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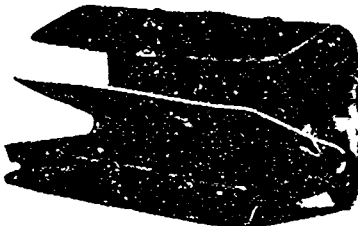
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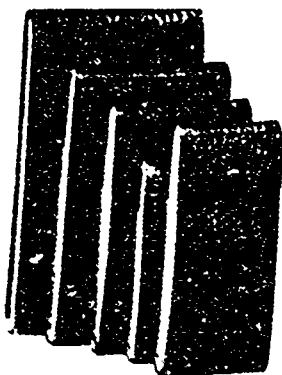
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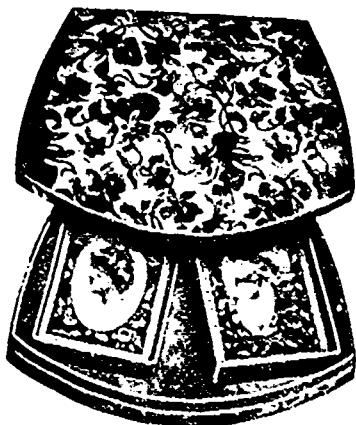
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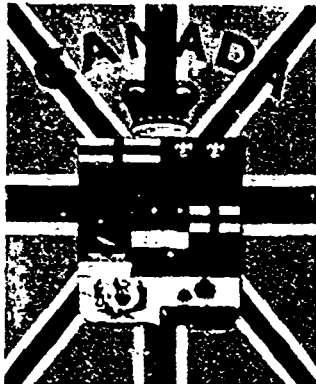
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THE Bookseller and Stationer

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Vol. XXI.

MONTREAL AND TORONTO, CANADA, NOVEMBER, 1905.

No. 11.

A NOVEMBER CHAT WITH THE PUBLISHERS

WHEN this number of Bookseller and Stationer reaches its readers the holiday trade will have begun to show signs of life. Our work, so far as giving information about holiday lines is concerned, is practically over. We have done our best to give the trade a calm and unbiased estimate of Fall goods. It now remains for dealers from Atlantic to Pacific to reap the reward of their labors. To those who have sown good seed and cultivated their field conscientiously and well, the harvest should be a satisfactory one.

This year we have endeavored to assist our readers in the sale of their books by issuing for them a Christmas Book List. For a new venture, this list has been taken up extremely well, and orders have come in from all sides. The scope of the list is naturally somewhat limited, but a fairly broad selection of books was made, and it is the hope of the publishers that the list will prove satisfactory. At all events, it would be quite beyond the powers of any dealer to prepare a similar list for himself at anything like the figure we have charged. The combined sale of the book was such as to make the cost of publication fairly moderate. Had we included publishers' advertisements, and thereby imposed a portion of the cost on them, it would have been possible to issue the Book List at a fraction of the present cost, but we felt that our readers would prefer to bear the entire expense and present their customers with lists having only their own name thereon.

Why is it that Canadian booksellers are such poor advertisers? Two months ago this paper made what would be considered a generous offer in promising to give a year's subscription to any dealer who could show a creditable advertisement in his local paper. The response to this offer has been disappointingly small. Some ignorant persons may be inclined to say that the offer was too poor a one to arouse the interests of advertisers. But that this accusation might have no possible foundation we gave competitors the alternative of se-

lecting a large volume, entitled "Successful Advertising"—a book of no little value to the would-be-successful user of newspaper space. No investigation shows that the number of booksellers and stationers who practise the art of advertising is lamentably small. That is why we made the offer. We hoped to encourage advertising. Possibly we have done a little in this direction. It is our desire and determination to do more.

It is not too early to give our readers some idea of the plans we are laying for the New Year. 1905 has been so successful for us that we feel encouraged to go on and spend more money on the paper. The last few months our issues have been enlarged to accommodate more departments. These we purpose continuing in the New Year. The exigencies of space have precluded regular attention to those two important branches of modern retailing—advertising and window dressing. It is our hope to make these constant features of our paper, and to enlist the services of experts to handle both departments.

The series of leading Canadian stores, which has proved most popular in 1905, will be continued in 1906. It is also our purpose to introduce the personal element more extensively, and we hope to include short biographies of leading Canadian dealers. Attention will also be directed to the travelers, and we hope to publish a portrait of some genial knight of the grip each month.

The regular features of Bookseller and Stationer will be strengthened. Our facilities for collecting news are being largely augmented, and it is our aim to make the paper a monthly trade newspaper in addition to its functions as a recorder of current styles, a chronicler of current books, and a champion of trade rights. Finally, let us emphasize our perfect independence. Bookseller and Stationer represents the whole field, without fear or favor.



SUPPLEMENTARY LIST OF FALL BOOKS



MORANG & CO.

Starvecrow Farm, by Stanley J. Weyman, tells how Henrietta Damer, a young and well-born Englishwoman, elopes with a young man much beneath her in station. On their way to the border to be married the groom-to-be overtakes the reward of his past misdeeds, and his bride is left forlorn in a strange inn. The man to whom her relatives had engaged her follows them and helps in the search for



"THE FORTY-NINE YEARS' SAILOR"

Illustration from "The Forty-Nine Years' Sailor" by Emerson Hough, published by Morang & Co.

the missing lover. Through many misunderstandings and adventures the former sailor is restored to his place, the lover, who is proved to be already a husband, is convicted, and the girl is given back to her right place in society. (Cloth, \$1.50.)

Hearts Desire by Emerson Hough, is the name of the little town in the west, in which the scene of the story is laid. The characters the author introduces are all remarkably true to life and are all remarkably interesting.

Mr. Hough knows how to write a good story and in this he has not fallen short of the standard set by "The Mississippi Bubble." (Cloth, \$1.50.)

Fair Margaret, by F. Marion Crawford, is the story of a beautiful English girl, daughter of an Oxford Don and his American wife. Since the death of her parents, the girl has lived at Versailles with a close friend of her mother. Her glorious voice enchants everyone and insures for her a brilliant future as an opera singer. This is the beginning of a story abounding in action and romance. (Cloth \$1.50.)

Coniston, by Winston Churchill, finds this popular author launching out in a new vein. He has left the historical field, which he enriched with his "Richard Carvel," "The Crisis" and "The Crossing," and has essayed the purely love romance. This new story will be found no less engrossing than its distinguished predecessors. (Cloth, \$1.50.)

Yolanda, by Charles Major, introduces a charming heroine to the reader. The story resembles "When Knighthood was in Flower" and narrates the adventures of several young people, who are carried by the author's fancy through many perils, crises and extraordinary dilemmas. (Cloth, \$1.50.)

Amy in Acadia, by Helen Leah Reed, is the first volume in the second series of Brenda books. Amy was one of the minor characters in the Brenda books, but in this book is the chief personage. Acadia forms a striking background for the story. (Cloth, 12mo, \$1.25.)

The Fair Maid of Graystones, by Beulah Marie Dix, deals with the period of the great Civil War in England, when Cavalier and Roundhead struggled for supremacy. The action of the book takes place at a great country house called Graystones, located in Suffolkshire, just after the surrender of the Cavalier stronghold of Colchester. (Cloth, \$1.50.)

WILLIAM BRIGGS.

Sunday is a new candidate for favor. It is brimful of pictures and excellent reading matter for Sunday—not goody-goody stuff, but sensible and instructive articles and stories. There are two complete serials, "Sir Toady Crusoe," by S. R. Crockett, and "The Mystery of the Silver Run" by Bessie Marchant, besides many shorter stories and articles. (\$1.)

The Mystery of June 13th, by Melvin L. Severy, tells of an extraordinary mystery, which absolutely defies solution by the most ingenious student of the plots and contrivances of the novelist. Even Sherlock Holmes would find great difficulty in explaining the extraordinary disappearance of James Moreton. (Cloth, \$1.25.)

A Sword of the Old Frontier, by Randall Parrish, is the

third and best of Mr. Parrish's romances. The story concerns the adventures of a French officer in the Pontiac conspiracy. There are four pictures in colors. (Cloth, \$1.50.)

Ben Blair is the hero of a breezy new story of the plains, whose career is hampered by the greatest handicap a man can have. It is a long time since any modern story has described so game a struggle against tremendous odds. (Cloth, \$1.50.)

Back to Arcady, by Frank W. Allen, contains five delightful, dreamy essays on love, exquisitely printed in decorated pages, with several charming etchings, delicately executed. The book is a beautiful example of the book-maker's art. (Cloth, \$1.50.)

POOLE PUBLISHING CO., TORONTO

The Conquest of Canaan, by B. T. Tarkington, is unquestionably the best story Mr. Tarkington has yet produced. The scene is laid in a little Indiana town, where, despite the unpretentious setting, a stirring drama is enacted. In Ariel Tabor, Mr. Tarkington has drawn a charming and unconventional heroine; in Joe Loudon we have a splendid character, whose triumph over adversity is a stubborn, hard-fought, and intensely interesting battle. It is a novel in which Mr. Tarkington has notably surpassed all his former work. (Cloth, \$1.50.)

A. C. McCLURG & CO., CHICAGO.

The Secret of Wold Hall, by Evelyn Everett-Green, deals with modern English country life and has an exciting element of mystery as well as an attractively presented love episode. (Cloth \$1.)

With Shelley in Italy, edited by Anna B. McMahan, contains poems by Percy Bysshe Shelley relating to Italy and includes some of his best work. (Cloth \$1.40 net.)

A Garden in Pink: An Idyl, by Blanche E. Wade, recounts the experiences of two lovers of the beautiful, dwelling in a picturesque and charming country place. (Cloth \$1.75 net.)

Arts and Crafts of Old Japan, by Stewart Dick is a timely book, by one well equipped to deal capably with his subject. (Cloth \$1.20 net.)

In the Land of the Strénuous Life translated from the French of the Abbe Felix Klein, describes the Abbe's visit to America in 1904 and is bright and clever. (Cloth \$2 net.)

Far Eastern Impressions, by Ernest F. G. Hatch, takes up Japan, Korea and China, and is of general public interest at the present time. (Cloth \$1.40 net.)

Bishop Spalding Year Book, compiled from the works of the Rt. Rev. J. L. Spalding, abounds in beautiful sentiments. It is arranged by dates. (75 cts. net.)

The Widow O'Callaghan's Boys, by Gulielma Zollinger, is particularly adapted for holiday selling, with full-page illustrations. (Cloth \$1.50.)

The Face in the Pool, a faerie tale by J. Allen St. John, is an exceptionally tempting tale book in a striking cover. (Cloth \$1.50 net.)

Adventures in Pondland, by Frank Stevens is written in a colloquial style for young people, describing the inhabitants of ponds. (Cloth \$1.25.)

Tommy Postoffice: The True Story of a Cat, by G. E. Jackson, relates the actual history of a clever cat. (75 cts. net.)

Lady Dear, by Millicent E. Mann, is a pretty story for children of from ten to fourteen, about a little mistress of a castle in Spain. (\$1 net.)

McLEOD & ALLEN.

Hearts and Masks, by Harold MacGrath, is a whimsical rollicking story, opening in Mouquin's restaurant in New York, where Mr. Comstock first saw the beautiful Miss Hawthorne. Later the same evening they meet under most extraordinary conditions at the Blankshire Hunt Club masquerade, where the situations become excitingly romantic. (Cloth, \$1.25; paper, 75 cents.)

The House of One Thousand Candles, by Meredith Nicholson, introduces a novel situation. By the terms of his grandfather's will, the hero must spend a whole year in a strange candle-lighted palace by an Indiana Lake. If he left his place of exile all the money would revert to a beautiful girl, whom he had never heard of before. If he should marry the beautiful unknown, the estate would go to charity. How he escaped from his dilemma appears as the story proceeds. (Cloth, \$1.25; paper, 75 cents.)

H. M. CALDWELL CO., BOSTON.

Smoker's Library, provides a unique gift for men. The popular volumes, "Tobacco in Song and Story," "Tobacco Leaves," "My Lady Nicotine," and "Pipe and Pouch," are bound in uniform style in Havana-colored ooze calf cushion covers, and are encased in a cedar box with labels, marks, etc., as on a regular presentation cigar box.

Shaped Gift Books to the number of three are something new and inviting. "The Christmas Carol" is printed and bound in the shape of a Christmas bell, the cover printed in gold and colors, while the inside is attractive with full-page illustrations. (\$1.50.) "Automobilia" is printed and bound in the shape of an automobile with brightly-colored cover and contains anecdotes and stories about the automobile. "Love's Garland" is in the form of a garland of roses, entwined by cupids, and holding a gold ring in which is the face of a beautiful girl. (\$1.25.)

Pipe and Pouch, the Smoker's Own Book of Poetry, is bound in an attractive style and enclosed in a Havana-colored ooze calf pouch. It is full of good things about smoking gleaned from the writers of all ages.

Value of Courage is edited by F. L. Knowles and is devoted to the praise of pluck and mastery. It is attractively printed in two colors with border designs and is bound in more silk cover, stamped in gold. A companion volume is "The Value of Simplicity," containing the best thoughts of great minds on this subject. (Boxed, \$1.50 each.)

The Red Letter Library is a series of neat, compact, clearly-printed little volumes, bound either in limp leather or in full embossed leather. A number of new titles have been added this year, including "Selected Poems of Cowper," Tennyson's "In Memoriam," "Selected Poems of Byron," "Johnson's Table Talk," etc. (Boxed, limp leather, \$1.)

The Log of the Water Wagon, or the cruise of the Good Ship Lithia, is original in conception and very

amusing. The book sparkles with wit and humor. A good gift for men.

Animal Autobiographical Series, has just been started. The first volume is "Pup, the Autobiography of a Greyhound," which tells in simple form the life story of a real dog. It is illustrated with photogravures and a colored frontispiece. The second volume is "Neddy, the Autobiography of a Donkey," which relates how Neddy ran away and was stolen by a gipsy. (Cloth \$1.50.)

Pleasant Street Series has been very popular and the new addition this year is sure of a warm welcome. It is "Little Mildred's Secret" by Grace Squires. The story portrays a sensitive child's character and will make a strong appeal to all young children. (Cloth 75 cts.)



Illustrator from "Avesha" by H. Eder Haggard. (William Burgess.)

THE COFF. CLARK CO., LIMITED.

Little Folks, one of the best known of English annuals, is just as attractive as ever this year. The contents are bright and refined, while the numerous illustrations are extremely well drawn and reproduced. (75 cents.)

The Children's Treasury is an annual for the younger members of the family, which should be welcomed by every Canadian child. It is attractively illustrated. (25c.)

THE MUSSON BOOK CO. LIMITED.

Ooze Calf Books. Among the daintily bound holiday books are several recent novels in ooze calf binding.

Among these are "The Digressions of Polly," by Helen Rowland, "Justin Wingate, Raucher," by John H. Whitson, "A Knot of Blue," by William R. A. Wilson, "The Purple Parasol," by George Barr McCutcheon, "Tom Moore" by Theodore B. Sayre, and "The Deliverance" by Ellen Glasgow. These are neatly boxed. (\$2.00 net each.)

Bret Harte's "Her Letter," is one of the most beautiful holiday books of the year. It contains forty-four full-page pictures in color and tint and many decorations in gold by Arthur I. Keller. It is a really exquisite volume, which it would be difficult to adequately describe. (Crown 8vo., boxed, \$2.00.)

GLIPHANT, ANDERSON & FERRIER, EDINBURGH

The Children's Own, by James Aitchison, being sermonettes for each Sunday in the year, is a splendid book for home teaching. One of these simple short discourses read on a Sunday evening will be found very helpful in the training of children. The style is bright and the sermonettes are full of picture-words and anecdotes that fix the lessons in the memory. (Cloth 3s. 6d.)

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Plucky Jo, by Edward S. Ellis, tells of the boyhood and youth of a most lovable young fellow, who is introduced to us at the age of twelve. We follow his fortunes until he graduates from Princeton and becomes a man of business. The story is full of incident and its spirit is a healthy one. (Cloth 12mo. \$1.25.)

The Brass-Bound Box, by Evelyn Raymond, is a fascinating girl's book. It contains a gay, spirited young heroine, a fine, honest, mischief-loving boy, a dear, lovable, old-fashioned gentlewoman, a big country house with traditions and a secret chamber, and a mystery, which is happily cleared up before the end of the story. (Cloth 12mo. \$1.25.)

The Armstrongs, by Laura E. Richards, is a story about the visit of three little city girls to their mother's spinster cousin, who lived in a big farmhouse. There is a brother who figures prominently in the story. The adventures of the children are told in a bright and fascinating manner. (Cloth 12mo. \$1.25.)

Tommy Joyce and Tommy Joy, by Harriet A. Cheever tells the story of two boys, the first of whom was a spoiled child of wealth and the second a poor, plucky little orphan, who secured a bunk on the "Peggy Lane." It was here that Tommy Joyce met him, while running away from home. The sequel is very interesting. (Cloth 12mo. \$1.25.)

Mary 'n' Mary, by Edith Francis Foster, is a captivating story for young girls, profusely illustrated with text-cuts by the author. The two Marys—one born of rich parents and the other of poor—are both healthy, natural, fun-loving little girls and they experience the usual number of mishaps and adventures. (Cloth 12mo. \$1.25.)

Josie Bean: Flat-Street, by Harriet A. Cheever, is the tale of a brave young girl who rose by her own exertions from poverty and obscure surroundings to successful work as an artist. The girl's character possesses a great charm and beauty and her story is calculated to inspire effort. (Cloth 12mo. \$1.25.)

The Old Monday Farm, by Louise R. Baker, is the story of how Charley Swan was given a two hundred and ten acre farm to take care of by his father. The place

offered grand opportunities for raising crops, haying, lumbering, fishing and hunting, and Charley had the time of his life. (Cloth, (h/n 12mo. 50 cts.)

Eve's Daughters. Epigrams about women from world-wide sources, is a handsome book, judged in every light. The contents include the brightest and cleverest things ever written about women by the world's masters of prose and poetry. The printing, binding and illustrations are elaborate. The book is well fitted for a holiday gift. (Cloth \$1.75.)

The Music Lover's Treasury, edited by Helen Philbrook Patten, is a handsome volume containing a selection of poems addressed to composers or written about musical instruments. The poets represented range from Shakespeare, Milton and Schiller to verse-makers of today. Numerous choice illustrations add to the interest of the anthology. (Cloth, gilt top, \$1.20 net.)

Chatterbox, 1905, is again a welcome arrival and the same good old style is followed in its make-up. Chatterbox has become almost an institution and it is a question how the juvenile world could exist without it. The stories and illustrations this year are quite up to the standard. There are six handsome color plates besides more than two hundred full-page illustrations. (Small 4to, \$1.25.)

Eve's Daughters, compiled by a mere man and portrayed by Arthur G. Learned, is a brilliant collection of literary poems gathered from many lands. The illustrations are superb. (Crown 8vo., \$1.75.)

L. C. PAGE & CO., BOSTON.

The Winning Run, or the Base-Ball Boys of Lakeport. by Capt. Ralph Bonehill, is a stirring story of out-door life for boys with baseball as its central theme. There are exciting contests on the diamond and rivalry among various nines. There are plots and intrigues which keep up the excitement. The illustrations are excellent. (Cloth, 12 mo, \$1.25.)

The Cathedrals and Churches of the Rhine, by Francis Miltoun, with ninety illustrations, plans and diagrams by Blanche McManus, supplements the author's previous works on the cathedrals of Northern and Southern France. The book is exquisitely printed, bound and illustrated, while the text shows insight and perfect acquaintance with the historical and other circumstances surrounding the building and architecture of the cathedrals. (Cloth, gilt top, boxed, \$2.)

The Bible Beautiful: A History of Biblical Art, by Estelle M. Hurl, with forty-eight full-page plates, is a handsome volume with white cloth cover, illuminated in red, green and gold. The illustrations reproduce some of the world's most famous paintings on Biblical subjects. The text traces the development of the artists' ideas and the gradual growth of Biblical art from the crude stages of the catacombs to modern times. (12mo boxed \$2 net.)

THE SAALFIELD PUBLISHING CO., AERON, OHIO.

Sweeter Still Than This, by Adah Louise Sutton, is a handsome gift book, containing a number of short poems of which love is the motif. The book is handsomely bound and elegantly printed with many illustrations and decorative effects. (Cloth 4to. \$1.50.)

Frances and the Irrepressibles at Buena Vista Farm, by Frances Treggs Montgomery, is a quarto of 260 pages,

printed on heavy stock and profusely illustrated with photogravures. It tells of the many adventures and experiences of Frances and her girl and boy friends at Buena Vista Farm. The children are all life-like and the setting is real. Many happy hours will be spent by the fortunate possessor of this book. (Cloth \$1.50.)

Jim Crow Tales, by Burton Storer, personifies the animals and birds of the forest and relates interesting stories about them. The reader is introduced to Jim Crow, Terrible Claws the Snow Owl, Slim Nose the Raccoon, Red Head the Woodpecker, Chipper the Woodchuck and many another animal. These stories are all adapted to the juvenile reader's mind and are well illustrated. (Boards 4to, \$1.)



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PUBLISHERS' ANNOUNCEMENTS

The Copp, Clark Co., Limited.

The Autumn list of this publishing house is now complete, and in a few days the last of the Fall books will be ready. The latest fiction arranged for includes "The Spider's Eye" by William le Queux, and "Mr. Lion of London" by J. J. Bell, author of "Wee MacGregor."

As holiday offerings for the boys, there are two books each by the popular authors of boys' books, Herbert Strang and F. S. Brereton. Strang's stories are "Brown of Moukden," a tale of the Russo-Japanese War, and "The Adventures of Harry Rochester," a story of Marlborough and Eugene. Brereton's stories are "A Knight of St. John," a tale of the siege of Malta, and "A Soldier of Japan," a tale of the Russo-Japanese War. (\$1.25 each.)

One of the most interesting publications of the season is "The Voyage of the Discovery," narrating the adventures of the recent south-polar expedition. The work is comprised in two volumes, attractively bound and boxed, and should prove a valuable Christmas gift. (\$2.50.)

Special mention must be made of the two handsome illustrated art books being placed on the market by this firm for the Christmas trade. "The Gospels in Art" gives the life of Christ as interpreted by the great artists of the past and present. The volume is a marvel of beauty and cheapness. "Women Painters of the World" is also extremely handsome, containing many beautiful reproductions of the best work of the great women artists. (Cloth, gilt top, \$2.50.)

The Canadian edition of "The Quiver," published annually by The Copp, Clark Co., is a large, attractively bound volume. It contains 1,312 pages, and a great many beautiful and valuable illustrations, a number of them tastefully colored. The frontispiece is an excellent photogravure, "Volunteers," a reproduction of Arthur J. Black's famous painting exhibited in the Royal Academy. The following are a few of the literary contributors: Elizabeth Banks, Duke of Argyll, Fred. W. Weatherly, Guy Thorne, Pastor Thos. Spurgeon, Mark Guy Pearse, and Amy Le Feuvre.

"Blackie's Children's Annual" is an ideal book for children. It is well bound, contains 188 bright, well written stories by such authors as Clifton Bingham, Jennie Chappell and Felix Leigh, with 192 illustrations by John Hassall, Chas. Robinson and Alice Woodward, some of which are full page and very beautifully colored. The illustrations alone would charm any child.

William Briggs.

A new edition of "The Garden of Allah," by Robert Hichens, in paper and cloth, is now ready. The demand for this notable novel is still appreciable.

"Nedra," by G. B. McCutcheon, is still booming, and the publishers have had no little difficulty in keeping abreast of orders. The novel is now in its 8,000th in Canada.

"Ben Blair: Plainsman," "A Sword of the Old Frontier," by Randall Parrish, and "The Mystery of June 13th," by Melvin L. Sever, have just appeared and are selling well.

Good sales are still being recorded for "The Marriage of William Ashe," by Mrs. Ward; "Sandy," by Alice Hegan Rice, and "God's Good Man," by Marie Corelli. The latter novel is now in its 13,000th in Canada.

The two new Wagner books, "Gospel of Life" and "Justice," are now ready.

"Ellinrhymes" is the title of an attractive juvenile, in boards, of which William Briggs has secured a special Canadian edition. The book retails at 50c.

Two of the handsomest illustrated gift books of the season are handled by William Briggs. They are Bret Harte's "Her Letter," and "Back to Arcady," by Frank W. Allen. The illustrations and decorations in these are superb.

McLeod & Allen.

A sixth edition of "The Man on the Box" is now ready. The dramatic production of this novel in New York has made an instant success, and has led to a renewed call for the book.

"The House of Mirth," by Edith Wharton, is now in its fourth Canadian edition. This novel has been received with universal interest and enthusiasm.

The second Canadian edition of Robert Barr's new novel, "The Speculations of John Steele," will be ready in a few days.

A third Canadian edition is announced of "The Man of the Hour," by Octave Thanet.

This month McLeod & Allen complete their Fall list with the publication of "Hearts and Masks," by Harold MacGrath, and "The House of a Thousand Candles," by Meredith Nicholson. The former is a handsomely illustrated book with a charming cover design. The latter is a novel of romance and adventure, illustrated in color by Howard Chandler Christy.

Morang & Co., Limited.

Winston Churchill's new novel, "Coniston," announced for this Fall, has been unavoidably delayed in publication and will not be out until the New Year.

"The Jungle," by Upton Sinclair, will be published in about two weeks.

"Helianthus," by "Ouida," is announced for publication in a few days, probably about December 1.

Second editions of "Yolanda," by Charles Major, and "Fair Margaret," by F. Marion Crawford, will be ready to meet repeat orders in a short time.

Musson Book Co.

"Shakespeare's Sweetheart," by Sara Hawks Sterling, is now ready. This is one of the most charming of the holiday books.

An unusually good demand is noted for "My Lady's Shipper," by Cyrus Townsend Brady. The book is attractively boxed.

The Musson Book Co. are producing ooze calf editions of all their best fiction. Among the books thus bound are "The Digressions of Polly," "Justin Wingate, Ranchman," "A Knot of Blue," "The Purple Parasol," etc. Nothing choicer could be selected for a Christmas gift.

"The Wild Flower Fairy Book" is selling well. It is one of the most pleasing of the season's juveniles.

"Humpty Dumpty," by Anna Alice Chapin, is a beautiful juvenile, which the trade will find it hard to beat. The Musson Co. are very proud of this book and report large sales in all parts. It is handsomely illustrated and the cover design is unique.

ROBERT E. KNOWLES' AUTOBIOGRAPHY.

I WAS born in a very unpretentious way, and after a very hackneyed fashion, in a locality of Northern Ontario called Maxville, not exactly a place, but a conjunction of a blacksmith shop and a manse. From all I can learn there was no fitting celebration of my advent, my own apathy being shared by that portion of the world which was privileged to hear my opening remarks, neither they nor I having any premonition that I was yet to have a connection with the Fleming H. Revell Company.

The Old Manse—I saw it last when I was two years



A New Canadian Novelist, Robert E. Knowles of Galt, author of *St. Cuthbert's*.

young—is still standing, they tell me, pressed into service as a barn by some sodden farmer who knew not what he did. There is, however, enough of it left to make an excellent shrine, and the door has been removed, which you may state to be a providential opening for the reverent feet of future generations. This interpretation was borne in upon me in a vision of the night, that luminous night which followed fast upon your request for the plans and specifications of my being.

I do not wish to boast, but my father and mother were both Irish, the one from Ballymena, the other from Cork. My father was a Presbyterian minister, a greatly gifted man, though those gifts were chiefly of the heart, their hall-mark visible to eyes of love. He was very celebrated for a radius of four miles around the manse, his fame being of the centripetal sort, attaining its bloom within the manse. The legacy of his great character is to be equally divided among his children,

My mother's brilliance was of both heart and mind, probated now for forty years before a court unseen. Her nature exuded a separate fragrance to those who knew her, most separate to those who knew her best. She was an invalid since my birth, and the benediction of her suffering has been upon us all. In our tender care of her we were brought very near to a Physician who both prompted and supplemented our poor ministry of love.

I have noted your special inquiry as to my age, and its genial audacity came to me as a pleasant shock. Having reached the years at which adolescence is gone and convalescence not to be hoped for, I can best indulge my reticence and my candour by informing you that the centennial of my birth will be celebrated on the 30th March, 1968, which date you might request your readers to bequeath in tender trust to their intelligent posterity.

Since the aforesaid date, very little has happened except two cherub children and their mother, the subcontractors of a new heaven and a new earth wherein dwelleth God himself. The children's mother consented to share my path, as St. Cuthbert's tells, but three short weeks after our first acquaintance. The probation was brief, I grant, but I always did shrink from pain. Desperate diseases require desperate remedies, and mine was a malignant affection of the heart. We married in haste and will repent at leisure—much leisure, for it will take eternity.

The last of the aforesaid cherubs effected his arrival only two months ago, affecting a new departure at the same time, that of parental pedestrianism by night. His nature is of the nightingale sort—gales every night—and both his parents have contracted insomnia since he came. His sister is six and sedate, still orchestral when occasion demands, but not nocturnal like the other.

My education was accomplished at Queen's College, Kingston, and Manitoba College, Winnipeg, which institutions total only two, thus being fewer by three than the cities in which the impartial Homer first saw the light. This fewness will contribute to the peace of future ages.

My career in college was animated and varied, other fellows taking scholarships while I took fellowship alone. Others took prizes and medals, but I left the college, having taken little except my fling and my departure. I loved such midnight oil as had a genial glow, and many of my fellow students also contracted insomnia through my humble instrumentality. There are many traditions afloat concerning my college days, but most of them are new.

However, in spite of midnight oil, I stored away some little cargo below hatches and grew a bachelor's degree without nervous prostration.

When I entered the ministry, it surprised everybody except God and my mother. My call was of them both, and the unseen beckoning came when the music was at its height, like the arrest of the Ancient Mariner.

It was my mother who first took me on trials for license, and I was set apart by secret ordination. The minutes of this ceremony are carefully preserved, and I often read them over in the dark.

This ordination was confirmed by the Presbytery of Ottawa in 1891, and I held a church's helm in that city until 1898, calling at many ports the while, unloading many native commodities, chiefly mistakes, and taking aboard much experience in return. This proved lucrative, and nearly eight years ago I was called to more

**BOOKS OF
THE MONTH**

- BLAKE, CATHARINE EVANS.**—"Hearts' Haven." Indianapolis: The Bobbs-Merrill Co. \$1.50. A story of deep human interest replete with dramatic situations. Count Rosenthal, a German noble, dreamer and visionary by nature, joins a peasant community of German mystics in Pennsylvania. The community is under the leadership of George Rapp and attains to great commercial prosperity. All domestic ties are sunk in the communistic principle and an austere, negative cult is imposed upon its members. In the second generation a revolt against unnatural restraint takes place and individual interests assert themselves. Hugh Rosenthal, the repudiated son of the dreamer, becomes a man of affairs to whom home and the marriage tie are more sacred than Utopian dreams of an impossible Eden.
- CAMERON OF LOCHIEL**, translated from the French of Philippe Aubert de Gaspé by Charles G. D. Roberts, has as its hero, Archibald Cameron, a Scotch exile in Canada, brought into close relations with the family of the Seigneur d'Haberville with whose son Jules he had formed a life-long friendship, interrupted for a time when they found themselves in the struggle which ended in the conquest of Canada by the British. Interwoven with the narrative is much information concerning the customs, traditions and folk-lore of the period, together with a felicitous presentation of the social amenities and family devotion practised in the homes of the high born seigneurs and towards their dependents. Mr. Roberts has made a valuable contribution to Canadian literature in introducing this book to English readers. Cloth \$1.50.
- CONRAD, STEPHEN.**—"Mrs. Jim and Mrs. Jimmie." Boston: L. C. Page & Co. Cloth, \$1.50. That delightful personage, Mrs. Jim, makes a second appearance in this new book and with quite as much éclat as on the occasion of her first introduction to the reading public. Her description of her town experiences are bright, breezy and wholesome, full of humor without malice and wisdom without guile. She is the friend in need and the social diplomat in many interesting emergencies.
- DAY, HOLMAN F.**—"Squire Phin." New York: A. S. Barnes & Co. \$1.50. In this, his first long story, Mr. Day has transferred to paper a picture of village life as it appears down east in the State of Maine with the skillful touch of one thoroughly acquainted with his subject. He is a close observer of the characteristics of the people who live in his book, some of whom are irresistibly funny. Squire Phin, a clever lawyer and philanthropist, is the hero whose love story and courtship are quite unique, while Aquarius Wharf, the weather prophet, the loungers with queer names about Asa Brickett's store, and best of all, Hime Fook, the showman, furnish the comic element.
- HENRY, ARTHUR.**—"Lodgings in Town." New York: A. S. Barnes & Co. Cloth, Illustrated, \$1.50. To those who have read the earlier work of this author, "The House in the Wood" and "An Island Cabin," this new book will be welcome, as giving a glimpse into the earlier life of the author, before he gave up life in the city for country life. He describes the various phases of modern city existence with a vivid pen and makes even the commonplace romantic. The illustrations are from photographs of New York City.
- KOBBE, GUSTAV.**—"The Loves of Great Composers." 21 full page illustrations. 181 pages. New York: Thos. Y. Crowell & Co. Cloth, boxed, \$1.50. Instead of treating certain famous figures of musical history in a formal way, Mr. Kobbe draws aside the veil from their inner life and shows the men themselves and the heart affairs which swayed or moulded their genius. The romances of Mozart, Beethoven, Mendelssohn, Schumann, Chopin, Liszt, and Wagner are told, and many new facts are given, and old errors corrected.
- MAJOR, CHARLES.**—"Yolanda." Toronto: Morang & Co., Limited. Cloth, \$1.50. A very pretty and pleasing romance is this latest production of the author of "When Knighthood Was in Flower." The scene is laid in the Burgundy of Charles the Bold, whose only daughter Mary is the heroine. She is well portrayed by Mr. Major and is undoubtedly one of the most charming heroines of the season. The author has also been most happy in his portrayal of the hero, who is heir to the Duchy of Styria.
- MERWIN, SAMUEL.**—"The Road-Builders." Toronto: Morang & Co., Limited. \$1.50. The difficulties and dangers of railway construction in overcoming the forces of nature, in ruling large bodies of undisciplined men and in opposing the hostility of wild Indians and rival capitalists are all vividly set forth in this book. In Paul Carhart, the hero, the finest qualities of manhood are displayed. A skillful engineer, a born leader and strategist and withal a tender and lovable man, one follows with interest the story of his struggles and successes. A book that enlists one's sympathies without the aid of a love story.
- PHILLIPS, DAVID GRAHAM.**—"The Deluge." Indianapolis: The Bobbs-Merrill Co. Cloth, \$1.50. Toronto: McLeod & Allen. Cloth, \$1.25. This is unquestionably Phillips' strongest work. He has made his picture of modern American life most convincing. The glimpse we are given behind the scenes in Wall Street is a memorable one. Financial methods are disclosed with a merciless hand and the mask is ruthlessly torn from the faces of the great manipulators. Withal there is an interesting love story interwoven.
- SABIN, EDWIN L.**—"Beaufort Chums." New York: Thomas Y. Crowell & Co. 286 pages, 12mo. Cloth, \$1.00. Edwin L. Sabin knows boys and boy-life thoroughly. The action chiefly concerns two boys, "to say nothing of the dog," and the scene is laid on the Mississippi River. The chapters seem drawn from real life and the hunting, fishing, camping and swimming adventures are related with the fidelity of a fellow adventurer. The book is a worthy successor to "Tom Sawyer" and "Huckleberry Finn," while the dog is as active as the creation of Jerome K. Jerome.
- TRENT, W. P.**—"Greatness in Literature." New York: Thomas Y. Crowell & Co. Cloth, gilt top, \$1.20 net. Prof. Trent, Columbia University, appeals to a large circle with his interesting series of eight informal papers on literary topics. This volume of literary addresses is of untold benefit to the critic and teacher of literature. "Greatness in Literature," the first paper, attempts to solve the difficult task of ranking relatively the various famous authors. The second paper deals with those of lesser note and the same general idea is followed through the rest of the book. It reminds one forcibly of Thomas Carlyle's lecture on the "Choice of Literature."

ROBERT E. KNOWLES' AUTOBIOGRAPHY.

I WAS born in a very unpretentious way, and after a very hackneyed fashion, in a locality of Northern Ontario called Maxville, not exactly a place, but a conjunction of a blacksmith shop and a manse. From all I can learn there was no fitting celebration of my advent, my own apathy being shared by that portion of the world which was privileged to hear my opening remarks, neither they nor I having any premonition that I was yet to have a connection with the Fleming H. Revell Company.

The Old Manse: I saw it last when I was two years



A New Canadian Novelist, Robert E. Knowles of Galt, author of *St. Cuthbert's*.

young: is still standing, they tell me, pressed into service as a barn by some sudden farmer who knew not what he did. There is, however, enough of it left to make an excellent shrine, and the door has been removed, which you may state to be a providential opening for the reverent feet of future generations. This interpretation was borne in upon me in a vision of the night, that luminous night which followed fast upon your request for the plans and specifications of my being.

I do not wish to boast, but my father and mother were both Irish, the one from Ballymena, the other from Cork. My father was a Presbyterian minister, a greatly gifted man, though those gifts were chiefly of the heart, their hall mark visible to eyes of love. He was very celebrated for a radius of four miles around the manse, his fame being of the centripetal sort, attaining its bloom within the manse. The legacy of his great character is to be equally divided among his children,

My mother's brilliance was of both heart and mind, probated now for forty years before a court unseen. Her nature exuded a separate fragrance to those who know her, most separate to those who know her best. She was an invalid since my birth, and the benediction of her suffering has been upon us all. In our tender care of her we were brought very near to a Physician who both prompted and supplemented our poor ministry of love.

I have noted your special inquiry as to my age and its genial audacity came to me as a pleasant shock. Having reached the years at which adolescence is gone and convalescence not to be hoped for, I can best indulge my reticence and my candour by informing you that the centennial of my birth will be celebrated on the 30th March, 1968, which date you might request your readers to bequeath in tender trust to their intelligent posterity.

Since the aforesaid date, very little has happened except two cherub children and their mother, the sub-contractors of a new heaven and a new earth wherein dwelleth God himself. The children's mother consented to share my path, as St. Cuthbert's tells, but three short weeks after our first acquaintance. The probation was brief, I grant, but I always did shrink from pain. Desperate diseases require desperate remedies, and mine was a malignant affection of the heart. We married in haste and will repent at leisure—much leisure, for it will take eternity.

The last of the aforesaid cherubs effected his arrival only two months ago, affecting a new departure at the same time, that of parental pedestrianism by night. His nature is of the nightingale sort—gales every night—and both his parents have contracted insomnia since he came. His sister is six and sedate, still orchestral when occasion demands, but not nocturnal like the other.

My education was accomplished at Queen's College, Kingston, and Manitoba College, Winnipeg, which institutions total only two, thus being fewer by three than the cities in which the impartial Homer first saw the light. This fewness will contribute to the peace of future ages.

My career in college was animated and varied, other fellows taking scholarships while I took fellowship alone. Others took prizes and medals, but I left the college, having taken little except my sling and my departure. I loved such midnight oil as had a genial glow, and many of my fellow students also contracted insomnia through my humble instrumentality. There are many traditions afloat concerning my college days, but most of them are now.

However, in spite of midnight oil, I stored away some little cargo below hatches and grew a bachelor's degree without nervous prostration.

When I entered the ministry, it surprised everybody except God and my mother. My call was of them both, and the unseen beckoning came when the music was at its height, like the arrest of the Ancient Mariner.

It was my mother who first took me on trials for license, and I was set apart by secret ordination. The minutes of this ceremony are carefully preserved, and I often read them over in the dark.

This ordination was confirmed by the Presbytery of Ottawa in 1891, and I held a church's helm in that city until 1898, calling at many ports the while, unloading many native commodities, chiefly mistakes, and taking aboard much experience in return. This proved lucrative, and nearly eight years ago I was called to more

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responsible command, the people of Knox Church, Galt, naming me their minister, still minister and people by the grace of God, which worketh faithfulness in the one and patience in the other. My ministry has had no special celebrity or success, its only outward distinction being that I am not a Doctor of Divinity, which I may humbly claim to be a somewhat original achievement.

I have never written any book except "St. Cuthbert's," and I really did not mean to do that. I had no malicious intent when I began. I didn't know it was loaded. Besides, you are just as much to blame as I am. You were a conspirator. You provoked me to do it. It was you who put the camera in my hand, telling me the New Jedboro' folk would never know till it was over. I took the photographs, but you framed them, or, to change the figure, I shook the tree but you picked the fruit and scattered it far and wide. So I intend to leave you to settle with coming generations.

But I must return to the ministry--which is my heart's profession--and say that while many books may tell of tragedy, there is but one which tells how tragedy may turn to peace. Many there are who suffer from Michael Blake's awful malady, for which the only prescription is the Cross. And I hope I shall write no book which does not breathe its spirit, no book whose leaves shall not help toward the healing of the nations.

STANDARD DICTIONARIES.

Laird & Lee's Standard Series of Dictionaries have just been awarded Gold Medal at Lewis & Clark Centennial Exposition, Portland, Oregon. This great series of lexicons consists of five volumes: Webster's New Standard Dictionary, library edition, adapted for

all libraries, homes and general use, \$2.50; High School and Collegiate edition, designed to meet the needs of high schools, academies, colleges and universities, \$1.50; Students' Common-School edition, adapted for all-grammar grades, 75c.; Webster's Modern Dictionary, Intermediate School edition, for use in all intermediate grades, 42c.; Elementary School edition, for use in the primary grades, 30c. All bound uniformly in black silk cloth; back and side title in gold.

Webster's New Standard Dictionary also received Gold Medal and Diploma at St. Louis Exposition, 1904, and has been officially and unanimously adopted by the Chicago Board of Education for use in the public schools; in Los Angeles Public Schools, the Kansas State Reading Circle Board, and by other prominent educational institutions throughout the country. These dictionaries have been endorsed by the world's most eminent educators, and are thoroughly modern and up-to-date in every respect. Published by Laird & Lee, 263-265 Wabash avenue, Chicago, U.S.A.

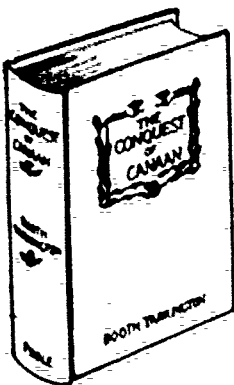
Uniform with their "Miniature Series of Great Writers," George Bell & Sons have issued "A Life of Horace," by Rev. W. Tuckwell, M.A. The book contains eight illustrations and covers the life and writings of the poet thoroughly in small space. (Cloth, one shilling net.)

George Bell & Sons have added to their York Library "Gesta Romanorum or Entertaining Moral Stories Invented by the Monks," translated with preliminary observations and copious notes by Rev. Charles Swan. (Cloth, 2 shillings net.)

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SOME ENGLISH CHANGES.

LONGMAN'S MAGAZINE, after an existence extending over twenty years, has been discontinued. It has found the pressure of the popular illustrated magazines too severe to maintain a stand against them.

The old favorite family magazine, *The Leisure Hour*, has been changed both in name and character. Hereafter it will be known as the *Leisure Hour Monthly Library*, each issue consisting of a single complete story.

Macmillan's Magazine, the oldest of the non-illustrated shilling magazines, has been reduced in price to sixpence and will in future be used mainly to advertise the numerous book publications of the Macmillan Company.

Good Words and the Sunday Magazine have been acquired from Ishister & Co by the all-absorbing Harmsworths. They will be radically changed from the old conservative style in which they have been run for many years.

The Woman at Home has been reduced in price from sixpence to fourpence.

With the New Year, Cassell's Magazine will be enlarged from 112 to 120 pages, and more illustrations will be used. A new cover of handsome design will replace the present cover.

SCRIBNER'S PLANS FOR NEW YEAR.

In a neat little "Illustrated Prospectus," the publishers of Scribner's Magazine give a brief outline of their plans for the next year of the magazine's existence. Their star contributor is no less a personage than the President of the United States, who contributes two articles on hunting in Colorado and Oklahoma.

The serial for the coming year is "The Tides of Barnegat," by F. Hopkinson Smith, which began in this month's issue. The distinguished Canadian writer of animal stories, Ernest Thompson Seton, will contribute a series of six articles. Frances Hodgson Burnett is down for a pretty Christmas story in two parts, "The Dawn of a To-Morrow."

A series of articles by experts will be contributed on "The Railways of the Future," taking up "The Pan American Railway," the "Cape to Cairo Railway," and "The Trans-Siberian Railway."

Scribner's Magazine has always been noted for the excellence of its fiction, and the stories to be provided in 1906 will be quite up to the standard set in earlier years. In early numbers will appear stories by Richard Harding Davis, Kate Douglas Wiggin, and Edith Wharton.

The illustrations throughout the year will be made by foremost artists, and there will be, as usual, a great deal of attractive color work.

PUSH CHRISTMAS NUMBERS.

Even dealers who do not go in for handling magazines regularly cannot deny that the Christmas number is a good thing in itself. While the average monthly magazine must be regarded as one of a series, the Christmas edition is usually complete in itself. It can be given as a Christmas gift, and therein lies a great deal of its strength.

This year, through the enterprise of the Toronto News Company, Canadian dealers will be able to handle the Christmas numbers of several prominent English periodicals at popular prices. Take such publications as the Windsor, Cassell's and Pall Mall, full of good matter, illustrations and stories, enlarged for the occasion, and what could be more saleable? Let every dealer push the sale of these numbers this year.

FEATURES OF CURRENT NUMBERS.

American Illustrated Magazine (November) contains the opening chapters of Mary Cholmondeley's new serial, "Prisoners." Among the other notable articles are "The Story of American Painting," "Baranof, Czar of Russian America," "The Hopeful Tendency in Fiction," besides a good collection of short stories.

Atlantic Monthly presents an interesting bill of fare for 1906. There will be a series of articles on sane finance by men whose judgment is trustworthy. A series of articles will be contributed on the learned professions, beginning with "The Ideal Physician," by Professor Osler. There will be several papers on the theatre and a range of single articles of special value at the present time.

Burr McIntosh Monthly (November) contains several important portraits, including those of Victor Herbert, Lulu Glaser, Alice Lomon, William Travers Jerome, etc.

Canadian (November) contains "London: The Heart of the Empire" by Norman Patterson, "Wild-fowling in Manitoba," "Canada and the United States," "The New High School," "Golf in Canada" by J. T. Clark, "Municipal Home Rule in the N.W.T.," and a list of short stories, sketches, etc.

Cassell's (Christmas) will be richly illustrated and will contain "Highwaymen's Inns," "Sir L. Alma-Tadema," "Ladies in Parliament," "Lord Kitchener," "Sleds and Sleighing," and a galaxy of Christmas stories by popular writers.

Century (Christmas). In this number will begin the first of a series of papers on "Lincoln the Lawyer," by Frederick Trevor Hill. A humorous serial story by the author of "Susan Clegg" will appear, together with the second installment of "Fenwick's Career," by Mrs. Humphry Ward. A number of short stories are arranged for.

Chambers' Journal (November) contains "Adventures Among Books," "The Head Hunters of North Borneo," "A Glass of Madeira," "The Decrease of the Swallow," "Pearling in Torres Strait," "The Strength of Life," "Modern Athens," "Perils in Retiring from Business," etc.

Cornhill (November) contains "Reminiscences of a Diplomatist," "The Creation of the British Museum," "Sergeant Conway," chapters of A. T. Quiller-Couch's serial "Sir John Constantine," and several short stories.

Critic (November) contains "Some Recent Books on

Russia," "The Popularity of Bernard Shaw," "New Orleans in Fiction," "A Concord Note Book," "Women's Clothes in Men's Books," "The Joyousness of Books," "Mr. Sothorn as a Producer," etc.

Everybody's (November) contains "The Rothchilds of France," "The Sacred Animals of India," "Frenzied Finance," "The Players," and stories by several well-known writers. Charles Edward Russell, who wrote "The Greatest Trust in the World," begins a new series of articles called "Soldiers of the Common Good."

Lippincott's (Christmas) will contain a full complement of interesting material. Grace MacGowan Cooke writes the complete novelette, "Of the Lion's Bread," a romance of the coal fields. Marion Harland tells a personal experience on Christmas Eve in Bethlehem. Ralph Henry Barbour contributes an automobile story and among the other writers are several of note.

McClure's announce a splendid program of features for the next twelve issues. "The Reminiscences of Carl Schurz" will be a prominent feature. The staff writers, Ray Stannard Baker, Lincoln Steffens and William Allen White, will contribute papers on important public questions and there will be a splendid array of fiction.

Outlook (November) contains "A Day With a Forest Ranger," "Japanese Pictures," "The Collection of Antiquities," "The Twin City of the Magyars," "Tarry at Home Travels," "Dorchester House," "Defenders of Self-Government," "Charles E. Hughes."

Pall Mall will contain 180 pages, printed on fine paper. Cutcliffe Hyne contributes another McTurk story entitled "The Balance of Power." H. B. Marriott Watson tells a dashing story in "My Lady's Ring." E. Nesbit and Mrs. Molesworth contribute stories for children. Maarten Maartens tells of "The Great Hail Gamble." Other contributors are Eden Phillpotts, Barty Pain and H. G. Wells. the Cranberry."

Review of Reviews (November) contains "The Driving Power of Life Insurance," "The Jew in American History," "Rural Ireland as it is To-Day," "The Workings of the Irish Land Law," "The Playground City," "Russia's First Parliament," "The Sanitation of Japan's Navy," "Church Federation in England," etc.

Royal (November) is as usual a bright publication. "From the Stalls" contains pictures of stage favorites. "Teaching a Dog Tricks," "The Magic of a Beautiful Skin," "Picture Paragraphs," "The Prince's Special Train," etc., are among the interesting articles in this number. There are also several stories.

Scribner's (Christmas) will be made up principally of illustrated stories by clever writers. Among the authors will be Frances Hodgson Burnett, Henry Van Dyke, Richard Harding Davis, F. Hopkinson Smith, Nelson Lloyd, etc. Several of the illustrations will be done in color, several in tint and the colored cover will be a very handsome one, designed by Blendon Campbell.

Windsor (November) contains "The Art of G. A. Storey," "My Friends in Feather and Fur," "Localized Eatables," "Woodcraft," and an excellent collection of fiction by Robert Barr, Eden Phillpotts, E. Nesbit, Florence Warden and others.

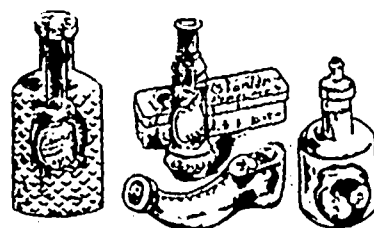
World To-Day (November) contains "Japan as a Commercial Rival," "Chicago's Traction Question," "County Library Pioneering," "The Salmon Fisheries of the Northwest," "A Logging Camp in the Northern Woods," "Reforming Athletics," "Observing an Eclipse in Labrador," etc.

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No. 11

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Wilcox, H. H., Buffalo, N.Y.

HELPFUL ADVERTISING.

MANUFACTURERS are constantly striving to solve correctly the best kind of advertising to supplement their trade newspaper work. Advertising directly to the trade is nowadays recognized as the surest and best method of introducing new lines and pushing standard numbers. This system followed up by progressive travelers and backed by goods of merit tells the tale of success. This is all based upon the correct argument that the retailer is the "king of the business," and the first necessity is to get the goods on his shelves. Display cards and numerous other accessories are willingly furnished by progressive manufacturers to aid in the sale of their goods at retail. This co-operative spirit does the work. However, firms of national importance with a large output can profitably expand upon this idea by advertising in numerous ways to the general public to create a demand upon the retailer for their goods.

The problem in such cases is to use mediums which will reflect locally upon the dealer, and the retailer is of untold benefit in advising ways and means for the manufacturer to accomplish this purpose. In this connection an advertiser in Bookseller and Stationer recently drew our attention to the lamentable lack of enthusiasm and support from the trade in furnishing helpful criticism in this respect. This firm, of world-wide reputation, advertising a well-known article, had contracted for an exten-

sive street car advertising campaign and after space had been utilized for some time they expected to have at least some comment from the trade, whom they desired to benefit locally by this large expenditure. No criticism was forthcoming and they were at a loss to decide whether the venture was a judicious one or otherwise. A dealer's views are appreciated and as he is directly interested in such advertising his co-operation is essential. It is to be hoped that the trade will not consider their criticisms a form of "butting in," but rather a move in the other direction. More enthusiasm and co-operation is required.

GET TOGETHER.

ACROSS the line the marked interest in the formation of stationery organizations has culminated in the formation of a national association which last month held a successful convention at St. Louis. Over there associations have accomplished even more good than the most optimistic of the organizers had expected, and this success has led to the enrollment of practically all important centres. Abuses and aggravating situations have in many cases been corrected. Competitors have learned that the other fellow is not such a rascal after all. Canada is being affected by these conditions and the association idea is gradually being fostered. Something along the line of the "Boost Club" of New York which includes manufacturers, jobbers and retailers of stationery is entirely feasible.

A great trouble seems to be the luke-warmness of firms whose presence is essential to the success of the body. Further, there is the disinclination of some one to lead the movement and do the hard work. The New York "Boost Club" preaches no dry doctrines but rather appeals to the sense of brotherhood that lies in us all. The trade needs a better acquaintanceship and understanding, to promote friendship and to teach the business as well as social value, the kind word and helping hand. Who will have the honor of being the pioneer?

ENGLISH PUBLISHERS AND CANADA.

ANOTHER evidence of the growing importance of the Canadian field in the eyes of English publishers is the announcement that Macmillan & Co., of London, are about to open a branch office in Toronto, through their New York office. This move, following on the steps of the opening of a Canadian office by Henry Frowde of the Oxford Press, is most significant. To our minds it is the precursor of several more such moves.

For a long time it has been the habit of English publishers to disparage Canada, but the day when such disparagement is in keeping with conditions is long past. It can be shown on the best of evidence that Canadians spend more money per capita on books than the people of the United States. It is also abundantly evident that Canada's population is advancing by leaps and bounds. Consequently within a few years there will be a reading population in Canada that will have to be reckoned with.

THE ROTARY SERIES

2d. Post Cards.
Black and White Matt Cards.

- Actors, Etc.
- Actresses, Etc.
- Actors and Actresses in their Motor Cars.
- Actresses—Oblong Heads.
- " Large Heads.
- " Camille Clifford
 (Side Glance)
- " Marie Studholme
 (Wave Series)
- " Marie Studholme
 (Side Glance)
- Alphabetical Sets.
- Animals.
- Art Relief Series (Actresses) 3d.
- Authors and Poets.
- Celebrities.
- Celebrities in their Motor Cars.
- Comic.
- Cricketers.
- Crowned Heads.
- Fancy Series.
- Figures and Landscape Series.
- Golf Players.
- Jockeys.
- Judges and Counsel.
- Landscapes, Views, Etc.
- Ministers of Various Denominations
- Motors and Motorists.
- Musicians.
- Painters.
- Reutlinger Parisian Series.
- Royalties.
- Statesmen, Generals, Admirals, etc.
- Tennis Players.
- Theatrical Plays (Packets of 6. 1 -)
- Vocalists.
- Yachts, etc.
- Christian Names Series.
- Miscellaneous Greetings.

POST CARDS

Real Photographs
7,000 Assorted Designs, All Good Sellers.



Miss Zena Dare.

The Finest and Best Collection of Photographs in the Market.

BROWN GLOSSY POST CARDS
HAND-PAINTED SELL 3d. EACH

Song, Motto and Comic Post Cards

Photographs from Life Studies and Life Models, with Mottoes or Verses, Songs, Etc.

LISTS UPON APPLICATION.

2d. Post Cards.
Brown Glossy Cards.

- Actors.
- Actresses.
- Alphabetical Set.
- Authors and Poets.
- Animals.
- Birds.
- Celebrities.
- Celebrated Theatrical Sisters.
- "Christian Name" Series.
- Distinguished Theatrical Couples.
- "Greetings from Towns" Series
- Landscapes.
- Miscellaneous Greetings.
- Ministers of Various Denominations
- Musicians and Vocalists.
- "Old Master" Series.
- Royal Navy.
- Royalties.
- Song, Motto and Comic Cards—
- Sacred Verse Cards.
- Hunting Scenes.
- Song Cards.
- Sentimental.
- Children.
- Animals.
- Landscapes.
- Comic and Mirthful.
- Loud Sayings and Nicknames.
- Love and Sentiment.
- "Bill Bailey" Quotations.
- Black List and Comic.
- Domestic and Sentimental.
- Miscellaneous.
- Statesmen, etc.
- Sunbeam Series.
- Triple Series.
- PHOTOS—**
- Printed on Rotograph
- Platino-Bromide Paper.

Published by the . . . **The Rotary Photographic Co., Ltd.,**
Works: West Drayton, Middlesex. **12 New Union St., London, E.C.**

PICTURE POST CARDS

SANTA CLAUS POST CARDS.

W. G. MACFARLANE, 72 Bay street, Toronto, is putting out a series of eight Santa Claus post cards. These are letters, telegrams, and telephone messages from Santa Claus to children, telling them to be good boys and girls and hang up their stockings on Christmas Eve, and he will fill them with good things. There are eight subjects handsomely and artistically printed in bright crimson, green, blue, yellow, etc.

Mr. MacFarlane expects to sell one million of these cards this Christmas in the United States and Canada. He is advertising them extensively, and he feels sure they will prove the best sellers among the Christmas post cards this year. They are bound to appeal to every child, for nothing could please a child better than

Mr. MacFarlane has been making some changes in his quarters at 72 Bay street, Toronto. He has fitted up an attractive looking sample room to display all his different lines, and dealers visiting the city are cordially invited to call at his sample rooms. These are in the Westwood Building, at 72 Bay street, between Wellington and King streets.

Mr. MacFarlane's line has grown very extensively since the Spring, and now covers quite a large range.

DOING A LARGE BUSINESS.

AMONG the firms in Toronto dealing in picture post cards is the old established and reputable firm of C. R. Parish & Co., 304 Yonge street. Mr. Merrill, the head of the firm, is a graduate of Toronto University, and the ability he shows in conducting his busi-



W. G. MacFarlane's Style A Halftone.

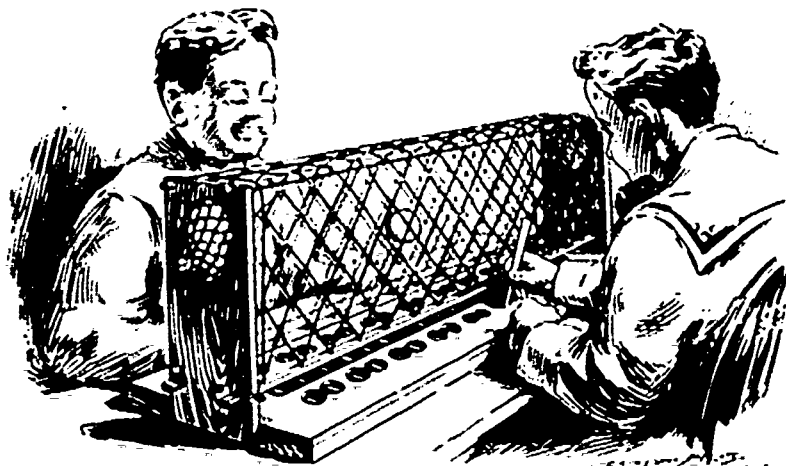
a direct letter from Santa Claus himself. No dealer should fail to have these cards. Mr. MacFarlane has been selling them burnt and colored on leather, and has sold them in this way all Summer and Fall.

One subject shows Santa Claus going through the Forest with his bag of toys on his back. In another he is in his work shop making toys, another shows him filling Christmas trees, in another he is traveling through the air with his reindeer, in another he is going down the chimney, and in another issuing from the chimney. Another is a telegram and shows a railroad track. In another he is telephoning to the children and stockings are seen suspended from telephone wires. These cards are being offered to the trade at \$1.50 per hundred, and no dealer in Canada should fail to have them. Mr. MacFarlane will be pleased to furnish samples to all inquirers.

ness is evidence that he did not cease using his brains when he took his degree. The firm has three stores in Toronto, each making a specialty of picture post cards, and, as some indication of the extent of the business, the sales over the counter of Labor Day of this year totalled \$118, while one week's shipment during October exceeded 50,000 cards. Large importations are made from Germany, Great Britain, and the United States. There is in stock a very saleable and unique variety of comics and burnt leather and wooden cards. Besides cards, there is always on hand a heavy assortment of hand-books, such as ready reckoners and business manuals, and a large importation has been made of stereoscopic views and stereoscopes, as well as of colored engravings for framing.

Mr. Merrill recognizes that to create business you must bring your goods before the public, and hence as

THE NEWEST GAME: PARLOR FOOT BALL



Patent applied for.

Foot ball is recognized as one of the most popular of outdoor games for young men and boys. Girls would like to join in the game too if it were not so "rough."

The accompanying cut shows the game with the roughness taken out, as arranged for indoor use, in which the GIRLS MAY TAKE PART, making it doubly interesting.

All the regular Foot Ball manufactures can be played with this new game which is just out and "SELLS AT SIGHT."

Frame of hardwood. Handsome and attractive in appearance. Popular price. Size, 25 inches long, 9 inches wide, 9 inches high.

YOU WANT TO SEE IT ?

To INTRODUCE QUICKLY, we will, if ordered DURING NOVEMBER, express (dozen as samples) to any legitimate reasonable dealer, for \$3.00, remittance to us at our here ON RECEIPT OF THE GOODS. WE PREPAY ALL EXPRESS CHARGES, etc. in ONTARIO and QUEBEC, and half of same for Eastern Provinces, Northwest, and British Columbia. WRITE AT ONCE a postal to

HOURD & COMPANY, LIMITED

London, - Canada

MANUFACTURERS.

Also manufacturers of the FAMOUS "ACME-CROKIN-OLE" and the Carrom-Archery Co. a line of Game Boards for Canada.

NERLICH & CO., Toronto

Catalogue and can supply this game

industriously spending money in advertising, while in the store he has made most comprehensive arrangements for the display of goods both in racks and in showcases and other fixtures. As his assortment has been carefully selected, and is of excellent quality and design, the result is most pleasing and thoroughly conducive to business.

HOLIDAY DESIGNS.

An almost unlimited range of designs in cards suitable for Christmas and New Year purposes is manufactured by the Rotary Photographic Co., Limited, of New Union Street, E.C., London, England. This company have long been noted for the excellence of their work, and their holiday offerings are of a high order of merit. A great many of the cards are suitable for children, including Santa Claus sets and Nativity sets. There are also many fancy designs and Winter scenes.

THE OCEAN TO OCEAN SERIES.

Warwick Bros. & Rutter, Limited, Toronto, have now completed their Ocean to Ocean series of picture

post cards. The series includes several hundred Canadian views, all richly colored. It may be divided into Western Scenes, Maritime Scenes, General Canadian Scenes, Mountain Scenes, Garden of Gulf Scenes, Evangeline Land Scenes, and Niagara Falls Scenes. All points of interest in Canada are covered. The cards may be obtained singly or in bulk.

NOTES.

About fifty typical Canadian scenes in burlesque have been prepared by Warwick Bros. & Rutter, Limited, Toronto. The first series of six is called the Six Sports, and illustrates such games as hockey, football, lacrosse, etc. These cards are beautifully colored and should take well.

A handsome series of moonlight effects on Humber Bay have been printed by Warwick Bros. & Rutter, Limited, in duotone-brown ink. These cards are very pretty and suitable for framing.

Warwick Bros. & Rutter, Limited, have just received 154 different designs in Tuck's Christmas and New Year

Will Delight One Million Children this Christmas



Letters from Santa Claus to children, hand-writ, printed in bright crimson, yellow, green, blue, etc. Very artistic in workmanship. These are Letters, Telegrams and Telephone Messages from Santa Claus to children and will delight every child. No childer should fail to have them. They are winners. Fight to get them in bulk. The best Christmas Postcards that will be on the market.

Price—\$1.50 per hundred, Discounts to Jobbers.

Write at once for samples to
W. G. MacFARLANE, 72 Bay Street, TORONTO

Everybody Under the Sun Uses



Pictorial Post Cards

Write for Catalogues and prices. Millions of cards published yearly suitable for every conceivable class of trade.

MILLAR & LANG, Limited

Defy Competition in reproducing Post Cards from customers' photos, in their Gold Medal Patent Colour Process.

QUALITY, PRICE, AND QUICK DESPATCH BEAT ALL RECORDS

QUALITY—In every case maximum quality for minimum cost.

PRICE—1,000, each subject	At prices according to quantities. <u>Write for Quotation.</u>
2,000, " "	
3,000, " "	
5,000, " "	

DESPATCH—Within 4 Weeks from receipt of Prints.

Specializers also in Xmas Cards, Wedding Cards, Ball Programmes, Menu Cards

Without exception every card is manufactured in its entirety at their Works in Glasgow.

Millar & Lang, Limited

WORKS: 46, 48, 50 Darnley Street and Fourth Street, GLASGOW, SCOTLAND

LONDON HOUSE: 49, Queen Victoria Street, E.C.

A MILLION PICTURE POST CARDS

Local, Foreign, Comic

Let us prove to you that we have the most saleable, attractive and unique series of Cards at popular wholesale quotations. Comic cards 10 cents per hundred, higher grade 75 cents per hundred. Toilet & Silverettes 10 cents per package, burnt leather, unsurpassed, \$1.00 per hundred, \$15.00 per thousand. Local views with custom-er's imprint, \$2.00 per thousand, wooden cards unsurpassable, \$5.00 per hundred, \$50.00 per thousand. We are also one of the largest importers of choice original stereoscopic views and stereoscopes colored engravings for framing hand books, such as Irish Wit and Humor, Speeches and Toasts, Leo's Priceless Recipes Ready Reckoner, Vest Pocket Dictionaries, Hand Bibles, Teachers' Bibles, etc., etc.

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

2,000 Cards for \$10.00

You can get a fine assortment of Souvenir Picture Post Cards by buying this special lot. A wide range of Comics, Scenery, Castles, English, Scotch and Irish typical scenes, and a host of other cards portraying places of interest.—2,000 for \$10.00.

If 2,000 is too large for your trade send us \$6.25 and 1,000 will be forwarded.

CHRISTMAS CARDS.—Fine assortment in Souvenir Card style. \$1.50 a hundred.

You should also have a hundred Tag Postals—\$2.00; retail 5c. each. Sell wherever shown.

W. R. ADAMS, 401 Yonge, Toronto.

Calendars and Calendar Pads

FOR THE
PRINTING AND STATIONERY
TRADES

H. H. WILLCOX
895 Niagara St., BUFFALO, N.Y.

TWELFTH YEAR
DUTY PAID INTO CANADA
PROMPT SHIPMENT

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White
Our Colored Cards
STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

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

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.

THE RAPID PHOTO PRINTING CO., Limited

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

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

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

"Song" Series
"Alphabetical" Series

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

"Comic" Series
"Xmas"

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

Sole Agents
for Canada

THE ILLUSTRATED POST CARD COMPANY, 185 St. James St., MONTREAL

cards, embracing a great many different styles of card

The Canadian Private Post Card Series, issued by The Copp, Clark Co., Limited, are elaborate. The designs are lithographed in color and represent a variety of subjects, all congruous. Bronze work is employed effectively, and some beautiful tints produced. The series will no doubt prove a favorite with the trade.

The Copp, Clark Co. are Canadian agents for the National Art Views Co., of New York, and are handling a very handsome line of three and four color post cards made by that concern. The line includes a number of subjects that are of special merit, amongst them being the "Nation" series, the "Society Girl" series, "The Seasons," "Sporting Girl" series, "Athletic Girl" series, "City Girl" series, and "Old Miniatures," and a number of very fine landscape and marine pictures. The cards are such as will be valued by collectors, as they are well drawn and beautifully printed.

The Copp, Clark Co. are handling a very nice line of Valentine picture post cards, amongst them being the following. Box No. 44, 50 cards, assorted, all specially embossed, heart shaped, designed on bronze background; Box No. 46 contains 25 cards, all finished in satin effect, showing figures, floral and bird designs, etc., on richly colored satin background; Box No. 48 contains 50 assorted post cards in birchbark background effects, with heart-shaped floral and figure design, embossed.

Valentine's Day, February 14, is not so far away but what it needs the attention of the retail stationer. There is little doubt but what a good demand for Valentine post cards will occur and our readers will be wise in preparing to meet it.

NEW HOLLY PAPETERIES.

Bookseller and Stationer inspected two pretty boxes of holly papeteries which Warwick Bros. & Rutter, Limited, will soon have ready. They are covered with holly floral paper, in both plain and gilt effects. They make a very pretty appearance.

A NEW LIQUID GLUE.

Warwick Bros. & Rutter, Limited, have secured for the Canadian market a new liquid glue, called "Bulldog," which is guaranteed by them to equal the best on the market. It sells at 10c a tube or bottle

SAY! IT'S AWFUL

the number of Souvenir Cards we're selling. We have just published

A New Original Line of Comics

You cannot do without them if you are at all up-to-date. Send for samples

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

GIVEN AWAY FREE

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

FINE ENAMELLED REVOLVING CARD RACK (72 Spaces)

with every order for 1,000 of our comic Picture Postals, the greatest selling comics in the country. Price, only \$9.60.

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

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

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

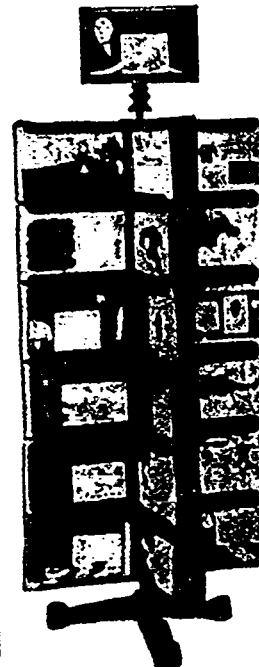
COMIC CHRISTMAS CARDS, some of the funniest views yet published. Greetings for everyone. Quick sellers. Only \$1.50 per 100.

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

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

The Illustrated Post Card Co.

471 TEMPLE BUILDING, MONTREAL



1,000 FUNNY

(Very Funny)

POST CARDS

AND THIS

METAL REVOLVING STAND

for \$10.00

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

THESE CARDS RETAIL 2 for 5c.

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

The Best Revolving Stand Made

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

ALFRED HOLZMAN

342 DEARBORN STREET.

CHICAGO, III.

Publisher of Post Cards that Sell

PRIVATE GREETING CARDS

The **Most Appropriate and Up-to-Date** designs selected from Hills & Co.
"For the Empire" Series.

116 designs, ranging in price from \$2.00 to \$10.00 per 100.

Christmas Cards

Emblematic of Canada.

17 different designs. Beautiful covers, with appropriate verses and views.

Maple Leaf Xmas Post Cards

Showing combinations of Holly and Maple Leaves, with season's greetings.

100 Assorted Cards in a Box.

Pictorial Post Cards

We are the Canadian Agents for Davidson Bros' publications, embracing the work of the most celebrated artists in the **Comic, Scenic, Figure,** and other series. All are produced in **England.**

Calendars

Another large consignment just to hand.

TEN designs of FIVE-CENT line.

EIGHT designs of TEN-CENT line.

These are the **QUICK SELLERS.**

THE COPP, CLARK CO., LIMITED

64 and 66 FRONT STREET WEST

TORONTO



ART CALENDARS FOR 1906.

FOX, DUFFIELD & COMPANY, of New York, have issued four elaborate calendars for 1906, each marked by the excellence characteristic of this firm. Probably the most attractive is the Babes in Toyland calendar, consisting of six leaves and a cover. The pictures are delightfully quaint and are richly colored.

The Canterbury calendar likewise has six leaves besides cover, with inscriptions in Old English. The pictures depict scenes from Chaucer's Canterbury Tales, introducing several of the pilgrims. The coloring is soft and delicate.

A St. Francis calendar contains "The Canticle of the Sun." It consists of six leaves and cover designed in red, gold and black by Marion C. Bridgman.

The Poet's calendar is simpler than the preceding calendars in design, being printed in red and black. The verses selected are appropriate to the seasons and several of the older poets are represented.

PENNY CALENDAR.

A cute little desk calendar, which will sell for two or three cents, is made by the Brooke Manufacturing Co., of Birmingham, England. The frame is figured and equals silver in appearance. It is supported by a solid metal strut, which can be fixed at any angle desired. The frame can also be supplied electro-brassed on zinc at the same price. The printing of the date card is done in first class style in red and black. In five gross lots 13s. 6d. per gross, in ten gross lots or over 13s. per gross, discount 50 per cent. Carriage paid to port and indents through British merchants.

A somewhat similar line is the Penny Photo Frame which has a heavily plated frame of nickled zinc or brassed zinc with strong wire strut, glass and card. These come packed three dozen in a box at 12s. 6d. per gross and 50 per cent. discount.

CANADIAN CALENDARS.

A member of Bookseller and Stationer's staff has been shown advance copies of some highly meritorious Canadian calendars, which have been produced by Warwick Bros. & Rutter, Limited, Toronto. The calendars are not too large and not too small. They consist of six decorated leaves, in the centre of which different Canadian views have been inserted. The printing of these calendars in colors has been tastefully executed. The designs are floral, that on the outer leaf being made up principally of maple leaves.

The calendars include one of general Canadian views, one of Niagara Falls views, one of Maritime Province views, one of Prince Edward Island views, and a large number devoted to views of leading Canadian cities.

SOLE AGENTS FOR CANADA.

The Methodist Book and Publishing House, Toronto, have the sole Canadian agency for the art goods of the International Art Publishing Company. These include an immense range of calendars in all styles and sizes.

CHRISTMAS CARDS IN ADVANCE.

The post office is always thoughtful, and the arrangement it has made by which Christmas letters can be sent off now to wait at the Manchester post office until the happy day comes, is only one example of many thoughtful things it does. Probably, however, there will be some grumblers who will say they would rather send off their Christmas letters at Christmas than at Michaelmas. They will urge that items of information concerning their health at Christmas would reach their friends with greater accuracy if written about that time, as well as posted then. They will point out that they do not care to write now to people with whom they may have quarrelled in the next six weeks. Certainly, it might mar the peace of a lady's Christmas Day if she knew that a card, posted in October, and bearing the lines:

May love and friendship greet you now
Beneath the cheerful holly bough
With love from Mousie

were going to be delivered to another lady who in November called her a nasty cat, and with whom she has not since been on speaking terms. —The Bystander.

FRENCH-CANADIAN PORTRAITS.

La Cie Cadieux & Derome, Montreal, are issuing a handsome series of portraits of French-Canadian celebrities. These are nicely mounted and sell at \$1 for size 11 by 11 and \$2.50 for size 19 by 25. Many ecclesiastical dignitaries and public men are included in the series.

CANADIAN DESIGNS.

Menzies & Company have quite a few new lines showing this month. Amongst their private Xmas card blanks were noticed many beautiful Canadian designs such as the Canadian coat of arms, the arms of the Provinces, maple leaf designs, etc. The work is of the highest quality imaginable and reflects great credit on the manufacturers, E. W. Savory, Limited.

PRIVATE GREETING CARDS.

Books containing thirty five different designs in Christmas greeting cards have been sent out to the trade by Warwick Bros. & Rutter, Limited, Toronto. These can be used for canvassing purposes to good advantage, and all the dealer has to do is to send in the order and name, and Warwick Bros. & Rutter do all the rest. Cards can be sold in 12, 25, or 50 lots, tied with ribbon and name imprinted.

ASSORTED ENVELOPES.

What has long been wanted by the trade is an assortment of different sized envelopes to suit all sizes of Christmas cards. This want can now be supplied by Warwick Bros. & Rutter, Limited, of Toronto, who provide boxes containing 500 envelopes of 11 different sizes, ranging from small to large.

CALENDARS FOR DISPLAY PURPOSES.

So elaborate and so numerous are this season's offerings in calendars that no dealer should have any difficulty in making a generous display both in store and in window. Nothing could be selected from the Christmas stock that would be more appropriate for this service. The handsome designs, the bright colors, and the large size of most of these calendars, render them highly suit-

able for decorative purposes. As a background to the window or as a ledge trim they are excellent. Their bulk enables a good showing to be made with only a few of them. Their coloring attracts the eye and relieves the monotony of dull shelves.

A GOOD CANVASSING PROPOSITION.

This is the time of year when booksellers should secure orders for the Canadian Almanac for 1906. By the expenditure of a little energy a good trade may be worked up amongst the lawyers, doctors, Government officials, and leading public men in each town. The publishers allow a good discount off the retail price, so that it is worth while to push this publication.

"THE BOOSTER."

THE October Souvenir edition of the Booster, of 92 pages, fully realized the fondest expectations of the trade across the line. The National Association of Stationers and Manufacturers, St. Louis, October 9-12, was the occasion of this enlarged edition of a paper which is winning many new friends. The National Association is only a year old but of remarkably sturdy character and bids fair to excel the hopes of its sponsors. It receives a firm support from "The Booster," and is given the bulk of attention in the October issue. This number also treats fully of the growth and importance of all the principal booksellers' and stationers' associations throughout the United States. Photographs are profusely used and the number is attractive from every point of view. John O'Shea, the art editor, lends spice to the prosaic matter by his clever cartoons.

The Boost Club of New York is duly appreciated, and much space is devoted to the personnel of the association, as well as to the object of this popular club. The Boost Club motto, which is as follows, is well practised:

The Boost Club Motto.

"We shall pass through this world but once; if, therefore, there be any kindness we can show or any good thing we can do to our fellow being, let us do it now; let us not defer nor neglect it, for we shall not pass this way again."

"THE BOOST CLUB OF NEW YORK."

Mr. Walter F. Mullen, of the L. E. Waterman Co., New York, a Canadian by birth, and lately identified with the Canadian business of the Waterman people, contributed an excellent article of sound commercial value on the "Opportunity for the Manufacturers of Stationery and Allied Lines in Canada." Mr. Mullen is well qualified to speak authoritatively, and the statistics given show a great deal of valuable research. The Canadian tariff is treated accurately and suggestions for doing business in Canada are practical. A branch of the parent concern is considered advisable.

An interesting article, entitled "The Pioneer Exponent of the Fixed Price System," gives due credit to the praiseworthy efforts of the L. E. Waterman Co., New York, in this direction. The Waterman publication, "The Pen Prophet," is also mentioned in this connection.

The Booster is published at 28 Reade street, New York, with William P. Christopher as managing editor. Mr. E. J. Kastner, manager of the L. E. Waterman Co. of Canada, Limited, Montreal, is their Canadian correspondent.

"Koh-I-Noor" Pencils

Are the acme of perfection in the art of pencil making.

The dealer can recommend and sell them, knowing he will never hear a complaint.

For minimum-priced copying ink pencils it will pay you to handle the famous

"Mephisto" Copying Pencils.

Pliable "H" Rubber

Always does clean work and never gets hard.

It will please both you and your customers.

We carry a complete stock of the above standard lines and solicit your orders, which will have our prompt attention

THE BROWN BROTHERS, Limited

Manufacturing and Importing Stationers

TORONTO

GOOD ADVERTISING

The Editor of this Department will Answer Questions on Advertising and will Criticize Advertisements which may be Submitted to Him.

THE AWARD IN OUR COMPETITION.

By Harry A. Woodworth

I HAVE been entrusted with the task of deciding which advertisements, of those submitted in response to a recent offer made by Bookseller and Stationer, attain "a certain standard of excellence," and so are entitled to honors and honorariums. It seems to me that it is not out of place to require a very high standard of excellence, indeed, to be worthy of such prizes as either a year's subscription to Bookseller and Stationer, or that valuable book written by a Canadian, J. Angus MacDonald's "Successful Advertising," which I consider the most practical of all books on advertising. This is a business epoch when no live business man can well afford to be without a good journal devoted to his trade—preferably one published in his own country—or without some means of instruction in that great modern business science—Advertising.

Such a contest as that set by Bookseller and Stationer is in keeping with the helpfulness of such a business publication. During the time that I was editor of Brains—the Retailer and Advertiser—I searched, week after week, the advertising columns of many thousands of local newspapers, and came to the conclusion that no trade was so much in need of awakening to the value of local newspaper advertising as that of the retailer of books and stationery. And this in spite of the fact that there are few things which better lend themselves to advertising, or which the producers advertise more largely, than this very line.

In spite of the fact, I said, I may be wrong perhaps it is because of the fact. But if you reason thus, I am afraid you have not yet discovered a law which is now being recognized by the best advertisers every where. No doubt the large general advertising that is being done by book publishers helps you in an indirect manner. But you are not getting by any means the fullest possible benefit from this very advertising unless you do some advertising of your own. No matter how much general advertising may be applied to the sale of goods, it is local advertising that is the final encourager and amplifier of local trade.

Many wholesale firms have become so convinced of this truth during the last few years that they are actually "coming to the mountain"—they are co-operating with the retailer as regards local advertising. Several wholesale houses—notably a very large silverware concern—supply cuts, etc., which advertise other lines of the retailer's business beside that which they supply. I have even heard that one wholesale firm pays a percentage to retailers of the cost of space in local newspapers for ads which are prepared especially for the people of the retailer's own town, and are hence of a local rather than a general nature. One large firm which manufactures business stationery, and does much general advertising in leading magazines, is working together with printers throughout the United States as regards local advertising.

Do not wait, however, until some publisher or wholesale stationer sends you the money to pay for a daily

or weekly ad in the local paper, in which you are to make especial mention of his product. Just try a little local advertising yourself, and see if local advertising will not pay you as much as it does the clothier or dry goods merchant of your town.

The Prize Winners.

R. A. Land, Bridgeburg, Ont., sends two advertisements, published in the Review of that town, of which the smaller is reproduced as No. 1. It is well composed, the paneling being simple, but effective, or perhaps it is effective because of its simplicity. The heading contains the element of human interest, and the type is composed so as to be easily read. The paragraphing, and the wide spacing between paragraphs, are commendable. Some critics would say that the proprietor's name is too large, but I remember going to strange

SEND THEM A
Postal Card

Those friends of yours who have moved away from town and those other friends who do not live here will be pleased to receive one of "The Gambler Cards."

I have over one hundred different designs, all artistic and up-to-date.

They cost only 3 cents apiece (2 for 5 cents) so that you can afford to send a number of them.

General Cards, ten, two for 5 cents.

R. A. LAND
CHIEF
BRIDGEBURG

No. 1

CHAS. L. NELLES.

Books Books

St.
Cuthbert's,
BY REV. H. E. KNOWLES

NEDRA BY M. CUTHBERTSON

The Gambler
BY THE EDITOR

Books Books

THE 3 BEST THINGS THIS SEASON.

The Big Bookstore.

No. 2

cities and dealing with firms whose names had been impressed on my memory by ads that I had merely glanced at before I had any idea that I would ever be interested in what they advertised. I dealt with these firms because the sight of the familiar names made me feel as if I was meeting old friends.

The other ad is 7½ inches long, and advertises "Stationery at 25 cents"—and "Correspondence Tablets." Mr. Land does not neglect to mention the price of his wares, as do some of the other dealers who have submitted advertisements.

Mr. Land has one hundred copies of his newspaper ads run off on heavy paper each week to put in packages going out of the store. A good idea—and the extra expense would be very small.

Chas. L. Nelles, of Guelph, Ont., uses five inch spaces in both the Daily Herald and the Daily Mercury—a different ad for each paper. He uses striking typographical

Bookseller and Stationer

effects, which make his ads more prominent than many in the same papers that are much larger. No. 2 gives an idea of his style of advertising, although some of them have brief and breezy talks. It was a very prominent ad in the paper, surrounded, as it was, by closely-set advertisements.

• • •

W. J. Stephenson, of Wetaskiwin, Alta., sends a copy of the Post containing an ad which refers mostly to "Nedra." It is well-displayed, and gives just the information about the book that a customer would be interested in, and gives it in a pleasant conversational style. Mr. Stephenson has evidently learned one secret of good advertising—to write as one talks, and to look upon an ad as a salesman.

• • •

Rintoul & Co., of Dauphin, send a copy of the Dauphin Press, in which their four-inch ad has a prominent position at top of column, next to reading-matter. The display is in different sizes of one-style of type—which is in accordance with the modern idea of type-composition. It is a good ante-holiday ad, for it refers to presents in a taking way.

• • •

W. G. Kent, with the Stanfield-Smith Co., Limited, Truro, N.S., sends, at the request of the Truro News, a number of copies of that paper containing advertisements of the concern, each of which measure 10 inches, single column. He writes "Of course, I recognize the fact that the one on wall paper is rather long, but my plan is to start the season with one as much as this and continue the subject for a couple of weeks or so, changing it quite often, bringing out the same points, but in a different style. You will notice that I try as hard as possible to write ads in a conversational style, as if the customers were before the counter, when I was speaking to them." Mr. Kent has the right idea of advertising, and he is right about the advertisement being rather too long for what it says, and an introductory ad is generally better short. There's another ad, which appeals to those interested in school supplies, that says nearly as much, but it is far more interesting, and its style gives the impression at first glance that it has something to say. Mr. Kent has many of the qualifications of a good ad writer, but he has evidently not had a course on a daily newspaper, with a heartless but wise city editor wielding the blue pencil.

• • •

The Daily Guardian, Charlottetown, P.E.I., sends an ad of Hazard & Moore, booksellers and stationers, of that town. But it is an ad entirely treating of flowers, and hence is not in accordance with the idea of the competition.

• • •

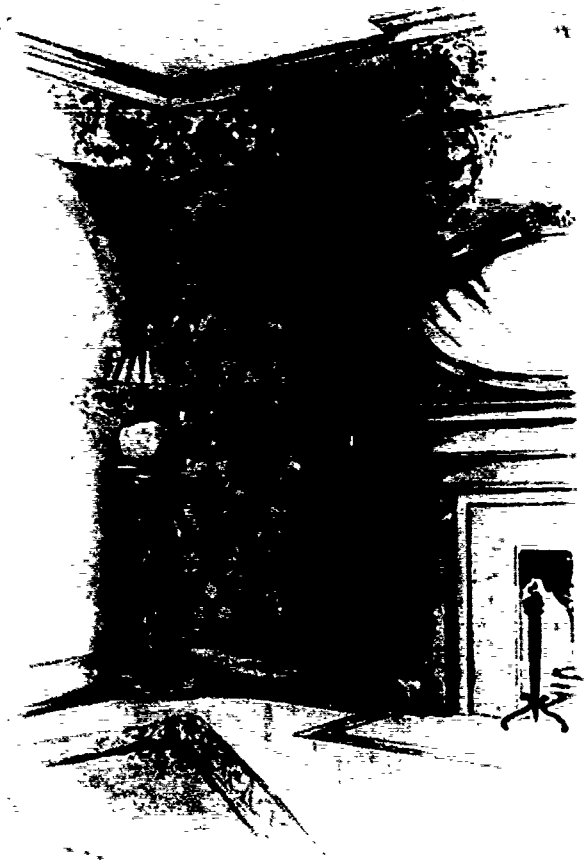
(Editorial Note.—Will the successful competitors kindly advise us whether they desire a subscription to Bookseller and Stationer, for 1906, or a copy of "Successful Advertising.")

• • •

E. H. Devlamm prepares some very serviceable circulars for McMillan's, Petrolia, Ont. The salient feature in these is pointedness. Special sales are given full treatment, and prices are prominently displayed. Objections might be taken to the circulars on two grounds. First, there is waste space on the back, second, they are unwieldy.

WALL PAPER

DEVELOPMENTS during recent years have been such that the utmost care must be taken in stocking wall paper in order that quality and pattern may be right. Wall paper manufacturing has made great strides in Canada of late. The way in which imported papers have been replaced by those of Canadian production is a proof of this. The designs for the Spring business are such as to insure a big business and it is well



Illustrating Drawing Room and Parlor—Design No. 1067.
This elegant decoration is manufactured by Staunton Limited, Toronto.

for merchants to make their selections at once in order that they may not be found unprepared when the season opens. Although the leading mills have increased their facilities for turning out paper during the Summer, yet the anticipated sale of wall paper next Spring will keep them running to their full capacity and early orders are essential for early delivery.

The bulk of the retail Spring business is done in a very short time. The period at which it is done, too, varies greatly according to the forwardness or the reverse of the season. For these reasons it is absolutely necessary for the success of the department that supplies should be on hand in good time. A display must be made the very first day of the season, and the merchant who has not got his stock at that time will be out of the running.

Orders are reported by all manufacturers to be com-

ing in satisfactorily. The lines which were submitted in the samples have met with great favor and the previous expectations of the manufacturers have been exceeded by the actual results. Favor is divided, too, and there will be no lack of variety in next year's offerings. This is a desirable feature, for while it makes the manufacturers spread their efforts over a wider field, yet the variety is conducive to greater retail sales.

COLOR SCIENCE.

CHILDREN under seven years of age almost invariably prefer yellow to all other colors, it is said.

Women, according to M. de Cnadolle, are more apt to have brown eyes than any other color, the proportion of that hue being 35 per cent.

Colors passing through a prism can be made to produce sounds. Green and red lights produce the loudest noises and blue and yellow the faintest.

It is said that dew will not form on some colors. While a yellow board will be covered with dew, a red or black one beside it will be perfectly dry.

Careful experimenting has shown that through a certain depth of water, where only 50 per cent. of the red rays passed through, there were 60 per cent. of orange; yellow, 80; green, 90; in to, 95.


A writer in Science says that in ordinary cases of partial color-blindness the color sensations that remain are blue and yellow, not blue and red or blue and green, as is generally assumed and stated in text-books.

There has been lately found on the Isthmus of Tehantepec a flower which roughly does the work of a clock. In the morning it is white, at noon red and at night blue, the changes of color being remarkably regular.

THE OFFICE APPLIANCE SHOW, NEW YORK.

THE second annual office appliance and business system show was held in Madison Square Garden, New York, October the 28th, until Saturday, November the 4th. Many Canadian business men and dealers in office supplies attended, and have returned with unbounded enthusiasm for the show which had upon exhibition over 1,000 different valuable and modern office appliances. The progressive commercial stationer is, perhaps, even more closely interested in the innumerable devices than the up-to-date business man. There was much of vital interest and real benefit to the retail stationer.

Bookseller and Stationer was in conversation with one of Montreal's progressive stationery leaders who was an eye witness of the exhibition, and his good words for the L. E. Waterman exhibit will be of interest to Canadian dealers. The Waterman exhibit drew attention to the L. E. Waterman Co., of Canada, Limited, in a creditable manner. This exhibit, according to our informant, was the centre of attraction, occupying, as it did, a prominent position on the Madison avenue side to the right of the main entrance. It was a veritable bureau of information for the visiting dealers, and the unflinching courtesy of those in charge was appreciated. Three huge pillars in the form of fountain pens, in imitation of their silver filigree, made up a triangular exhibit which overtopped the rest of the show. An interesting feature of this display was the actual operation of the Clip Cap machine. Pens designed for every conceivable office use were shown in display cases along the sides, and dealers' assortments were shown at the front in showcases. Pens for every system were, of course, included, and this firm once again proved themselves leaders in every respect.



WALL PAPER

We have the factory equipment—the shipping facilities—the office system—the selling staff—**WE HAVE THE GOODS** to guarantee satisfaction and profit to the dealer handling our Wall Papers.

Have Our Salesman Show You the Line, or Write for Samples.

STAUNTONS LIMITED

TORONTO

HIGGINS' INKS AND ADHESIVES



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

CHAS. M. HIGGINS & CO., New York—Chicago—London
Originators and Manufacturers Inks and Adhesives
 MAIN OFFICE, 271 Ninth St. ; **BROOKLYN, N.Y., U. S. A.**
 FACTORY 240, 244 Eighth St.

PERSONAL MENTION.

Mr. M. J. Nixon has taken the place of Mr. H. L. Edwards as Western-Ontario traveler for G. A. Weese & Son.

Mr. Aubrey O. Huist has sailed for England to confer with the English companies whom he represents in Canada.

Mr. Herbert C. Jarvis, president of the Empire Wall Paper Company, Limited, of Toronto, recently opened a store in Winnipeg at 258 Portage-avenue.

Mr. R. J. Soden is opening up a book and stationery store in Peterboro. He has secured a good location and is laying in a bright new stock. He will also carry fancy goods.

Mr. T. S. Pattillo, of T. S. Pattillo & Co., wholesale booksellers and stationers, Truro, N.S., was in Toronto during the latter part of October and registered at the King Edward.

Mr. E. J. Kastner, manager of the L. E. Waterman Co. of Canada, Limited, made a flying trip to New York

cently to Mr. Manfred J. Gaskell, who on account of ill health has been forced to separate his connection with the Musson Book Company, Limited. For several years Mr. Gaskell has managed the wholesale department of the business and has won many friends for himself both among the employes of the Musson Company and the trade generally. It is his intention to cross the Atlantic for the benefit of his health.

TRADE NOTES.

Alda D. Torrey, stationer, Grimsby, has sold out to J. E. Bolster.

J. A. Langlois, of J. A. Langlois & Fils, booksellers and Stationers, Quebec, is dead.

Glassford Bros. & Co. have been registered as importers of fancy goods, Montreal.

The assets of Rameh & Boohana, dealers in fancy goods, Montreal, were sold Oct. 25th.

A. Robinson, bookseller and stationer, Belleville, has advertised his Parkhill business for sale.

The W. F. Horton Co., fancy goods dealers and stationers, London, have sold out to Alex. White.

Frith & Frith, dealers in office supplies, Vancouver, have been succeeded by Frith & Frith, Limited.

H. R. Carson & Son, printers and stationers, Markham, were burnt out. They carried some insurance.

A. J. M. Spencer, fancy goods merchant, Winnipeg, has assigned to C. H. Newton, and a meeting of creditors will be held Nov. 16th.

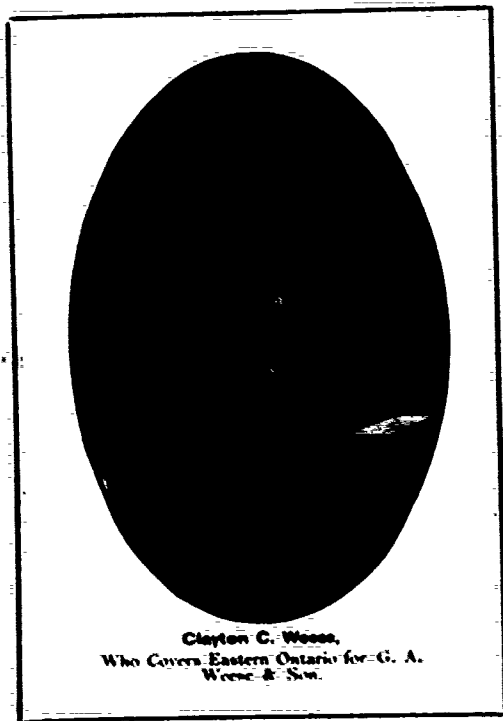
W. J. Middleton, publisher of date case, blotter and wall pocket calendars, Adelphi Works, Aberdeen, Scotland, is advertising in the Canadian press for a representative to take up the sale of his specialties in Toronto and district.

N. J. Halpin & Company have leased the new Hopper block at the corner of Tenth street and Lorne avenue, Brandon, and have opened a branch drug store on the premises. Besides drugs they also carry a full line of stationery and fancy goods. The new store is centrally located and should be well patronized.

A new firm in the typewriter and supply business is Simmons & Newton, of London, Ontario. Mr. Byron C. Simmons last month purchased the typewriter and stationery business of Mr. Will H. Newsome and disposed of a part interest to Mr. Walter C. Newton of St. Thomas. Both are young men and progressive. They have the agency for the L. C. Smith & Bros. writing-in-sight typewriter.

NO DIVIDEND.

ACCORDING to an English contemporary, no surprise need be felt at the announcement that Cassell & Co., Limited, will not pay a dividend, nor does unfavorably inference seem warranted. For several years past the company's profits have been declining, and though the dividend has been reduced in two years from 5 1/2 to 4 per cent., it has only been by means of starving the reserve and depleting the carry-forward. Hence the new manager appointed in the Spring may feel it necessary, even if profits this year are being maintained or slightly increased, to recommend a more cautious distribution policy than has been pursued of late. The company has not moved with the times, and has consequently suffered considerably, but its reputation is still high, so that with energetic management a recovery should be made.



Clayton C. Weese,
Who Covers Eastern Ontario for G. A.
Weese & Son.

last month. He is already a good Canadian and says he is glad to be back in harness in Montreal.

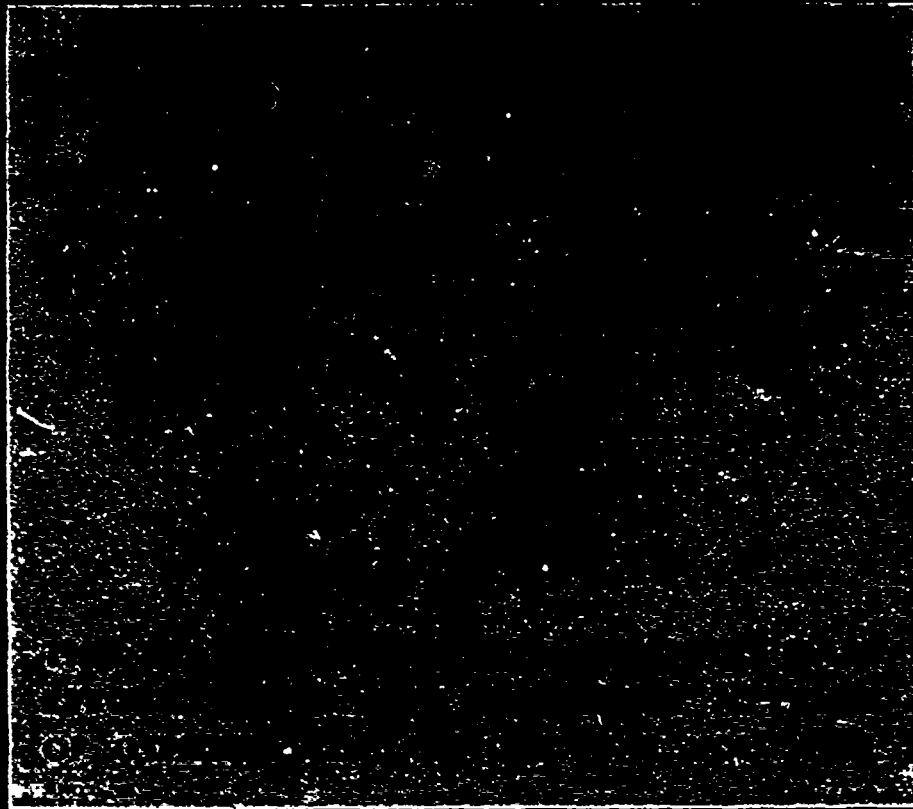
Mr. J. A. Hart, of the J. A. Hart Company, Winnipeg, who was awarded the contract to supply the new Carnegie Library at Winnipeg with books, was in Toronto about the latter end of October, making purchases.

Mr. R. J. Little, Oshawa's progressive bookseller, left on the 30th ult. for a two weeks' hunting expedition in Northern Ontario. In passing through Toronto he made a pleasant call at the office of Bookseller and Stationer.

Mr. Charles F. Dawson, commercial stationer, Montreal, was an interested visitor at the Office Appliance Show, New York, the first of this month. Wednesday was stationers' day and Mr. Dawson has many good things to say of the various exhibits. His store is well known for its perfect system.

A handsome gold watch, engraved with the recipient's monogram and a suitable inscription, was presented re-

WATSON-FOSTER WALL PAPERS



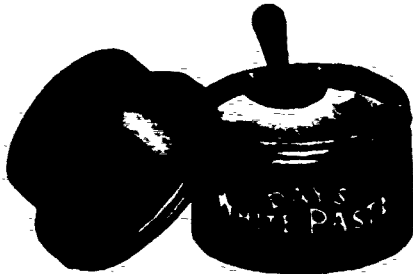
THE **WATSON-FOSTER CO.** LIMITED
MONTREAL
CANADA

HERE AND THERE AMONG THE JOBBERS

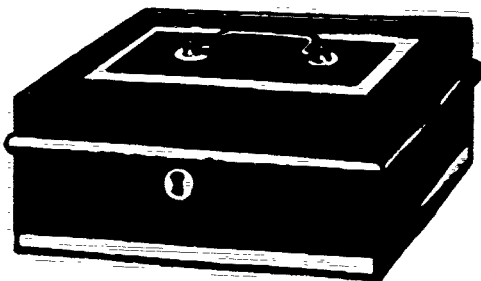
Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor."

BUNTIN, GILLIES & CO., LIMITED, have lately put in a stock of framelets that are proving decidedly good sellers. They are made from embossed-mounting board and will hold any of the ordinary sized pictures that are usually done up in passe-partout. They are original in design and are excellent for displaying pictures, snap shots, etc. All stationers should have them. Samples can be had for asking. The Xmas papeteries manufactured by Buntin, Gillies & Co., Limited, this year are very attractive from an artistic as well as a financial point of view. Every box is in itself a work of art and the contents are made from several of the most popular linen faced papers that this firm carries. The wholesale prices range from \$2 to \$6.60 per dozen, thus giving the retailer a chance of selling at popular prices.

The accompanying illustration shows a bottle of Day's White Paste, which is being placed on the market by the Copp, Clark Co., Limited. It is an excellent adhesive and is put up attractively. The bottles retail at 25 and 35c.



The Copp, Clark Co. have imported a line of cash boxes that will retail at 25c. each. The box is a complete facsimile of the two-dollar line, containing trays, etc., and is furnished with good lock and key. This line should be popular with the trade, as it makes a very nice present for children.



W. J. Gage & Co. have just issued a very handsome show card, printed in gold and colors, advertising their Holland Lauen. This card is worthy of being displayed in every stationer's store, and is being sent out to all the trade handling this well-known line. If you did not get one send a post-card to Gage & Co. and it will be mailed at once.

Army and Navy Glue is an admirable liquid glue, put up in glass bottles or collapsible tubes, both of which sell at 10c retail. They are put up in attractive counter



boxes containing 1 dozen. This is a pure animal glue, not a fish glue, and will not sour or mould. It is sold by W. J. Gage & Co., who recommend it as the best of its kind.

In order to meet the demand for a lighter weight of correspondence stationery in fabric finish than their Holland Lauen, W. J. Gage & Co. have brought out a new line entitled Swiss Lauen. This is made in the two popular square shapes, Oxford and Royal, and in white and azure in each size. The stock is a beautiful light weight fabric finished paper, and prices permit it to be retailed at 10c per quire and 10c per package of envelopes. The goods are handsomely put up; paper in quarter-ream boxes and envelopes in eighth-thousand boxes. This line is also made by Gage & Co. in one-quire papeteries, both in Oxford and Royal sizes, and in white and azure in each. These make a very attractive and profitable 25c line of papeteries, and contain the full amount of 24 sheets and 24 envelopes.

Business at Brown Bros., Limited, continues extremely heavy in all departments. Among the new lines on the sample-room counters are a big variety of wicker and rush waste paper baskets; every conceivable pattern is shown, while the colors are well chosen and varied. A big line of desk and pocket diaries are on hand, varying from the article required in the counting house to the one for pocket use, the sizes being from 2 1/2 x 3 inches up

THE COMING EVENT
AND THE
**WATERMAN'S
IDEAL
POINTER**

It is never too early to face the Xmas problem.

IT
MAKES
ITS MARK
ALL AROUND
THE DATE.

**The
Waterman's
Ideal**

is the universal Christmas gift, because it suits every hand and every pocketbook and gives satisfaction the year around. Only a genuine Waterman's Ideal is worth while. Look for the word "Ideal" in a globe stamped on the pen.

Every Christmas more people make gifts of Waterman's Ideal Fountain Pens, because every year that passes proves it a more satisfactory writing instrument.

Stationers everywhere should see to it that stocks are in such condition as to allow of satisfactory selection by intending purchasers. Prospective customers should write for

"SUGGESTED ASSORTMENTS"

L. E. WATERMAN CO., OF CANADA, LIMITED
136 ST. JAMES ST., MONTREAL

to 13 x 5 inches. The bindings include marble board, cloth, leatherette, and real seal, Russian, Persian, morocco, calf, etc. Those who have not yet bought sufficiently heavy of this class of goods should send for catalogue and sort up.

The Copp, Clark Co., Limited, are giving considerable attention to games, and have quite an extensive list. The company are manufacturing some especially attractive editions of the old favorites.

W. J. Gage & Co. are adding two more items to their series of Holland Linen stationery, viz., At Home invitation cards and Holland Linen correspondence cards. Both these lines are put up in boxes containing 24 cards Holland Linen finish and 21 envelopes to match. The former are engraved for At Home invitations, and the latter are plain cards such as are used for invitations, acceptances, regrets, etc. Both these lines are very timely additions to every stationer's stock and will be in special demand during the coming season. The prices are very reasonable and are less than imported goods could be sold at.

The Copp, Clark Co. are receiving a big demand for

CHRISTMAS BOOK AND STATIONERY WINDOWS.

This paper wants photographs of Christmas window displays in book, stationery, fancy goods and kindred lines. For acceptable photographs, unmounted, the publishers will pay \$1.00 each. Here is an opportunity for energetic young window-dressers in our Canadian stores. If you have a display that is a little above the ordinary, and on which you have lavished care and thought, have it photographed and send us a copy of the photograph.

the pack of playing cards illustrating various scenes on the Grand Trunk Railway System. The material used in the manufacture of these cards is the best that can be procured, and as the cards are of great interest to tourists, etc. the sales will undoubtedly be very heavy.

The Copp, Clark Co. have recently received a big consignment of picture post card albums, lines that retail at from 25c. to four dollars. The same firm have also put up some very fine lines in box games for the Christmas trade, amongst them being Parcheesi, Young Canada, Japan, Crokinole, etc. These games are big 25c. lines. Another game that will prove popular is Speculation, a card game, that retails at 25c. Other card games that will be in good demand are Canadian Securities and Foresight. The Copp, Clark Co. are also well stocked with a large range of cribbage boards, dominoes, etc.

The Copp, Clark Co., Limited, are handling Duckett's Dry Ink Powder, which they claim to be excellent for use in cold climates.

A new line of clever and amusing valentines is being prepared by the Copp, Clark Co., Limited. There are entirely new designs, originally treated. The series is divided into "Ordinary" and "Ordinary Trade" Komics, printed in both French and English. They are done up in packages, one gross in a package, at 35c per gross.

STATIONERS AT ST. LOUIS.

(Impressions of Our Own Correspondent.)

THE first annual convention of the National Association of Stationers and Manufacturers of the United States of America was held at St. Louis, Mo., on October 10, 11 and 12, and was attended by 250 of the leading manufacturing and retail stationers. Although much of the detail of the programme had to be arranged after the delegates arrived, it was generally conceded that the convention was an unqualified success. It certainly resulted in many men becoming acquainted who had never previously met, delegates being in attendance from points as far apart as New York and Galveston, Texas.

The members of the St. Louis Stationers' Club had lots of nice things said about them. They deserved it all, too. They certainly know how to entertain. The opportunity of meeting that very worthy and able gentleman, Governor Folk, of Missouri, was much appreciated, and was alone worth the visit to St. Louis.

Several officers of the association expressed a hope that Canadian stationers would form an association and become affiliated with the United States body. This may happen some day. It is up to Toronto to get to work.


The association is certainly preparing to do good work. The members say that the manufacturer must protect the jobber, and that the jobber must protect the retailer.

The discussion as to the cost of doing business was very interesting. The result was that out of 37 dealers who knew how much it cost them, the average of 24.97 per cent. was struck. How many of our Canadian dealers know what percentage it cost them to do their business last year?

Mr. Samuel Ward, of Boston, gave an address on "System, etc., as Applied to the Stationery Trade." Mr. Ward, it is said, has the finest stationery store on the continent. He has travelled very extensively with the purpose of learning from others. Mr. Ward placed the whole of his knowledge of how to run a stationery business at the disposal of the delegates. Bookseller and Stationer will try to find room in its next issue for Mr. Ward's address.


The "Boost Club" boys were busy, their energies being exercised in making things pleasant for all who came in contact with them.

The Bookseller and Stationer man was the only Canadian in the bunch. He was made welcome, and hopes to attend the next convention, which is to be held in New York in 1906. His advice to Canadian stationers is to get invited; if not, to go anyway.



CARTER'S FOUNTAIN PEN FLUID

is superior to ordinary writing fluids for Fountain Pens. Made of the best materials, it is carefully filtered and put up in the most convenient and attractive bottles. The twenty-five cent package, No. 242, with a new label and improved stopper and filler, is the most practical and best selling package on the market. The No. 517, for travellers' use, is also a winner. It has a large bottle holding 2 oz. and a filler that takes up all the ink.



THE CARTER'S INK COMPANY

No. 242. \$3.00 list per doz. BOSTON - NEW YORK - CHICAGO - MONTREAL No. 517. \$3.00 list per doz.

FINE LEATHER GOODS



MANICURE SETS

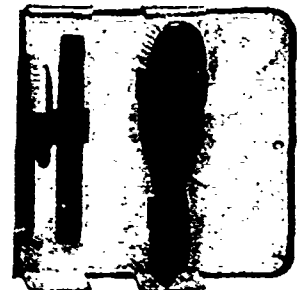
Hand Bags, Writing Cases,
Cigar Cases, Desk Sets,
Music Rolls, Etc., Etc.

MANUFACTURED BY _____


C. F. RUMPP & SONS Established 1850
 PHILADELPHIA, U.S.A.


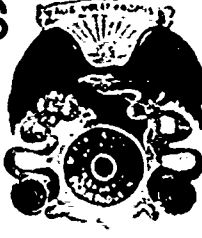
NEW YORK SALESROOM:
680 and 685 BROADWAY.

CHICAGO SALESROOM:
31 RANDOLPH ST.



DRESSING CASES

The NICER QUALITIES of "Our Line" must Appeal to the Discriminating Dealer who is seeking to sell ONLY THE BEST.

<h3 style="margin: 0;">TYPEWRITER RIBBONS</h3>  <p style="margin: 5px 0;">that challenge comparison. Excel in every important feature. Exaggerate every good point found in all others.</p>	<p style="margin: 0;">S T A N D S F O R</p> <p style="margin: 0; font-size: 2em;">M. & V.</p> <p style="margin: 0;">Q U A L I T Y</p>	<h3 style="margin: 0;">TYPEWRITER CARBONS</h3>  <p style="margin: 5px 0;">The very epitome of all that may be good in other kinds. We manufacture the largest variety in the world. We sell the largest quantity to all the world.</p>
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Our Western Agents, CARTER & ALLEN, are prepared to supply the trade in their territory at equal advantage with ourselves

MITTAG & VOLGER

Sole Manufacturers,
FOR THE TRADE ONLY.

Principal Office and Factories, Park Ridge, N.J.

NEW YORK CITY,
Stewart Bldg., 280 Broadway
CHICAGO, ILL., 108 La Salle St.
LONDON, 4 Queen St.
PARIS, 21 Rue Du Temple.
ZURICH, J. G. Muggli.
AMSTERDAM, Benier & Co.

**MONTHLY REPORT
FROM TRADE CENTRES**

TORONTO.

Macmillan & Co. to Open a Canadian Branch—E. H. Harcourt & Co., Limited, Start Business—The Leading Books.

Office of BOOKSELLER & STATIONER
10 Front Street East, Toronto
Nov. 13, 1906

ANOTHER notable move is being made in the publishing business of the Dominion. Last year, it will be remembered, Henry Frowde, of the Oxford Press, decided on the expediency of opening a Canadian branch. This step was taken, and for the past year the Oxford Press has been doing business at 25-27 Richmond street west, Toronto, with marked success.

It is now announced that the Macmillan Co., of London and New York, one of the largest and most progressive of the world's publishing houses, is about to follow suit. Mr. Wise, of the New York house, has been in Toronto recently, and arrangements have been completed whereby an office will be opened above the Oxford Press, at 25-27 Richmond street west, Toronto, under his management, about January 1st.

The agency for the Macmillan Co. has been held up to the present by Morang & Co., Limited. This connection will, of course, be broken off, when the new office is opened. The Canadian branch will hereafter publish all Canadian editions and act as agents for the general publications of the parent house.

For this month the leading sellers in order of sales are "The Gambler," by Katherine Cecil Thurston; "Starvecrow Farm," by Stanley J. Weyman; "The House of Mirth," by Edith Wharton; "The Trident and the Net," by the author of "The Martyrdom of an Empress," "Divine Fire," and "A Specimen Spinster," by Kate Westlake Yeigh

The department stores are heaping up large piles of cheap juveniles, annuals, and gift books for the Christmas trade

The E. H. Harcourt Company, Limited, whose incorporation as a firm of manufacturing stationers was announced last month, have secured a building at the southwest corner of Windsor and Wellington streets and already a part of their plant is in place. It is understood that building operations are soon to be begun on the lot to the west.

The Poole Publishing Company, Limited, of Toronto, are now settled in their new premises at 100 and 102 Church street. A new and complete bindery plant is being installed, in fact a portion of it is already working. The company intend putting in type-setting machines at an early date and will eventually have a complete book-making plant

Mr. William Tyrrell, of William Tyrrell & Co., book-sellers, Toronto, has returned from a lengthy visit to England

A meeting of the creditors of Langton & Hall, Limited, wholesale booksellers and publishers, has been called for November 17th.

Mr. George H. Doran, manager of the Chicago branch of the Fleming H. Revell Co., was noticed in town recently.

This year the regular business in private greeting cards has been seriously affected by house to house canvassers. Notwithstanding, several good orders are being booked.

HALIFAX.

Brisk Business in All Lines—Unique Order for a Halifax Stationer—Some Good Window Displays.

Halifax, Nov. 13, 1906

TRADER in this city is reported good, with excellent prospects for the holiday trade, supplies for which are opening.

At A. & W. MacKinlay & Co.'s the rush due to the issue of new readers to the schools of Nova Scotia is nearly over, and orders are coming in in large numbers in all departments of the business. Three of the series of new readers were published in Edinburgh, and two in Toronto, and the supply was somewhat delayed.

At T. C. Allen & Co.'s trade is reported brisk, with the Fall prospects opening splendidly. Here, also, the rush consequent upon the introduction of new readers has been felt, but the delivery is about completed. In the bookstore the current good sellers reported are "The Gambler," "Starvecrow Farm," "Ayesha," "St Cuthbert's," "Rose O' The River," and "Sandy."

At L. Clyde Davidson & Co.'s, Barrington street, business is good, and the holiday trade promises well. The window dressing at this store is always noticeable. At present one window shows diaries for 1906 in styles and colors and bindings, attractively arranged, and the other commercial and office stationery and fittings.

Davidson & Co. report the works of fiction at present in most demand as "The Gambler," "Nedra," "Tales of the Road," "Dr. Luke of Labrador," and "Rose O' the River." The firm have placed in their store for the use of patrons a writing desk fitted with stationery. Everything but the postage stamp is provided free for anybody.

J. L. Connolly, Barrington street, pays great attention to window dressing, and his show windows are always attractive. At present one of his windows is given up to a display of the Eaton-Hurlbert Paper Co.'s (Pittsfield) paper, prettily arranged. The decorations of the windows consist chiefly of Autumn leaves, even the 200 incandescant lamps being in Autumn leaf shades, and the effect, with the red paperies and Fall shades of green, yellow and red, is charming. In the other window is a picture card display. It was to Connolly that the order was given for the invitation cards for the grand ball to be given by Rear Admiral Prince Louis of Battenburg, on H.M.S. Drake, and the copper plate work was finished and the cards placed on board the Drake before she sailed from Halifax. "The Gambler," "Nedra," "My Friend the Chauffeur," "A Servant of the Public," and "Ayesha," are the books most in demand at Connolly's.

J.L.G.

MONTREAL.

Book Bargains in Order—Holiday Books Arrive—The Leading Sellers—About Picture-Post Cards.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal
Nov 13, 1905.

STOCK-TAKING was the order of the day in most book stores last month, and this served to weed out many undesirable and slow-selling titles which were placed upon the bargain table. Every store had a collection of more or less interest, and the advisability of these sales was again proven. Lines priced at 25c., or even lower, proved attractive, while the 50c. and 75c. reduced lists were comparatively slow. Some of the stores announced these book bargains in the daily press, and in conjunction utilized their windows, as one of the cheapest and most effective forms of attracting trade. Cards in the store were wisely used to draw attention to the sales, reading in one instance: "Cheap books behind." "The book bargains. See other side."

The first of this month saw the arrival of many of the holiday books and initial displays and arrangement are commendable in most stores. Early trade is pronounced highly satisfactory, and the St Catherine street bookstores are thronged with customers. Windows are changed frequently, and the new arrivals are pushed separately in individual displays in many cases. E. M. Renouf is a leader in this respect, while Foster Brown, F. E. Phelan and A. T. Chapman are believers in a general display scheme.

Department stores continue booming sales by attractive titles at bargain prices. W. H. Scroggie Co., Limited, offered a great deal of popular fiction, well bound, at 18c., or two for 35c. Another attractive table in this store was Books by Famous Authors, 59c. The Life of King Edward VII is taking well. The book is priced at 49c.

A. T. Chapman did well with a line of books under the title "Books Worth Having." These were well bound and attractive, and the price was within the reach of everyone—50c.

A unanimity prevails regarding the success of "The House of Mirth," by Edith Wharton, and "St. Cuthbert's," by R. E. Knowles. Early sales place these two as popular leaders. "The Divine Fire," by Mary Sinclair, has had a run in one store. "The Making of the Canadian West" is selling. "The Gambler" still keeps up its sales. Other titles well spoken of are "The Cherry Ribband," "The Speculations of John Steele," "Nedra," and "Rose O' the River."

Picture post cards are demanding more and more attention, and sales are phenomenal in every store. The ingenious arrivals in comics and tags arouse new enthusiasm. The fad has become a craze, and the harvest is for the most strenuous in the field. Display devices and window displays are much resorted to.

November magazines are being displayed with a great deal of cleverness. Scribner's is taking a new lease of life; "Queen's Quarterly," for October, November and December, 1905, is the most interesting number yet published, and Prof. Watson's article on "Humanism" has aroused favorable criticism. Adam Shortt's timely comments on "Current Events" are appreciated.

G. E. F.

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NELSON, B. C., has a most attractive book and stationery store in that of the Canada Drug and Book Company. The accompanying illustration gives a fairly good idea of the extent and character of the store. As will be observed, the left hand side is given over to drugs and drug sundries, with the balance of the premises devoted to the books and stationery.

The store is of large dimensions with a gallery extending almost entirely around it. This gives space for

along the railing of the gallery. The book stock is to be found principally in the gallery, though stock in most demand is shown in cases on the ground floor.

It will be noted that the company make a good display of kodaks, and the presence of a phonograph indicates business in the direction of musical instruments. In fact, the company are branching out in a good many directions, and are an excellent example of the progressive western store.

The Canada Drug & Book Company was organized in



Interior Canada Drug and Book Company's Store at Nelson, B.C.

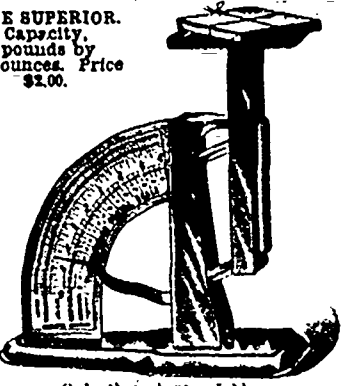

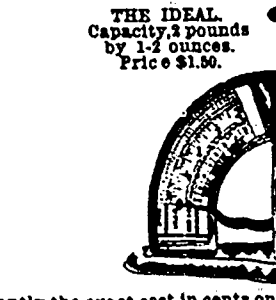
a great deal of extra shelf room, and serves to accommodate much surplus stock. The showcases are of hand some pattern with two tiers of shelves, and the general fittings of the store are bright and pleasing to the eye.

A magazine counter is stationed in the very centre of the store, accessible from both the drug and stationery counters. The office supply stock is located to the right of the main entrance, with the general stationery stock adjoining it. In the showcases are to be found fancy china, leather goods, etc. A good business is done in fancy pictures, which are displayed to advantage all

1897, and now operates stores in three western cities. Besides the store in Nelson, B.C., they have stores in Regina, Sask., and Revelstoke, B.C. Each store is a complete drug store, as well as a complete book, stationery and fancy goods store. A complete photo supply department is conducted at each store. In addition to the stores mentioned, a large drug store is operated at Nelson, carrying drugs only. The managers of the various stores are Robert Martin, Regina; C. R. Macdonald, Revelstoke, and P. Lamont, Nelson. These three are the executive officers of the company.

<p>This list is for the purpose of placing retailers, manufacturers' jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,</p>	<h2>Leading Canadian Accountants and Auditors</h2>	<p>adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.</p>
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<p>TUPPER, PHIPPEN & TUPPER, Barristers, Solicitors, Etc. Winnipeg, Canada.</p>	<p>ATWATER, DUOLOS & CHAUVIN Advocates, Montreal. Albert W. Atwater, K. C. Consulting Counsel for City of Montreal. Chas. A. Duolos. Henry N. Chauvin.</p>	<p>BEATTY, BLACKSTOCK, FASKEN, RIDDELL & MARKE Barristers, Solicitors, Notaries, Etc. Office, Bank of Toronto. Tel. Main 3813. Toronto, Ont.</p>	
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- Famous People. By Fannie M. Lothrop. Volume 2. William C. Mack, Toronto.
- Catechism on the Standard Code of Train Rules, 1905. Book. David Blanchard, Toronto.
- Do You Remember. Words by Karl Fuhrmann. Music by Neil Moret. Jerome H. Remick & Company, Detroit, Michigan.
- My Highland Maid. Song. Words by James M'Queen. Music by George Henschel. The Angels Dear. (Die Englein.) A Lullaby. Music by George Henschel. The Rainbow. Song. Music by George Henschel. The John Church Company, Cincinnati, Ohio.
- Around Mount Royal Park. Carte-geographique. A. de Grandpre, Montreal.
- Flying Eagle March and Two Step. By Geo. Werner. Let Your Blue Eyes Look Into Mine. Ballad. Words by Samuel A. A. White. Music by Edwin Willis. I Wish They'd Play With Me. Song. Words and Music by Harry Herbert. Just Like a Broken Toy. Song. Words and Music by C. M. Denison. Harry H. Sparks, Toronto.
- Would You Walk Upstairs for Fifty Cents. Book. Henry W. Tisdall, Toronto.
- The Cob Web Man. Words by Harry Williams. Music by Egbert Vanalstyne. Why Don't You Try. Words by Harry Williams. Music by Egbert Vanalstyne. The Band of Reubenville. Words by Harry Williams. Music by Jean Schwartz. Georgiana. Words by James O'Dea. Music by W. G. Powell. In Sunny Little Italy. Words by Harry Williams. Music by Egbert Vanalstyne. They Sent for Me. Words by James O'Dea. Music by John W. Rehauser and W. C. Powell. You're All the Candy With Me. Words by Harry Williams. Music by Jean Schwartz. East Side Hill. Words by William Jerome. Music by Jean Schwartz. Mary Wise. Words by James O'Dea. Music by Wm. Dalley and W. C. Powell. Good-a-bye John. Words by Harry Williams. Music by Egbert Vanalstyne. Call Me Back. Words by Aaron Hoffman. Music by Leo Friedman. I'm a Woman of Importance. Words by William Jerome. Music by Jean Schwartz. Guess Again. Duett. Words by James O'Dea. Music by W. C. Powell. The East Side Walk. Words by Wm. Jerome. Music by Jean Schwartz. My Sweet. Words by Wm. Jerome. Music by Jean Schwartz. The Dear Old Farn. Words by Wm. Jerome. Music by Jean Schwartz. In Bad Man's Land. Words by William Jerome. Music by Jean Schwartz. Yankee-Boodle. Words by Wm. Jerome. Music by Jean Schwartz. I Don't Want a Little Canoe. Words by William Jerome. Music by Jean Schwartz. When the Mocking Birds are Singing in the Wildwood. Words by Arthur J. Lamb. Music by H. B. Blanke. In Tammany Hall. Words by Wm. Jerome. Music by Jean Schwartz. The Dear Little Wise-Old Bowery. Words by William Jerome. Music by Jean Schwartz. Jerome H. Remick & Company, New York.
- County Model Schools' Examination Questions. By Wm. J. Stevenson. Book. The Educational Publishing Company, Limited, Toronto.
- How to Know the Wild Flowers. By M. Parkinson. Book. The Educational Publishing Company, Limited, Toronto.
- The Mighty Deep. Bass Song. Words and Music by W. H. Jude. Wickins & Company, London, England.
- An Elementary Laboratory Course in Chemistry. By Frank B. Kenrick, M.A., Ph.D., and Ralph E. DeLury, M.A. Book. Morang & Company, Limited, Toronto.
- Blue Ribbon Cook Book. Blue Ribbon Manufacturing Company, Winnipeg.
- The Judicature Act of Ontario and the Consolidated Rules of Practice and Procedure of the Supreme Court of Judicature for Ontario; and the Rules amending the same, with Practical Notes. Third Edition. By George Smith Holmested, K.C., and Thomas Langton, K.C., M. A., LL.B. George Smith Holmested and Thomas Langton, Toronto.
- Killing Cupid. Words by Alice Bacon Cox. Music by J. Lewis Browne. The John Church Company, Cincinnati, Ohio.
- The Canadian Law Times. Volume 24. Edited by Edward B. Brown, B.A. The Carswell Company, Limited, Toronto.
- Mary Emerson Waltzes. By F. H. Losey. March Jose. By Marcus M. Blum. Vandersloot Music Company, Williamsport, Pa.
- There's a Little Fighting Blood in Me. Words by Harry Williams. Music by Egbert Vanalstyne. The Little House that Love Built. Words by Arthur Lamb. Music by H. P. Blanke. Jerome H. Remick & Company, New York.
- Prospectus of the Pratt Course in Applied Advertising—Unlike any Other. Book. Arthur C. Pratt, Toronto.
- The Lieutenant Governor and First Cabinet of the Province of Alberta. Photo. Cassel M. Tait, Edmonton, Alberta.
- A Northern Alberta Apple Tree. Photo. Cassel M. Tait, Edmonton, Alberta.
- Spinning. By J. Lewis Browne. Op. 12. No. 1. Music. Two Thoughts. Gay and Grave. By J. Lewis Browne. Op. 12. No. 5. Music. Tempo Di Menuetto. By J. Lewis Browne. Op. 12. No. 11. (Music.) Melody. By J. Lewis Browne. Op. 12. No. 7. Music. Hungarian Caprice. By J. Lewis Browne. Op. 12. No. 9. Music. An Album-Leaf. By J. Lewis Browne. Op. 12. No. 2. Music. Fourth Mazurka. Caprice. By J. Lewis Browne. Op. 12. No. 4. Music. A Dream. By J. Lewis Browne. Op. 12. No. 3. Music. Toccata. By J. Lewis Browne. Op. 12. No. 10. Music. Humoreske. By J. Lewis Browne. Op. 12. No. 6. Music. Moment Musical. By J. Lewis Browne. Op. 12. No. 8. Music. The John Church Company, Cincinnati, Ohio.
- Toronto: Spadina Avenue and Knox College. Photographic post card. No. 100. College Street and Methodist Tabernacle. Photographic post card. No. 101. Queen Street from Spadina Avenue. Photographic post card. No. 102. Yonge Street from College. Photographic post card. No. 103. Alfred Seeley, Toronto.
- Ayesha: The Return of She. By H. Rider Haggard. Book. William Briggs, Toronto.
- The Argument of One Thinker. Book. By Arthur P. Richmond, Ottawa.
- Nachtgebet. Prayer of the Night. English Translation by H. G. Chapman. Words by Franz Evers. Music by Alexander Von Fielitz. L'Echo. The Echo. English Translation by H. G. Chapman. Words by F. Coppee. Music by Alexander Von Fielitz. Trost. Comfort. English Translation by H. G. Chapman. Words by Maria Jamtschek. Music by Alexander Von Fielitz. Pensee


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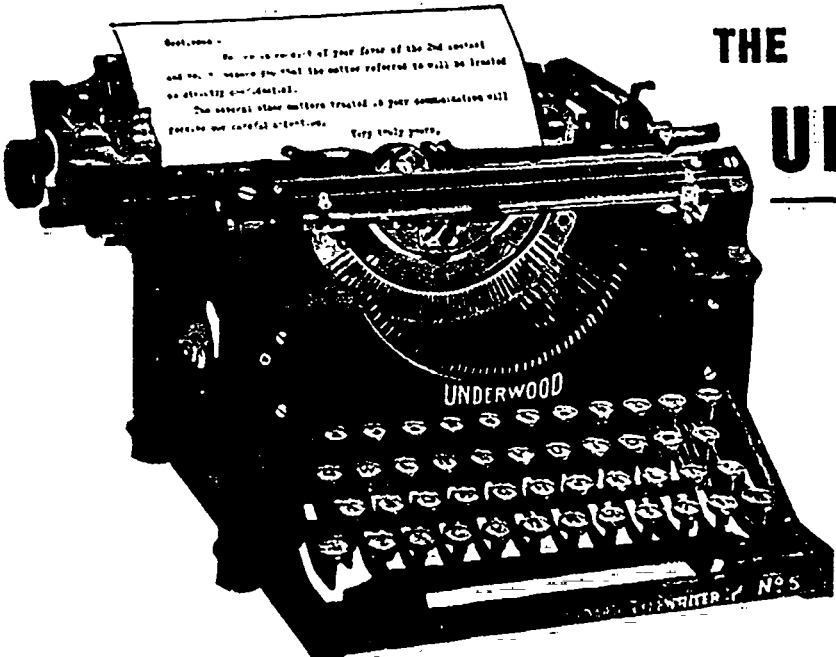
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My Irish Daisy. Words by Wm. Jerome. Music by Maude Nugent and Jean Schwartz. *Sympathy.* Don't Worry Bill. Words and Music by Kendis and Paley. *Cholly.* Words by Harry Williams. Music by Egbert Vanalstyne. *Nightingale.* Words by Harry Williams. Music by Egbert Van Alstyne. *Fol De Rol Dol.* Words by Harry Williams. Music by Egbert Vanalstyne. *Senorita Papeta.* Words by Harry Williams. Music by Egbert Vanalstyne. Jerome H. Remick & Company, New York.

The Princeton Jungle March. By Kenneth S. Clark, Princeton, '05. The John Church Company, Cincinnati, Ohio.

Amorita. Intermezzo-Two Step. By Clifford H. Sel-dou Jerome H. Remick & Company, Detroit, Michigan.

Anxious. Song. Words and Music by Kendis & Paley. Jerome H. Remick & Company, New York.

The Ontario Law Reports. 1905. Volume IX. Editor, James F. Smith, K.C. The Law Society of Upper Canada, Toronto.

Interim Copyrights.

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

The Canadian Winter Girl. Post card. Alfred W. Bell, Montreal.

A Man May Go to College and Still be a Fool. Song. Words by Harry Williams. Music by Egbert Vanalstyne. *Nicodemus.* Song. Words by Harry Williams. Music by Egbert Vanalstyne. *I Want Some One to Love Me.* Song. Words by Harry Williams. Music by Egbert Vanalstyne. *Down in Lovet's Lane.* Song. Words by Harry Williams. Music by Egbert Vanalstyne. *The Man Behind the Club.* Song. Words by William Jerome. Music by Jean Schwartz. *The Janitor.* Song. Words by Harry Williams. Music by Egbert Vanalstyne. Jerome H. Remick & Company, New York.

Histoire de l'Eglise. Cours Moyen. Secours de la Congregation de Notre Dame. Montreal.

History of Golden Rule Lodge, No. 5 Q.R., A. F. & A. M. Stanstead, Quebec, being a Sketch of a Century of Freemasonry in the Jurisdiction of that Lodge. By the Rev. Arthur Henry Moore, M.A. William Briggs, Toronto

Natural Selection, or, The Law of the Survival of the Fittest, Viewed as applied to the Development of the Industrial Arts. Published in the Canadian Engineer. Toronto. Temporary Copyright. Egerton R. Case, Toronto

Days and Nights in the Tropics. By Deau Harris. Book. Morang & Company, Limited, Toronto.

Just at the Break of Day. Song. Words by Harry J. Lincoln. Vandersloot Music Company, Williamsport, Pennsylvania.

Perk Schottische. For Piano. By Walter Hart. Vandersloot Music Company, Williamsport, Pennsylvania.

Gems of New Westminster. Booklet. Fred L. Hack-ning. New Westminster, British Columbia.

March Past. Photo. Galbraith Photo Company, Toronto

The High School Algebra. Part I. Third Edition. Revised and Enlarged. By W. J. Robertson, B.A., LL.B., and I. J. Birchard, M.A., Ph.D. William Briggs, Toronto.

Souvenir of the Royal North West Mounted Police. Book. Henry Bayley, Montreal.

Ayesha. The Return of She. By H. Rider Haggard. Book. William Briggs, Toronto.

Omission.

In the last number of *Bookseller and Stationer* the following copyrights were inadvertently omitted:

Pembroke Separate School. Photo. Witts Garden, Pembroke. Photo. Pembroke High School. Photo. Pembroke Public School. Photo. Cottage Hospital, Pembroke. Photo. General Hospital, Pembroke. Photo. Post Office, Pembroke. Photo. Freeman Block, Pembroke. Photo. Munroe Block, Pembroke. Photo. Leacy and Shields and Thibadeau Blocks, Pembroke. Photo. Pembroke Post Office. Photo. Freeman Block Looking at Front of Building. Photo. M. E. O'Gorman, Pembroke, Ont.

THE SUNDRY SALESMAN.

AN article which will no doubt prove of special interest to the readers of the *Bookseller and Stationer* has been recently put on the market by the R. S. Williams & Sons Co., Limited, of Toronto, under the name of "The Sundry Salesman." This Sundry Salesman is gotten up for merchants of all kinds who have an occasional call for musical supplies, but whose business is not sufficient for them to carry a large stock.

It is a small investment giving prompt and profitable returns. The article itself is in a neat case divided into separate compartments and containing 1 dozen guitar E steel strings, 1 dozen guitar B steel strings, 1 dozen guitar G steel strings, 1/2-dozen guitar D steel strings, 1/2-dozen guitar A steel strings, 1/4-dozen guitar E steel strings, 1 dozen violin G steel strings, 1 dozen violin G gut strings, 1/4-dozen autoharp picks, 1/4-dozen violin bow hair, 1/4-dozen violin mutes, 1/4-dozen violin rosin, 1 dozen violin bridges, 1 bundle violin E gut strings, 1/2-bundle violin A gut strings, 1/2-bundle violin D gut strings, 1/4-dozen violin pegs, 1/4-dozen violin pegs better, 1-3 dozen violin tail-pieces. Every article above mentioned is a ready seller and can be sold without any previous knowledge of the line. The price list and full information are on the cover of the case. The outfit is arranged so as to make a very neat and attractive counter display. Stationers who have been asked for articles of the above kind will no doubt appreciate the value that this is going to be to the trade.

The R. S. Williams Co. have recently issued a large catalogue of their goods which would prove of benefit to anybody interested in this-line, and may be had for the asking.

CONDENSED OR "WANT" ADVERTISEMENTS.

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

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

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

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

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IN one of the finest retail book, stationery and wall paper houses in Ontario. A capable man in either books or wall paper with some capital can procure a good thing. All correspondence confidential. Address A. B. C., care of BOOKSELLER AND STATIONER, Toronto. [11]

PARLOR FOOTBALL.

OF the making of indoor games there is no end and the ingenuity displayed in their construction is astonishing. Tennis has been converted into ping-pong, croquet has been modified for the parlor and now the apparently impossible game of football has been toned down, so that it may safely be played in the house.

The plan of the game is very simple. A ball driven backwards and forwards in a wire cage merely by snapping a wire underneath it with a pointed stick. The opponents each endeavor to send the ball towards the ends where touch-downs may be scored. The kick-off is accomplished in much the same way as in the real game and after that both players work away hard until a goal is scored.

The game is the invention of Mr. Haskell, of the Carron-Archarena Co., who has invented most of this company's game boards. It is being introduced into Canada by Hord & Co., of London, who have manufactured the Carron-Archarena line of boards for the Canadian trade for several years. The game has been warmly received in the United States and should have a good sale here.

A VALUABLE COLLECTION.

William Drysdale & Co., booksellers, 2478 St. Catherine street, Montreal, have secured the valuable and interesting library of Dr. MacNeish, Cornwall, Ont. The collection is rich in rare books of theology and includes a representative list of standard works. The books are all classified and arranged in Mr. Drysdale's store. A catalogue has been prepared and will be sent upon request to those interested.

HIGH SCHOOL TEXTS.

BEFORE the Tariff Commission in Montreal on November 7 Mr. E. M. Renouf, accompanied by Mr. E. W. Arthy, asked that concessions to admit certain text books, not printed or reprinted in Canada, for the use of pupils in High Schools, be granted. In some instances universities can have certain text books admitted free of duty, while similar books, for the use of high, public and private schools must pay duty. Mr. Arthy said that it was quite an item for pupils to purchase the books required in the schools.

EXPERIENCED ADVERTISEMENT-WRITERS

who are open for a situation are requested to register their names with The MacLeat Publishing Co., at any of their offices. Inquiries are occasionally made by manufacturers and wholesale houses who contemplate establishing their own advertising department.

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Comprising a Special Interest Table for daily balances, showing interest for one thousand days on any amount, rates from ¼ per cent. to 3½ per cent., inclusive. Also a table showing interest for one thousand days at 5 per cent., by means of which (in connection with Comparative Tables), interest for one thousand days can be obtained at any rate from ¼ per cent. to 10 per cent., inclusive, and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from ¼ per cent. to 10 per cent., inclusive, on the basis of 365 days to the year in ¼ per cent. rates. By CHARLES M. C. HUGHES. Price, \$2.00.

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

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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.

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

Buchan's Sterling Equivalents and Exchange Tables,

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

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Giving sterling into dollars and cents and vice versa, from £1 upwards, also sterling equivalents, Canada into New York and vice versa; by EWING BUCHAN. Price (in sheets), each, 20c.; mounted (on boards), each, 35c.

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

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