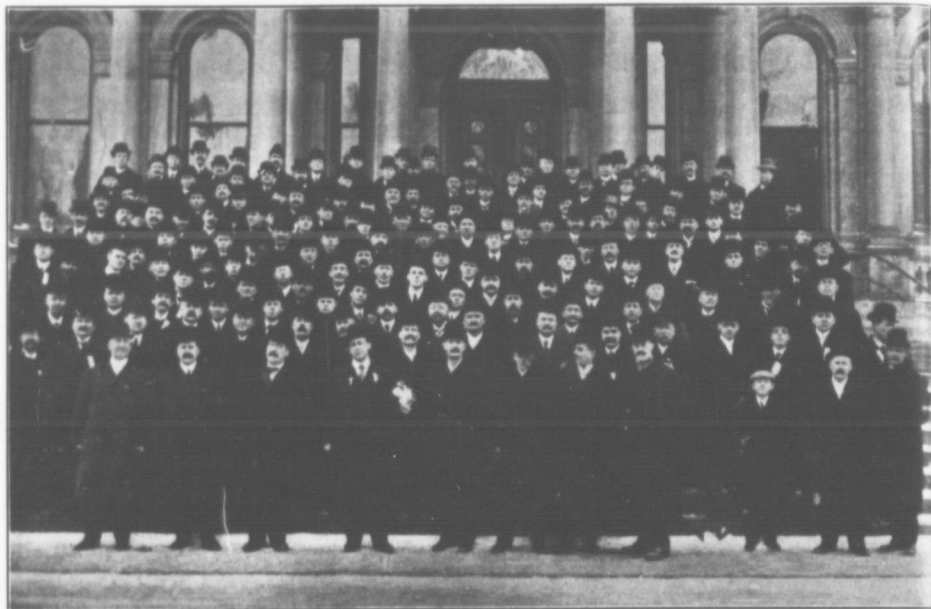
Dawson, Y.T., January 3, 1909.

Indecent Post Cards.

Editor Bookseller and Stationer. I am enclosing a clipping from the Montreal Gazette, which I would like to see you use in The Bookseller and Stationer. It deals with the sale of immoral and vulgar picture post cards, and I feel sure that the trade would appreciate your making it prominent. Many of us feel the competition of unscrupulous dealers in these disreputable cards and anything you can do to help put down the evil would be received with favor.

Toronto, February 24, 1909.

[Editorial Note: The clipping referred to is republished in this issue of Bookseller and Stationer under the heading, "A Strong Protest Against the Traffic in Indecent Post Cards."]



THESE ARE NOT BOOKSELLERS.

The Prosperous-looking Gentlemen in this Group are Hardware Dealers Assembled in Annual Convention at Hamilton. Our Object in Publishing it is to Show the Booksellers how Other Tradesmen are Getting Ahead of Them.

LESSONS FOR THE BOOKSELLERS FROM THE EXPERIENCE OF THE HARDWARE DEALERS—How a Little Association of 20 Members in 1907 has Grown to 250 Members in 1909—Methods Employed to Arouse Interest—The Big Convention in Hamilton.

Sceptical booksellers, and their number is unfortunately large, might meditate upon the experience of their brother merchants, the hardwaremen, when they feel inclined to scoff at the idea of a successful association.

The Ontario Retail Hardware and Stove Dealers' Association was born on April 13, 1906, when twenty hardwaremen met at the Rossin House in Toronto. At an adjourned meeting on May 15 of the same year, 45 attended. On March 28 and 29, 1907, over fifty delegates came to the second annual convention. On February 12 and 13, 1908, at the third annual convention, over 90 registered, while this year's convention on February 9, 10 and 11, at Hamilton, was attended by 175 hardware dealers.

This march of progress has been the result of enthusiastic organization and effective association work. The hardware men have come to a realization of the genuine value and utility of a mutual organization.

When Will the Booksellers Wake Up?

The booksellers have the nucleus of a splendid organization and there is no real reason why a big convention cannot be held this year. True, there has never been a

properly organized meeting yet, but that is no reason why a 1909 meeting cannot be made successful in every particular. If the programme is made up sufficiently early and with attractive features upon it, if a date is selected that will suit the majority, and if every bookseller will forget personal inconvenience for the general good, then 1909 will see a rousing convention.

What the Hardware Men Have Done.

The Hardware Association takes credit, and rightly so, for stopping the introduction by the Post Office Department of the parcels post c.o.d. "Had it not been for the Ontario Retail Hardware Association and its organ, Hardware and Metal," says the official report, "it is certain that every postmaster in Canada would to-day be acting as a c.o.d. collections agent for the large mail order houses in Montreal, Toronto, Winnipeg and other cities." This campaign was conducted by the Hardware Association in the interests of every retailer in Canada.

The Association is working to secure the right to form a mutual fire insurance company whereby members will be able to receive rebates on fire insurance premiums.

The Association has issued collection blanks for the use of its members to assist in collecting bad debts. The Secretary reports that 110 members are using the blanks with great success.

The Association has done a great deal of practical work in minimizing the evil of jobbers and manufacturers selling to consumers at trade prices.

Conducting the Convention.

This year's convention was held at the Waldorf Hotel in Hamilton. Exhibits were made by manufacturers. Entertainment was provided by the wholesale houses and three days were spent pleasantly and profitably.

Probably the most useful feature on the programme was the "Question Box."

It was in charge of Fred. C. Lariviere, of Montreal. Questions were written down by the delegates and slipped into a box provided for the purpose as the meeting progressed. At the appointed time on the programme, the box was opened and the problems suggested by the various questions was taken up.

The queries were numerous and covered a wide variety of topics. They gave rise to most interesting and valuable discussions, which must have proved beneficial to all those present. Here are a few of the questions:

"Do you approve of 'tagging' prices when making window displays?"

"Is it not good policy for hardware merchants to take an active interest in movements tending to educate the farmers and help them to make their farms more productive?"

"Could the Association secure data from members as to the cost of doing business in order to help members in figuring their costs properly?"

"Does it pay to keep a retail store open after 7 p.m. on ordinary week days?"

"Is it advisable for a successful retail firm to establish a branch store in an adjoining town or village?"

"What advantage can a retailer secure from his banker? Can a line of credit be arranged covering a year and can bank exchange be overcome? What is the best way to do your banking?"

Some Convention Lessons.

One of the points brought home by the convention was that there was practically no limit to the volume of business which a dealer might do if he studied carefully the wants of his customers and kept his eyes open for all that was new and progressive in his line.

Another lesson was the advantage to be derived from the reduction of stocks. It was not a question of what volume of business a man does during the year, but how many times he can handle his stock. A \$10,000 stock turned over half a dozen times is infinitely preferable to a \$20,000 one turned over three times and the profits are much larger.

Still another point was not to consider the buying price so much in the disposal of goods, but to mark them at what the dealer thought he could get for them. It is not the dealer with the largest store or shelves loaded down with an assortment of all and sundry that makes the most money, but the dealer who can keep things on the go.

Best Work of Association.

The annual convention is after all the centre of any trade organization's life. It is from the convention that all practical work emanates. There dealers come together to discuss trade problems. They get the benefit of the other fellow's experience, which otherwise they would never obtain and they go away with their eyes opened to many facts that they had never noticed before. If there

is work to be done, abuses to be remedied or ends to be gained, the motive power and the direction come from the convention.

MAGAZINE NOTES.

In Putnam's Magazine for March, Elliott Flower takes first place with an admirable illustrated article on "Gary: The Magic City." Attention is, of course, bestowed on Lincoln, three contributions dealing with "Recollections of Lincoln," "A Medallie History of Lincoln," and "Abraham Lincoln in 1854." "A Trip on a Great Lakes Freighter" will be found of interest to Canadians, while the ever-entertaining "Lounger" has much to say of books, authors and actors.

The work of Charles H. Shannon and Joaquin Sorolla form the main features of the March issue of the International Studio. Three of Shannon's paintings, "The Mermaid," "The Modeller" and "The Cup of Tea" are reproduced as inserts and the sketch of him by C. Lewis Hind is accompanied by thirteen other illustrations of his work. Sorolla is treated by Christian Brinton, eleven illustrations being given. One of the prettiest inserts is by Mary Williams, being a painting of a little girl. Dealers will find these inserts suitable for framing and should push the sale of the Studio on that ground.

The first number of the Eugenics Review is to appear in April. It will be published at 6 York Buildings, Adelphi, London, and will deal with heredity, selection, marriage customs and laws, the care of defectives and criminals, and the hereditary transmission of disease.

The April Scribner will contain among other notable contributions, "Fifteen Hundred Miles down the Saskatchewan," by Agnes C. Laut, being the story of a canoe voyage. In the series of articles on "England and the English from an American Point of View," the subject in April will be "An English Country Town." Professor Laughlin will write on "The Valuation of Railways."



A Much Admired and Much Coveted Convention Badge worn by all the Delegates.

THE PREPARATION OF RETAIL ADVERTISING COPY

--Writing Copy--The Choice of Types--Regarding Layouts--Suggestions for Display--Catch Lines--The Relative Importance of the Signature
--Value of Effective Illustrative Matter--By WILLIAM G. COLGATE.

"This is about the worst job I have to do during the whole week," is what a bookseller and stationer remarked when a proof of his advertisement was presented to him for his O.K. When asked to explain, he said that writing advertising copy was a difficult subject for him to master. He didn't know just exactly how to go about

into your copy-writing. One of the biggest shirt dealers in Chicago, Tom Murray, has built up an immense trade almost solely by advertising because of the individuality he put into it.

When he first went into business he had the chance of imitating the advertising methods of successful shirt makers. But he didn't. That's one great reason why Tom Murray's shirts have the call in Chicago, and in fact, in any place where the name of Tom Murray is known.

Give your advertising individuality, originality and simplicity. Don't try to be literary or strive for effect. Just use the selfsame plain commonsense arguments that you would offer to a customer in the store and put them in a plain way.

It's because many dealers are too self-conscious of their grammar and labor for polished sentences and rounded periods that so much advertising is painfully puerile, or at most only partially successful.

Selection of Type Faces.

The proper selection of type faces has a great deal to do with the effectiveness of an ad. Worn, out-of-date type and careless arrangement are responsible for much negative advertising. Bad ink, faulty punctuation, and mis-spelled words in display lines are errors that spoil many an otherwise effective announcement.

In the laying out of an ad. it is a good plan to specify if possible the kind of type you want used. If the advertiser is not acquainted with type nomenclature he can clip from the pages of the paper in which his ad. is to appear an ad. containing the type which he prefers. A

Valentines

are now in the store. We show a collection of the most unique and attractive designs and styles we have ever placed before you, and prices as usual are most reasonable—50, 100, 150, and up to the more extravagant sets. Postal Cards, Folders, Embossed designs, Cupid's Hearts, Bachelors and rombs.

On the book tables are many books specially put up as to subject matter, binding and general get-up, most suitable as remembrances for this occasion.

**THOMSON
STATIONERY Co.**

222 HASTING ST. PHONE 3938

Ineffective Arrangement of Composition. Giving Ad. a "Heavy" Effect.

it, and as a consequence, he was at a disadvantage when it came to trying to sell his goods on paper. Serving a customer in the store and selling him an article was easy by comparison. But to put the same selling talk into type was for him an impossible accomplishment. That's about the way he expressed it.

Give ninety-nine people out of a hundred a clean sheet of paper and a pencil and they will immediately begin to write. With the hundredth person it's different. He will stop. He will think. And when he writes it will be something worth recording. That's it. Think! And when you have coherently arranged in your mind just exactly what you want to say in a style nearly as possible resembling what you would say to a customer in selling goods, you'll get good advertising.

Earnest and Simple Copy.

Did you notice a good piece of advertising copy? It read so earnestly and so simply that you were unconsciously impressed by the statements that it conveyed that you forgot all about its form and appearance and thought only of the arguments it presented. A good ad. should be like a well-dressed successful salesman—capable of leaving an agreeable impression by its pleasing form and the suggestions it seeks to convey.

When you can get a reader so interested in your argument that the medium is forgotten you will attain the maximum of results from your copy. It is not hard to do either. Be natural in your paper sales-talk as you are in your store. Don't imitate. Be yourself. Put your own thoughts, your own ideas and your own personality

layout should accompany all advertising copy. It does not take up much time to arrange your ad. properly to suit yourself and it saves the printer's time, as he will know exactly what the advertiser wants. It will also save your time, as there will be less corrections required when the proof is submitted for O.K.

Have You a Girl?

Remember the 14th February and send her a Valentine.

We have a very choice selection to choose from.

THE
BOOK
SHOP

G. S. Forsyth
& Company
Cor. Homer and
Hastings Streets

A Striking and Well Displayed Valentine Ad., with Catchy Headline.



The Layout.

The actual advertisement for "Our Best Friends". It features the headline "Our Best Friends" in a bold, serif font. Below the headline is a paragraph of text: "are good books. Like our companionships, they help to form our character, and we should be careful in their selection. You will find any of the following works instructive or entertaining. They all go at one price. Come early for choice." Below this text is a list of books: "TALE OF TWO CITIES—Dickens", "LES MISERABLES—Hugo", "HELP-BELLANCE—Emerson", "TOM SAWYER—Twain", "THE CHRIS—Churchill", and "ROPHIA—Weyman". To the right of the list is a price tag "25c". Below the list is a paragraph of text: "The price, as you recognize, is no indication of their worth. Drop in and look them over. No obligation to buy." At the bottom, the text "At the Bookshop" is written in a bold, serif font, with "Main Street" and "Centreville" underneath.

The Advertisement.

No advertisement requires the use of more than three different type faces. The best effects can be obtained by the use of one series for display. The catchline, the name of the goods, and the signature should be set in display.

Striking Catchlines.

Catchlines should be as striking and as attention-compelling as it is possible to arrange them. Avoid the stereotyped. A common expression or a happy phrase may sometimes be used with effect, although slang is to be shunned. Try to say something that will invite the reader's further attention after it catches his eye. The exercise of careful judgment and observation will soon teach the advertiser what will best serve his purpose in that respect.

A great number of advertisers make the mistake of having the signature almost the largest display line in the ad. While it is a good idea to give due prominence to the firm name, yet it does not do to have the signature overshadow by contrast the goods you are trying to sell. Rogers, Peet & Co., who are probably one of the best known retail firms in New York, and whose advertising

is quoted by experts as exemplary, use a signature that is usually set in the capitals of the body matter—not larger than the type that is used in the reading matter of the average country weekly. This gives their ads. a neat well-balanced effect and is apt to favorably impress the customer. It is also inclined to give him the idea you are trying to sell him merchandise and not the firm's name.

The use of illustrations in an ad. is commendable. There is nothing that will suggest better the merits of goods or emphasize their appearance more attractively than the use of effective illustrations.

The celebration of the birthday of that patron saint of lovers, St. Valentine, gave the bookseller and stationer a welcome relief from the after-holiday quietness. Some very good examples of Valentine advertising have been received, of which the claim to unusual distinction may be awarded to G. S. Forsyth & Co., Vancouver. This ad. has a strikingly appropriate catchline and is a reminder to the person who is apt to forget or overlook these important events. It is also well arranged typographically. The Thomson Stationery Co.'s ad. would have appeared to better advantage if the headline had been set in stronger type.



The Layout.

The actual advertisement for "Good Stationery". It features the headline "Good Stationery" in a bold, serif font. Below the headline is a paragraph of text: "is an absolute social essential. It is the poorest kind of policy to buy an inferior grade of stationery when prices for the better grades are so reasonable. You don't want to buy cheap stationery any more than you want to wear cheap clothes. We can strongly recommend the following:" Below this text is a list of stationery items and their prices: "Eaton-Hurbit & Pike - per box 25c", "Marcus Ward & Co. - - - 35c", "Crane's Irish Linen - - - 30c", and "Geo. B. Hurd & Co. - - - 25c". Below the list is a paragraph of text: "These are all reliable brands—absolutely dependable and always in good taste." At the bottom, the text "At the Bookstore" is written in a bold, serif font, with "Main Street" and "Centreville" underneath.

The Advertisement.



Interior of F. H. Chapple's Store, Galt.

MAKING A SUCCESS OF AN EXCLUSIVE BUSINESS--- How a Galt Bookseller, by Adhering Strictly to Regular Lines has Built up a Fine Trade—Some Methods of Advertising and Book- keeping which Have Proved Effective---How to Sell Wall Paper.

The world loves a man who is an enthusiast at his calling, who believes in it, takes pride in it and is ever ready to uphold it by fair dealing and honest values.

Such men adorn the vocation which claims their sympathies and enlists their energies. They maintain the best traditions and the highest regard for a business that is as old as it is honored, and honored as it is old, and that business is the one of selling books.

In Ontario there are a few men who rigidly believe that a bookseller is what the name implies—not the dispenser of a few volumes of cheap literature along with a large amount of tinware, crockery, glassware, toys and fancy goods, which establishment is often interpreted today as a "bookstore," when in reality it is a variety store or fancy fair.

Books and Stationery Only.

"Yes," I adhere strictly to books and stationery," said F. H. Chapple, of Galt, Ont., "and I endeavor to cater to the better class of trade. We never advertise anything as cheap, or hold bargain sales. We give honest value, dollar for dollar, and our customers know what to expect."

Mr. Chapple is a young man, but he has absorbed progressive ideas about things. He started in as messenger boy in the store of J. H. Fisher, M.P.P., Paris, and spent several years at the stationery and book business in that town. Then he went to the west and for a couple of years was engaged in the big retail establishment of the Thompson Stationery Company, Vancouver. Three years and a half ago he came to Galt, bought a sporting goods stock, which he soon cleared out, and then began the book business in earnest, deciding to give Galt an up-to-date, representative store and stock, and he has succeeded. To-day he carries a \$12,000 stock. The

depth of his store is about 80 feet and the width 16 feet. The proprietor is sadly pressed for more room, but he makes the best disposition of what he has. He keeps his stacks of books on the right and all stationery, art and leather goods on the left.

How He Advertises.

Mr. Chapple has several effective methods of retaining trade. He never sells a package of envelopes or a quire of note paper without enclosing in the parcel a neat little blotting sheet, artistically printed and bearing the modest announcement of his business. On the better class of envelopes he has embossed in neat letters on the flap, "Chapple's Book Store." He also has various special lines of pencils made with the same sign showing upon them. On all writing tablets he has his name in bold print on the cover, and even on the front of heavy blank books a gilt circular sign bears the legend that Chapple handles office supplies of every kind.

He is a firm believer in advertising and has space in both the local papers—occupying about a six-inch single column space. He changes the reading matter in his ads. at least three times a week, and at the Christmas season, and when the wall paper business is at its height he doubles the number of inches ordinarily used. He also makes use of locals to a certain extent and finds them a good auxiliary.

Tags, Goods in Window.

At the right of the store is a neat glass case filled with picture post cards, which are changed frequently. The window itself is admirably arranged, special attention being devoted to its trimming. Mr. Chapple very often puts prices on the articles displayed. He is a firm believer in the arresting power of plain figures and their efficacy to get rid of accumulated stock.

Postage Stamps and Magazines.

The proprietor handles and sells postage stamps and also magazines and newspapers, which are kept in the back of the store.

"Why do you have current reading matter back so far?" was asked.

"Why, that is easily understood," replied Mr. Chapple, "and has proved a good plan. It draws people to the rear of the store and in passing in and out nearly the full depth of the shop they get a good survey of everything we have, and often buy something before leaving, which they probably did not think they wanted when entering. Great is the power of suggestiveness and arousing of attention and interest. I never consider it a nuisance to sell stamps or newspapers. It brings people here and the more persons who enter the store, naturally the bigger trade. Do you know that our cash register has shown on one single day a record of 740 sales? True, the majority of them were small, but so long as you keep your stock moving you are going ahead. We do not deliver any Toronto daily papers. Formerly we did, but we abolished the practice some time ago. We keep open until 8.30 each evening and sell the evening papers of Hamilton and Toronto."

Printing and Office Supplies.

The proprietor gets in close touch not only with office stationery supplies, but office furniture. He sells the office chairs of the Krug Company, of Stratford, and the desks, sectional book cases, etc., of the Globe-Watnick Company of the same city. In addition he takes orders for printing envelopes, ladies' visiting cards and offers a wide selection of type. Neat folders are sent to the women of Galt and a large number of favorable replies flow in. Mr. Chapple gets the work done outside and the price is very reasonable—fifty cards for 45 cents in any desired style of letter. He also carries a representative line of sporting goods—mostly Spalding's—and outfitted the Galt Golf Club last season, being the only man to handle such supplies.

How to Sell Wall Paper.

Wall paper is handled profitably, so that few remnants are left on hand. It is a department which requires watching.

"We put," continued Mr. Chapple, "a separate slip in the cash register every time we make a wall paper sale. These slips are handed each day to the bookkeeper, who enters them up in a special book. Thus we know how much wall paper we dispose of every week, month or season, and the exact profit we have made in this branch of the business. We also know how many rolls of each kind we have still on hand. The remnants are kept on different shelves from the regular stock, but are not marked remnants. We sell these rolls to persons who may be looking after cheap paper. Of course, it would not do to tell a farmer, for instance, who requires only a few rolls of common paper, that he was buying a remnant; otherwise, he would not want the paper at all, perhaps, as most remnants are of last year's pattern. Our wall paper trade is satisfactory and the amount of money depends entirely upon the way one handles the stock, his selling system, etc. We also have the names of several good paper-hangers whom we can recommend. This is a great convenience, especially to a stranger coming to reside here. She naturally says, 'I had better go to the painter for my wall paper and he will hang it for me. If I go to a bookstore to buy I do not know where I can get a workman.'

"I overcome this objection," went on Mr. Chapple, "by advertising in the papers that we will send good

men to do work for any customers. The latter, of course, bear the expense, as we do not employ paper-hangers ourselves."

The Best Selling Books.

The latest copyright fiction sells well in Galt at Christmas time, Mr. Chapple disposing of about 300 volumes during the last holiday season. At other times there is not much demand for it. The best selling books during the whole year are standard novels, cloth-bound ones which retail at 25 cents per copy. Paper-covered editions of well-known fiction at 15 and 25 cents are also good selling lines. Mr. Chapple has his book shelves and tables nicely arranged. Neatness, order and attractiveness are evidenced on all sides, and the reader or probable purchaser may wander about at his leisure examining the different volumes and, when a selection is made, he will be promptly waited on by one of the clerks. No person is importuned to buy. Presentation books, of which a large line is kept, the works of the poets, and the latest fiction are displayed in sectional bookcases. Boys' books are kept separately, and also girls' books. There are several tables on which other volumes are conveniently displayed. Prayer and hymn



F. H. CHAPPLE.

books are also kept in a sectional bookcase, and all Bibles repose in paste-board boxes.

Collection of Accounts.

Nearly all the business, except that done with manufacturing firms, offices and factories, is cash. There is no cutting in the price of school books in Galt, and all goods of that character are cash on the spot. Mr. Chapple has an exceptionally energetic lady clerk on his staff of six employees, who, when he complained one day that certain citizens paid no attention to bills sent them time and again through the post office, replied, "I will collect those accounts for you," and at it she went. She took some 34 bills and in a few days had gathered in about \$125 in cash, the most of which would otherwise not have been available.

Many other features in connection with his business might be told. Mr. Chapple has one of the largest book businesses in Ontario to-day and he attributes his success to a few well-defined rules which he has followed.

NEW WATERMAN FACTORY AT ST. LAMBERT OPENED—Large Party of Montreal People Visit the Plant on Lincoln's Birthday—Everything Seen in Full Operation—Visitors from New York.

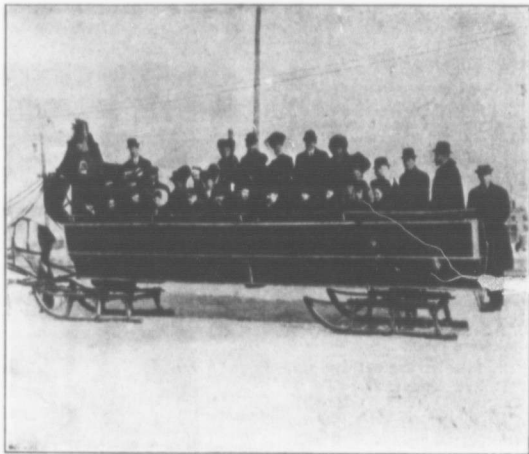
On February 12, 1909, a large party of Montreal business men and women, and newspaper representatives, left the city at noon for St. Lambert, to be present at the opening of the L. E. Waterman Company, Limited, factory at that town. The weather was bright, sunny, not too cold nor too warm, but nicely seasonable. The Waterman hospitality commenced at the Bonaventure station, where a representative of the company distributed railway tickets to the guests. At the other end of the trip rigs were at the station to convey the visitors to the factory. These, however, were not largely patronized, as many preferred to enjoy the short walk.

The factory is not like other factories, for the simple reason that it is better than most manufacturing in-

Sanitary Surroundings.

The Watermans have learned that good business principle that employes are more or less the victims of their environment. They expert every man and woman to be a part of the grand scheme, and to put forth healthy efforts, consequently they have given them healthy, sanitary surroundings.

As the interior of each flat presents itself for inspection, the vista is not unlike the ward of a modern hospital, minus the beds, and suffering. The same splendid light, cheerfulness and cleanliness is there. The ceilings are high, and a clean grey in color. There are no walls, unless occasional square pillars supporting the floor above may be called walls. Windows high, wide and spacious, take their place. As long as a needle can be threaded out of doors, by natural light, the same can be done in the Waterman factory. The machinery which performs each exquisite duty, in the evolution of a fountain pen, is not that of to-day or yesterday, it is almost of tomorrow, so up-to-date is it. On the day of the visit the



[A Sleigh Load of Visitors to the New Waterman Factory.]

stitutions. Here are some salient facts concerning it. It is the first of its kind in Canada, and is built entirely of re-inforced concrete. It is 85 feet wide by 150 feet deep, and has three storeys, and basement, with 25,000 square feet of floor space. The building is absolutely fireproof throughout, and the method of construction prevents any vibration from action of the machinery.

The ceilings are high, affording excellent ventilation, and natural light even in the most remote corners. The power is electrical, and is generated on the premises, and is of 100 horse-power, with 100 h.p. additional provided for. The engines installed are Belliss & Morcom, Birmingham, make, and of their latest type. The boilers are fitted with Parsons improved blower system. The exhaust steam from the engines heats the entire building. The working force capacity is 400 employes. Fireproof vaults are built on each floor. The sign on the roof is of exceptional size, being 140 feet long, and the trade mark 22 feet high, with letters 7 feet high. It may be seen for 10 miles up the St. Lawrence river.

employes were at their benches, as usual, each performing his or her part of the process which results in the finished product. The members of the Montreal and New York staffs were there, to explain these various processes, to the visitors.

The Waterman ink is made in enormous vats from our own special formulas. In the basement of our new factory there is storage room for ten carloads or 5,000 gross bottles.

Hospitality.

After the guests had finished the inspection of the premises they were invited to the third floor, where more Waterman hospitality was in evidence, in the way of a lunch. Things liquid and solid were available, and the third floor became a popular part of the building. The smoking restrictions of the building were suspended for the day, so those who enjoy a smoke were not forced to relinquish the pleasure of a good cigar or cigarette, which abounded throughout the building in ample quantities. The date, the 12th of February, was a particularly appropriate one, as it was the 100th anniversary

of the birth of Abraham Lincoln, and the 25th anniversary of the granting of the first American patent to L. E. Waterman on a fountain pen. Both of these eminent Americans were emancipators, the former of the negro from slavery, the latter of the white man from the ink pot.

Guests From New York.

The following ladies and gentlemen from the United States were the guests of the Canadian company. They left New York by private car Thursday evening, arriving in St. Lambert Friday morning, the 12th, and left for New York the same night: F. D. Waterman and Mrs. Waterman, L. E. Waterman, W. I. Ferris and Mrs. Ferris, W. H. Bridgman and Mrs. Bridgman, F. S. Waterman, F. P. Seymour, M. O'Connell, W. H. Kernan, A. J. Tully and Mrs. Tully, R. C. Liddell, E. T. Howard, W. A. R. Nisbet, Thos. Adams, Geo. Warner, Mrs. Crosser, Miss De Witt, Miss Bonhag, Miss Wiggins, New York City; H. V. Terhune and Mrs. Terhune, J. C. Thorburn and Mrs. Thorburn, W. E. Smith, Jersey City; Walter Randall, Seymour, Conn.

**NEWS OF THE TRADE IN MONTREAL
Business a Little Dull—Trouble from Sneak Thieves
—Death of Henry Morton—Some Personal Notes.**

Montreal, March 9.—At this time of the year, business is generally a little dull but in this respect the Montreal booksellers and stationers seem to be singularly fortunate, as trade has been remarkably good. Most of the dealers have been running special sales, to clear out surplus stock, and make room for spring goods.

Sneak Thieves.

Booksellers here have been suffering from a pest of sneak thieves. One dealer in particular stated that he had been a victim, and perhaps what is the most exasperating feature of this evil, is the fact that in a large majority of the cases, books are stolen from sets. In one case the box containing a set was opened, and it was found that one book was missing, and the remainder were left in the hope of catching the culprit, but despite the efforts of the entire staff, books continued to go. It is rather a strange phase of the situation to notice the strong predilection these people have for books belonging to sets. Each year, however, magazine and post card thieves get in their work, too. In discussing the matter with several of the dealers, they expressed the opinion, that strict instructions to the clerks to insist on wrapping everything that went out, was the only way to check this abuse. It is rather a delicate matter to stop a person, and ask them how they came in possession of a book that they may be carrying. In many cases the clerk may have his or her suspicions, but it is impossible to do anything for the fear of making a mistake. A suggestion which is a good one, and which would obviate the difficulty in a large degree, is to have a large card facing the door, requesting the customers to have their parcels wrapped, and stating plainly the reasons why.

There are, however, that class, who confine their attentions to the small books, and post cards left, which even these precautions would fail to cover. Only the strictest scrutiny is available in their case.

Personal Notes.

F. E. Phelan, St. Catherine St., contemplates some changes in the internal arrangement of his store. These changes are necessary owing to increasing size of stock.

A prominent bookseller of the city told a representative of the Bookseller and Stationer, that he was deeply grateful to the paper for a suggestion regarding a method of checking his subscription people. He stated he had installed the system, and it worked admirably.

The "Tag End" sale at E. M. Renouf's, St. Catherine St., has been very successful. Many lines have been cleared out, to make room for new goods arriving.

A large number of personal friends of A. H. Ward, of Ward & Co., 13 St. John St. gathered together recently to tender him a farewell supper. W. Wicks was toastmaster. The toast list was somewhat lengthy, and some good speeches were made. The boys were kept in good spirits throughout the evening.

A. L. Malins, representing Thos. Nelson & Sons, London, has been visiting the trade.

F. W. Whitlock has been in town in the interests of John Walker & Co., London.

Seroggie's Book Department is showing some specially fine lines of stationery, also a library fitted up with Wernicke bookcases.

Hector Prenter, of Thos. De La Rue & Co., London, and other British stationery houses, is in town.

John Morgan, of Raphael, Tuck & Sons, Toronto, has been spending a few days in town.

Death of Henry Morton.

The death took place in the Montreal General Hospital at 2.30 a.m. Monday, March 8, of Henry Morton, who, for many years, was a member of the firm of Morton, Phillips & Co., stationers. Mr. Morton would have been 81 on March 26 had he lived until then. He was born in London on that day in 1828. Mr. Morton came to Montreal with his parents in 1832, and has resided here ever since. He learned the printing and stationery business with the late Mr. E. C. Tuttle, and when still quite young, went to the late Mr. Robert Graham, becoming his foreman, and subsequently manager of the business. In 1869 he became associated with the late Mr. Bulmer and C. S. J. Phillips, under the firm name of Morton, Phillips & Bulmer, they having bought out the stationery business of Mr. Graham. Mr. Bulmer left the firm many years ago. Mr. Morton retired from active business in 1899, though still retaining a financial interest in it. The firm name will remain as it has been for a number of years—Morton, Phillips & Company.

C. A. Ross, of the Cambridge Corporation, recently returned from a business trip to Winnipeg.

F. E. Grafton is taking subscriptions for the new "Studio Year Book of Decorative Art for 1909."

Post cards are going fairly well, especially Carnival cards, which have been in good demand. Local view cards are most popular.

NEW FACTORY FOR COPP, CLARK.

There have been various reports relative to a proposed new factory for the Copp, Clark Co., Limited. The contractors are now bidding on the specifications for this new factory, which will be erected on Wellington Street West. It is expected that building operations will commence just as soon as weather conditions will permit. The present factory on Colborne Street has been felt, for some time past, to be inadequate to their growing needs. This surely is another improved condition that should instill that spirit of optimism in our outlook for 1909 business in the bookselling and stationery trade.

Editorial Chronicle and Comment

OUR GRIEVANCE COLUMN.

In this issue we publish several letters airing grievances, experienced by members of the trade. This is just the place to make these grievances public. It is one of the functions of this paper to open its columns to its readers for the expression of their personal opinions on all matters pertaining to the trade.

Many of the difficulties experienced by the trade can only be remedied by united action. The woes of the individual are ignored, whereas the complaints of an organized trade are listened to with respect and are usually remedied.

There is a trade organization in Canada, but its vitality is weak, simply because of a lack of support. When every member of the trade comes to its support, its day of genuine usefulness will begin. Cannot the individual merge his interests with the corporate body?

BOOK STORES ARE ESSENTIAL

The Bookseller and Stationer is heart and soul in the movement for the maintenance of the book store as a beneficial public institution. We are becoming more and more convinced that the selling of books to the people in properly constituted book stores is one of the most laudable and meritorious employments that any man can undertake.

There are two or three facts which will have to be impressed on those who have the welfare of our country at heart. One is that a nation which is being fed on the kind of literature provided by newspapers and magazines is going to lose power of concentration and stability of purpose.

Another is that borrowed books can never have the same influence on the people as books purchased and owned by the individual.

A third is that our school teachers must realize the importance of instructing the young in the value of books and inculcating a reverence for them.

These facts admit of much elaboration and we purpose devising means to bring them to the attention of the public.

WHAT THE BOOKSELLER CAN DO

There is aggressive work which the bookseller can do and ought to do. He has a strong case, possibly stronger than he thinks, and, if it is put in the proper light before the proper people, he should win out.

The root of the whole matter rests in the public schools. The generation which is passing through our schools at the present day can make or mar our book stores a few years from now.

The question is, will the school children of to-day become booklovers and bookbuyers or will they evolve

into newspaper and magazine readers and borrowers of novels from public libraries? It is a serious question, not only for the bookseller, but for the country itself.

Instruction in our public schools must be such as to lead the child into the right path. There has not been enough of it in the past and unfortunately this reprehensible scheme of giving or lending the children free textbooks is going to make it worse in the future.

The booksellers must labor to get the trustees to see the wisdom of fostering a love of books and reading among the pupils in the public schools. It will prove the most valuable part of elementary education.

LET THE PRESS HELP.

If the press has a proper conception of its functions, it will join in and help the movement. No force nowadays is more powerful. True, the idea is to reduce the amount of newspaper-reading. But that does not mean that newspapers are to be tabooed. Far from it. Newspapers are essential to our modern civilization. It is simply a case of too much newspaper.

We firmly believe that local newspaper publishers would welcome the booksellers and would give them a friendly hearing. They stand to benefit quite as much as the booksellers, for upon the welfare of the booksellers as a part of the local mercantile fabric, depends their own welfare.

The movement to encourage the love of books is a sound and philanthropic one. The press will support it or we are greatly mistaken. No political corns will be trodden upon. No interests will be sacrificed. The whole project is laudable.

If the editor of the local paper is at a loss to know how to handle the subject, it should not be a difficult matter for the bookseller to prime him. The Bookseller and Stationer is always ready to give information which will assist in this campaign. There is really a vast array of telling arguments.

A PROFESSOR ARGUES.

The foregoing has been suggested by Professor Hugo Munsterberg's excellent article on the Book Trade in the current issue of the Atlantic Monthly. The Professor contrasts America and Germany. In the former he sees the book store decadent. In the latter the book store flourishes as a great national asset. He first points out the influence which books and reading are having on the Germans, simply as a result of the fostering of the book trade.

Then he asks why it is that there is such a difference between America and Germany. He finds that the book trade in Germany is so well protected that it is possible for even the small stores in the small towns to succeed.

There is in fact a combination of interests, which would be illegal on this side of the Atlantic, but the results have proved the beneficence of the restrictions. In America the trade is lamentably cut up, with the result that book selling is fast becoming a dying trade.

◆

OUR FREE COPY DEPARTMENT.

As subscribers who have written to Bookseller and Stationer's Copy Department asking for help have in many cases omitted to send particulars regarding the nature of the service required from this department, the following suggestions are offered as a guide:

- (1) When writing to the Copy Department, subscribers should be as explicit as possible.
- (2) State what medium or mediums of publicity you are using at present.
- (3) Define the character of your advertising.
- (4) Forward examples of ads you have been using and give results received therefrom.

This knowledge, of course, is largely general in its scope, and it naturally follows that the more exact the information with which you supply us, the greater the aid we will be enabled to render you.

We keep no advertising copy in stock. All advertising sent out is fresh and original and is designed chiefly to meet existing conditions peculiar to the subscriber's own locality.

◆

AN AD'S PULLING POWER.

It is very often a difficult matter to predict of an ad that it will promote good business. Instances go to show that ads, which were generally thought to be very attractive to the eye and enlightening to the mind have fallen short in the matter of influence. On the other hand, there have been many notable examples of publicity work which though unlikely looking, have brought results.

The pulling power was there. The ads, probably did not accord entirely with traditions, so far as style or make-up were concerned, but it goes without saying that the business germ within them was neither smothered by obscurity, nor bewildered by environment. It had a free hand. This brings home the thought, so often expressed that it is better to have one, well understood, forcefully presented idea in an ad, than a mass in which one has every opportunity to handicap the other, and possibly, the collective or individual impression will be far from satisfactory.

◆

OUR INTERVIEWS.

Those who are inclined to turn over the page when they come across what they believe to be a "write-up" of such and such a stationer's business are doing themselves and us a wrong. We do not publish "write-ups." The interview with F. H. Chapple, of Galt, in this issue is not a "write-up" of Mr. Chapple's business. It is not going

to be read by any of Mr. Chapple's customers or any of his probable customers.

We are going to considerable expense each month in sending out an expert interviewer. He visits a bookseller, not with the object of giving that bookseller a puff, but of securing from him ideas about how he conducts his business—ideas, which will be helpful to all our readers. These interviews are really a clearing-house of ideas.

We venture to say that any dealer who has read over the various interviews which have appeared during the past six months, without receiving instruction and help therefrom, is a rarity and an outsider from the general run of booksellers.

Therefore, readers, for your own good do not pass these interviews by, but give a few minutes of your time to a careful perusal of each interview. We feel sure it will amply repay you.

◆

POST CARD TRADE.

William Fritzsche, of Saxony, who has recently made a tour of Canada, stated to a Bookseller and Stationer representative in Montreal, that the exports of German post cards had fallen off very considerably in the last year. He explained that he did not think that the sale of them had fallen off generally over the world, but that countries to which Germany had been exporting were now making their own cards. The foreign demand for German post cards amounted to 500,000,000 for the year just ended. These figures show a diminution of 160,000,000. The character of the cards exported has also changed somewhat. In the past all sorts of subjects have been treated, but now, view cards are most in demand. Mr. Fritzsche is of the opinion, that this particular kind of a card will always remain popular. The largest number of cards are sent to the United States, with England a close second. Canada, Australia and India are also good customers. Perhaps the particular card which has built up Germany's foreign trade most largely, is the sepia-toned local view card. In this particular branch of the industry, she has excelled.

◆

THE PERSUASIVE POWER OF WOMAN.

F. H. Chapple, of Galt, has discovered a better way of collecting accounts than by putting them into the hands of a collecting agency. Not long ago he sent out 34 accounts, aggregating \$125. Again and again he dunned the delinquents through the mails but without success. Not one cent could he collect. Then one day a bright young lady in his employ suggested that he should send her out to look up the various people. He did so and was delighted with the result. By her persuasive ways, the young lady was able to collect the whole amount, the last to come in being a payment of ten cents. Isn't there a useful suggestion in this for other booksellers who are likewise afflicted?

A STRONG PROTEST AGAINST THE TRAFFIC IN INDECENT PICTURE POST CARDS—Writer Advocates the Confiscation of all Cards Tending Towards the Suggestive and Vulgar—How These Cards Come into the Country—Bad for the People and the Legitimate Trade.

At the request of a correspondent, Bookseller and Stationer gives space to a letter which recently appeared in a Canadian daily newspaper, in which the writer appeals for a stricter enforcement of the law in the matter of the sale of indecent picture post cards.

No far as the trade is concerned, the sale of these cards must be condemned absolutely and that for many reasons. Apart from the illegality of the traffic and the dealer's personal responsibility to society, there is the cold business reason that it doesn't pay in the long run.

Consider the history of the manufacturers of post cards. Which are the houses that have survived the test of time? Investigation will show that they are the firms which have adhered to a standard of worth in their product.

The same thing has been and will be true of the retailer. Permanence can only be secured by selling only the best. Prosperity derived from any other source can only be temporary.

The Letter Itself.

"At no stage of our existence has there been such a great need for crusades and other stringent steps to be taken as at the present time, against the many debased and objectionable things that seem to spring up and go on from bad to worse, seemingly with but little protest being made against them, till finally they become fixed and recognized institutions amongst the people. The evil that is being done by such means to the youths and others cannot be estimated and does not seem to be taken into consideration. This work seems to go on for no other purpose than to fill the pockets of those people who are engaged in producing and placing before the public that which defiles the morals of the people. Amongst some of the things which might be mentioned and which seem to be going beyond all bounds of decency are various classes of publications, viz., novels, post cards, the theatre in its various varieties, and the moving picture shows. Then we have the penny-in-the-slot arcade, which is now becoming firmly established over the country, and showing pictures that are simply demoralizing to the youths. Of all the above-mentioned, I do not think there is any one that is having such a bad influence and doing so much to demoralize both young and old as the post card, which seems to have become a means of introducing vulgarity into the homes of many classes. With the great increase they have made in the direction of suggestiveness and vulgarity, these post cards cannot but be a great means to aid in opening up the gates of rudeness between the sexes and of destroying any refined sentiment that may exist among them.

Cards Easily Obtained.

"These cards are easily obtained by the masses, and have become universal in their distribution. The milder forms of them can be purchased in the best stores in all countries; they are found in the possession of the youths, who often have their pockets literally filled with them. They are also sent in great numbers through the post offices. It has also become a custom amongst some men to exhibit cards of the most obscene nature, ap-

parently as a form of amusement, one trying to outdo the other in the extent of vulgarity. The worst class of these cards are, no doubt, smuggled into the country from the continent, and sold secretly. Now, the cause of the great increase of the vulgarity that has been connected with the post cards now so largely circulated and sold openly through so many channels, can only be placed to the liberty allowed in their circulation. Vulgarity has crept in under false pretence. The original idea of the post card was that of information and education, but we have drifted far away from this, and veered to things on vulgar lines, for the sake of profit.

Sold Everywhere.

"On my last visit to England I was surprised to see the extent to which such vulgarity was carried through the medium of the post card. At the exhibition at Edinburgh, you could see cards displayed in windows gotten up as souvenirs of the exhibition, depicting girls and men who had visited there, all bordering on lines of something suggestive and rude amongst them. At watering places the same thing could also be seen. They all seem to be infested in the same way, Blackpool perhaps more than other places. The channels they were sold through were too numerous to mention, as besides the many shops there were numbers of people posting them on the streets, and many drawing visitors' attention to the more obscene ones that they had concealed in their clothes. You will see people exhibiting cards that have come through the post, which prove that the postal authorities are very lax in their duty. It is now a great question as to where these very obscene cards that are being sold on the sly came from.

From Paris.

"I think this question could be easily solved by any one who happened to visit the continental cities, especially Paris, where you will find numbers of men canvassing all tourists who arrive there, with a view of supplying them with these cards, which they represent as being souvenirs. I do not think there are many who go to Paris who leave there without a supply of cards of some sort, and as there seems to be no restriction regarding the sale of them, and as even those that are on the height of vulgarity can be purchased in some of the very best stores, it is very easy for anyone to obtain them. I received a surprise when in Paris on going into a store and asking to be shown some comic post cards. The woman who was in attendance could speak a little English, and on my request to see some post cards, she produced a package of cards of a most obscene nature. She seemed very surprised when I told her I thought they were very shocking, and her answer was, "No, no; English and American ladies come here and ask for cards more shocking than these."

"What may account for the large circulation of this class of card in England is the fact that there are numbers of men engaged in smuggling them across the Channel, and selling them privately, and as to the milder and sundry form of these cards that are also gotten up on

lines of suggestiveness and rudeness and are sold openly the fact cannot be disguised that owing to the great demand and the large profit made from them that they are now being reproduced by publishers in England and America.

"There are laws in England and America against the sale of obscene and vulgar cards and other publications, and it could be safely said that there should be fifty per cent. of the post cards that now are being displayed openly for sale confiscated besides the ones that are sold privately. The following is the law that exists in Canada, but, as in other countries, it has not been enforced:

"Every one is guilty of an indictable offence and liable to two years' imprisonment who knowingly, without lawful justification or excuse, publicly sells or exposes for sale, or to public view, any obscene book, or other printed or written matter, or any picture, photograph, model, or other object, tending to corrupt morals."

"Now, I think the time is ripe when the authorities should take this matter up everywhere and confiscate all cards tending towards anything suggestive or vulgar, or that have any tendency to lower the morals of the people. Such steps are greatly needed to be taken at the present time."

ALLURING FEATURES OF THE PHONOGRAPH BUSINESS—A Sale of a Phonograph Leads to Frequent Sales of Records—Helps the Manufacturer Offers.

"This is just the kind of business I like to handle," said a dealer as he closed the door of his store on a departing customer. "I sold that woman a \$25 phonograph last fall, and now not a week passes without her coming in and buying two or three records. You see, the family simply have to get something fresh every week. The old pieces serve their turn and are laid aside. That's just where my profit comes in—selling the records."

"Of course, I make something on every machine I sell and I'm on the lookout for new customers every day. But selling the machine is merely a means to an end. It's the record business that counts and the more people I can induce to buy machines, why the bigger the traffic in records."

Manufacturers and Retailers.

The dealer's remarks need no explanation or elaboration. They are the experience of a good many retailers who have taken the local agency for manufacturers of phonographs and records. In this business the manufacturer is right behind the retailer. In fact, the former has come to a complete realization that the only feasible way to cover the country is by means of the retailers. If it were merely a case of selling machines, then, doubtless, traveling salesmen would have been found most satisfactory. But the manufacturers must have depots for the distribution of the records and that is just where the retailers demonstrate their usefulness. Traveling salesmen move from point to point and are comparatively few in number, whereas the retailers are right on the spot all the time.

How About Your Town?

Every bookseller and stationer who reads these lines should at this point take a careful survey of his town. What phonograph agencies are located there? What are the agents accomplishing? Is there room for another first-class agency? The result of the investigation will

nine times out of ten disclose the interesting fact that the phonograph business is not receiving the attention locally that it merits.

The writer has in mind several towns where such a thing as a phonograph agency is unknown. They are manufacturing towns with just the class of well-to-do artisans who would buy phonographs readily. And yet no dealer has undertaken to cater to their requirements. If they want a machine, it must be to the mail order house that they have to appeal. And then the difficulty of getting records practically puts a stop to the business. What an opportunity for the retailer.

Manufacturers' Helps.

No manufactured article to-day is better advertised than the phonograph. Pick up any magazine and the reader will find splendid advertisements of talking machines, that are calculated to make everybody long to possess one. The cumulative effect of these advertisements must be enormous. The resultant demand can only be adequately realized by a visit to a phonograph factory. There the strength of good advertising is demonstrated daily.

But not only is the manufacturer spending thousands and thousands of dollars in creating a demand among the people for phonographs, but he is also maintaining good prices for his product, with a generous margin of profit. This is one of the most favorable features of the phonograph business. It is not a case of one price to you and another price to the department store people. It is one standard price to all and the manufacturer is bound in self-interest to maintain it.

In the Best Homes.

A few years ago when the first cheap machines were put on the market, a prejudice grew up among the better class of people against the phonograph because of the discordant working of the poor machines. This prejudice unfortunately exists still to a certain extent. The interval, however, has witnessed a marvellous improvement in the quality of even the cheapest phonographs. And the work of still further improving the machine is going on at the factories.

Nowadays phonographs are found in the best homes, demonstrating that the earlier defects have been entirely overcome. This means that well-to-do people are coming into the market for the higher-priced phonographs. What this indicates requires no explanation. The dealer who neglects the opportunity of to-day will regret it tomorrow.

A word in conclusion. The phonograph manufacturers want more agents in Canada—agents who will take hold of their machines and records energetically. They are prepared to give these retail agents every support and assistance. The outlay is small. The possible results are great.

Writing tablets have gained a very strong hold with the general public and are responsible for a falling off in the sale of the cheaper grades of note paper. Buntin, Gillies & Co., Hamilton and Montreal, claim to be the pioneers in placing writing tablets on the Canadian market, and they have ever been prominent in this line, their pads being on sale at all stationers from coast to coast. This season's offering is by far the best in their history, both in assortment and value. The covers are neat and attractive and the paper stock is the very best, comprising every grade from the tissue-like onionskin to the heaviest bond and linen papers. Their tablets are manufactured in four or five different sizes to suit the requirements of the trade.

PERSONAL AND TRADE ITEMS OF SPECIAL INTEREST
 —Booksellers Visited by Fires—Book Travelers all out on the Road at
 Last—Movements of English Representatives—Agency for Winnipeg
 Firm—Some Deaths Noted—A Double of J. G. Cloke Discovered.

The Librarie Nationale, Montreal, has been dissolved.
 Peterboro Music Co., Peterboro, has been dissolved.
 Roy Frankfurter, of G. Frankfurter & Son, Winnipeg, was in Toronto lately on a buying trip.

George Wilson, of Clark Bros. & Co., Winnipeg, was in New York recently, doing some buying for his house.

The business of the Canada Stationery Co., Limited, Toronto, has been taken over by the United Typewriter Co., of Toronto.

J. A. Solomon, who was some years ago a familiar figure in the book business in Toronto, has accepted a position with the Robert Simpson Co.

The portrait of the gentleman on this page is not one of a prominent Hamilton bookseller, though it must be admitted the resemblance is striking. At any rate he is a



GUESS WHO THIS IS?

clever man and Mr. Cloke need not be ashamed to be mistaken for him. It is Alfred Ollivant, the author, who wrote "Bob, Son of Battle," and more recently that thrilling adventure story, "The Gentleman." With Mr. Ollivant writing books and Mr. Cloke selling them, the book trade ought to flourish.

A. J. Blowes, dealer in books, stationery and fancy goods and marble, Mitchell, is advertising his book, wall paper and fancy goods business for sale.

T. S. Pattillo, of Pattillo & Co., wholesale stationers, Truro, N.S., was noticed around the warehouses in Toronto during the latter part of February.

George R. Sparks was in Toronto recently, representing A. C. McClurg & Co., Chicago. He is covering the ground formerly traveled by Curtis W. Coe.

W. Lambert, representing John Dickinson & Co., Ltd., paper makers and wholesale stationers, London, England, is at present covering the Dominion for his firm.

J. M. Plaunt, Limited, have been incorporated in the town of Renfrew to carry on a wholesale and retail stationery and drug business, with capital of \$20,000.

William T. Smith, who conducted a stationery store in Galt for many years, is dead. He was in his seventy-ninth year and had resided in Galt for thirty-three years.

In a fire which took place last month at Parry Sound the store of George Moore, bookseller and stationer, was damaged by water to the extent of \$115, fully covered by insurance.

Charles J. Musson and W. C. Bell, of the Musson Book Company, have been in Montreal for the past month, located in the Windsor Hotel. They are now opening in Toronto.

R. O. Smith, of R. O. Smith Co., Orillia, was in Toronto for a few days last week, and favored Bookseller and Stationer with a call. He finds the paper of much service to him.

A. O. Hurst, Canadian representative for Charles Goodall & Sons Co., has at length got off on his annual spring trip, having left headquarters in Toronto, on March 3, for the east.

F. H. Bailey, representing the Religious Tract Society, of London, England, is now in Canada. He made a two-week stay in Toronto in February and will visit other centres as well.

Among the members of the coroner's jury to inquire into the death of Miss Ethel Kinrade, of Hamilton, whose mysterious end has aroused such interest throughout the country, was John Wells, bookseller and stationer, of that city.

Among American book travelers recently noticed on this side the border were Frank Shoemaker, of the Penn Publishing Co., Philadelphia; John Hopkins, Thomas Y. Crowell & Co., New York; J. J. F. Smith, L. C. Page & Co., Boston.

J. C. Jardine, bookseller and stationer, Summerside, P.E.I., has moved his store to Water Street, securing the premises formerly occupied by Warren, Hicks & McMurdo Bros. Extensive repairs and improvements have been made to the store.

J. Tempest Dawson, who committed suicide last month in London, England, was thirty years ago a member of the firm of Dawson Bros., booksellers, Montreal.

BOOKSELLER AND STATIONER

He was a brother of S. E. Dawson, up to recently King's Printer, Ottawa, and W. V. Dawson, Montreal.

John D. Cranston, for many years Ontario traveler for Colin McArthur & Co., wall paper manufacturers, Montreal, died at Pasadena, California, last month. He used to make his home in Galt, but on his retirement from the road five years ago he took up farming at Tantalton, Sask.

George Zurborst, who has been with Fotheringham and Popham, Ottawa, since last October, has joined the Douglas Co., of Edmonton. Mr. Zurborst got his training in the book business with Albert Britnell, Toronto, and later spent some time with David Spencer, Limited, in Victoria, B.C.

George E. Bryant, who for twenty years or more has faithfully represented Warwick Bros. & Rutter on the road, covering Northern Ontario, has been given an inside position, and is now in charge of the firm's large warehouse. Mr. Bryant is one of the best salesmen in the stationery business.

H. Sussman, of Sussman, Toby & Co., Canadian representatives of the Swan Pencil Co., Nuremberg, Germany, whose office is in the Janes Building, Toronto, expects to visit the trade in Montreal and Ottawa shortly. He is aiming to introduce the sale of the Aldebaran pencil into every stationery store in Canada.

The wholesale booksellers' and stationers' section of the Toronto Board of Trade met on March 9, and elected officers for the ensuing year as follows: Chairman, S. R. Hart; vice-chairman, Albert Brown; secretary-treasurer, F. G. Morley; executive committee, G. R. Warwick, John F. Ellis, W. P. Gundy, E. S. Monroe and Rev. Dr. Briggs.

M. G. Hay went to Chatham on Tuesday to visit his mother, returning on the late Wabash train. Heading down the dimly lighted William Street in the Maple City at good speed to make the train, Mr. Hay fell into a hole in the road and bruised his right hand rather severely, besides tearing his clothes. He caught the train. —St. Thomas Times.

John A. Hart Company, booksellers and stationers, Winnipeg, have been appointed agents for that district for Underwood's carbon papers and ribbons. G. Porritt, manager of the typewriter supplies department, is look-

ing after the sales of these goods and reports good business done and excellent prospects in view. The John A. Hart Company supply most of the railway offices in their territory with typewriter and office necessities.

On Sunday morning, January 31, the fine corner block at Gananoque, containing Clifford Sine's drug, book, stationery and fancy goods stock, valued at \$17,000, was entirely destroyed by fire, nothing being saved. The origin of the fire is unknown, it having started in a tobacco store in the same block. Mr. Sine had one of the best stocks between Toronto and Montreal. His insurance was \$10,000. He has not yet re-opened.

Fire has been especially destructive among the book stores this month. The latest to suffer loss were Elliott & Walley, of Wingham. The fire was caused by the explosion of a lamp on Monday evening, March 4, and spread rapidly. It was soon got under control, though not before much damage had been done by smoke and water. The proprietors are Robert Elliott, of Brantford, and F. H. Walley, of Wingham, and the stock was valued at \$3,000, with insurance of \$2,200.

The makers of the L. E. Waterman Fountain Pen are believers in distinctive advertising. They claim that it is the kind that sells the goods. They are certainly in a position to know. There is hardly a place of any size where Waterman's Ideal Fountain Pens are not known and sold. All of which shows that Waterman publicity is of the paying kind. Over \$100,000 a year is spent by the Waterman Company in advertising. The initial advertising expenditure was \$62.50. Their first office was part of a cigar stand in the lobby of a New York hotel.

What has caused this great growth? Distinctive advertising persistently employed. To give an idea of the style of publicity with which they have started the new year, reference is made to a page ad. appearing in the February 7 issue of the New York World, which was their Lincoln issue. This showed a full-page drawing of Abraham Lincoln signing the Emancipation Bill reproduced from a clever pen-and-ink sketch in colors by Dan Smith. The catchline is significant, "You Honor Two Birthdays"—Abraham Lincoln—Centennial; L. E. Waterman—Quarter-Centennial. A hand, holding a fountain pen, reaches out and writes the inscription upon the wall, "Emancipation from pen troubles—L. E. Waterman."

The Demand for Hurd Papers

is durable. They have the high quality, the new, up-to-date styles, the perfect manufacture that appeal to the dealer and consumer alike. They are always satisfactory and consequently the demand is continuous. If you sell paper as first class it should embrace all these features; otherwise your store's reputation will suffer. Hurd's trademark guarantees the papers to be as represented in every case.

Our holiday line is now ready and our salesmen are showing it in their respective territories. It is the most attractive line we have ever shown and it will well repay you to see it before placing your order.

GEO. B. HURD & CO.

Fine Paper Makers

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



WHAT MANUFACTURERS AND JOBBERS OFFER--THE Fancy Goods Houses Open their Sample Rooms--New Papeteries on the Market for 1909--A few Sundry Items of Interest on Novelty Lines

An Up-to-date Sample Room.

An almost bewildering display of dolls, toys, novelties in mechanical toys, rocking horses, harnessed and gaily caparisoned ponies, games, balls, etc., in a brilliantly lighted and well laid out showroom make this section of the Fancy Goods Company of Canada seem like a veritable Santa Claus storehouse.

Charles L. Burton, manager, recently returned from his annual European buying trip and ample evidences of this visit are to be seen in the large stocks of novelties now on hand. Mr. Burton brought back some novelties in mechanical toys from the Franco-British Exposition that will commend themselves to the Canadian trade because of their salable qualities. Flip-flap is a see-saw-like toy arranged with carriages containing people at each end of the beams. A miniature cotton mill showing the actual process of weaving, operated by a small hot air engine, is another product of the exposition. Other mechanical novelties include toy balloons that make ascensions with a parachute drop, just like those seen at the fairs; hot air engines which will run miniature industrial plants, including a sawmill which looks and sounds like one; the block system as used on the railways of the United States exemplified in miniature with train, coaches and railroad track complete; Wright aeroplane, and Zeppelin airship; an acrobat who when wound up turns somersaults with surprisingly lifelike motions; a bucking broncho which tries to throw its cowboy rider, reminding one of Remington's pictures of the plains;

offers a liberal education in the progress of mechanical toy construction. Besides there is knowledge of other features that will be found useful and profitable by the trade.

A New Fad.

At the Dennison Manufacturing Co.'s stores, all over the country, young ladies are daily interesting people in the odd London fad for making hatpin heads of sealing wax. The pins are certainly beautiful, much resembling enamel, hard, glossy and artistically shaded. It is fascinating work, for no two pins are ever alike. Last year this art became a positive craze in London, and it bids fair to become such on this side.

In every community where it has become popular, the demand for Dennison's perfumed sealing wax has grown to very large proportions, and the wise dealer, who knows the profit always accruing to some one from all fads, will do well to foster and provide for this. A small counter with a display of Dennison sealing wax, alcohol lamps, samples of the pins and a girl demonstrating the art and giving away the attractive booklets furnished by the Dennison Manufacturing Co., never fails to interest customers, and, once the fad is started, it spreads fast and is very profitable.

Knife Eraser.

Among the new goods being offered by Buntin, Gillies & Co. is the knife eraser shown in the accompanying il-



lustration. The blade is made of the best steel and the handle of hardwood. As a twenty-five-cent article this should prove popular with all office stationers.

Moving picture machines to retail at \$1.25 seem ridiculous in view of the usual prices charged for this class of goods. Yet that is the price tag the trade can put on them when they buy them from the Fancy Goods Co., and make a good profit on them, too.

Of dolls there is a large and varied assortment. In fact, it would be rather hard to find a more extensive or attractive display. The secret of their buying in this line lies in the fact of Mr. Burton's keeping in constant touch with retailers throughout the country. Therefore, when he goes away on his buying tour he knows almost exactly the requirements of the trade and in a sense acts as their special representative in making purchases. Their tastes and preferences govern all his buying. Adopting this broad-minded method he cannot fail to satisfy them. The present display of dolls was bought with the necessities of the Canadian in view. Everyone of the dolls shown is tastefully and fashionably attired. While there are many styles and sizes, seen, quality has evidently been the first consideration in their selection.

Any of the trade will be well repaid by a visit to this department. It contains much that they have never seen before in the way of genuine novelties. The display

illustration. The blade is made of the best steel and the handle of hardwood. As a twenty-five-cent article this should prove popular with all office stationers.

"Kutup" Picture Puzzles.

Recently in Bookseller and Stationer mention was made of the craze of the picture puzzle. It is interesting to note that the demand in Canada for these "cut-up" puzzles is growing at a rapid rate. But up to now the wholesalers have been rather tardy in introducing the puzzle. One reason might possibly have been the fact that the price was perhaps out of proportion for so simple an arrangement.

Now, however, there is being introduced to the Canadian market by the Copp, Clark Co., Toronto, a cardboard edition of the puzzle-game called the "Kutup" puzzle. This is an exact facsimile of the original \$2 game, the pictures being on card-board instead of wood.

When it is mentioned that the retail price of the "Kutup" puzzle is from 5 cents to 15 cents only, dealers who have any demand at all for puzzles and games had better see if it wouldn't be a good thing to be "in" on the puzzle game.

How often has it been the case that you could have sold a certain game many times over had the price been nominal? The five-cent "Kutup" puzzle is sold in an



GIVE US A TRIAL

when you want anything that is of good quality for outdoor celebrations, such as garden parties, lawn parties, sporting events, etc. We carry a complete supply of

**Fireworks, Flags, Japanese
Lanterns, Rubber Balls,
Base Balls, Bats, Gloves, etc.**

Springtime is at hand. Don't let the coming demand find you only half stocked necessitating rush orders, or loss of trade and other personal inconvenience and loss to you. We have bought with discriminating care goods most adapted to the Canadian trade, in price, quality and style. We can help you in the Spring buying and your consideration in the showing of our lines will be appreciated.

The SUTCLIFFE-EDMISON CO., Limited
76 YORK STREET TORONTO, CANADA

We are NOW on the SPOT!

Our representative is now
in the Dominion with our

1909 COLLECTION

of our



RELIABLE SERIES

**Christmas and
New Year Cards
Birthday Cards
and Picture Post
Cards**

Every dealer should make a point of seeing this unique and artistic collection.

Special Designs with Maple
Leaves for the Canadian Trade.

Write our representative, Mr. J. S. Grant, representing William Ritchie & Sons, Ltd., c/o BOOKSELLER AND STATIONER, Toronto, who is showing a full range of our samples.

Wm. Ritchie & Sons, Ltd.

Elder Street,
EDINBURGH, Scotland

Also at London, Manchester, Leeds and Glasgow.



Keswick Series

SEASON
1909 - 10

Our
Samples are
Now Complete

and include some

QUITE NEW IDEAS IN

Calendars and Texts

CALENDARS from 1d to 2s. each.

BOOKLETS, CHRISTMAS CARDS,
MOTTO CARDS, BIRTHDAY
CARDS, TEXT CARDS, POST CARDS

We shall be pleased to hear from YOU!

WALTER G. WHEELER & CO.

9 & 10 REDCROSS STREET, LONDON, E.C.

BOOKSELLER AND STATIONER

envelope ready for mailing. It is perhaps the most practical way in which any game has ever yet been put up. Just requires a one-cent stamp to mail it off to a niece, nephew, cousin, etc. The ten and fifteen-cent puzzle is put up in a neat card-board box.

Briefly, the puzzle is this: A lithographed picture 5x7, on card-board, is cut up into small parts of various shapes and sizes. The puzzle, which proved an interesting one to the writer, consists in putting these parts together to form the complete picture. It is not by any means purely a children's game—the youngsters enjoy it, but even more so do the grown-ups. It might even be hinted that many an enjoyable evening could be spent by having a progressive "Kutup" puzzle party, on much similar lines to euchre. Young or old, all take a keen interest in puzzle solving, but they don't want to pay too much for their puzzle.

A System of Writing.

McIntyre's system of writing seems to be gaining ground in every direction. Only recently McIntyre's "Practical Penmanship" books have been authorized for the Province of Quebec, while McIntyre's "Freehand Practice Copy Books," which are being published in eight numbers, have been authorized for the Province of Manitoba.

While the authorization of these books means a large sale in Quebec and Manitoba, it is equally gratifying to find that McIntyre's books are being used more or less in every province throughout the Dominion. It would not be fair to compare them with the ordinary old-style copy books, which still hold sway in very many schools. They are, rather, intended, as the name implies, as practice copy books and contain at the head of each page directions for practice. The new series contain seventy-two pages, fully three times as much matter as is contained in many of the old-style copy books, and are supposed to be used in connection with practice paper. Their use outside the provinces in which they are authorized is confined almost entirely to teachers who give special attention to the subject of writing, and who expect that the freehand practice copy book will give better results than can be secured in any other way. These new books retail at ten cents each. (Copp, Clark Co., Ltd., Toronto.)

"Made in Canada" Papeteries.

As has been noted before in Bookseller and Stationer, the call last Christmas was decidedly in favor of home-made articles and this was true to a great extent in the papeterie business. Imported lines were frequently carried over when Canadian lines were cleared out.

Believing that there will be a continuous and increasing demand for "Made in Canada" papeteries, the W. J. Gage Company, Toronto, have prepared a still larger and more varied line for the season of 1909. An opportunity to view samples of the new goods was afforded Bookseller and Stationer the other day and here are a few of the impressions received.

In the finer grades there is being shown a profusion of hand-painted boxes, which are exceptionally handsome. These are filled with the highest grade of paper and the latest long-pointed flap envelopes, all tied with ribbons and with greeting card enclosed.

A striking design, shown in two or three sizes and shapes, is the hammered brass effect, giving a distinctly tony impression. This design should prove particularly attractive to the better class of trade.

An exclusive line with the Gage Company is a series of boxes, simple in design, covered with brilliant shades of red, green, purple and cerise paper. For the inter-

mediate trade and for window displays, these will be favorites.

The floral series—orchids, jonquils, wayside rose, etc.—and such special characteristic designs as Nilene cloth, embrace a variety of standard papeteries that will suit all tastes.

In novelty boxes, there are designs which may be raised from the cover, affording excellent display qualities. The juveniles are also numerous and pleasing.

So excellent are many of the designs prepared by the Gage Company that they have been sold to United States manufacturers for use across the border.

New Ink Firm.

The Chaudiere Supply Company, 37 Duke Street, Ottawa, is the name of a new concern recently starting in the ink manufacturing business. The company puts out a fine line of acid-proof, waterproof banker's protective ink, which seems to be selling rapidly. The ink has several particularly good points in its favor, and the promoters should make good with it.

What Hurst Offers.

Hurst & Co., publishers, New York, need no introduction to the Canadian book trade. Their lines have been familiar to book buyers in Canada for many years and so well have they lived up to their reputation for supplying standard authors in attractive editions and fast-selling series of popular books, that their business shows steady growth.

Hurst & Company's lines are wholly competitive, and they therefore keep in the background their trade surprises until jobbing trade in Chicago is seen in April and May, at which time all they have been doing will become public. They predict for 1909 a banner year for their productions. For nearly thirty-five years there has been a steady "up-lift" in the intrinsic quality and external style of their publications, and this year they show many covers that are novelties in modern bookbinding. New designs have been made for most everything in their extensive catalogue and entirely new series will be presented when the proper time comes for general announcement. The samples carried by their army of salesmen represent the best efforts of the firm, keeping in view always the interests of the trade as well as their requirements. Among their books sure of perennial popularity are the various editions of the poets in bewildering variety of style; the Magnolia Library of fiction; the standard authors in half-leather binding; the Devotional Classics, the Gunter Library, the Henty Series, the White House Series, and no end of others known as tip-sellers in every city and town in the land.

Hurst & Co., are represented in Canada by McLeod & Allen.

CONTAINS MANY VALUABLE HINTS AND SUGGESTIONS

Petrolia, February 24, 1909.

Manager Copy Department, Bookseller and Stationer:

I beg to acknowledge receipt of free advertising copy, and would like to say that it is exactly what I wanted, and appreciate it very much. I read the BOOKSELLER AND STATIONER carefully every month and always find it most interesting as well as containing many valuable hints and suggestions. Again thanking you for your most kind and valuable aid, I am,
Yours truly, F. C. FISHER.

FINDS THEM HELPFUL.

Wetaskiwin, Alta., February 20, 1909.

Manager Copy Department, Bookseller and Stationer:

I would be glad to have your criticism of the enclosed ads, and suggestions for improvement. I follow your monthly talks on advertising with a great deal of interest, and find some good pointers.
Yours truly, W. J. STEPHENSON.

Gage's Holiday Gift Papeteries

Made in Canada

OUR Range for the Christmas and Holiday Season, 1909-1910 is the largest and best we have ever shown.

☞ Samples are now in the hands of our travellers.

☞ Imported lines will not excel them in quality, elegance and beauty of designs, and cannot approach them in value.

W. J. Gage & Co.
Limited

Manufacturing Stationers

Toronto

Ontario

Paper Mills

St. Catharines, Ontario

OUR MONTHLY LETTER FROM THE Capital—Trade Continues Good—Some Books that are Popular—More Particulars About the Work of the Anglican Morality Committee.

Ottawa, March 2, 1909.—The book business in the Capital for February was very good. Several of the stores held special sales or made offers on special lines with a view to clearing out some broken and shop-worn volumes.

The valentine trade this year was considered very good. Better classes of the missives were purchased and a particularly brisk demand was noticed for postal cards suitable for this season of the year. The demand for the ridiculous class of valentines was less than formerly. Some splendid lines were exhibited by all the booksellers and stationers.

Books in Demand.

"Septimus" is meeting with favor among the book-lovers, and "The Red Mouse" is reported to be having a good sale. "My Lady of the Snows" gained consideration from the fact that His Excellency the Governor-General ordered 125 copies of the book from the publishers.

Capt. R. J. Birdwhistle, of the 43rd D.C.O.R., has a patent pending on a regimental record book, which will surely prove of exceptional value to all company commanders. The book is designed in loose-leaf form and is devised to give full particulars of each member, drill attendance and accoutrements.

The copies already prepared are the work of the Lowe-Martin Co., and reflect credit on this firm for their first-class workmanship.

Some interest has been aroused in this city, and

among publishers, in the movements of the Anglican morality committee, concerning some books which are not considered suitable for sale. The committee has under discussion several books, but as far as your correspondent can learn, no recommendation has been made to the departments interested concerning any particular book. The customs authorities were, however, reminded that books of an immoral nature were on sale in the bookstores, and it has transpired that one of these volumes has been placed on the prohibited list. The one referred to is "The Yoke." This volume received the attention and censure of the National Vigilance Committee of London, England, and Long, the publisher, was summoned before the judge. Through counsel he agreed to destroy those on hand, which numbered about 300, and the Canadian customs authorities have prohibited the importation and sale of the book. Transgression of this ruling is punishable by imprisonment for two years without option of fine. No action of a prosecutory nature has been taken by the Anglican committee, as has apparently been inferred by some of the publishers. The committee is desirous of furthering and bettering the moral standing of the community, and while a number of books may come up for discussion, at present no definite action has been taken.

From conversation with some of the Capital's leading booksellers, your correspondent gathered that books of a questionable character, no matter how slight, are not desired, and if ordered, are, upon knowledge of contents, removed from sale.

The post cards which have been classed under the immoral stage are of French and German manufacture.

George Zourherst, who has been with Forthingham & Popham, left yesterday for the West, where he will in future reside.

Specialize on

Profits Talk Graphophones

If you are looking for a side line to add to your business, there is none better than **Columbia Graphophones, Double Disc Records** (which means two records for a single price) and **Indestructible Records** (that will not break or wear out no matter how much you abuse them). The Columbia Phonograph Company is the only firm that manufactures both Disc and Cylinder Machines and Records



Tube BN. List Price \$35

therefore, a Columbia dealer has the advantage over all others, as he can furnish his customers with what they want while his competitor has to sell them what he has or lose the sale, which he generally does where there is a Columbia dealer. Are Columbia goods sold in your town? If not, why not? Do you want the exclusive agency? (remember exclusive). You had better write to-day or some one else in your town will read this advertisement and beat you to it. A postal will bring catalogues and full information free. Write to-day. Do it now.

Toronto Phonograph Co., Ltd., Exclusive Columbia Jobbers
40 Melinda St. - Toronto, Canada



Tube BKT. List Price \$40

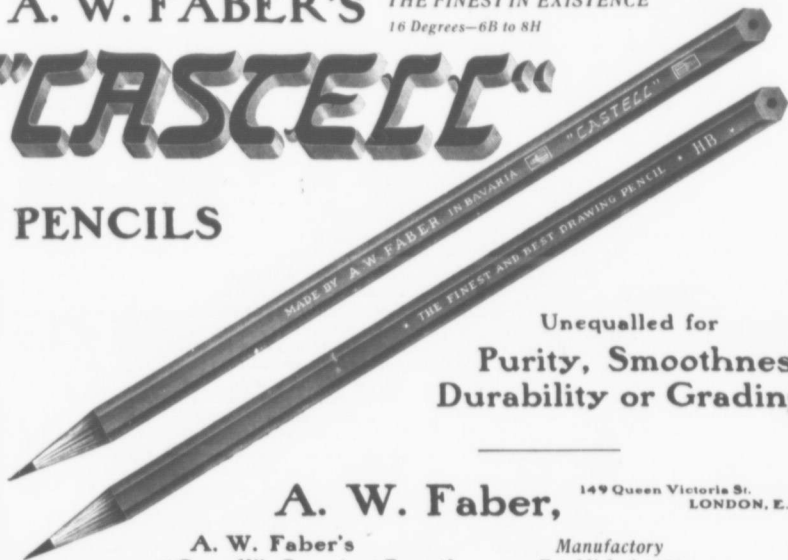
THE TWO COLUMBIA LEADERS

BOOKSELLER AND STATIONER

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

"CASTELL"

PENCILS



Unequaled for
**Purity, Smoothness
Durability or Grading**

A. W. Faber, 149 Queen Victoria St. LONDON, E. C.

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

Manufactory
Established 1761



FACTORIES
STEIN, GERMANY
GEROLDSGRUEN
NOISY-LE-SEC
NEWARK, N. J.

A.W. FABER.

ESTABLISHED 1761.

RUBBER WORKS

ELASTIC BANDS  ERASIVE RUBBER



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

41 - 47 DICKERSON STREET AND 68 - 88 HECKER STREET

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



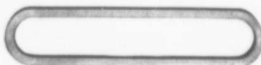
51



20



7080



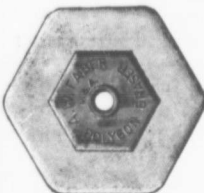
50 X



5



83



7085

EXHIBITION OF FANCY GOODS IN Toronto—Warwick Bros. & Rutter Commence This Month Their Thirty-first Annual Display of Import Fancy Goods Samples—All Previous Records Beaten.

Thirty-one years ago the firm of Warwick Bros. & Rutter started in a small and unpretentious way its import fancy goods business. This month the firm is making its annual spring import display and so great has been the expansion of this line that a whole flat is occupied, some 12,000 samples shown, and over sixty manufacturing firms in Germany, Austria, France and Great Britain represented. The samples this season are the most elaborate, varied and novel ever shown, and as one wanders through the commodious quarters, which will be visited by the trade in such large numbers during the next few weeks, he is amazed and wonders when the age of invention and creation of original, dainty and fancy novelties and conceptions will cease. Every year brings forth many new things, but the record of the past has been left far in the rear by the infinite selection afforded this spring. Of course, these specimens are being put before buyers for placing orders for the holiday trade of next winter, and those who say there is nothing new under the sun, should make a tour of the sample rooms and they will come away feeling that the truth of this old-time observation is open to question.

Every fall George Warwick, president of the firm, pays his annual visit to the factories and emporiums of the Old World and selects a complete and representative range of samples, not only for the display rooms of the firm, but for their travelers, which is a convenience that the trade appreciate because it furnishes them with a much greater variety to choose from than if a stock, which must necessarily be limited in character, was carried.

The opening this year is unusually replete and attractive, but it is only possible to indicate in the briefest form some of the splendid and elaborate articles on exhibit. The samples in their respective lines are complete and embrace jardinières, ferns, rose bowls, vases, etc., in spun copper and hammered brass, some enameled

in colors and others of rarely beautiful design. There are also antique metal goods of endless description, coffee pots, old kettles of spun brass, copper and nickel, bronze figures and electroliers in bronze with art shades. Many premiums in spun brass and copper for progressive games, chafing dishes and curils of solid brass are exhibited. The visitor also beholds brass candelabra of unique styles as well as arts and crafts in every conceivable design for den decorations.

The eye feasts upon dinner gongs both standing and hanging, French jewel cases in crystal and colored gold frames, animal clocks in bronze, French perfume toilettes, gold, onyx, copper and bronze inkstands, as well as in burnished and lacquered brass.

In the line of smokers' sundries there are ash trays, humidors, cigar and cigarette boxes of all kinds. A decided novelty in military smokers' sets is made of brass cartridges. Cigar and cigarette lighters, hanging brush sets and mirrors attractively finished, candle sticks in many odd shapes and standing shaving stands are other things which invite an inspection. Toilet mirrors of the triple easel style and hand-made antique candle sticks in iron are works of art. China vases, urns, jardinières, flower pots, fruit stands, bon bon dishes, trays and card receivers command attention and also figures in Parisian marble, ivory, bronze and color finish. Christmas decorations are on display in bewildering gorgeousness, and rose bowls with mesh tops and of artistic pattern. Pressed leather waste paper baskets are a new creation, along with several up-to-date designs in five o'clock tea trays, while the children will find a world of amusement in tumbling teddy bears and various mechanical toys.

Among other samples worthy of special mention are English sewing and work baskets, photo frames in copper, gold, silver and brass, and pressed copper scenic calendars of antique finish. Several charming articles are shown in Austrian leather goods, purses, hand bags, shopping bags, collar and cuff boxes, traveling companions, and card cases. The married man and the bachelor will revel in the smoking sets on stands, and correspondence companions for the den. Then there are beautifully framed water color paintings, nickel, bronze and enameled tables, jardinières stands, library sets in silver and gold, the latest things in leather flasks, and French real ebony toilet articles. Ormolu goods, such as thermometers, ink stands, jewel boxes, eoca-bola and fox wood toilet sets, hand-painted porcelain toilet sets, cloth artificial flowers and plants true to nature, perpetual palms in pots and leather eased real ebony toilet accessories, as well as picture post cards and other albums in an assortment of wide range, cover many shelves and tables.

To enumerate the thousands of rich, rare and novel creations would be an utter impossibility and the foregoing list is only a meagre outline of the sights that await the caller at the import season display of Warwick Bros. & Rutter, whose efforts to please the trade this year have surpassed all previous ones in that line. In variety, extent and character the creations for gift-giving and holiday seasons are the most ingenious, picturesque and fascinating ever produced by the factories in foreign lands.

THE constant improvement in business systems and the consequent increasing demand for carbon papers and typewriter ribbons make the handling of these goods most profitable for the dealer.

PEERLESS
BRAND

Carbon Papers and Typewriter Ribbons

are just what the name implies—peerless in material, workmanship and customer-keeping qualities.

Write us about them.

Peerless Carbon and Ribbon Mfg. Co., Ltd.
Factory, 174-178 Richmond Street West, Toronto

QUALITY BETTER THAN ANY, DELIVERED QUICKER THAN MANY!

Collotype

POSTCARD

Hand colored collotype cards
Photocrom collotype cards
Glossy collotype cards and all kinds of view albums and sample sheets
Wholesale and export only
ADDRESS FOR CABLEGRAMS: LICHTDRUCK, BERLIN

Write to

Messrs. W. Neumann & Co.

42 Wasserkthorstrasse

Berlin S. 42

Germany

Effective Window Display

PEOPLE will stop to look at a window that is attractively dressed, and nothing makes this form of advertising more effective than using attractive and artistic show cards and price tickets made by

THE FULTON SIGN AND PRICE MARKERS

Each set contains the new open face letters and figures of various sizes which can be filled in with the different colors of gloss ink and striking effects can be produced. No experience needed. They are simply made and easily worked. The cost is moderate and the profits excellent.

Write for free Booklet

FULTON RUBBER TYPE CO.
ELIZABETH NEW JERSEY

"PAPER PROFITS"

- There are two kinds of paper profits—
 Q The kind you figure on paper and don't get.
 Q And the real hard-money, coin-of-the-realm profits you put in the bank that come through the sale of

WALL PAPER made by STAUNTONS

- for the decoration of the best homes in your vicinity.
 Q The Spring demand is already starting but you still have time to make a place for wall paper in your store for this Season. It can make you a handsome return on your money.
 Q Better write for our literature and proposition of interest to Booksellers and Stationers. Better write to-day—tomorrow has never arrived yet and isn't going to change its habits. Inquiries confidential.
 Q As an evidence of our appreciation of the opportunity to go into the matter with you we will send you Gilt and Glimmer, our interesting wall paper magazine.

STAUNTONS LIMITED

Manufacturers of Wall Paper
933 Yonge Street, - - Toronto

Get the Specialty Habit

Don't spread your energies over a whole lot of different brands of stationery, but pick out the leading brands and specialize on them. It will mean a saving for you.

When you're looking for a pencil give first consideration to the "Emerald," the unexcelled 5-center. It has the looks, it has the quality, it has the stability, and once a buyer always a buyer.

THE
GREEN
PENCIL



IN THE
GREEN
BOX

BB, B, HB, H, HH, HHH, HHHH, HHHHH, HHHHHH

A Post Card Will Bring You Samples

Warwick Bros. & Rutter, Limited
WHOLESALE MANUFACTURING STATIONERS TORONTO

British Magazines and Periodicals

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

Sells wherever shown

Farm Field & Fireside

Annual prepaid subscription post free to Canada \$2.20. To the trade a discount of 33 1/3 per cent.

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

The selling price is a cents per copy.

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

Annual Prepaid Subscription post free to any part of the Dominion, \$4.45. Special discount to the trade of 33 1/3 per cent.

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

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

PROFITABLE LINE FOR THE TRADE— Stationers, who do not Handle Carbon Papers and other Office Supplies are Losing a Most Remunerative Opportunity.

The progressive stationer recognizes that he must keep pace with the age. He cannot order and sell exactly the same goods as he did ten or even five years ago, any more than the business, office or professional man can get along without a typist and a typewriter.

There is, perhaps, no business developing more rapidly than the typewriter output. The increase in the number of machines is, indeed, very great, and, with their general use, the old letter press has departed as a means of preserving copies of correspondence, carbon papers having taken its place. These papers are in as much demand today as lead pencils, pens, envelopes, or account books. Every office uses carbon sheets for making copies of letters and all documents, as well as in loose leaf ledger and counter books, while typewriter ribbons are in constant requisition, being employed not only on the machines themselves, but on multigraphs, writer presses, etc.

These lines open up a field for the stationer at once remunerative and easily handled. They do not occupy much space, are clean and quick moving, while the profit on carbon paper is very much greater than that yielded by many other departments in the store. More and more stationers are going into office supplies, some of them even selling office furniture. When goods like carbon papers and typewriter ribbons are handled they place the dealer much closer in touch with the business and professional men of his town. This leads to more business, as where the bookkeeper, stenographer, clerk or accountant can procure supplies in the carbon paper and typewriter class, they naturally will go for the remainder of their office requisites. If there is one trade where connection counts it is in the stationer's line and his relations to the offices of business and professional people. He should, therefore, seek to cultivate and strengthen it in every possible way. Carbon papers and typewriters are

strong links in the chain. The wide-awake stationer is aware of this and he knows that these goods are neat, clean, easily handled and yield a handsome return.

All members of the trade in their own interests, as well as that of satisfying the wants of their patrons, should, if they have not already, embark on these lines. They may do so with every sense of confidence and safety.

SOME IDEAS FROM R. O. SMITH.

R. O. Smith, of the R. O. Smith Company, stationers and booksellers, Orillia, was in Toronto last week and gave Bookseller and Stationer a call. Mr. Smith makes four or five trips to Toronto every year, and while here picks up a number of pointers and ideas which he embodies in his business in Orillia.

"Do you know," he said, "I consider that it is a big mistake for a bookseller to never get away from his business. There is nothing like a visit to the large centres of population to broaden a man and make him a better business factor in the community. I never come to Toronto but what I gain new views in the matter of handling stock and new goods, while I frequently see some department which I can incorporate in my store and thus keep up-to-date. In Toronto you run across several things that will catch your eye, and, if you visit New York, as I occasionally do, you will witness there other fresh ideas. When you go home you have the advantage of placing something entirely original before your customers, and this all helps to draw trade. I think that too many stationers do not get away from their business often enough and the result is that they are apt to get in a groove or rut."

Mr. Smith is a citizen of the northern town who has devoted his energies toward making it a centre for tourist traffic and also in building up Orillia in a commercial sense. For years he has been actively identified with the Board of Trade, the Y.M.C.A., the beautifying of the famous Lake Couchiching Park, and in the management of the summer hotel at Orchard Point Beach.

Condensed or "Want" Advertisements

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

RATES.

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

Five cents additional each insertion where box number is desired.

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

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

PERIODICALS.

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

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

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

BOOKS FOR SALE.

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

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

MAPS, GLOBES AND ATLASES

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

BOOK PLATES (EX LIBRIS)

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

BOOKS ON HORSES, CATTLE, &c.

WILLIAM R. JENKINS CO., 851 and 853 Sixth Ave. (cor. 48th Street), New York. The literature of the world concerning horses, cattle, dogs, &c. (8-09)

BOOKS WANTED.

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

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

BACK NUMBERS OF BOOKSELLER AND STATIONER published prior to 1909. Any parties possessing such and wishing to dispose of same are invited to correspond with the publishers, 10 Front St. East, Toronto.

BOOKS IN FOREIGN LANGUAGES

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

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

WILLIAM R. JENKINS CO., 851 and 853 Sixth Ave. (cor. 48th Street), New York. French and other foreign languages. (8-09)

DUPLICATING DEVICES

INTERESTED in a Duplicating Machine for getting out circular letters, reports, price-lists, etc., or for printing various of-ice forms, write for booklet and samples of work. The "POLY-GRAPH" is the newest, latest and best and sells for a lower price than the others. Is unexcelled by any similar device on the market. F. W. Tenney, Canadian Sales Agent, 123 Bay St., Room 116 Stair Building, Toronto, Can. (11)

LITHOGRAPHY.

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

AGENTS WANTED.

A LONDON FIRM manufacturing fancy leather goods wishes to appoint an agent in Canada. Box 56, **BOOKSELLER AND STATIONER**.

SITUATIONS WANTED

WANTED—Position as salesman or manager for book stations or wallpaper business. Ten years' experience. Good references. Box 208, **BOOKSELLER AND STATIONER**. (4)

INFORMATION WANTED.

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

BUSINESS FOR SALE

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

MISCELLANEOUS

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Limited, 129 Bay Street, Toronto.

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

THE CARSWELL COMPANY, Limited, Adelaide Street, Toronto, are in the market for early Canadian publications—any book, including government documents or statutes, say prior to 1850. Prior to 1800 preferred. (4)

THE PERRY PICTURES—EXTENSIVELY advertised. Millions sold. Very popular. Every one should have them. Send 4 cents in stamps for illustrated catalogue and prices to the trade. **The Perry Pictures Co.**, Box 440, Malden, Mass. (12-10)

THE RELIABLE LIGHT will light your store 100 better than gas, electricity or acetylene. 800 candle power light costs 1 cent per hour to operate. Thousands in use. A safe, reliable, pure white light of intense brilliancy. Write for booklet **M.** The Rice-Knight Mfg. Co., Limited, 40 Lombard St., Toronto. (11)

650,000 Not one of the 650,000 retail merchants who have bought a National Cash Register would think of doing business without it. The National Cash Register Co., F. E. Mutton, Canadian Manager, cor. Yonge Street and Wilton Avenue, Toronto.

SITUATIONS VACANT.

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

THE EDITOR OF BOOKSELLER AND STATIONER wants correspondents in all the larger cities of the Dominion. Apply, stating qualifications, 10 Front St. East, Toronto.

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

DIARIES

B. W. HUEBSCH, 225 FIFTH AVE., N.Y. annual and perpetual year books; a popular diary. (12-09)

CLASSIFIED LIST OF ADVERTISEMENTS.

Artists' Materials.

Ramsay, A. & Sons, Montreal.

Art Publishers.

Copp, Clark Co., Toronto.

Books and Magazines.

American Code Co., New York.
 Baker's Book Shop, Birmingham, Eng.
 Briggs, Wm., Toronto.
 Busy Man's Magazine, Toronto.
 Cassell & Co., Toronto.
 Clark Bros., Winnipeg, Man.
 Canadian Facts Publishing Co., Toronto.
 Farm, Field and Fireside, London, Eng.
 Henry Frowde, Toronto.
 Imperial News Co., Toronto.
 Macmillan Co. of Canada, Toronto.
 Mueson Book Co., Toronto.
 Nash's Magazine, London, Eng.
 Religious Tract Society, London, Eng.
 Morton, Phillips & Co., Montreal.
 "Publisher's Circular", London, Eng.
 T. Y. Crowell Co., New York.
 Hurst & Company, New York.
 Oliphant, Anderson & Ferrier, Edinburgh, Scotland.
 William & Norgate, London.
 Gage, W. J., & Co.

Blank Books.

Brown Bros., Toronto.
 Buntin, Gillies & Co., Hamilton.
 Copp, Clark Co., Toronto.
 National Blank Book Co., Holyoke, Mass.
 Smith Davidson & Wright, Vancouver, B.C.
 Warwick Bros. & Rutter, Toronto.

Business For Sale.

Richard Tew Co., Toronto.

Carbon Paper.

Peerless Paper and Ribbon Co., Toronto.
 Carter's Ink Co., Boston, Mass.
 Underwood, John, & Co., Toronto.

Christmas Cards, Calendars, Labels.

Copp, Clark Co., Toronto.
 Denison Mfg. Co., Boston, Mass.

Crepe Paper, &c.

Denison Mfg. Co., Boston, New York, Montreal.
 Wm. Ritchie & Sons.
 Thos. M. Woodhead, Bradford, Eng.
 Davidson Bros., London, Eng., and New York.
 Wheeler, Walter G. & Co., London, Eng.

Fancy Goods—Novelties.

Brown Bros., Toronto.
 Clark Bros., Winnipeg, Man.
 Copp, Clark Co., Toronto.
 Fancy Goods Co.
 Smith Davidson & Wright, Vancouver, B.C.
 Suttelle-Edmonson Co., Ltd., Toronto.
 Warwick Bros. & Rutter, Toronto.

Financial Institutions and Insurance.

British-American Assurance Co., Toronto.
 Metropolitan Bank, Toronto.
 Western Assurance Co., Toronto.

Fountain Pens.

Brown Bros., Toronto.
 Copp, Clark Co., Toronto.
 Librairie Beauchemin, Ltd., Montreal.
 Warwick Bros. & Rutter, Toronto.

Fountain Pen Clips.

Consolidated Safety Pin Co., Bloomfield, N.J.
 Crocker Pen Co., New York City.

Glue, Paste and Mucilage.

Carter's Ink Co., Montreal.
 Higgins, Chas. M. & Co., Brooklyn.

Glue Pencils.

Carter's Ink Co., Boston.

Ink Stands.

C. H. Suman Co., New York.

Inks—Writing.

Brown Bros., Ltd., Toronto.
 Copp, Clark Co., Toronto.
 Carter's Ink Co., Montreal.
 Davids, Thaddeus Co., New York.
 Higgins Chas. M. & Co., Brooklyn.
 Payson's, Reliance Ink Co., Winnipeg, Man.
 Smith Davidson & Wright, Vancouver, B.C.
 Underwood, John, & Co., Toronto.
 Warwick Bros. & Rutter, Toronto.
 Gage, W. J., & Co.

Leather Goods.

Brown Bros., Ltd., Toronto.
 Rump, C. F. & Sons, Philadelphia, Pa.

Letter Presses.

Jas. Smart Mfg. Co., Brockville, Ont.

Paper Fasteners.

Superior Mfg. Co., Sidney, Ohio.

Paper.

Brown Bros., Ltd., Toronto.
 Buntin, Gillies & Co., Ltd., Hamilton.
 Hard, Geo. B. & Co., New York.
 Northern Mills Pulp & Paper Co., Montreal.
 Gage, W. J., & Co.

Pens.

Baumel, D. W. Co., New York.
 Brown Bros., Toronto.
 Buntin, Gillies & Co., Hamilton, Ont.
 Copp, Clark Co., Toronto.
 Esterbrook Pen Co., New York.
 Field, Nathaniel, New York.
 Heath, John, London.
 Hinks, Wells & Co., Birmingham, Eng.
 Librairie Beauchemin, Ltd., Montreal.
 MacIver & Cameron, Edinburgh & Birmingham.

Sanford & Bennett Co., New York.
 Smith-Davidson & Wright, Vancouver, B.C.
 Spencerian Pen Co., Birmingham, Eng.
 Warwick Bros. & Rutter, Toronto.
 Waterman, L. E. Co., Ltd., Montreal.

Pencils—Crayons—Erasers.

Brown Bros., Ltd., Toronto.
 Copp, Clark Co., Toronto.
 Faber, A. W. & Neunck, N.J.
 Librairie Beauchemin, Ltd., Montreal.
 Ramsay, A., & Son, Montreal.
 Smith Davidson & Wright, Vancouver, B.C.
 Standard Crayon Co., Braintree, Mass.
 Warwick Bros. & Rutter, Toronto.
 Gage, W. J., & Co.

Phonographs

Toronto Phonograph Co., Toronto.

Photographic Supplies.

Ward & Co., Montreal.

Playing Cards, Games, etc.

Buntin, Gillies & Co., Hamilton.
 Consolidated Lithographing & Mfg. Co., Montreal.
 Copp, Clark Co., Toronto.
 Goodall, Chas. & Sons, London.
 Hurst, A. O., Toronto.
 Warwick Bros. & Rutter, Toronto.
 Gage, W. J., & Co.

Rubber Type.

Fulton Rubber Type Co., Elizabeth, N. J.

School Supplies.

Buntin, Gillies Co., Hamilton.
 Clark Bros. Co., Winnipeg.
 Copp, Clark Co., Toronto.
 Harcourt, E. H. Co., City.
 Smith-Davidson & Wright, Vancouver, B.C.
 Warwick Bros. & Rutter, Toronto.
 Gage, W. J., & Co.

Souvenir and Picture Post Cards.

Copp, Clark Co., Toronto.
 Otto Leder, Saxony, Germany.
 Neumann, W. & Co., Berlin, Germany.
 Warwick Bros. & Rutter, Toronto.

Stapling Machines.

Acme Staple Co., Philadelphia.

Telegraph Codes.

American Code Co., New York.

Toys, Games, Etc.

Suttelle-Edmonson Co., Toronto.

Typewriter Supplies.

Carter's Ink Co., Montreal.
 Peerless Paper & Ribbon Co., Toronto.
 Mitting & Volger, Park Ridge, N. J.
 Underwood, John, & Co., Toronto.

Wall Papers.

Staunton Limited, Toronto.

INDEX TO ADVERTISERS.

Accountants and Auditors	18	Gage, W. J., & Co.	41	Payson's Indelible Ink	18
Acme Staple Co., Ltd.	18	Higgins, Chas. & Sons	1	Peerless Carbon Paper	44
American Code Co.	64	Hammond, C. S. & Co.	35	"Publisher's Circular"	34
Baker's Book Shop	64	Harcourt, E. H. Co.	2	Periodicals	44
Baumel & Co., D. W.	19	Heath, John	11	Ramsay, A. & Son Co.	10
Briggs, Wm.	65	Higgins, Chas. M. & Co.	4 5	Reliance Ink Co.	11
British-American Assurance Co.	10	Hinks, Wells & Co.	11	Religious Tract Society	65
Brown Bros., Ltd.	14 11	Hotel Directory	18	Ritchie, Wm., & Sons	39
Buntin, Gillies & Co. outside back cover		Hubsch, B. W.	25	Rump & Son, C. F.	14
Busy Man's Magazine	44	Hard, Geo. B. & Co.	31	Sanford & Bennett Co.	3
Canadian Facts Publishing Co.	16	Hurst, A. O.	51	Scribner's Magazine	3
Canadian Press Clipping Bureau	64	Hurst & Company	51	Smart, Jas. Mfg. Co.	5
Carter's Ink Co.	13	Jenkins, Wm. R. Co.	35	Smith, Davidson & Wright	12
Cassell & Co.	49	Leder, Otto	33	Snider, Robt. Co.	22
Clark Bros. & Co.	15	Lemcke & Buehner	35	Spencerian Steel Pens	11
Consolidated Lithographing & Mfg. Co.	13	Librairie Beauchemin, Ltd. outside front cover		Standard Crayon Co.	15
Consolidated Safety Pin Co.	14	Macdonnell, A. Roy	19	Staunton Limited	45
Copp, Clark Co.	6 47	Macmillan Co. of Canada	11	Stuart, James, Mfg. Co.	11
Crocker Pen Co.	10	MacIver & Cameron	11	Superior Mfg. Co.	15
Davids, Thaddeus Co.	7	Mark Lane, Express	46	Suttelle-Edmonson Co.	39
Davidson Bros.	8 9	Metropolitan Bank	8	Toronto Phonograph Co.	42
Dry Goods Review	33	Metropolitan Bank	8	T. Y. Crowell Co.	64
Denison Mfg. Co.	7	Mitting & Volger	outside back cover	Underwood, John, & Co. outside front cover	10
Esterbrook Pen Co.	9	Mining Journal	46	Ward & Co.	10
Elliott, Chas. H.	13	Morton, Phillips & Co.	18	Warwick Bros. & Rutter	17, 18, 45
Faber, A. W.	43	Musson Book Co.	66	inside front cover	
Fancy Goods Co. of Canada, Ltd.	68	Nash's Magazine	52	Waterman, L. E. Co., Ltd.	22
Field, Nathaniel	16	National Blank Book Co.	15	Weeks, A. A., Mfg. Co.	7
Frowde, Henry	26	Neumann, W. & Co.	44	Western Assurance Co.	10
Farm, Field and Fireside	46	Neuman, Dept., C. H.	14	Woodhead, Thos. M.	2
Fulton Rubber Type Co.	46	Northern Mills Pulp & Paper Co.	12	Williams & Norgate	50
		Oliphant, Anderson & Ferrier	49	Wheeler, Walter G. & Co.	39

Publishers' Announcement Section

CONTAINING THE LATEST INFORMATION ABOUT NEW
BOOKS ARRANGED FOR THE CANADIAN MARKET.

The Canadian Bookman

Booksellers will find this little 16-page book monthly an admirable trade-getter. It can be purchased in quantities at a very low rate for distribution among book buyers. Arrangements can be made to have the bookseller's imprint appear on the cover. The April number will offer exceptionally interesting features.

The MacLean Publishing Co., Limited - 10 Front Street East, Toronto

THIS IS THE SEASON FOR
Paper Novels,
Cheap Editions,
Serial Part Publications,
and Magazines.

Send for Lists and Terms.

Special inducements to trade handling
SERIAL PART PUBLICATIONS.

"London Town, Past and Present,"
"History of England,"
"Women of All Nations"
sell WITHOUT the slightest effort.

Cassell & Co., Ltd.
42 Adelaide St. W., Toronto, Ont.

CANADIAN WHOLESALE
HOUSES SUPPLY

**Oliphant, Anderson and
Ferrier's
Publications**

THE following are worthy of special attention.
Dr. Alexander Whyte's Books, Books for
Sunday School Libraries *Annie S. Swan's* best books.
The Living Thoughts Series of Religious Booklets.
A series of exquisitely bound books by the very best
modern authors, inexpensive, and easily sent by post;
suitable for birthday, Christmas and Easter Gifts.
Scottish Books of permanent interest.

COMPLETE CATALOGUES POST FREE.

100 PRINCES ST., EDINBURGH
21 PATERNOSTER SQ., LONDON, E.C.

Messrs WILLIAMS and NORGATE, London

CROWN THEOLOGICAL LIBRARY.

In all centres of progressive religious and liberal thought in Great Britain, Australasia and the United States, there has been an unprecedented demand for these volumes.

The writers of these volumes recognize

PLAN OF THE LIBRARY.

- (1) That in matters of religion the man of to-day is no longer satisfied with the statements about it which have been handed down to him from the past.
- (2) That the demand is for a religious literature which will deal with modern difficulties and for books which are really abreast of all that is best in modern research and thought. A glance at the volumes will assure all who are interested in a really living library of stimulating Christian thought how this plan has been carried out in a most comprehensive manner and covers the whole field of religious thought and life.

OBJECTS.

The standpoint of the series is reverent and liberal: Its object is to combine respect for religion with respect for truth and to present a series of studies on the great problems of religion, free from all definite prepossessions. It is in the unique position of being the **ONLY LIBRARY IN THE ENGLISH LANGUAGE** in which the various writers are at liberty to express their deepest convictions with absolute freedom a freedom which is the only ultimate security for truth.

NATURE OF THE VOLUMES

The volumes are popular in form, scholarly in substance, moderate in price, and are absolutely indispensable to the man who wishes to know what the best European writers and thinkers are saying about the problems of religion.

Twenty-seven volumes are included in the series the most recent of which are:

<p><i>Second Edition now ready. 5s.</i> THE LIFE OF THE SPIRIT By RUDOLF EUCKEN, Professor of Philosophy, Jena.</p>	<p>Dr. Harnack's New Testament Studies. <i>Vol. II. Just Ready.</i> Crown 8vo. Cloth, 6s. THE SAYINGS OF JESUS <i>Volume III. In the Press. Almost Ready. 6s.</i> THE ACTS OF THE APOSTLES.</p>	<p><i>Vol. I. Ready.</i> Crown 8vo. Cloth, 6s. LUKE, THE PHYSICIAN</p>	<p><i>Just Ready. 350 pages. 5s.</i> FUNDAMENTAL TRUTHS OF THE CHRISTIAN RELIGION By R. SEEBERG, Professor of Systematic Theology in Berlin University.</p>
<p><i>Ready. Crown 8vo. Cloth. 5s.</i> THE HISTORICAL EVIDENCE FOR THE RESURRECTION OF JESUS CHRIST By KIRSOPP LAKE, M.A.</p>	<p><i>Now Ready. Crown 8vo. Cloth, 6s.</i> NATURALISM AND RELIGION By RUDOLF OTTO, Professor of Theology in University of Göttingen.</p>	<p>THE CHILD AND RELIGION Eleven Essays by PROFESSOR HENRY JONES, PROFESSOR G. T. LADD, REV. F. R. TENNANT, REV. CANON H. HENSLEY HENSON, PRO- FESSOR JOSEPH AGAR BEET, and others.</p>	<p>THE EVOLUTION OF RELIGION. An Anthropological Study By L. R. FARNELL, D. LITT. Fellow and Tutor of Exeter College, Oxford; Author of "The Cults of the Greek States," etc.</p>

FROM OUR FIRST SPRING LIST

<p><i>Ready. Demy 8vo. 336 pages. 6s. net.</i> MAN AND THE BIBLE: <i>A Review of the Place of the Bible in Human History</i> By J. ALLANSON PICTON, M.A. (Lond.), Author of "The Mystery of Matter," "The Religion of the Universe," etc.</p>	<p><i>New Edition, Entirely Reset, with much new matter and maps. Ready.</i> THE MISSION AND EXPANSION OF CHRISTIANITY IN THE FIRST THREE CENTURIES By ADOLF HARNACK, D.D., Berlin. Translated and Edited by REV. JAS. MOFFATT, D.D. In two volumes, Demy 8vo. Cloth. 25s. net.</p>
<p><i>Almost through the Press.</i> PRIMITIVE CHRISTIANITY: <i>its Writings and Teachings in Their Historical Connections.</i> <i>Vol. II. Historical Books</i> By OTTO FLEIDERER, D.D., Professor of Practical Theology in the University of Berlin.</p>	<p><i>Ready. Crown 8vo. Cloth. 4s. 6d. net.</i> MAN'S ORIGIN, DESTINY, AND DUTY By HUGH MACCOLL. It is also a careful examination of the Theory of Evolution in its bearing on Theism, a doctrine to which, far from being hostile, the Theory of Evolution is shown to afford a powerful support. One of the chapters is devoted to a careful analysis of the mental differences between man and the lower sentient animals, whilst another is devoted to the examination and refutation of the theories contained in Professor Haeckel's writings. THE MOST IMPORTANT SIXPENNY OF THE MOMENT</p>
<p><i>Ready. Demy 8vo. 10s. 6d. net.</i> ETHICS OF THE CHRISTIAN LIFE By THEODOR HAERING, Professor of New Testament Dogmatics and Ethics at Tübingen.</p>	<p>LIFE AND MATTER By SIR OLIVER LODGE Second Edition. With an Appendix of Definitions and Explanations.</p>
<p>WRITE FOR LISTS. LIBERAL TERMS TO THE TRADE.</p> <p style="text-align: center;">WILLIAMS and NORGATE 14 Henrietta St., COVENT GARDEN, LONDON, W.C.</p>	

WE ARE OUT FOR BUSINESS

Our various salesmen are now on the road and have begun to solicit 1909 orders. The samples carried by them represent the best efforts of this firm, keeping in view always **the interests** of the trade, as well as **their requirements**. We have made no backward step; neither has expense or judgment been spared to place before you the most attractive and alluring lines ever shown by any house, and which our competitors cannot overcome. As in former years, we urge you to wait until you can personally inspect our offerings before placing any orders. You cannot go wrong by acting upon our advice. : : : : Wait!

We predict for 1909 a banner year for our productions.
Prices lowest Stock choicest Service perfect

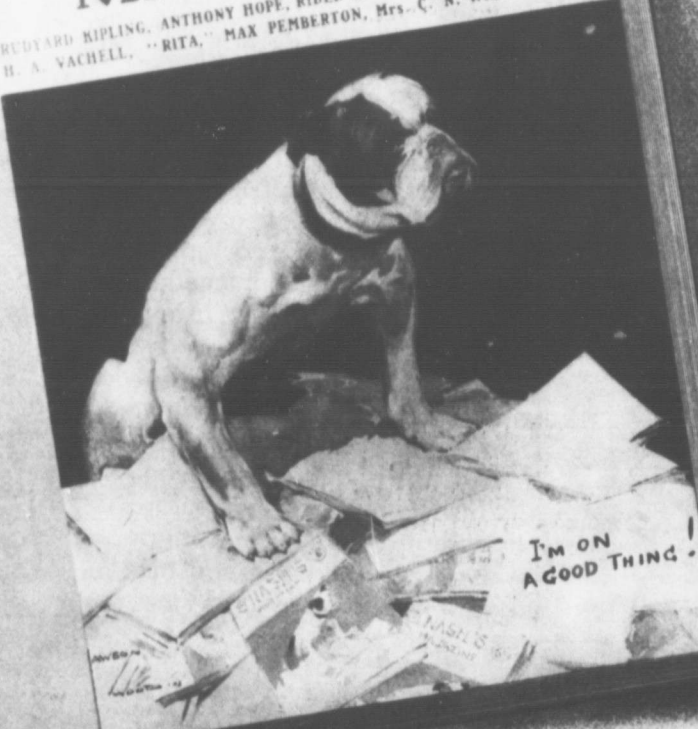
HURST & COMPANY, *Publishers*
NEW YORK

McLeod & Allen, Toronto, Canadian Representatives

No 1
THE GREAT STORY MAGAZINE

APRIL NASH'S 6^D NET MAGAZINE

RUDYARD KIPLING, ANTHONY HOPF, RIDER HAGGARD, WILLIAM LE QUEUX,
H. A. VACHELL, "RITA," MAX PEMBERTON, Mrs. C. N. WILLIAMSON, etc.



READY MARCH 27TH

N.B. — This cover will be in colors, the background being a striking red. The actual size of the Magazine is 9¾ in. by 6¾. Apply for advertising material, etc., to THE PUBLISHER.

NASH'S MAGAZINE, 36 KING ST., COVENT GARDEN, LONDON, W. C.

Or to your Wholesale Agent.

The Canadian Bookman

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

Volume I No. 3

March, 1909

10c per copy, \$1.00 per year



ROBERT E. KNOWLES

The Author of "St. Cuthbert's," in his Study.



COL. GEORGE T. DENISON

A Volume of whose Political Reminiscences will be Published
by the Macmillan Co. in April

GOSSIP OF THE MONTH.

Last month I intimated that there would soon be published an important book of political reminiscences and impressions by an eminent citizen of Toronto. I am now in a position to state that the author of this book, which the Macmillan Company expect to publish in April, is that distinguished soldier and imperial federationist, Colonel George T. Denison, of Toronto. The book, on which Colonel Denison has been engaged for several years, will deal to a great extent with the movement towards Imperial Federation during the past twenty years, about which no one is more competent to write than he. It is understood that the work was suggested by the late Dr. James Bain, Public Librarian of Toronto, who took a keen interest in it up to within a few days of his death, spending many evenings at Heydon Villa, the residence of Colonel Denison, discussing its subject matter. Colonel Denison is no novice in literary work, having published more than a dozen books, mostly on military subjects. His "History of Cavalry," issued in 1877, won the first prize offered by the Emperor of Russia for the best historical work on that subject and its merits have been amply demonstrated by its re-publication in German, Russian and Japanese. Perhaps his best known work is "Soldiering in Canada," which is a delightful volume to those interested in the making of the Dominion.

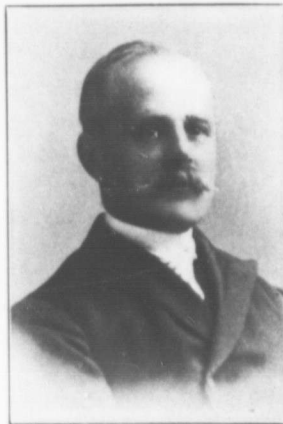
Our compatriots in Quebec are producing some very excellent literature about which English-speaking Canadians unfortunately know far too little. Within the past month or two I have received three volumes, written by distinguished French-Canadians, which will take a trestle place among contemporary Canadian books. The first of these, "L'Amérique Précolombienne," an historical work displaying careful research, is the work of Alphonse Gagnon, Secretary of the Department of Public Works and Labor, Quebec. The second is "Souvenirs politiques de 1878 à 1890," by Hon. Chas. Langelier, C.R. The third is a piece of fiction, "Le Centurion," by Hon.

Justice Routhier. These three books are proof of activity among French-Canadian men of letters. Might it not be worth while placing some French-Canadian books on the curricula of the English schools in which French is taught? It would assuredly help to bind closer together the two races in Canada.

A commendable step in the direction of fostering a greater interest in the work of Canada, writers has been taken by some of the members of Greenock Church, St. Andrew's, N.B., of which Rev. A. Wylie Malton, D.D., is minister. They have organized themselves into a Canadian Literature Club and during the past winter have held semi-monthly meetings, at which such subjects as "Canadian Songs and Song Writers," "The War of 1812 in Canadian Literature," "Recent Books by Women Writers," "The Web of Time," "The Life of Dr. Robertson," etc., have been discussed. The programmes were very enjoyable, including the reading of selections from the authors referred to addresses, papers, music and refreshments. The work of the club must have been of value and it would be gratifying to see more such clubs established throughout Canada.

It is a pleasure to be able to publish a portrait of one of New Brunswick's venerated men of letters, H. L. Spence, whose new book of poetry, "The Fugitive, a Sheaf of Verses," is shortly to appear. Mr. Spence has been contributing to the provincial press for nearly half a century and his writings both in prose and verse have been read with deep interest. He is a native of Vermont, having been born in Castleton on April 28, 1829. Since 1863 he has resided in New Brunswick, working for some years on the newspapers of St. John. His present home is at Whitehead, where he conducts a little store. His publications include "Poems" (1848), "Summer Saunterings Away Down East" (1850), "A Song of the years and a Memory of Aeadia" (1889), and a small volume of poems at a later date. Mr. Spence was a classmate of Henry Cabot Lodge, Redfield, Proctor and other eminent New Englanders.

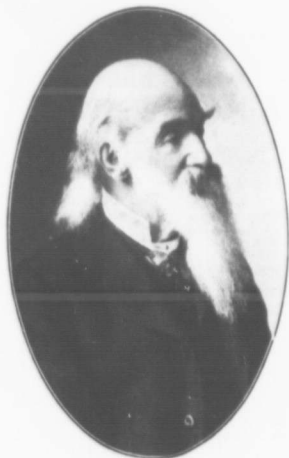
Professor Colby of McGill University, has received a request from Paris that he allow the translation into



ALPHONSE GAGNON

Secretary to the Department of Public Works, Quebec,
and Author of "L'Amérique Précolombienne."

SOME REGENT COPYRIGHTS.



H. L. SPENCER.

New Brunswick's Octogenarian Poet.

French of his "Canadian Types of the Old Regime." In connection with this book the Montreal Witness voices a complaint that the Canadian edition was entirely inadequate. Says the Witness: "The very limited edition which was issued by the Canadian publisher, by whom the Canadian market is controlled, was promptly exhausted, and in spite of repeated demands by the English booksellers of Montreal, even so early as at the Christmas season, no more copies were to be had from this publisher. The New York house, Henry Holt & Co., has also refused to fill any orders from Canada, the Canadian market having been sold to this Toronto house. The whole thing is an astounding commentary on the possibilities of the present copyright laws and the remarkable ideas of business possessed by some publishing houses. This is not the first time that such a state of things has resulted from a combination of these two forces, and the Canadian market has again merely had its appetite whetted by a meagre taste of a desirable morsel."

There is an article in the current Atlantic Monthly on the book trade in America, written by Professor Hugo Munsterberg, that is deserving of careful attention. The Professor sees, as do all who are in any way acquainted with the business of publishing books, a very serious situation in the book trade. The disappearance of the book stores, even from the larger centres, indicates a decline in book purchases by the public, particularly of books of the more serious class. He is quite right in asserting that the purchased book in the home is of far more value and benefit to the individual than the book borrowed from the library. If the book stores disappear a decided loss will be experienced by the agencies working for the uplift and culture of the people. Let us give our best support to the book stores as centres of intellectual light and leading.

W. A. C.

O Canada. By Augustus Bridle. (Poem). Whaley, Royce & Company, Limited, Toronto.

Ten Tales by Harry Lauder. (Book). McLeod & Allen, Toronto.

Greetings. (Poem). Robert S. Walker, Victoria, British Columbia.

L'Almanach du Peuple, 1909. (Livre). Librairie Beauchemin, Limitee, Montreal.

Canadian Criminal Cases. Annotated. Edited by W. J. Tremear. Volume XIII. Robert Reid Cromarty, Toronto.

Freehand Practice Copy Book No. 1. By W. A. McIntyre, B.A., LL.D. The Copp, Clark Company, Limited, Toronto.

Strangers Within Our Gates, or, Coming Canadians. By James S. Woodsworth. (Book). Frederick Clarke Stephenson, Toronto.

The Railway Law of Canada. By Samuel W. Jacobs, K.C. (Book). John Lovell & Son, Limited, Montreal.

Pocket Atlas of Canada. Containing separate Maps of the Provinces of the Dominion, North America and the World. (Book). The Stovel Company, Winnipeg.

Chansons Populaires du Canada. Par Ernest Gagnon. Cinquieme Edition. (Livre). Librairie Beauchemin, Limitee, Montreal.

Dominion Election Rules of the High Court of Justice for Ontario. With Notes and Forms. By George Smith Holmsted. (Book). George Smith Holmsted, Toronto.

Speeches in Canada by Viscount Milner. (Book). William Tyrrell, Toronto.

Souvenirs Politiques de 1878 a 1890. Recits. Etudes et Portraits. Par l'Hon. Chs. Langelier, C.R. (Livre). Charles Langelier, Quebec.

The Message. By Louis Tracy. Illustrated by Joseph Cummings Chase. McLeod & Allen, Toronto.



LORD MILNER

A Volume of Whose Speeches in Canada has Recently Appeared.

A Visit to the Ian Maclaren of Canada

The Author of "St. Cuthbert's" Tells How
He First Came to Write—His Views on
Canadian Literature—The Man Himself.

"How did I become a writer? I may say that it was largely owing to the influence of my wife, who gave me no rest night or day; women have such creative imaginations. Then at a social gathering one evening I was strongly urged to write. I replied that I would some day, but influential friends, whose opinions I valued, remarked that I should begin at once. On the way home I thought the matter over, and, although it was eleven o'clock when I reached the manse, I inwardly observed: 'If I am going to begin, why not to-night?' I lighted a lamp, and sat down. Before midnight I had completed the first chapter of 'St. Cuthbert's.' I presume if I had not taken des-

Although a busy man, Mr. Knowles never appears in a hurry. If he were, he could not find time to faithfully attend to the moral and spiritual needs of that historic church which has the largest communicant roll of any Presbyterian kirk in Canada. But somehow he discovers time for much more—time to curl, to hunt, to ride, to golf, to lecture, at least once a week, and to engage in literary pursuits, yet he does not seem overworked. He is no recluse—no self-centered soul—for he gives freely of his talents to public enterprises and in the municipal and educational problems of the town takes a lively interest. He is a member of the Galt Collegiate Institute Board, and frequently addresses the pupils. An inveterate traveler, he has crossed the broad Atlantic on many occasions, visiting Europe and the Mother Country, while there are very few spots in America's wide expanse with which he is not familiar.

An on-looker would think that any one of these pursuits would keep an ordinary being on the move, and the query naturally arises, how does he accomplish so much? Well, here is an outline of diurnal duty. He rises at 7.30 and 9 o'clock finds him in his study. For an hour and a half he gives himself up entirely and unreservedly to literary work, writing on an average about 800 words a day. Although he at times pens as many as 2,000. The next two hours are devoted to sermonic preparation, or reading, and then lunch.

His Recreation.

"I do no literary work at night," he declared; "I have never been able to make any satisfactory progress by the mellow glow of artificial light. I find that my pen does not flow freely and my thoughts refuse to surge. I halt and hesitate and soon realize that I am sorting words; so I confine my literary labors to the early morning hours. In the afternoon, from 2 to 4, I play golf in summer and in winter enjoy the royal game of curling. From 4 to 6 I mount my horse and go about my work. I am not boasting when I say that I have the finest saddle-steed in this district. He captured second prize at the New York Horse Show. I thus visit a large number of parishioners, many of whom live in the country, and answer all calls of sickness and distress—and they are not few in number in a congregation the size of Knox Church, the membership embracing 550 families and 1,400 communicants. In the evening I am frequently engaged at the church, the weekly prayer service, the meetings of session, and other gatherings claiming my attention. Rarely do I have a night completely to myself, and, when I do, I spend it reading in my study and count the moments as pure gold. You must put something into the hopper, or the mill will soon cease to grind. The stream will dry up, you know, if its sources of supply are constantly drained and never fed."

Mr. Knowles conducts two services every Sunday, and also takes an active part in Sunday school work. He has been eleven years in Galt and for seven years previous was pastor of Stewarton Presbyterian Church, Ottawa. He has thus seen eighteen years of active, zealous, ministerial life, being ordained in 1891 by the Presbytery of Ottawa. His father, a Presbyterian minister, was a native of Ballymena, Ireland, while his mother was also of Irish



ROBERT E. KNOWLES.
One of Canada's Best Known Novelists.

cisive action that I might still be seriously thinking about entering the field of literature."

Thus Rev. Robt. E. Knowles, pastor of Knox Church Galt, Ont., author of "St. Cuthbert's," "The Undertow," "The Dawn at Shanty Bay" and "The Web of Time," now one of the foremost and favorite novelists of the day, began his literary career, his first work appearing in 1905.

A Busy Life.

I found him the other morning in his den, a spacious ground-floor apartment to the left of entrance of the main hall of the manse, in the solid and staid Scottish town.

extraction, the ancient City of Cork being her birthplace. The natal spot of their gifted and eloquent son and vivid portrayer of Scotch character, was in the little hamlet of Maxville, Ont., in the County of Grey. The celebrated Orangeman, Dr. Sproule, M.P., was already practising in that northern region. "He saw my earliest dawn," Mr. Knowles remarked with a smile.

To-day Mr. Knowles is in his forty-first year, although the casual observer gazing upon the classic features and into the large, luminous eyes of the man, from whose broad brow the silvering thatch of nature is rapidly receding, would make a guess that he should own, at least, to a half-century of existence. "I would rather be young and look old," he observed, discussing the age problem, "than look young and be old, in the same sense that it is better to deserve the good opinion of men and not have it than to have it and not deserve it. You know there is a German proverb which runs, 'Whether men speak well or ill of thee, thou art, therefore, not other than thyself.'"

Of the hobbies of the author-preacher, little more need be added. An ardent devotee of the stane and besom, he can "skip" a game with splendid judgment and skill. With golf-club he steadily vanquished all opponents on the golf links last summer, and forged ahead until he reached the semi-final class—well, never mind what happened then. Lover of the great out-door world, he is fond of hunting and riding, while among his less strenuous forms of exercise are billiards, and in that most scientific hobby he sometimes beguiles an hour, several of his parishioners boasting the necessary table.

His Surroundings.

But amid what surroundings does he do his daily work? His den is large and faces the east, overlooking the Grand River, while, between his residence and the banks of the stream that gives Galtonians a shudder every spring lest it should bestow its usual baptism—cold and relentless—a beautiful terraced lawn greets the eye. From the wide verandah the view is enchanting, and among stately pines the house itself, now occupied thirty years or more as a manse, is one of the historic dwellings and memorable land-marks of passing time in the thriving and deeply religious centre of "New Jedboro." Built three-quarters of a century ago, it was in its day one of the show places of the town. It is commodious and comfortable, typical of the warmth and welcome within. But the study—how ample its proportions, its walls barricaded with bookcases containing two thousand volumes, while in the fireplace the flames burn brightly and on every side are scattered cosy chairs which invite you to recline and remain. There is nothing elaborate about the birth-spot of Mr. Knowles' stories, which throb with human interest and tell with sentiment, tenderness and pathos the tales of men and women fighting the battle of life and tasting of its joys and sorrows, its triumphs and trials, its hopes and fears, its love and loneliness—the record of the human heart.

At a severely plain, flat-top desk, Mr. Knowles plies his pen.

"Do you use a typewriter?" I asked.

"Why, I would just as soon do my love-making in public. Use a typewriter! It would destroy the divine afflatus. No, I write every word by hand—but do not think I send that to the publishers"—holding up several closely-written pages of foolscap, the chirography being in small, inky characters—"the printers would have a nice time making out that horrible serawl, wouldn't they? No, I carefully write what I have to say, as I have told you, at the rate of about eight hundred to two thousand words a day. When my story is finished I call in a typist

and dictate to her, and this I send to the publishers. I generally begin to write a story in November and keep steadily at it until July." (Mr. Knowles is now engaged on another novel which will appear this fall. Its title is "The Attie Guest.") With respect to revisions, the author reads the proofs four times. Three revises are sent, each one succeeding the other, and then comes an O.K. proof, after which the pages are ready to be bound in book form.

In the process of revision interpolations are made, many a paragraph altered and re-written, and in some instances whole chapters so amended that the finished product is at certain times scarcely on speaking acquaintance with the original. An author's work is something like that of a railway builder. Sir Sandford Fleming, the eminent Canadian engineer, and father of the Pacific cable, was with the first surveying party of the C.P.R.



Mr. Knowles' Church in Galt.

that went through the Rockies and in later years he was a passenger in an observation car on the first train crossing the mountains. Contrast the sense of security, comfort and ease of Sir Sandford's experience when rolling through that majestic Alpine region on bands of steel, with his first difficult and dangerous undertaking, and you have a very fair indication of the supreme satisfaction of an author when he sees his task completed, and the feeling he has when he tackles the first el.apter.

His Favorite Reading.

Biography is the favorite reading of Mr. Knowles. He revels in its pages and delights in its conflicts and achievements. His heroes are Carlyle and Abraham Lincoln. He regards them as the two most central and outstanding figures of the 19th century in their respective fields, the one as the greatest leader, liberator and states-

man of his country, the other as the fearless, outspoken literary light, commanding character, and dauntless sage of the heather-clad hills.

In his literary and ministerial labors, the author of "St. Cathbert's" finds no overlapping, no interference, no drawbacks—the one being the complement of the other. To give force and strength, tenderness and truth to his stories, he must be in the current of human endeavor in order to keep the fires of imagination burning and the sympathetic flame aglow. He must be an aggressive actor in the daily drama of life. He finds types of stern, rugged character in the strong, healthy and invigorating make-up of the eanny Scot of North and South Dumfries Townships; his characters are all portrayed from the life and pursuits such as he encounters in close contact and touch with these people, their sorrows, temptations, struggles, ideals, pleasures, pursuits and victories. Mr. Knowles unhesitatingly declares that they are a people without veneer or affectation, possessing strong elemental characteristics, clamorous and cold, perhaps, to the unknowing, but when the heart is reached, difficult though the process may be, it is equally as difficult to escape.

Mr. Knowles is the first pastor of the historic sanctuary who was not born in the land of the heather and educated in Edinburgh. Some years ago at a meeting of Knox kirk session, when the subject of the country of their birth was referred to, out of the thirty-one elders in attendance, they all proclaimed the "land o' eakes" as the one in which they first opened their eyes, "and," continued their pastor, "they are the best people, the most considerate and indulgent, the most loyal and true, as well as the most affectionate and tender, of any in the world. I have been among them eleven years now, and in all my intercourse there has never been a harsh word—never a bruise. The heart tie of people and pastor is indeed strong."

His Method of Writing.

"In all my writings I follow the human path, and here I may incidentally observe that few, if any, of my flock escape affliction. I find in the course of time that death, disease and sorrow knock at every door. In the great domestic drama, love and loneliness, pleasure and pain, seem ever intermingled. This tends to keep the mind of one, who shares alike in their suffering and triumphs, at a white heat, and, in the interpretation of life and truth, it stimulates the intellect, stirs the emotions, and enlarges the sympathy. If there is any predominant quality in my books, it is the heart element—the human interest—the revelations in many homes as I see and experience them on every side. I believe many writers have in mind the characters and a definite outline of the plot or story before they begin. With me, I may say that I take one or two central, pregnant figures, drawn from local association and insight. In developing my narrative I follow, as it were, the lines of least resistance. My thoughts are liberated as imagination suggests, and I permit circumstances to make the plot. All these seem to come with the characters, and I would rather let the characters unfold the plan than make the plan create the characters. If you will pardon a personal illusion, I may tell you that, in preaching I never write out my sermons, but having my headings or central thoughts before me, I trust to the inspiration and contagion of the audience for the effectiveness and strength of my sermon. If I were asked afterwards—as I have been on several occasions—to repeat what I have said to a stenographer—I am completely at sea; the thoughts refuse to flow; the mind is torpid and sluggish; and the words halting and lame. It is the same in connection with my literary work. A few general characters take entire possession of my mind and intellect,

and on these I rear the superstructure. Experiences take shape and form as I proceed, just as in life's daily record, and the fires of fancy kindle and burn as I commit my feelings and impressions to paper. This is how incidents are created and so situation follows situation until the climax is reached and the story ended."

A Canadian Literature.

"Is there a Canadian literature?" I asked.

"Well, you know that Robert Barr left Canada, his native country, because he said that Canadians were better judges of whiskey than literature. This was a bitter arraignment of the discrimination of Canadians. The critics too often are ready to reach for the black cap, and in literary work I would far sooner be tried by a jury than a judge. The people are, after all, the great jury who render the final verdict. I would say there is a Canadian literature in so far as there can be—in spite of the critics who try to destroy the structure by breaking in the windows and berating those inside. You can never hatch the chicken by smashing the egg."

"What is the future for the young novelist in this country?"

"The development of our national life, the growing literary relish, the culture of intelligence, and increasing wealth, along with a rapidly augmenting population, should make a large market. In the past there may have been a paucity of buyers, but to-day Canadians, other things being equal, are as willing and anxious to buy and read Canadian works as any others. There is really no national literature; all literature is the same in this sense. Adam Bede would have been worth as much being a Canadian story as an English tale. All is the story of life, which is the same in every land where the intensest longings and deepest feelings of the soul find expression. Life is an instrument and all life is uniform. Conflict, strife, fear, joy, love, trial and triumph are seen on every hand. The great Canadian novel that we hear so much about—which has not yet been written—will not be the production of a great Canadian author, but the outpouring of a great Canadian soul. It will not necessarily be historic or national, but will deal with life in every phase.

Leading Authors.

Mr. Knowles, when questioned, as to whom he considered the most outstanding Canadian author, living or dead, replied that of those who had passed "into the silent kingdom," he regarded Archibald Lampman as the sweetest and tenderest singer, rich in color and delicate in harmony, while in the arena of prose writing the most distinguished representative was Judge Haliburton. He established a school in his refreshing sketches of "Sam Slick" and thereby kindled a torch of humor at which scores have vainly tried to light their tapers. Judge Haliburton is known in the literary world to-day more widely than any other Canadian.

Of living Canadian writers, Mr. Knowles remarked that Ralph Connor was undoubtedly the most widely read, appealing strongly to the middle religious classes, particularly in the United States. Sir Gilbert Parker was the most nimble expert, and Norman Duncan was probably the greatest artist in letters. Dunean had lived so long in New York and Parker in England, that they had practically ceased to be Canadian authors. In elemental power, the greatest Canadian poet is William Wilfrid Campbell. Some of his verse is cast in a tyrannic mold and is at times searing and subtle. His great gift is in giving stirring utterances to the emotions and passions.

"Yes," continued Mr. Knowles, "the literary field is the only one where nepotism does not count, where pull

(Continued on page 64.)

A Survey of the Canadian Literary Field

Conditions Still Dormant—Prospects of an Active
Spring Season—Several New Books Announced.

As the year advances, signs of increased activity are to be noted and in the near future several new volumes will see the light. Strange to say there appears to be almost a stagnation in the department of verse, which has always been a strong feature in the ranks of Canadian books.

Poetry.

The publishers state that Robert W. Service's new book, "Ballads of a Cheechaco," is selling in advance at a tremendous rate. Their travelers report very large orders from all quarters. There does not seem to be any falling off either in the demand for his first book, "Songs of a Sourdough," and these two books together will probably reach the highest sales which have yet been recorded in Canada for books of poetry. One dealer has sent in an advance order for "Ballads of a Cheechaco" of one thousand copies. It is very seldom that such large advance orders are reported for any Canadian book.

Description.

There still continues to be a growing interest in books relating to western life. The remarkable sale which the publisher experienced with "Across the Sub-Arctic," by J. W. Tyrrell, and "Through the Mackenzie Basin," by Charles Mair, shows the great interest that Canadian people are taking in the Canadian west and northlands. There have been a number of books published on the Indian life of the great Northwest, and these are to be supplemented now by a new book which is to come from the press of William Briggs on the Indians of the Western Plains. The title has not yet been definitely decided on. The book is written by Mrs. Paget, of Ottawa, and deals with the life and customs of several of the most noted Indian tribes of the great west.

Armand Colin, a French publisher, has issued an important work on British Columbia, written by Albert Metin, a professor at the Ecole Coloniale, and the Ecole des Hautes Etudes Commerciales, of Paris. The physical geography of the country is first reviewed; climate, hydrography and forests are next considered; and then the history of the country, fishing and hunting, agriculture, mining, etc., are treated. Several maps and illustrations are included. The book is very comprehensive.

Fiction.

Amongst the new books soon to be issued from the press of William Briggs is one by Dr. W. J. Fischer, of Waterloo, Ont. Dr. Fischer has made a name for himself as a poet in Canada. Some little time ago The Syracuse Sun said in an article in reference to Dr. Fischer's poetry, "If Dr. Fischer does not become known as one of the leading poets of Canada it will be his own fault." Dr. Fischer has received very high praise from all over the continent in reference to his poetry, and it now remains to be seen just how this first book of fiction will be received by the public. The name of his first venture into the world of fiction is to be, "The Child of Des-

tiny." A striking feature in connection with Dr. Fischer's books will be illustrations made by Signor Cattapani, a noted Italian artist. There will also be pictures by Mr. Lochridge, a Canadian artist.

This month the Copp, Clark Co., Toronto, publish in book form Ernest Thompson Seton's "The Biography of a Silver Fox," which has been running serially in the Century Magazine. In it, under the guise of fiction, the author gives many of the results of his studies of the habits and mode of living of the fox. The book will be illustrated by the author.

Hon. Justice Routhier, of Quebec, has written a novel entitled, "Le Centurion," which is a romance of Messianic times. It is published contemporaneously in Canada, France and Italy, and is to be had from L'Action Sociale, Quebec.

W. Wilfred Campbell's serial story, "In Eighteen Hundred and Twelve," now running in the Westminster, will be issued in book form in May. It will then be given the title, "The Fair Rebel." The Westminster Co. will publish it.

History.

A new edition of the late Sir John G. Bourinot's "Canada," in the "Story of the Nations" series, is announced by T. Fisher Unwin, London. The revision of the book has been carried out by Mr. Edward Porritt, who contributes information on modern railway development in Canada, the tariff system and other political and industrial matters.

The report of the Historiographer of the Education Department of the Province of Ontario for the year 1908 is now out. It deals more particularly with the educational activities of the United Empire Loyalists who settled on the north shore of the St. Lawrence and the margins of Lakes Erie and Ontario. Dr. Hodgins is doing a splendid work in compiling such elaborate records of early education in the province.

John Ross Robertson, proprietor of the Telegram, Toronto, has just issued Volume V. of his "Landmarks of Toronto." This latest volume deals principally with maps and plans of the city. (\$2).

Biography.

The Upper Canada Tract Society, Toronto, publish the life of Rev. Thomas Bone, a revered missionary to the sailors on the Great Lakes, whose death occurred a few years ago. The story of his life is told by the Rev. Jesse Gibson.

Robert Machray, a nephew of the late Archbishop Machray, of Rupert's Land, the first Primate of Canada, is at work upon a biography of the deceased prelate. Mr. Machray is also a novelist, having a story entitled, "The Disappearance of Lady Diana," on the spring list of Everett & Co., London.

"A Bishop in the Rough," the record of eight adventurous years in the early life of Dr. Sheepsheads, the present Bishop of Norwich, is to be published shortly by Smith, Elder & Co., London. The bishop was one of the pioneer clergymen of British Columbia, and part of the

book is taken up with his missionary experiences among the gold miners and Indians. It is edited and supplemented by the Rev. D. Wallace Duthie and has several illustrations.

A few weeks ago William Briggs put on the market the first volume of the Canadian Hero Series, "The Story of Isaac Brock," by W. R. Nursey. This book is having extraordinary success, being highly commended by public men, educationists, literary men and the press in general. This publisher now announces a book which although it is not in the Hero Series, is somewhat analogous in title, it being called, "Heroines of Canadian History." This book is written by W. S. Herrington, of Napanee, and it promises to be a very useful volume, especially for school purposes.

Dr. Henry J. Morgan, that indefatigable worker, has almost completed his MS. for his new edition of "Canadian Men and Women of the Time." Dr. Morgan's books have proved to be so useful to all public men and literary men that they need no introduction to the public. This new edition promises to be one of the most useful volumes which Dr. Morgan has ever prepared and the publisher hopes to have it on the market now within a few months. William Briggs, who issued the previous volume, will be the publisher of this one.

Morang & Co., Toronto, publishers of The Makers of Canada series, have in preparation a very complete general analytical index of the twenty volumes comprising the series. The index volume will be uniform with the set and will contain such supplementary matter as will round off the series. The compilation of the index is in the competent hands of William D. LeSueur, B.A., LL.D., F.R.S.C.

Rev. John Craig, one of the missionaries to India of the Baptist Church of Canada, has written the story of his experiences, in a book entitled, "Twenty Years Among the Telugus," published by the Baptist Book Room, Toronto. (Cloth, \$1).

Miscellaneous.

A great deal of attention is being given nowadays to the boy question. Dr. George A. Dickinson, of Port Hope, Ont., has been interested in boys for a number of years and has made a study of the boy problem. Dr. Dickinson is of a very sympathetic nature and appreciates the boy side of life. After studying this question for years Dr. Dickinson thought it might be well to embody his ideas and the results of his investigations in a book, and this is to be issued very shortly from the press of William Briggs, under the title of "Your Boy: His Nature and Nurture." Dr. Dickinson, who is quite an amateur photographer, has in his day taken a great number of pictures of boy life depicting them in all kinds of incidents, mischievous and otherwise. These pictures add a great deal to the interest of the volume and it promises to be the best solution of the boy problem yet issued.

A little book which will be useful as a gift book is soon to be issued by William Briggs. It is compiled by Miss Mabel Clint, of Montreal, and is to be entitled, "The Empire Birthday Book." This book will be gotten up in the form in which the usual birthday books are made, but it will contain a verse for each day selected from British poets. The publisher hopes to have this on the market very shortly.

The twenty-third annual number of "Le Canada Ecclesiastique," containing full information concerning the Roman Catholic diocese of Canada, with an alphabetical list of priests and an index of parishes and missions, has

been published by Cadieux & Derome, Montreal. It is illustrated.

"The Interpreter's Commentary on the First and Second Corinthians and Galatians," by Professor John E. McFadyen, of Knox College, Toronto, has been published by the Westminster Co.

The public will welcome the new 1909 edition of the unique booklet containing "5,000 Facts About Canada," issued by the Canadian Facts Publishing Co., 667 Spadina Avenue, Toronto, and compiled by Mr. Frank Yeigh. It is easy to understand its popularity, and the fact that 30,000 copies have been sold not only throughout the Dominion, but in every part of the Empire and the United States, and recently one of the universities of Japan secured copies. Following the idea of a fact in a sentence, and their self-indexing alphabetical arrangement under such heads as Agriculture, Banking, Commerce, Fisheries, Marine, Mining, and so on to the West and its wheat, every phase of our commercial and manufacturing life is covered, as well as many others such as Temperance, Religion, History and the like.

Rev. D. McLean, of Charlottetown, P.E.I., has issued in pamphlet form, "The World or the Soul," being one of his sermons.

"Speeches in Canada by Viscount Milner," is an attractive little volume containing the speeches delivered by Lord Milner during his visit to Canada last fall. It is published by William Tyrrell & Co., Toronto; cloth-bound with leather back, 75 cents.

"Strangers Within Our Gates—Coming Canadians," by James S. Woodsworth, D.D., superintendent of the All Peoples' Mission, Winnipeg, has been published by the Young Peoples' Forward Movement Department of the Methodist Church. It is not a religious book in the ordinary sense, but a valuable sociological study.

TWO RECENT BOOKS.

LETTERS TO A BUSINESS GIRL. By Florence Wenderoth Saunders. Chicago: Laird & Lee. Paper covers 25 cents. The personal experiences of a business woman contained in letters to her daughter, replete with practical information regarding the perplexing problems of a girl stenographer.

A STANDARD BIBLE DICTIONARY. Edited by Melanethon W. Jacobus, Edward E. Nourse, Andrew C. Zenos and others. One volume, large quarto, 950 pages, 300 illustrations. New York: Funk & Wagnalls Company. Cloth \$6.00; half morocco \$10.00; full morocco \$12.00; all net. This admirable one-volume guide to the Scriptures is the joint product of thirty-seven Bible scholars, who represent no less than seven denominations of the Protestant Church in America, Great Britain and Germany. It embraces the languages, literature, history, biography, manners and customs, and theology of the Bible. It contains a mine of information which has never before been made so practically available to the reader. The critical position of this new work differs materially from that of speculative criticism on the higher plane. It is necessarily committed to the acceptance of the proved facts of modern scholarship, but no attempt has been made to ignore what reverent critical scholarship has brought to light regarding the Bible. In pronunciation features, in indexing devices, in illustrations and maps, and in typographical aids, it is well equipped and, taken all in all, it is a most valuable compendium of information for the Bible student.

What the Publishers are Providing for Canadian Readers

Many New Novels Announced—
Some More Solid Works Being Imported—New Editions Called For.

The Copp, Clark Co. have ready a 50-cent edition of "Told in the Hills," by Marah Ellis Ryan.

"The Statesman's Year Book, 1909," will be issued about the end of the month by the Macmillan Co.

The Copp Clark Co. will have ready very shortly "Fraternity," the new novel by John Galsworthy.

A new supply of Agnès C. Laut's "Conquest of the Great Northwest" has been received by the Musson Book Co., Toronto.

A paper cover edition of "The Weavers," by Sir Gilbert Parker, is being issued this month by the Copp, Clark Co. (75 cts.)

Ernest Seton Thompson's new nature book, "The Biography of a Silver Fox," has been added to the Copp, Clark Co.'s list. (\$1.50.)

The Macmillan Co. of Canada will publish next month a new novel by Gertrude Atherton, the title of which has not yet been announced.

The library and pocket editions of "Our Mutual Friend," by Charles Dickens, will be added this month to the Macmillan series of Dickens' novels.

Of their spring fiction, the Macmillan Co. of Canada have now ready "One Immortality," by H. Fielding Hall, and "The Straw," by Rina Ramsay.

The Musson Book Co. are issuing a dainty new pocket edition of the works of Maurice Maeterlinck, including "The Life of the Bee," "The Treasure of the Humble," "Wisdom and Destiny," etc. These are published in cloth at 90 cents and leather, \$1.25.

There is a probability that William De Morgan's new book will not be called "Blind Jim" after all. He himself does not like this title and will likely change it to "It Never Can Happen Again." Mr. De Morgan says it is a longer story than "Joseph Vance" or "Somehow Good."

Three useful reference books are scheduled for spring publication by the Musson Book Co. They are "250 Universal Secrets" compiled by Charles J. Musson; "Us Two Cook Book," compiled by Jennie B. Williams, and "The Canadian Letter Writer, a Complete Epitome of Correspondence," edited by W. C. Bell.

A very interesting book has just been placed on the market by William Briggs entitled "Letters of a Japanese Schoolboy," by Wallace Irwin. These letters are very humorous indeed. Wallace Irwin made quite a success with his "Love Sonnets of a Hoodlum" and "Nautical Lays of a Landsman." The book is nicely illustrated, which will do a great deal to help the sale.

What Talbot Baines Reid is to the English schoolboy so Ralph Henry Barbour is to the American boy. He has written a number of fascinating stories of school life in the United States, and a new book has just come from his pen entitled "Forward Pass," a story of Yardley Hall school. These books are selling well in Canada, and William Briggs is carrying a stock for the trade.

The "Unofficial Letters of an Official's Wife" by Edith Moses, is the title of a volume of actual letters which Mrs. Moses, the wife of Prof. Moses, wrote from the Philippines to her relatives in the United States. They describe in a very interesting and charming manner life in the Philippines, cleverly written, amusing and instructive. William Briggs is handling this through the trade.

Cassell & Co., publishers of "The People's Library," are adding fifteen new volumes to the series this spring, including "Guy Manning" and "Heart of Midlothian," by Scott; "Hard Cash," by Charles Reade; "Barchester Towers," by Anthony Trollope; "Peter Simple," by Marryat; Southey's "Life of Nelson" Poe's "Tales of Mystery and Imagination" and Farrar's "Life of Christ."

A. C. McClurg & Co., Chicago have now ready their novel of theatrical life, "Bill Truetell," by George H. Brennan, illustrated by James Montgomery Flagg. It is the story of an old school manager's vicissitudes in touring the East. At his first stopping place his leading soubrette leaves him and a stranded vaudeville artist takes her place, becoming a new inspiration in Truetell's life. The book is essentially true in spirit and largely in incident.

We have had many volumes of motoring in Europe, both travel and fiction. We are now to have a book about motor boating in Europe, which is called "Across Europe in a Motor Boat," by Henry C. Rowland. The book is beautifully illustrated, containing over 50 sketches and is a delightful narrative of the trip of Mr. Rowland and two friends through an inland journey of 7,000 miles by way of the Seine, Rhine, Danube and the Black Sea. This is one of the most entertaining travel books of the year. William Briggs is supplying it in Canada.

Hall Caine, that eccentric literary genius from the Isle of Man, has just issued a book which he calls "My Story." In this he gives his recollections of the first twenty-five years of his life, with many incidents in connection with the first friendships he formed with some of the noted literary men of his time. Hall Caine was intimately associated with Rossetti, John Ruskin, R. D. Blackmore, Robert Buchanan, Wilkie Collins, and many others of the noted literary men of England. The book is illustrated, and is being sold at \$2.00 net. William Briggs is handling this extensively through the trade.

"The Delafield Affair," by Florence Finch Kelly, is the second novel on McClurg's spring list. This is a stirring tale of love and revenge in the Southwest. Curtis Conrad, superintendent of a ranch near Golden, New Mexico, has sworn to kill the man who ruined his father's fortunes. He confides his purpose to his friend Alek Baneroft, who seeks in vain to dissuade him from it. Meanwhile Conrad falls in love with Luey, Baneroft's daughter, and when a shady politician tells him that Baneroft is the owner of an assumed name and is the man he seeks to kill he naturally spurns the idea. Such is the situation with which the author confronts her readers in the beginning of "The Delafield Affair."

Brief Reviews of Some Recent Books

"Letters of Jennie Allen" one of the Most Amusing of the Season's Books—Other Good Stories.

The flood of spring fiction is now at its height and there is no lack of novelty on the booksellers' tables, even if there is a dearth of out-of-the-ordinary books. From the mass of the season's novels, we select a few, which have appeared in Canadian editions, discussing them from the descriptive rather than from the critical point of view.

A Divorce Problem.

I AND MY TRUE LOVE. By Mrs. H. A. Mitchell Keays. Toronto: McLeod & Allen. Cloth \$1.25. Another addition to the ranks of society novels, with a commentary on the divorce problem. In this book the divorced couple had parted as the result of the husband's abstraction in his work and the wife's devotion to amusement. A daughter had been born, who continued to live with her father. The wife had meanwhile married again and at the period of the story was a society leader and a widow. The scheme of the novel is the reunion of the divorced couple, through the unconscious influence of the girl.

A Strange Personality.

DAVID BRAN. By Morley Roberts. Boston: L. C. Page & Co. Cloth \$1.50. There can be no denying the compelling power of this extraordinary story. If it lacks charm and tenderness, it has at least an overwhelming share of passion. The mighty figure of the fearless fisherman, David Bran, dominates its pages, dividing his love between the elusive dark maiden of the Headland, Lou Trevarris, and the golden-haired Kate Poldrew, and struggling against the influence of his strong-willed mother. The solution of the dual-love



DAVID BRAN.

Hero of Morley Roberts' New Novel of That Name.

problem forms the basis of the story. Whether it was sufficient or no rests with the reader to decide.

A Clever Letter Writer.

LETTERS OF JENNIE ALLEN. By Grace Donworth. Toronto: McLeod & Allen. Cloth, \$1.25. Judged from the literary standpoint, Jennie Allen was an impossible



GRACE DONWORTH

The Author of "Letters of Jennie Allen."

letter-writer. She mangled spelling and grammar and played sad havoc with capitals and punctuation. But hers was a great big human heart and the man or woman who can read her letters, without feeling inspired to be and do better, must be indeed a soulless wretch. Jennie Allen's letters are written to a lady, who had evidently taken an interest in her, but so far as the story is concerned, the absent correspondent plays no part in it. The letters picture life in the home of poor but respectable working people in an American city. There is Jennie's brother, Jim, his wife, Mame, and their children, a sister Mandy, and two or three roomers, of whom Mr. Spinney, an insurance solicitor, turns out to be the hero of Jennie Allen's life. The sayings and doings of this household form the theme of the letters and very interesting does Jennie Allen make them. The jokes of the men-folk, the peculiarities of the women-folk and the pranks of the children are narrated in guileless simplicity. It is a capital book and should bring enjoyment to many a weary reader of less human literature.

Miscellaneous.

CONFESSIONS OF A PALMIST. Raye Tales. By Clivette. Chicago: Laird & Lee. Paper covers 25 cents.

LIFE IN THE NAVY. By Thos. Beyer. Chicago: Laird & Lee. Paper covers 25 cents. This book is published by special authority of the U.S. Navy Department, and is endorsed by President Roosevelt and the leading naval authorities. It is also issued in cloth binding at \$1.25.

The Canadian Bookman

Being the Literary Supplement of The Bookseller and Stationer of Canada. Published monthly in the interests of Canadian authors, publishers, booksellers and bookbuyers. Edited by W. A. Crack, B.A., Toronto.

\$1.00 per annum

The MacLean Publishing Co., Limited

Toronto Montreal Winnipeg
New York Chicago London

BEST SELLING BOOKS DURING FEBRUARY.

Brantford.

1. Cy. Whitaker's Place. By Joseph C. Lincoln. McLeod.
2. Septimus. By W. J. Locke. Frowde.
3. My Lady of the Snows. By Margaret A. Brown. Briggs.
4. Letters of Jennie Allen. By G. Donworth. McLeod.
5. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
6. Peter. By F. H. Smith. McLeod.

Calgary.

1. Lonesome Pine. By John Fox, jr. McLeod.
2. Septimus. By W. J. Locke. Frowde.
3. Lewis Rand. By Mary Johnston. Briggs.
4. Peter. By F. H. Smith. McLeod.
5. Adventures of Joshua Craig. By D. G. Phillips. Briggs.
6. Lady of the Decoration. By Frances Little. Musson.

Charlottetown.

1. Anne of Green Gables. By L. M. Montgomery. Page.
2. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
3. Man from Brodney's. By G. B. McCutcheon. Briggs.
4. Barrier. By Rex E. Beach. Musson.
5. Lonesome Pine. By John Fox, jr. McLeod.
6. Riverman. By S. E. White. Musson.

Guelph.

1. Songs of a Sourdough. By R. W. Service. Briggs.
2. 54-40 or Fight. By Emerson Hough. McLeod.
3. Joshua Craig. By D. G. Phillips. Briggs.
4. Peter. By F. H. Smith. McLeod.
5. Lonesome Pine. By John Fox, jr. McLeod.
6. Web of Time. By R. E. Knowles. Revell.

Hamilton.

1. Septimus. By W. J. Locke. Frowde.
2. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
3. Web of Time. By R. E. Knowles. Revell.
4. Red Mouse. By W. H. Osborne. Briggs.
5. 54-40, or Fight. By E. Hough. McLeod.
6. Peter. By F. H. Smith. McLeod.

Kingston.

1. Story of Old Kingston. By A. M. Maehar. Musson.
2. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
3. Holy Orders. By Marie Corelli. Briggs.
4. The Governors. By E. P. Oppenheim. Briggs.
5. Salthaven. By W. W. Jacobs. Copp.
6. Peter. By F. H. Smith. McLeod.

London.

1. Septimus. By W. J. Locke. Frowde.
2. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
3. Knaek of H. By C. B. Loomis. Frowde.
4. Lewis Rand. By Mary Johnston. Briggs.
5. Queen Alexandra's Book.
6. Lonesome Pine. By John Fox, jr. McLeod.

Peterboro.

1. Lonesome Pine. By John Fox, jr. McLeod.
2. Peter. By F. H. Smith. McLeod.
3. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
4. Holy Orders. By Marie Corelli. Briggs.
5. Lewis Rand. By Mary Johnston. Briggs.
6. Man from Brodney's. By G. B. McCutcheon. Briggs.

Quebec.

1. Making of Canada. By A. C. Bradley. Copp.
2. Treasure Valley. By Marian Keith. Westminster.
3. Diva's Ruby. By F. M. Crawford. Macmillan.
4. Dominic Wildthorne. By Joseph Hoeking. Copp.
5. Angel. By G. Thorne. Dillingham.
6. Riverman. By S. E. White. Musson.

St. John.

1. Anne of Green Gables. By L. M. Montgomery. Page.
2. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
3. Lonesome Pine. By John Fox, jr. McLeod.
4. Man from Brodney's. By G. B. McCutcheon. Briggs.
5. Septimus. By W. J. Locke. Frowde.
6. Lewis Rand. By Mary Johnston. Briggs.

Toronto.

1. Septimus. By W. J. Locke. Frowde.
2. Peter. By F. H. Smith. McLeod.
3. Holy Orders. By Marie Corelli. Briggs.
4. Lorimer of the Northwest. By Harold Bindloss. McLeod.
5. Lonesome Pine. By John Fox jr. McLeod.
6. Catherine's Child. By Mrs. Hery de la Pasture. Briggs.

Winnipeg.

1. Anne of Green Gables. By L. M. Montgomery. Page.
2. Sowing Seeds in Danny. Br. Mrs. McClung. Briggs.
3. Web of Time. By R. E. Knowles. Revell.
4. Life of Dr. Robertson. By Ralph Connor. Westminster.
5. Lewis Rand. By Mary Johnston. Briggs.
6. Illusive Pimpernel. By Baroness Oreyz. Copp.

Montreal.

1. Diana Mallory. By Mrs. Ward. Musson.
2. Lonesome Pine. By John Fox, Jr. McLeod.
3. Septimus. By W. J. Locke. Frowde.
4. Araminta. By J. C. Snaith. Briggs.
5. Jewelled Ball. By Mrs. Guest. Cambridge.
6. My Lady of the Snows. By M. A. Brown. Briggs.

Summarizing.

- A 1st place counts 10 points.
- A 2nd place counts 8 points.
- A 3rd place counts 7 points.
- A 4th place counts 6 points.
- A 5th place counts 5 points.
- A 6th place counts 4 points.

Canadian Summary.

	Points.
1. Lonesome Pine. By John Fox, Jr.	85
2. Septimus. By W. J. Locke	71
3. Sowing Seeds in Danny. By Nellie L. McClung.	72
4. Peter. By F. H. Smith	67
5. Holy Orders. By Marie Corelli	48
6. Lewis Rand. By Mary Johnston	33

NOTE—Owing to pressure on our space we are compelled to omit the lists sent in this month from Belleville, Chatham, St. Catharines, St. Thomas, Moncton and Stratford.

1909

**THOMAS Y. CROWELL
& COMPANY**

have in active preparation many new styles of binding and distinctive editions of their well-known

**Standard Sets,
Crowell's Poets,
Handy Volume
Classics,
Chiswick Calendars,
Verona Booklets,**

and other lines. Their illustrated and gift books are especially choice and attractive.

They also announce strong new books by Imogen Clark, Charles F. Dole, Lilian Gask, Oliver Huckel, Charles E. Jefferson, Tudor Jenks, T. Calvin McClelland, J. Walker McSpadden, Orison S. Marden, J. R. Miller, Montrose J. Moses, E. O. Otis, James Otis, Edwin L. Sabin, Frances C. Sparhawk, Hessa Stretton, E. M. Wilmot-Buxton, and other notable writers.

Watch for their special announcements.

1909

A VISIT TO IAN MACLAREN OF CANADA.

(Continued from page 58.)

goes for naught. Officialdom and influence yield you nothing. Readers place a ban on no one, and the production of a son of a chimney-sweep, if worthy, is as welcome to a magazine or publishing house as that of the scion of a millionaire, and is accorded an enthusiastic appreciation. The only force that tells in this battle is merit, pure and simple—the ability to personally 'deliver the goods.'

"As to the methods which should be employed to increase the interest of young Canadians in books, our public school readers should, where merit warrants it, contain selections in prose and verse, from Canadian authors," added the speaker.

The most famous pulpiteer in America, Rev. Dwight Hillis, was once prevailed upon to write a book. It was thought that, as he was such an outstanding figure and so commanding an orator, a production from his pen would immediately meet with success. The work was an awful failure.

"There is an intrinsic judgment seat in literature, sovereign and arbitrary," continued Mr. Knowles, "and a novel depends for its success on the real worth of its power to grip. The distinctive quality of fiction is its original creation. A great name in some other arena, or the unbounded popularity of a previous work, does not avail. It is no warrant for success; no guarantee of a wide sale. A publisher cannot tell what is going to take and what is not. I suppose the most widely read book in America was 'In His Steps,' by Chas. M. Sheldon. The manuscript was offered to the Fleming H. Revell Co., who returned it. In less than six months, so insistent had become the demand, they had to purchase 225,000 copies to meet the wants of their patrons. A writer or a publisher, could he force the future, would indeed be happy. Many an author has written a work for which there was a universal call, and the publisher, to secure his next production, has paid him a royalty in advance. In not a few instances a succeeding book from the same pen has not met with one-quarter the sale of its predecessor. One can never tell, to use a colloquial expression, how a book will 'catch on.' My publishers tell me that Canadians, population considered, are the best book-buying people in the world. In other words, the residents of Canada in proportion to their number, purchase more copyright works that the citizens of any other country."

"Yes," he concluded, "many writers are pursuing the same path, all clamoring for recognition, and patterning their product after some original who has blazed the way, but the work that will live will not be after any particular type of fiction. It will be the outpouring of a great soul, the recital of human experience, the liberation of imagination—something that will have strength, tenderness and freedom as well as the power and pathos to stir and stimulate those making their way along life's rugged road, with new hope, fresh courage, and unflinching faith."

—G. B. V. B.

Telegraph Codes

A B C Code, 3th Edition, English	8.00
A B C Code, 3th Edition, Spanish	8.00
A B C Code, 4th Edition	7.50
A I Code	6.00
Morning & Night Code	6.00
Sudford-Richlett Code	6.00
Large and small copies of all kinds. Send for list. Discount in the trade only.	
AMERICAN CODE COMPANY, 83 Nassau St., N. Y. City	

BOOKS.

Out-of-print books supplied. No matter what subject Can supply any book everpublished. We have 50,000 rare books.

BAKER'S BOOKSHOP, John Bright St., Birmingham, Eng.

**THE
BRITISH
SCHOOL-
PRIZE
HOUSE**

The Religious Tract Society (OF LONDON, ENGLAND)
Publishes over 800 Different Books Suitable For
PRIZES AND REWARDS

R. T. S.

THE HALL-MARK OF EXCELLENCE

The Authors of the books comprise—

Amy Le Feuvre. 20 Vols.
(Author of 'Probable Son').
Mrs. O. F. Walton. 24 Vols.
(Author of 'A Peep Behind the Scenes').
E. Everett-Green. 30 Vols.
Rosa Nouchette Carey 7 Vols.
Mrs. De Horne Vaizey. 8 Vols.

Hesba Stretton. 35 Vols.
(Author of 'Jessica's First Prayer').
Talbot Baines Reed. 11 Vols.
(Author of 'The Fifth Farm at St. Dominic's').
Ruth Lamb. 8 Vols.
Deborah Alcock. 7 Vols.
Eglantone Thorne. 10 Vols.

THERE ARE ALSO STORIES BY

'IAN MACLAREN,' JOSEPH HOCKING, S. R. CROCKETT,
SILAS K. HOCKING and other Popular Writers.

"The Religious Tract Society has always stood for good, wholesome literature. They have built up a tradition amongst thousands of earnest and high-spirited friends, that may soon be almost convertible into a rigid belief, that their books can be relied upon as a great moral influence on the minds of the young. It would be unfair, however, to suppose that, in spite of this insistence on wholesome evangelistic fiction, there is not an enormous demand for all these Religious Tract Society's stories, or that boys and girls do not read their handsomely bound and richly-illustrated volumes with great eagerness. The publications are exceedingly successful in every sense. The bulk of the elementary schoolmasters and Sunday-school teachers of this country secure books from this old-established house, and it may be safely assumed that they would not do this if their purchases did not give them and their pupils every satisfaction. The Religious Tract Society deserve a special word of praise for the care they take in the pictures used in all their books and magazines."

Standard, London

Publishing Office: 4 Bouverie Street, : : LONDON, ENGLAND

Wm. Briggs' Announcements

NEW BOOKS SOON TO BE
ISSUED

Child of Destiny

By Wm. J. Fischer M.D.
Author of 'The Toiler'

Cloth, Illustrated \$1.25

Your Boy: His Nature and Nurture

By George A. Dickinson

Cloth \$1.00

Heroines of Canadian History

By W. L. Herrington

Cloth 30c.

NEW BOOK ON THE

Indians of the Western Plains

(Title not yet decided on)
By Mrs. Paget

Cloth \$1.00.

Letters of a Japanese Schoolboy

By Wallace Irwin
Illustrated by Rollin Kirby

Cloth \$1.25

BOOKS WHICH HAVE CAP-
TURED THE MARKET

The Red Mouse

By William Hamilton Osborne. Cloth \$1.25

The Fashionable Adventures of
Joshua Craig

Cloth \$1.25

The Long Arm

By E. Phillips Oppenheim.

Cloth \$1.25

Old Man in the Corner

Baroness Orczy.

Cloth \$1.25

The Bronze Bell

Cloth \$1.25

Mr. Opp

Alice Hegan Rice.

Cloth \$1.25

The Waters of Jordan

Vachell.

Cloth \$1.25

William Briggs

Publisher,

Toronto

MUSSON'S SPRING FICTION

THE ROYAL END

By
Henry Harland
Cloth, \$1.25.

THE BRIDGE BUILDERS

By
Anna Chapin Ray
Cloth, \$1.25.

EZEKIEL

By
Lucy Pratt
Cloth, \$1.00.

THE MASTER

By
Irving Bacheller
Cloth, \$1.25.

DAPHNE IN FITZROY STREET

By
E. Nesbitt
Cloth, \$1.25.

THE EXPLORER

By
W. Somerset Maugham
Cloth, \$1.25.

OPEN HOUSE

By
Juliet Wilbur Tompkins
Cloth, \$1.25.

JASON

By
Justus Miles Forman
Cloth, \$1.50.

THE PLANTER

By
Herman Whitaker
Cloth, \$1.50.

Kingsmead

By
Baroness von Hutten
Cloth, \$1.25.

Set in Silver

By
C. N. and A. M. Williamson
Cloth, decorated, \$1.25.

The Actress

By
Louise Closser Hale
Cloth, \$1.50.

Katrine

By
Elinor Macartney Lane
Cloth, \$1.50.

The Inner Shrine

Anonymous
Cloth, \$1.50.

**Miss Minerva and
William Green
Hill**

By
Frances Boyd Calhoun
Cloth, 75c.

**IN THE SHADOW OF
PA-MENKH**

By
Dora Langlois
Cloth, \$1.25.

**THE KINGDOM OF
EARTH.**

By
Anthony Partridge
Cloth, \$1.25.

THE GOOD ONE

By
Miriam Michelson
Cloth, \$1.25.

**OLD JIM CASE OF
SOUTH HOLLOW**

By
Edw. I. Rice
Cloth, \$1.25.

SALOME AND THE HEAD

By
E. Nesbitt
Cloth, \$1.25.

BANZAI

By
Parabellum
Cloth, \$1.25.

MAD BARBARA

By
Warwick Deeping
Cloth, \$1.50.

**THE HAND-MADE
GENTLEMAN**

By
Irving Bacheller
Cloth, \$1.50.

THE GORGEOUS BORGIA

By
Justin Huntly McCarthy
Cloth, \$1.50.

The Musson Book Co., Limited : Toronto

From the Pen of Arthur C. Benson

Five new books that will ever have an eager audience; presenting new views and old difficulties with a delicacy of perception.

The Upton Letters

The genial autobiography of a schoolmaster.
Cloth \$1.50

From a College Window

Thought on the mysteries of life.
Cloth \$1.50

Beside Still Waters

Trust as the great foundation of character. Cloth \$1.50

The Altar Fire

Sufferings proven to be curative and curable.
Cloth \$1.50

At Large

Engrossing thought on bravery; daring to grudge no pang that brings us nearer the reality of things. Cloth \$1.50

Collected Verses of Rudyard Kipling

The first one-volume Canadian edition of Kipling's poems.

Cloth \$2.00

Out of Doors in the Holy Land —By Henry Van Dyke

The Palestine of the past and present featured in a fascinating narrative. 16 full page illustrations in color. Cloth \$1.50

The Making of Canada —By A. G. Bradley

Canada from 1760 to 1814, the most vital and most interesting period of Canadian history. Fifty years of British rule in Canada and the events occurring that contributed to the formation and solidity of the Canada we know. 16 full page illustrations in color. Cloth \$2.50

Jack's Reference Book

One of the indispensables; an encyclopædia, medical dictionary, legal, educational and commercial guide, English dictionary and glossary combined. Thirteen important books in one. 1088 pages, 9 x 6½, in red cloth binding. Price \$1.25

Paper Edition of Four Recent . . . Novels

"A Spirit in Prison," by Robt. Hichens.
"The Governors," by E. Phillips Oppenheim.
"Deep Moat Grange," by S. R. Crockett.
"The Four Fingers," by F. M. White.

Per copy 75c.

FOR BUSINESS-BUILDING BOOKS

The Copp, Clark Company, Limited

PUBLISHERS

64 and 66 Front Street West, Toronto, Ontario

BOOKSELLER AND STATIONER

It's Out !



**Trade Price List
1909**

THE MOST SATISFACTORY TO THE PLAYER
THE MOST PROFITABLE TO THE DEALER

THE Victor

THE CANADIAN LINE
THE ONLY LINE



**Sporting
and Athletic
Goods**

(A post card will bring you a copy)

The Fancy Goods Co. of Canada, Limited
156 Front St. W. **TORONTO, Canada**

Import Season 1909

THE FANCY GOODS CO.
OF CANADA - LIMITED
TORONTO.

HUDSON BAY LABRADOR QUEBEC ONTARIO
ST. JOHN'S NEWFOUNDLAND
MONTREAL OTTAWA KINGSTON TORONTO
WINDSOR
YUKON
BRITISH COLUMBIA ALBERTA SASKATCHEWAN MANITOBA
CALGARY REGINA
NEW BRUNSWICK

THE NEW THINGS HAVE ARRIVED
AND ARE COMING YOUR WAY

THE HOUSE WITH
NEW THINGS

They are the goods you need.
They will sell quickest and with the most profit.

Dolls of Taste and Beauty

"Princess" "Marguerite" and "Veribest"
Kid Dolls. The latest styles in Dress Dolls.
Fine lines of Stuffed Body. Indestructible
Dolls, new value in many popular styles.

Toys

The most interesting display of clever
creations in Clockwork, Friction, Steam and
Electric Toys—Things that live in the hearts of
the children in play.

Fancy Presentation Goods

Distinctive coverings in Leather Cased
Goods, Sewing Sets, Fans, Jewel Caskets,
Inks, Bon Bons, Cut Glass, Novelties, Mirrors
and Shaving Sets.

Japanese China

Fine Art Goods in new shapes and new
rich decorations at popular price.

Toy Tea Sets. The most complete
showing on the market.

House Display Complete. Travellers will see You Early.

The Fancy Goods Co. of Canada, Ltd.
156 Front St. W., Toronto, Canada.

Writing Tablets

100 Covers to Choose From; Every Quality of Paper.

Tablets made specially for you are bound to draw trade—they advertise your goods. We make up exclusive lines with any cover you desire.

SPECIAL IMPRINT OFFER

On an order for 200 tablets, assorted, of our regular stock lines, we will imprint your name free.

Buntin, Gillies & Co.

LIMITED

Hamilton and Montreal

The First House in Canada to make Writing Tablets.



The OLDEST manufacturers with a line that is always NEW and up to the times

The New Eureka

The King now of all Ribbons.

The first innovation in a typewriter ribbon.

We want you to try this in your own office. Send for a sample. Send for our new trade catalog. Just out.



The Best and Newest Typewriter Carbons

ROCK BOTTOM
PROGRESS
M. M. MITVOL
COMPETITOR
EUREKA, GALLINIPPER
SILK-SPUN

To suit every purpose.

To fill every demand.

Principal Office and Factories
PARK RIDGE, N. J.

Mittag & Volger

INCORPORATED

Sole Manufacturers
for the Trade

Branches: New York, N. Y., 280 Broadway
Chicago, Ill., 200 Monroe Street
London, 7 and 8 Dvers Bldg., Holborn, E. C.

Agencies
In every part of the world
In every city of prominence