

# BOOKSELLER & STATIONER

and

## Canadian Newsdealer

Official Organ of the Booksellers' and Stationers' Association of Ontario  
and for Twenty-Four Years the Recognized Organ of the Book, Stationery and Fancy Goods Trades of Canada

MONTREAL, 232 McGill St.

TORONTO, 10 Front St. East.

WINNIPEG, 511 Union Bank Building.

LONDON, ENG., 26 Fleet St. E.

PUBLICATION OFFICE: TORONTO, JUNE, 1908

It don't pay to advertise unless  
you have the goods.

## Underwood's Inks

The Standard for Writing Fluids.

Everlasting Bank,  
Extra Copying,  
Red Steel Pen,

Quarts, Pints, Half-Pints are supplied with patent  
metal cap Pour-out.

Underwood's Inks, manufactured in Canada, are  
sold by all wholesale dealers. You don't have to  
invest a large amount in ink stock. Your freight  
is less. Your turn-over is greater and your stock  
is kept clean by being often replenished. Then  
we are right here with you as an absolute  
guarantee of quality.

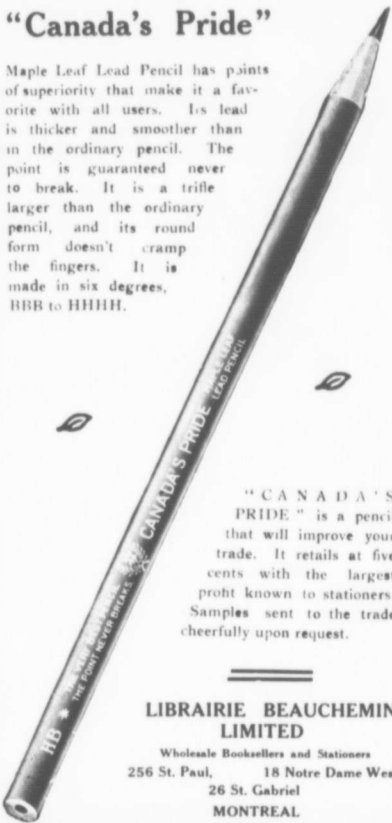
### JOHN UNDERWOOD & CO.,'

Manufacturers

90 Richmond St. E. - Toronto

### "Canada's Pride"

Maple Leaf Lead Pencil has points  
of superiority that make it a fav-  
orite with all users. Its lead  
is thicker and smoother than  
in the ordinary pencil. The  
point is guaranteed never  
to break. It is a trifle  
larger than the ordinary  
pencil, and its round  
form doesn't cramp  
the fingers. It is  
made in six degrees,  
BBB to HHHH.



"CANADA'S  
PRIDE" is a pencil  
that will improve your  
trade. It retails at five  
cents with the largest  
profit known to stationers.  
Samples sent to the trade  
cheerfully upon request.

LIBRAIRIE BEAUCHEMIN,  
LIMITED

Wholesale Booksellers and Stationers  
256 St. Paul, 18 Notre Dame West,  
26 St. Gabriel  
MONTREAL

## **IDEAS ARE WORTH MONEY WE HAVE CASHED THIS ONE FOR YOU**

According to Elbert Hubbard, the bard of East Aurora, "there are two ways of meeting competition: One is to cheapen quality and cut prices, the other to make an article better than others are making it." We have chosen the latter way and are reaping a mighty harvest of orders in consequence.

For generations, year in and year out you have bought and sold Exercise and Scribbling books—just plain books. The quality has not changed, the design has varied little and for the sake of argument all makes have been alike.

At great expense and considerable trouble "The Prize" series of exercise and scribbling books have been produced and the glowing compliments received in every mail from the trade and teaching profession alike, are but a forerunner of the ultimate planned result. Made of good stock, well bound, well printed and enclosed within a handsome cover bearing an exact color reproduction of one of the best works by Mrs. Mary H. Reid, A.R.C.A., the leading flower delineator of Canada, "The Prize" series promises to be the turning point for a new era of school supplies and publications.

To introduce the Prize Practice Books we have inaugurated a competition among the school children of Canada the details of which have been thoroughly worked out. One thousand dollars in books has been set aside for the prize awarding. There will be 500 prizes. Every purchaser of a practice book is an eligible candidate.

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Write for full particulars or consult our travelling salesmen.

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**WARWICK BROS. & RUTTER, Limited**

Manufacturing  
Stationers.

**TORONTO**

## TRAVELLING TIME—VACATION

Everyone goes somewhere for a longer or shorter stay. Letters and postcards must be written, and Ink, put up so it can be carried, is in demand.

Now is the time to display and push



No. 517

## Carter's Fountain Pen Fluid

put up in convenient

### Travellers' Cases

No. 517—Bottle, with Filler and Stopper combined, in a handsome mahogany case.

No. 511—Smaller outfit in aluminum case.

A full line of Colored Inks well adapted to Fountain Pens.

Packages sell on sight—demand is great.

A necessity for all who use **INK PENCILS** is

## Carter's Stylo Fluid

Has no acid like ordinary fountain pen fluids to attack the feed wire. Has a flow not too free but never sluggish.

### The Carter's Ink Co.

Boston

New York

Chicago

Montreal



No. 244

# Flags Flags Flags

**BE READY FOR THE CALL  
AND HAVE A STOCK OF GOOD FLAGS**

All sizes and kinds—DOMINION ENSIGNS, with COAT OF ARMS showing new Provinces of Alberta and Saskatchewan, UNION JACKS, FRENCH TRI-COLOR, STARS AND STRIPES.

No.	Per Gross	No.	Per Gross
0000, size 2 x 3 inches - - -	\$ .80	1½, size 10 x 15 inches - - -	\$ 4.80
000, size 3½ x 5½ inches - - -	1.20	2, size 15 x 20 inches - - -	9.60
00, size 4½ x 6½ inches - - -	1.50	3, size 18 x 25 inches - - -	14.40
0, size 6 x 8 inches - - -	2.40	4, size 20 x 28 inches - - -	21.60
1, size 8 x 12 inches - - -	4.00	5, size 22 x 36 inches - - -	33.00

Also **PROVINCIAL FLAGS**, with Coat of Arms of the Provinces of Manitoba, Saskatchewan, Alberta and British Columbia. Size 12 x 17 inches. Price **\$7.20 per gross**.

The superiority and durability of our Flags commend them. The material used is strong, heavy cotton. They are lithographed (not printed) and the colors will not run, but stand unaffected by storm or sunshine.

**The Copp, Clark Company, Limited, - Toronto**

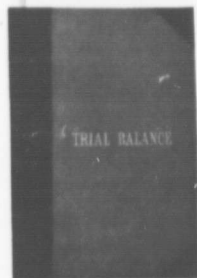
# ACCOUNT BOOKS

Our stock is now complete in every line. Including some specially new styles, standard make—True value.



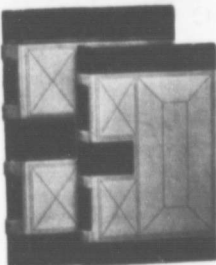
## Short Demy

Size 10½ x 14  
**Ledgers, Cash Books, Journals, Records.**  
 150 to 500 pages.  
 † Red Russia, Green Cloth Sides, Gold Lettering on Sides.



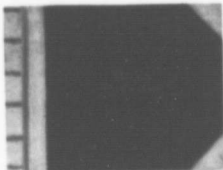
## Trial Balance Books

Russia Back, Cloth Sides, Lettered on Side.  
 For names 600 to 5000.



## Demy, Foolscap

**Ledgers, Journals, Cash Books, Records.**  
 † Rough Extra, Cloth Sides all Rulings. 200 to 1000 pages.



## Bill Books

Payable and Receivable Printed Headings. All sizes and thickness.

LETTER COPYING BOOKS. Large assortment.

# BROWN BROS., Limited

51-53 Wellington St. West, TORONTO

## Joint Deposit Accounts

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

Money Orders and Drafts sold at lowest rates. Farmer's Sale Notes collected and advances made thereon.  
**SAVINGS DEPARTMENT** \$1.00 or more opens an account. Interest allowed from date of deposit, and compounded FOUR times a year.  
 You may deposit or withdraw money by mail.

## The Metropolitan Bank

Capital Paid Up: \$1,000,000  
 Reserve Fund and Undivided Profits: \$1,241,532.26



## THE TELEPHONE

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

### LONG DISTANCE TELEPHONE SERVICE

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

## THE BELL TELEPHONE COMPANY OF CANADA

**WESTERN ASSURANCE COMPANY.** Incorporated 1851

**FIRE AND MARINE**

HEAD OFFICE—TORONTO, ONT.

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

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

## British America Assurance Company

A. D. 1833

**FIRE & MARINE**

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo. A. Cox, President; W. R. Brock, Vice-President  
 Robert Richardson, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,  
 D. B. Hanes, Augustus Myers, John Hoskin, K.C., LL.D.,  
 Frederic Nicholls, Alex. Latrod, James Kerr Osborne, Z. A. Lash, K.C.  
 Sir Henry M. Pallat, E. R. Wood.

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

CAPITAL	\$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,831,820.96



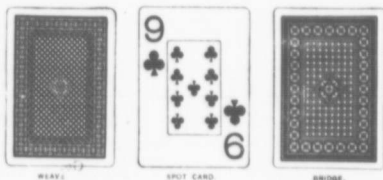
## No. 67. Lenox Playing Cards. Quadra Indexes.



### Right and left-handed Quadra Indexes.

Double enameled, linen stock.  
Especially designed LARGE indexes  
in all four corners.  
Quadra back, in red, blue, green,  
brown; Lenox back, in red and blue.

## No. 88. Bridge Playing Cards.



### Jumbo Indexes, extra large.

Double enameled, linen stock.  
Weave and Bridge backs, in red  
and blue.  
Rules in each pack.

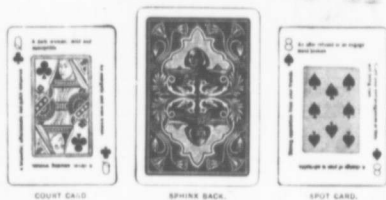
## 500 Five Hundred and 555 Full-House Playing Cards, With 11 and 12 Spots.

(Patented June 26, 1906.)



Double enameled, linen stock; sixty-  
one cards—11 and 12 spots in each  
suit; Hydrus, Griffin, Full-House and  
Lattice backs, in red and blue.

## No. 68x. The Nile Fortune Cards.



Gold edges, linen stock; highly  
finished enamel. A new pack of  
fortune-telling cards; tinted panel  
faces, with the meaning of each card  
printed on its face; can be used by  
any one; rules in each pack.  
Complete for playing all card games.

Copyright, in U. S. A., 1907, 1908-7, by The U. S. Playing Card Co., Cincinnati, U. S. A.

Samples to dealers on application. Order through your jobber.

The United States Playing Card Company, Cincinnati, U. S. A.

# Tuck's Holiday Lines

ARE READY

## Christmas and New Year Cards

Over one thousand entirely new sets, comprising in the aggregate a wealth and variety of subject adapted to every possible taste.

## Calendars and Block Calendars

Their magnificent success of last year, added to the charm of novelty, superiority of reproduction and general excellency of the new collection, will ensure them a welcome reception everywhere.

## Toy Books and Juveniles

In great variety and of unsurpassed beauty and excellence.

## Christmas and New Year Post Cards

Unapproachable for beauty of design, elegance of finish and appropriateness. Glistening dew effects more beautiful than ever, and bewildering in their variety.

## Holly Specialities

Such as Seals, Tags, Embossed Greeting Cards, in great variety.

Paper Dolls, Half Masks, Reliefs, Wall  
Texts, Christmas Tree Ornaments, etc., etc.

# Raphael Tuck & Sons Company

Publishers by appointment to Their Majesties the King and Queen: Alexandra

By Special Appointment **LIMITED**



9-17 St. Antoine Street,  
**Montreal, P.Q.**

LONDON, PARIS, BERLIN,  
NEW YORK, MONTREAL.



Publishers by Royal Warrant



An alliance with Dennison will prove a profitable connection for any dealer.

People know that the name "Dennison" stands for "quality"—for the best Tags, the best Crepe Paper, the best Adhesives, and so on through the various lines of goods made by Dennison. And this "Dennison Quality" is being constantly emphasized to the consumer. Our advertising in the leading magazines is turning a vast volume of trade to the stores that handle Dennison Goods.

Are you one of them?

*We can be of great aid to you in increasing your business in the Dennison line.*

**Dennison Manufacturing Company**

*The Tag Makers*

BOSTON  
26 Franklin Street,

NEW YORK  
15 John Street,

PHILADELPHIA  
1007 Chestnut Street,

CHICAGO  
128 Franklin Street,

ST. LOUIS  
413 North Fourth Street.

BOOKSELLER AND STATIONER

# Smith, Davidson & Wright, Limited,

Wholesale Stationers,

Fancy Goods Importers

Vancouver, B. C.

MAIL ORDERS RECEIVE CAREFUL ATTENTION

## "Sports" Playing Cards



THE BEST VALUE  
IN THE MARKET.

ONE OF MANY  
VARIETIES

Leaders in a second  
grade - GOOD  
LUCK and ST.  
LAWRENCE.

SPECIAL CARD FOR  
WHIST PLAYERS

Colonial Whist

LACROSSE DESIGN.

We are headquarters for PLAYING CARDS  
MADE IN CANADA.

Style and finish equal to Imported Cards.

Advertising Cards of all sorts - Novel Designs.

Coated Litho. and Book Papers

FOR SAMPLES AND PRICES APPLY-

**Consolidated Lithographing and  
Manufacturing Company, Limited**

Successors to

THE UNION CARD AND PAPER CO.

MONTREAL

## Higgins' Inks and Adhesives



The Higgins' Inks and Adhesives are in a class by themselves. They are the best goods of 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 of Inks and Adhesives

MAIN OFFICE, 271 North St. BROOKLYN, N.Y., U.S.A.

FACTORY, 285-287 Eighth St.

## Western Booksellers and Stationers

Our stock of books, stationery and printers' supplies is large and well assorted. We can ship promptly. Save time by ordering from us.

**Clark Bros. & Co., Limited, Winnipeg, Can.**  
WHOLESALE STATIONERS

## Our Big Special Fall Number

This is the Event of the Year in our office. The energies of the Editorial Staff are turned to its preparation months in advance of the date of issue. This year's Special will undoubtedly be our finest.

## Will be Issued on August 10

This is the Date of the Year in our calendar. We have been looking forward to it for months and now its near approach warns us that little time can be lost. Those intending to take space in the Special had better book space early.

## Splendid Opportunity For Advertisers

This is the Opportunity of the Year for advertisers to reach the Canadian trade. Here we have an issue double the size of our ordinary issue, full of first-class articles and illustrations. It is a number that is preserved for reference.

**BOOKSELLER and STATIONER of Canada**

TORONTO

MONTREAL

WINNIPEG

## Smith Premier Typewriters

are known in every part of the world.

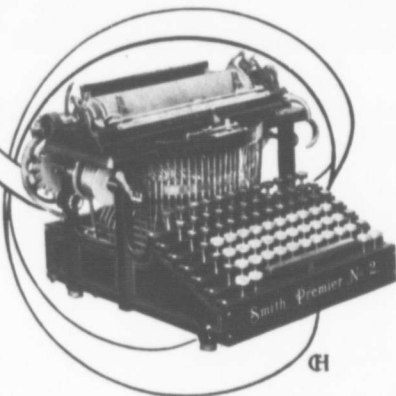
Smith Premier Typewriters are best because of their proper mechanical construction, durability, convenience and ease of operation.

### 400,000 Use the Smith Premier and Smith Premier Brand Supplies

**Smith Premier Brand Typewriter Ribbons**, for all makes of typewriters.

**Royal Carbon Paper**, standard weight and light weight, the highest grades, uniform standards.

Booksellers and stationers desiring to secure the agency for Smith Premier Typewriters and Supplies address:



The National Typewriter Company, Ltd., 78 Victoria St., Toronto, Ont.  
Wm. M. Hall & Company, 221 Notre Dame St. W., Montreal, Que.  
A. Milne Fraser . . . . . 157 Hollis St., Halifax, N.S.  
Edward R. McNeill . . . . . 166 Sparks St., Ottawa, Ont.

# Bookseller and Stationer

and Canadian Newsdealer

A monthly journal devoted to the interests  
of the Book-selling and Stationery Trades

Subscription: One Dollar a Year  
Single copies : : Ten Cents

Vol. XXIV.

MONTREAL AND TORONTO, CANADA, JUNE, 1908.

No. 6.

## Why Canadian Stationers Ought to Sell Typewriters

### Some Excellent Reasons

A short time ago a gentleman walked into a stationery store in an Illinois town and asked to be shown some writing paper. When the purchase was made he turned to the clerk and said:

"By the way, do you handle typewriters?"

"No, we do not," replied the clerk. "We have been asked that question before, but for some reason never have got around to it."

"I want to purchase one," continued the customer, "and it occurred to me that a stationery store the size of yours would in all probability handle them. However, I will look elsewhere."

This same question is put to commercial stationers many times during the day in all sorts of towns the country over. For many reasons the casual purchaser of pens, pencils, carbon paper and other supplies, associates the stationery store with a typewriter. The prime reason, of course, is that there he goes for his typewriter supplies. Why should he not think of the store handling typewriters?

This in turn invites the question, why do not commercial stationers establish a typewriter department? Or what advantage is there in having such a department?

#### Big Purchases of Supplies.

This question can be looked at from several sides. In the first place, however, this proposition should be laid down as absolutely true: The average typewriter user, before he consigns the machine to the junk pile, spends three hundred dollars on supplies, in the form of carbon paper, typewriter paper, ribbons, and so forth. Now where does the user buy these supplies? From the stationery store, in the average town, unless there is a typewriter supply house, and then it is questionable whether he does not go to the stationer for the most of his supplies.

Another proposition: The typewriter user, as well as the one who is not, needs a typewriter stand, desk, and other office supplies. Where does he go? To the office supply house, of course.

There are many cases where the user in the first instance, when he goes to the stationer for his supplies, could in many ways be interested in typewriters. He might not himself purchase one, but he would at some time say to a friend: "John, the Cole Stationery Company handles the ——— typewriter. I think it is a good machine. Go and look it over."

Now why should the stationer not get the benefit of this trade, which goes to the typewriter companies indiscriminately? What reason is there that the stationer could not attract many users of machines to his place of business if he had a typewriter department. Manifestly this could be done, and to ignore it is to overlook a very direct source of getting business.

#### An Argument Against.

But the stationer has been inclined to refute this with the statement that, "Oh, it does not pay. I would not sell a machine once a month." Of course he wouldn't if he believed it. But is there any ground for his statement? In the majority of cases there is not.

It is true that the standard typewriter companies have their branch offices or agency in most towns of 25,000 population. To this extent the stationer could not entertain the proposition of adding a typewriter department. But there are many cases where they do not, and besides there are now on the market many machines, standard in every respect, though not selling for \$100, that would form a most valuable and profitable adjunct to the commercial stationer. And there is no apparent reason why the stationer in towns of from 5,000 up should not embark on this plan to great advantage.

There are many typewriter companies, in view of the sharp competition now existing, that would be glad to aid in many ways the stationer in advertising the machine and making sales. He need not confine his efforts to the town in which he lives. The stationer can arrange territory that would encompass fifteen or twenty small towns in close proximity to his own. It should not be lost sight of that country towns lean as close to their county seat, or "biggest town nearby," as do the larger towns to the "biggest city nearby."

What is of greater importance, the stationer is constantly in contact with the purchaser of office equipments. It is a short step from the counter, where he sells carbon paper, to the typewriter department. There his machine is on a revolving stand, displayed in such a manner that the customer gets a comprehensive idea of its merit at once. This is true of the next customer and so on, until the Cole Stationery Company is right in touch with the prospective typewriter buyers.

Planned carefully, started properly and pushed energetically, the typewriter department can be made to pay handsomely.—Ex.

## A Pioneer of the Picture Post Card

The Late Alexander Scott of Barrie the First Stationer in Canada to Issue a Local View Card — Something About the Scott Store.

The first local view post card in Canada was published in June, 1895, by the late Alexander Scott, of Barrie. The accompanying cut is a facsimile of the card issued just thirteen years ago by Mr. Scott, and the work was done in Canada. Mr. Scott got the idea from seeing some English cards, had a plate made and the printing was speedily executed. The card was a decided novelty in those days and took exceptionally well.

The example thus set in furnishing pictorial paste-board was not generally adopted until some years later when the fad set in and became tremendously popular. To-day in all Canada there is not a village, town or hamlet worthy of the name, that does not place local views on the market. The late Mr. Scott may, therefore, be styled the pioneer in the Canadian picture post card trade which has developed into such great proportions.

### Mr. Scott's Career.

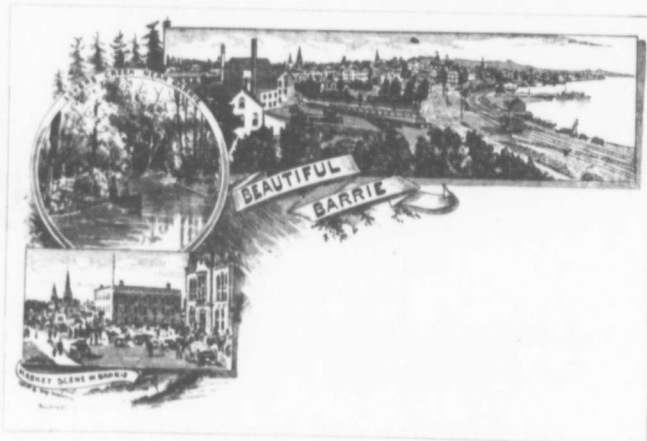
After being twenty years a resident of Richmond Hill, where he published the York Herald

provided with a hardwood floor and metallic ceiling, being lighted artificially by electricity and heated by hot water. The shelving is admirably arranged, and no goods being heaped up along the top, the visitor is at once impressed that system plays a most important part in its internal economy.

On the left are the stationery, blank book, fancy goods and wall paper departments, while on the right are magazines, picture post cards, tastefully displayed, souvenir goods, standard authors and other lines which generally form the stock in trade of every well equipped book shop.

Mr. Scott does not handle toys, having gone out of that branch six years ago. He carries the latest requisites, however, in all other departments, and has built up a business in which he may well take a pardonable pride.

He conducts a circulating library in connection with his book store, in which all the latest and best fiction will be found. It has a large and growing membership, and is a feature that is thoroughly appreciated. All the new-



Facsimile of what is claimed to be first Local View Post Card, in Canada, published June, 1895.

and conducted a stationery store, Mr. Scott removed to Barrie, where he established a splendid book store, which is to-day conducted by his son, Walter Scott. The business has steadily grown until it is now one of the largest and finest of any like undertaking in any Canadian town. The Scott family have been booksellers and stationers for many generations. The father and grandfather of Mr. Alex. Scott, who passed away ten years ago, were identified prominently with the trade in the Old Country, and as his son, Walter Scott, observes, "it runs in the blood."

The store itself is a model of neatness, taste and arrangement. Both interiorly and exteriorly it is bright, attractive and inviting. In dimensions, 22x90 feet, it is

est and most popular books are on the shelves of the circulating library. A member pays the full price for the first book taken out, and, on returning it, by handing over a dime, may take out another volume. When a book is worn out by frequent perusal a new one is substituted.

Another plan, which has been found by Mr. Scott to work satisfactorily, is on payment of \$5.20 in advance, a reader becomes a member of the circulating library for one year, and he or she can take out a book each week. A register is kept of all subscribers, and if there is a particularly strong demand for any book, two or more copies are placed on the shelves. Mr. Scott is well pleased with the results of the library. Paper bound copies of the best novels are the ones used.



## THE PASSING OF A TALENTED POET.

The recent death of Dr. Louis Frechette, who has been styled "The Canadian Poet Laureate," has removed a familiar figure from the ranks of literature and journalism. His illness was of short duration, the eminent author being called home in Montreal. He was in his 70th year, and his passing marks the severance of another link in the chain of literary geni who have penned in prose and verse the annals, life, pursuits and pleasures of our French-Canadian fellow citizens. Among his compatriots the news of his death was received as a personal bereavement. His genial, kindly disposition endeared him to French and English alike. Dr. Frechette was a scholarly and talented gentleman for whom all entertained the greatest reverence and esteem, and by his splendid gifts he won not only recognition at home, but abroad. For many years he was connected with the press, being editor of *La Patrie* and *L'Opinion Publique*, in Montreal. Previous to his journalistic work in that city he edited *L'Amérique* Chicago, *Le Journal de Levis*

Queen's, and Toronto. He was made a Companion of St. Michael and St. George, and a member of the Imperial Institution of London at her late Majesty Queen Victoria's Diamond Jubilee in 1897. He was also a president and one of the founders of the Royal Society of Canada.

Dr. Frechette was naturally fond of French literature, and among French writers Victor Hugo was his favorite. He characterized Hugo as the greatest lyric writer of any age, and never tired of telling stories of the great Frenchman. It was a matter of pride with him that he was the only Canadian who ever knew Hugo personally. He was a life-long friend of the late Dr. Drummond, who, in addition to being his physician, had many tastes in common with him.

## WESTERN CANADA BOOK STORE.

The illustration on this page shows the interior of Nixon's Book Store, at Moose Jaw, Sask. D. C. Nixon, its proprietor, formerly represented Geo. R. Gregg &



A Western Canada Book Store.

and *Le Journal de Quebec*. He was a contributor to several magazines, Canadian and American.

Referring to his literary production, the late Principal Grant styled him as "our greatest poet," while another notable critic remarked: "He made the history of the France beyond the seas live again in poetry." Dr. Frechette was thoroughly conversant with the folk lore of his people, and the bright, healthful, hopeful tone of his works demonstrated his wealth of knowledge of the home life of the habitant. There was invariably a spirit of devotion, of self sacrifice and of filial affection shown in his stories. He taught us that there was much worth emulating in the honest, warm-hearted life, quaint ways and historical customs of the French-Canadian. In 1880 two of Dr. Frechette's books of poetry were crowned by the French Academy of Paris, and he himself was elected an officer of the Academy and a Knight of the Legion of Honor. He was also an L.L.B. of Laval, McGill,

Company in Western Canada. Since starting business in November, 1906, Mr. Nixon is more than satisfied with the results. The proprietor of the store can be seen standing on the left of the picture.

Among the stationers of Ontario who print their own picture post cards is J. D. McKay, of Newmarket. He has issued some very creditable illustrations of local scenes, both plain and colored, which find a ready sale among the residents of the town. Tourists are also appreciative of Mr. McKay's enterprise, Newmarket being visited every summer by a large number of holiday-seekers on their way from Toronto to different resorts on Lake Simcoe. He also conducts a circulating library of ten-cent books of the better class. This has proved to be a popular adjunct of his establishment. On returning each book the reader may obtain another on the payment of five cents.



*Cy Harman*

The Author of "Weiga of Temagami," to be published this month by McLeod & Allen.

#### YUKON BOOKSELLER COMES EAST.

It is not often that a bookseller and stationer travels thousands of miles on such a unique mission as Henry J. Landahl, of Dawson, Yukon Territory, who has been in Vancouver, Winnipeg, and Toronto, and is at present in Ottawa. Mr. Landahl will call upon His Excellency Earl Grey, and Sir Wilfrid Laurier, on behalf of Dawson Camp, No. 4, Arctic Brotherhood, and from the Canadian capital he will proceed to Washington to invite President Roosevelt to visit the Yukon. It is expected the three distinguished gentlemen mentioned may see their way clear to journey to the land of the midnight sun, after the Alaska-Yukon-Pacific exhibition in Seattle in 1909.

An excerpt from the invitations, which are engraved upon moose skin, elaborately decorated with gold nuggets, the cost of their preparation being \$300 each, reads: "It is the desire to have some of the most notable men of our day and time visit us, and to see and enjoy and tell of the greatness of the Yukon and Alaska—to see here the vast placer and mineral fields now producing millions of dollars in wealth annually and awaiting further development at the hands of capital; to see here the land that is to be an attraction to millions of those who go far seeking equable summer climate and scenic beauties; to see here the domain which will blossom

into a halcyon homeland supporting millions of happy and contented people.

Earl Grey, President Roosevelt and Sir Wilfrid Laurier, and their friends, who may accompany them, are offered the "liberty of the vast northland." The Arctic Brotherhood is a strictly non-political, fraternal organization living under two flags. It submerges prejudices to the common good, and its motto is, "No boundary line here." The Dawson Camp has a fine club house and over 500 members.

Mr. Landahl has resided in the Yukon ten years. Seven years ago he opened Landahl's Emporium, which contains a stock of about \$60,000 in stationery, books, fancy goods, office supplies, typewriters—in fact, everything in the office line. The proprietor conducts a circulating library in connection with it and handles all the magazines for the Yukon district. His business has grown to such an extent that he practically has no opposition. He says that Dawsonites are diligent readers and that the city, which is the base of supplies for about 20,000 people, is the most cosmopolitan of its kind in the Dominion. Robert Service's poems, "Songs of a Sourdough," Jack London's "Call of the Wild," and other like works had an exceptionally gratifying sale. Mr. Landahl does not handle cheap, trashy productions, but gets the latest and best fiction which finds a ready sale, while the standard authors are largely bought in the Yukon. Mr. Landahl is Swedish by birth.

## A Forward Step in the Career of a Big Canadian Company

The Copp, Clark Co., Limited, Toronto, Takes Into the Firm Five Employees who Have Been Identified with the Growth of the Business for Several Years Past.

The announcement made recently that five members of the staff of The Copp, Clark Company, Toronto, who had been for years past identified with the growth and development of the business, had been taken into the firm, centres the trade's attention once more on this old-established house. The new members of the company are for the most part well known to the Canadian trade. Arthur P. Reed, the manager of the stationery department, has been identified with the business for the past twenty years. James M. Young has been with the firm since 1896, and was for many years traveler for them in the Western Provinces; he has for the past two years been in charge of the manufacturing department. W. F. Thomas has been connected with the book department for about nineteen years. R. J. Plaskett started with the company when he was quite a lad, and is now the firm's western representative, and H. C. Corner is accountant.

C. Chewett & Company, under which name the business was continued on King street east on part of the premises now occupied by W. A. Murray & Company.

In 1865, the firm was again changed, and for some time was known as Copp, Clark & Company, under which title the business was carried on until about 1873, when the retail department was sold and the firm began the wholesale business. In 1885, the present company was formed under the title of The Copp, Clark Company, Limited, and in addition to W. W. Copp, H. J. Clark and Charles Fuller, three of the younger men were taken into the company. The first of these was H. L. Thompson, whose connection with the company dates back to 1866, when as a boy he entered the employment of W. C. Chewett & Company. He has now been in the same business connection for about forty-two years, and was elected president of the company in 1894, on the



WM. COPP  
Vice-President.



H. L. THOMPSON  
President.  
Chief Officers of The Copp, Clark Co., Limited.



A. W. THOMAS  
Secretary-Treasurer.

It has always been characteristic of The Copp, Clark Company to bring new blood into the firm from time to time, and thus seek to identify in the management the men who by their energy and devotion have helped to build up the business. A glance over the history of the firm will abundantly demonstrate this.

### History of the Firm.

The history of The Copp, Clark Company, Limited, may fairly be traced back about sixty-six years, when in July, 1842, the late W. W. Copp, then a lad of sixteen entered the employ of the late Hugh Scobie, whose business was located on King street, Toronto, where he remained until Mr. Scobie's death in 1853. The business was then bought by Thomas Maclear, and Mr. Copp and the late W. C. Chewett became partners with him. In 1862, the late H. J. Clark entered the firm, and as Mr. Maclear retired from the business, the style was changed to W.

death of the late Mr. Copp. The second was A. W. Thomas, who began his connection with the company in 1873, and for many years past has been secretary-treasurer. The third was William Copp, son of the first president of the company, who came into the business in 1882, and for the last fourteen years has held the position of vice-president.

The Copp, Clark Company is known from one end of the Dominion to the other, as one of the largest publishing houses in Canada, and while the fact that they have been located in Toronto has had much to do with concentrating the publishing business in that city, the firm have for years claimed that they are Dominion publishers rather than mere local publishers. The "Canadian Almanac," which was first issued in 1848, has now enjoyed a continued publication of sixty-one years, beginning as a comparatively small book, containing about 100 pages while the last issue contains 488 pages, with a circula-

## BOOKSELLER AND STATIONER

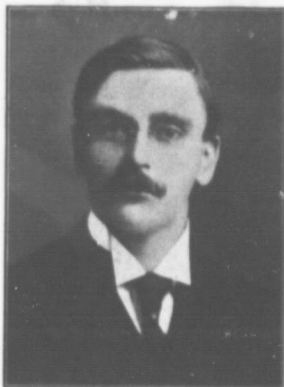
tion not only through Canada, but in England and the United States. For the last fifteen years the Almanac has been edited by A. W. Thomas.

The company for the last twenty-five years has given special attention to the publication of school books. The



A. P. REED  
Manager Stationery Department  
The Copp, Clark Co., Limited.

text books issued by them have secured adoption in every province of the Dominion from British Columbia in the far west to Prince Edward Island in the far east. Some of their text books have been adopted in the United States, proving that Canadian authors can hold their own in competition with the best that are to be found in the neighboring republic. The firm has also been identified with the publication of some of the best literature of the day. They are the Canadian publishers for Sir Gil-



H. C. CORNER  
Accountant.  
The Copp, Clark Co., Limited.

bert Parker, whose books such as "The Right of Way" and "The Weavers," have met with such splendid success.

In addition to the publication of books, the firm has been closely identified with the growth of the manufacturing stationery business, so that where in the early days

blank books and many lines of manufactured stationery were imported from Great Britain and the United States, the demand is now supplied by the Copp, Clark factory, which has for years been turning out large quantities of all kinds of stationery lines.

In addition to the manufacture of stationery lines, the company has a complete plant for printing, binding and lithographing, so that all branches of the business are carried on under the direct control of the company. It means very much to be able to say that paper is delivered at the factory direct from the mill and the finished product, whether in books or maps, or manufactures of stationery are turned out complete from the one factory.

### SELLING BOOKS IN BARRIE.

A newspaper man who gravitated from the publishing business into a successful book and stationery establishment is N. W. E. King, of Barrie, who has been a resi-



R. J. PLASKETT  
Western Representative.  
The Copp, Clark Co., Limited.

dent of that beautiful town for many years. His father, Nathaniel King, a native of Ireland, first settled in Broek Township, passing away eleven years ago. He bought the Barrie Gazette in 1868—six months after it had been launched on the troubled sea of journalism—and either Mr. King or his sons were its proprietors until 1901, when the property was disposed of to Alfred Wilkes. N. W. E. King, after spending some time in the West, came back to Barrie and bought out a stationery business. He does not handle wall paper, neither does he go extensively into the works of standard authors or cloth-bound books, except at the Christmas holiday season. He finds light fiction in the 25-cent line the best sellers. Mr. King makes a good showing in the news, magazine, fancy goods and other regular lines. He likes the stationery trade and conducts a strictly cash business. The only objection in Barrie is the long hours, the book stores being kept open until nine o'clock in order to handle the Toronto evening papers, of which Mr. King disposes of over 100 copies daily.

**THE SALE OF POSTAGE STAMPS.**

"I do not see why the post office department limits the sale of stamps to those who have a license and yet will grant licenses to only a certain number in each city or town" observed an Ontario book and stationery dealer a few days ago.

"We make only one per cent. on stamps and it is doubtful if handling them does not result in a direct loss



J. M. YOUNG  
Manager Manufacturing Department.  
The Copp, Clark Co., Limited.

to us. In this town, for instance, which has a population of about 7,000, there are only three places, outside of the post office, where stamps may be obtained. Why should not at least a dozen places be allowed to dispose of them? It would greatly increase the sale and add to the revenue of the post office department. It is a nuisance to issue licenses to only two or three vendors. After my place of business is closed up at night I am frequently stopped on the street when three or four blocks away and asked if I would mind going back to get a stamp as it is most important that an urgent letter should be despatched at once. Another source of dissatisfaction is, that people—some of them regular customers—will impose on good nature. It is in this way: A lady will come in for a one or two-cent stamp and after getting it, remark 'Oh, I find that I have not my purse. I will pay you next time.' When she calls again she often forgets to give it to you and you cannot remind her of such an infinitesimal trifle; yet, there is your small profit on one or two dollars' worth of stamps gone. Perhaps you are attending to a customer who is buying something in the fancy goods or book line, on which you will make a decent profit. A lady comes in, sees you are busy, but that cuts no figure with her. She taps impatiently and firmly on the counter or breaks in upon you with the remark, 'I would like a one-cent stamp, please. I am in a desperate hurry.' You excuse yourself a minute and hand her the desired object, meanwhile your other customer, who may have just been on the verge of buying, has either changed her mind or else taking umbrage at you leaving her temporarily, decides to go elsewhere. Thus, you lose the sale of goods on which you would make ten, fifteen or thirty per cent. in meeting the demand for a two-cent stamp. Yet stationers

most keep them, is the decree of the public. I have lost good sales because I could not wait on other customers, being kept on the jump at the stamp department."

"Let every reputable store-keeper have a postage stamp license. Then the annoyances, vexations and complications so manifold in selling stamps will be so distributed that nobody will feel them particularly. Why should two or three men bear the whole burden? Again, the sale would be greatly increased and the annual revenue of the country in this special branch of the public service vastly augmented if stamps could be as freely and easily procured as candy, sugar or tea. There would be a deal more letter-writing."

**A HANDY VOLUME.**

One of the handiest volumes for public information that the student, the business man and the politician can have at his disposal for ready consultation is the Canadian Parliamentary Guide. It is a work of general reference for the Dominion and contains a fund of information, election returns and biographical sketches of members of the Parliament of Canada and the various Provincial Legislatures.

The Canadian Parliamentary Guide is edited by Captain E. J. Chambers (Gentleman Usher of the Black Rod, the Senate of Canada), and great care has been exercised to have it reliable and accurate in every particular. The Guide is published by the Mortimer Co., Ltd., of Ottawa, and Montreal, and another edition has recently been is-



W. F. THOMAS  
Book Department.  
The Copp, Clark Co., Limited.

sued. It is a convenient volume of handy pocket size, contains 500 pages and is well bound.

W. J. Stephenson, Wetaskiwin and Camrose, is doing some effective advertising these days in the Wetaskiwin Times. In the issue of the 21st May, he took the two right hand columns on the front page and boomed musical goods, flags and fireworks, kodaks, sporting goods, books and notepaper. That's the way to keep business alive.

## Editorial Chronicle and Comment

### PUBLISHER GETS DAMAGES

in the nature of a sensation in the suit for damages in the nature of a sensation in the suit for damages which John Murray, the publisher, brought against the Times. The action arose out of the publication by Mr. Murray of "The Letters of Queen Victoria." In a letter which appeared in the Times, written by an anonymous writer who styled himself "Artifex," criticism was made of the price of the book. "Artifex" alleged that the cost of the book published at 63s was only 9s, and he went on to describe Mr. Murray's share in the transaction as "simple extortion," as an abuse of a "fiduciary position" and as an exploitation of Queen Victoria "into thirty-two pieces of silver."

It was proved in court that the writer of the letter had been inspired by Mr. Hooper, manager of the famous Times Book Club, who was seeking in this way to injure the publishers. It was also proved that the assumptions underlying the charges were erroneous. Mr. Murray's agreement with the authors (acting for the King) was unusually favorable to them; the cost of production was abnormally high, and the publishers' share of the profits was extremely moderate.

On the ground that the comment in "Artifex's" letter was not fair comment, the jury brought in a verdict of £7,500 against the publishers of the Times. A stay of proceedings was granted the defendants by the court on the ground that the damages were excessive. The verdict was a popular one.

### COMMERCIAL AGENTS' DUTIES.

There has been some criticism recently by Canadians resident in England, who are in a position to know whereof they speak, regarding the nature of the work some of the Canadian commercial agents in Great Britain are doing.

These agents are presumably working for the development of Canadian export trade and yet it is reported by authoritative parties in England, and a study of the weekly reports issued by the Government's Department of Trade and Commerce would seem to bear this out, that a goodly part of the time of some of the agents is spent in calling on British manufacturers and exporters, seemingly with a view to encouraging their business with Canada and thereby stimulating competition with our own industries.

The weekly Trade and Commerce reports contain a file of trade inquiries which one would naturally suppose would be devoted to the interests of Canadian business. A study of several of these reports the other day revealed the fact that out of 197 inquiries, 95 were from English firms who wished to get in touch with Canadian buyers with a view to disposing of their manufactured product.

A representative of a Canadian firm, at present in England, tells of several instances he met with where the commercial agents had gone to a good deal of trouble to procure lists of Canadian buyers for English firms. In some instances, the firms in Great Britain making good use of the agents, are not even manufacturers of the goods they propose to market in Canada.

Some years ago one of the agents on his appointment expressed a desire to visit a number of Canadian manufacturers who were anxious to develop their export trade, and was instructed by the Minister then in charge not to do so. He reported the matter to some manufacturers who advised him to see Sir Wilfrid Laurier. His visit put a new face on the incident, and as a result his instructions were immediately reversed.

It cannot be the desire of the Government that the Canadian commercial agents should pursue the policy a few of them seem to be doing, and the matter would seem to merit some attention being paid to it immediately.

### THE QUEBEC TERCENTENARY.

The festivities in connection with the tercentenary in Quebec this summer will draw thousands of people from the United States and other foreign countries to Canada, and in the coming of this multitude there is opportunity for the retailer to benefit.

The fame of historical Quebec is world wide, and while the majority of visitors will be attracted by the quaint character of the celebration, there will be hundreds, in fact thousands, who will avail themselves of this opportunity to see something of Canada as a whole, and not alone as it is to be seen from Quebec. The bookseller and stationer, with his range of souvenir post cards, souvenir view books, and general lines of fancy goods, stands to benefit by the celebration even more than any other merchant, and he will be wise if he lays his plans well in advance of the actual event. Wherever the tourist comes this summer he or she will have some interest in the Quebec event.

### THE CROTHERS EPISODE.

During the last few days of the election campaign in Ontario, some excitement was created by a speech of T. W. Crothers, K.C., of St. Thomas, late chairman of the Ontario School Book Commission. Speaking at Welland he was reported to have said:

"The present set of readers are not, as is contended in Liberal quarters, sold at bargain prices merely to get rid of an old stock. The books have been improved in workmanship and in materials. They can be manufactured and sold at 49 cents a set. You have been told that the Government will issue a new set, and that is true. They

are ashamed of the old set, just as you would be if you had made comparisons between our readers and those of the United States. Liberal critics have informed you that the new set will cost you more than the old. I have it on the authority of the Premier that they will be given to the people free, not at \$1.45 a set, the price under the first contract; not at \$1.30, the price under the second contract; not at 49 cents, the present price; but absolutely free. This is on the theory that education is for the uplifting of the whole people, on the same principle that we have free maps, free teachers, and free schools."

Of course it was hardly likely that the Premier would let Mr. Crothers make such an important announcement of policy, even if it were true. But, at any rate, the ex-chairman, when pressed, admitted that he had been misreported, which is an easy way of backing down. A letter was written to him by this paper asking him to make some statement to relieve the minds of the trade, but as yet no answer has been received. Let us consider his speech at Welland merely a little bit of unauthorized fireworks to catch votes before the election.

◆

#### THE LATE DR. JAMES BAIN.

A great and good man and a warm friend of Bookseller and Stationer passed away on May 22 in the person of James Bain, D.C.L., Chief Librarian of the City of Toronto. Always willing to help, always kindly, it was a delight to interview him. His store of information was ever at the disposal of the editor of The Bookseller, who was frequently accustomed to consult him on various bibliographical and other subjects.

Men of Dr. Bain's stamp are exceedingly rare. Seldom is knowledge linked with that utter lack of self-conceit, which was one of the late librarian's most lovable characteristics. In conversing with him the ego was completely obliterated. His interest was always centred in the visitor and his concerns.

The immense store of knowledge which he had accumulated during many years, was of incalculable service to many a student while future generations will recognize how well he has laid the foundation of the institution of which he was the first librarian. It is a matter of regret that he was never destined to enjoy the splendid facilities to be provided in Toronto's new reference library, now nearing completion.

◆

#### HELPING THE TRADE.

It is so often that we have to record injuries being done to the trade by Governments, department stores and other interests, that it is a pleasure to note this month two instances where influences are being brought to bear to help the retail trade. One case, to which we refer, is the generous prize competition established by the house of Warwick Bros. & Rutter, open to the school children

of Canada, of which particulars were given last month. If the retail trade cannot make a good thing out of the sale of the scribblers required in the competition, it will be their own fault. The Toronto firm are spending thousands of dollars to make it a success.

The other instance is that of the Canadian Branch of the Oxford University Press, a full description of which appears in the current issue. In this case thousands of dollars are being spent to advertise an important publication in one of Canada's leading metropolitan dailies. This publication will be sold through the booksellers and every coupon appearing in the advertisements will indicate that the books must be secured from local booksellers. If we are not mistaken, this is the first instance in Canada where such an arrangement has been made, and we trust the trade will take every advantage of the generous plan.

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#### FAKE PUBLICATIONS.

This is the time of the year when many annual publications are being gotten out nominally in the interests of transportation companies and other big concerns. They are usually called an "Official Guide" and claim to be issued under the authority of the president or general manager. The canvassers approach firms who supply or want to supply these corporations with products of one kind or another, and they hint that it is very much in the interest of the firm that they should advertise in this guide. Otherwise they hint it may affect their business with the corporation.

A couple of years ago a letter was carried by one of these canvassers alleged to be signed by President Hays of the Grand Trunk Railway, which was proved to be a forgery. There is another official guide now being prepared in the interests of one of the big railways and claimed to be issued under the authority of the head of the road. A letter has been received from him which states distinctly that his corporation has nothing whatever to do with the publication. The book is issued entirely as a private enterprise and the giving or withholding of an advertisement will neither help nor hurt anyone who has business to transact with the corporation.

When business men are approached by canvassers for publications of this sort, which they believe to be a fake, and most of them are, they should positively refuse to place any business and should write at once to the head of the corporation and get his assurance that the statements made by the canvassers are correct. Certain big firms have been doing this and in few, if any cases, have they found the statements verified.

◆

Chas. S. Pingle, of Medicine Hat, who deals in drugs, books and stationery, fancy goods and toys, has bought out the business of the Misses M. & J. Mitchell, of Medicine Hat and took charge of the same on June 1.



# Latest News of the Month in the Publishing World

Reports of Best Selling Books—New and Forthcoming Books  
Announced—What Canadian Authors are Doing—Short Book Reviews.

Somewhat of a change is evident in the list of best sellers in Canada this month. The favorites of the spring months are beginning to drop out and their places are being taken by more recent publications. Thus "Somehow Good," which capped the list last month, drops to fifth position this month. "The Weavers," "Three Weeks" and "The Black Bag" drop out entirely. "The Shuttle" moves up one position, but in points it has lost seriously.

The leader this month is "The Barrier," which had only just appeared when last month's list was compiled. The second place is held by "Wallingford" and the other new titles in the list are "Mr. Crewe's Career" and "Prima Donna." Herewith is the summary:

1. Barrier. By Rex Beach.
2. Get Rich Quick Wallingford. By G. R. Chester.
3. Shuttle. By F. H. Burnett.
4. Mr. Crewe's Career. By Winston Churchill.
5. Somehow Good. By William De Morgan.
6. Prima Donna. By F. M. Crawford.

\*

## Quebec Tercentenary.

Interest in Quebec and its history will be quickened by the approaching celebrations in the Ancient Capital, and it might be worth the while of Canadian booksellers to stock some of the more famous books about Quebec.

A Tercentenary Edition of Sir Gilbert Parker's "Seats of the Mighty" is announced by the Copp, Clark Co., with specially designed cover, showing the citadel. This will sell at 50 cents. There is also their edition de luxe of the same book, at \$2 net.

"Old Quebec," by Parker and Bryan, and "Old France and New," by Wm. McLennan, are also two books of timely interest, also published by Copp, Clark.

Kirby's "Golden Dog," published by the Musson Book Co., will also prove of value.

Wm. D. Howells' two inimitable sketches, "Their Wedding Journey" and "A Chance Acquaintance," in cloth, at 50 cents, or paper at 25 cents, will be found interesting.

All of Parkman's famous histories may be mentioned. Choice editions of these books may be secured from the Musson Book Co. in a variety of bindings.

\*

## New Book by R. W. Chambers.

Robert W. Chambers' new book, in line with his "Fighting Chance" and "Younger Set," will be called "The Firing Line." It will be published early in the fall. McLeod & Allen, of Toronto, who published the two former books, announce that they have secured the Canadian rights for the new story, also.

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## Monthly Notes on Books.

What is heralded as a first-class novel is "The Lure of the Marsh," by Harold MacGrath, which McLeod & Allen will have ready early this month. It will be a big seller, they declare.

Louis Tracy's new book will be called "Wheels of Fortune." It is claimed to be just as thrilling as "Wings of the Morning." It will be one of the early fall publications of McLeod & Allen.

"Weiga of Temagami," by Cy Warman, will be ready this month for certain, and will be published at \$1.50 and not \$1.25, as first announced. The whole illustrative make-up of the book renders the higher price quite in keeping. (McLeod & Allen).

Copp, Clark Co. have just issued "The Profligate," by Arthur Hornblow, and it is truly a powerful story. A young man who starts life with every social advantage listens to pleasure's call and becomes an associate of gamblers and crooks. He is at last confronted with the charge of murder, but escapes conviction. He changes his name and goes abroad, where he meets the one being able to dominate him. It is a girl. She hears he is a murderer and flees from him. The denouement is naturally exciting.

This month McLeod & Allen issue "The Liberationist," by Harold Bindloss; "Vera, the Medium," by Richard Harding Davis, and "Gleam o' Dawn," by Arthur Goodrich.

Cassell & Co. have a new pocket French dictionary in cloth at 45 cents and in leather at 75 cents, which, in view of the quickened interest this year in the French language, is worth noting.

New titles in copyright fiction recently issued by Cassell & Co. and stocked by their branch in Toronto, are "By Their Fruits," by Mrs. Campbell Praed; "Mrs. Bailey's Debts," by Charles Eddy; and "The Enchanted Ship," by R. Androm.

The two latest books of importance issued by the Musson Book Co. are "The Chaperon," a motor story by C. N. and A. M. Williamson, and "The God of Clay," a story of Napoleon, by H. C. Bailey.

Henry Frowde, Oxford University Press, is to publish this month "The Blue Lagoon," by H. De Vere Stacpoole, an enchanting romance, reviving memories of "Paul and Virginia." It is one of the unusual tales of the day.

An Eastern Canada bookseller was persuaded to purchase one hundred copies of the new Boys' Friend Library from the Copp Clark Co. He had a display of these in his window and sold them with a rush. He immediately ordered 200 copies more. New titles this month are "Stronghold the Gladiator" and "Expelled From His School."

William Briggs reports that the first edition of "Jack Spurlock," by G. H. Lorimer, was exhausted within the first week of publication.

"Sowing Seeds in Danny," by Mrs. McClung, the new Canadian humorist, will be published this month by William Briggs.

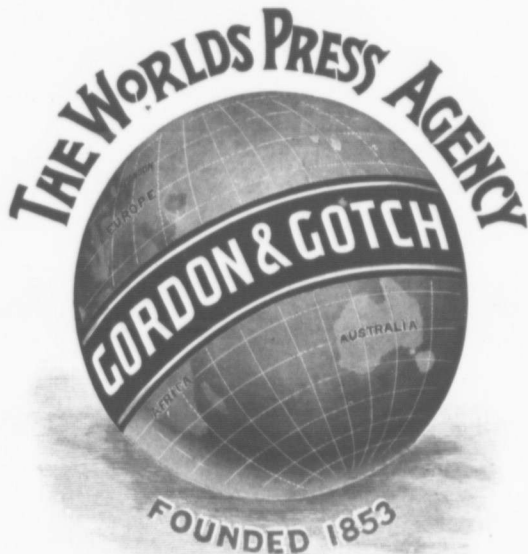
William Briggs has issued a Canadian edition of "Through the Magic Door," in which A. Conan Doyle discourses lovingly about books and authors. (Cloth, \$1.25.)

An important publication soon to see the light is the story of Mrs. Hubbard's experiences in Labrador, which will be entitled, "A Woman's Way through Unknown Labrador." It will be published in Canada by William Briggs, at \$2.75.



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## A Page About Books by Canadian Authors

## Some New Publications

The third annual report of the Missisquoi County Historical Society has been received. It is a very neatly printed booklet and the contents are quite interesting even to those who are strangers to the County.

"The Continuity of Revelation" is the title of a thoughtful and able treatise by Rev. W. Lashley Hall, of Fernie, B.C., an elaboration of a lecture delivered before the Theological Union of the British Columbia Methodist Conference. The book bears the imprint of William Briggs.

A volume of poems entitled, "The Canadian Abroad and Other Poems," by Wm. Inglis Morse, is announced for issue early in June by William Briggs. The author is an Episcopal clergyman, of Lynn, Mass. He is a native of Nova Scotia, descended from U.E.L. stock, originally from the Plymouth colony, and is a graduate of Acadia University and the Episcopal Theological School, of Cambridge, Mass., he also took a post-graduate course at Harvard University.

W. Wilfred Campbell, of Ottawa, the Canadian novelist and poet, has written an historical romance entitled, "In 1812," which is to be run serially in the Westminster Magazine, prior to its publication in book form. Mr. Campbell is understood to be contemplating a series of Canadian historical novels, of which this will be the first. Those who have read the manuscript declare it to be an exceptionally fine piece of work.

D. R. Jack, of St. John, N.B., whose enthusiasm for historical research work is abundantly evidenced in the columns of "Acadiensis," that admirable little quarterly of which he is editor and publisher, is devoting all his spare time to the completion of his history of the Loyalists of the American Revolution, for which he has been collecting data for the past twenty-five years. In the publication of the book it is probable that Mr. Jack will avail himself of the assistance of the Royal Society.

Arthur Stringer, the Canadian author, whose new novel, "The Under Groove," has just been published by the Musson Book Co., Toronto, is at present making a rather novel tour of the tropics. Mr. Stringer left New York a short time ago on an Italian tramp-steamer, and his wanderings are taking him about the coast towns of Cuba, Jamaica, and other Caribbean points. A mate's cabin, converted into a ten-by-twelve library, provides the novelist with a workroom where he will labor on his next book, and the main item in Mr. Stringer's outfit, he reports, was "six pounds of tobacco and six volumes of Turgeneff."

There has recently been issued from the Government printing office at Victoria, B.C., presided over by Lieutenant-Colonel R. Wollenden, a collection of documents entitled, "The Emigrant Soldiers' Gazette." It is in effect the history of the six months' voyage of the detachment of Royal Engineers sent to British Columbia by the then Colonial Minister, Sir Edward Bulwer Lytton, in 1858, soon after the discovery of gold on the Fraser river. It was to beguile the weary months of the tiresome voyage that the numbers of the Gazette were published in manuscript form on board of their good sailing ship, Thames City. Colonel Wollenden was a corporal of the regiment. The Gazette contained interesting and scientific articles, such as the natural history of the voyage, correspondence, naval and military intelligence,

etc. The book is handsomely produced and well illustrated.

Among the new books soon to be published is one of provincial interest. This book is entitled "Historical Glimpses of Picturesque Bear River," and is written by Miss Lennie D. Wade. This interesting little book had its origin in a paper read before the Bear River Literary Society, and as it contained information valuable in promoting the prominence of this town before the general public the Society requested that it be published. Since its reading many details of more than passing interest have been brought to light and further information has been added. The book is being printed at the Courier office in Digby, and will be issued about the first of June. It will be appropriately illustrated.—Maritime Merchant, Halifax.

An inviting field for the novelist exists in the story of the settlement of Upper Canada by the United Empire Loyalists, who left, many of them, homes of affluent comfort to brave the perils and privations of the Canadian wilderness for the sake of the flag of England. It is a marvel that so little intrusion into this field has been made by the writers of fiction. An essay has been made by a Winnipeg civil engineer, A. R. Davis, a former Ontarian, in a story entitled, "The Old Loyalist." The scene is laid in eastern Ontario in the time of the Rebellion of 1837, and the U.E.L. data comes in by way of reminiscence. Sir John A. Macdonald is introduced into the story, which is said to be by no means lacking in interest and exciting incident. A series of illustrations is being made for the book by Alfred M. Wickson, who is doing excellent work in this line. The book will be issued this month by William Briggs.

The first volume of J. E. Sanderson's "First Century of Methodism in Canada," a deeply interesting work, will be published during the present month by William Briggs. In this volume Mr. Sanderson brings the chronicles down to the close of the year 1839. The publisher is giving special attention to the illustrations, which comprise the portraits of many of the pioneer preachers and views of several of the earliest churches. Among others are portraits of the five Ryerson brothers who entered the Ministry of the Methodist Church, and a view of the house in Norfolk county where they spent their boyhood days. The story of the planting of Methodism in the scattered settlements of Upper and Lower Canada and the Maritime Provinces is one of romantic interest. The heroes of the sad chag were heroes indeed, who endured great privations and fatigue in making their way through the forests and swamps of a new country to carry the gospel to the settlers in isolated clearings. It is high time the histories were written and read by their descendants.

William Briggs reports exceptional interest in the publication of Mr. Charles Mair's forthcoming work, "Through the Mackenzie Basin," supplemented by a very valuable series of notes on the mammals and birds of Arctic America, made during a long course of observations by Mr. Roderick MacFarlane, a retired chief factor of the Hudson's Bay Company. Several hundred copies are already ordered in advance of publication, and the interest is growing. Mr. Mair's narrative of the Government treaty expedition of 1899 through the Peace and Athabasca river country is a graphic recital of a

journey, alive with historic interest and of vast importance. Happily a photographer accompanied the expedition, and hence the book will be illuminated by fifty or more pictures of the scenery and native life of that wonderful country—"the last west"—into which the tides of settlement are already commencing to pour, and which possesses an abundance of natural resources that will make it a wealthy and important section of the continent. The book will comprise some 475 pages, large octavo, and the price announced, \$2, is, undoubtedly, a marvel of cheapness. A first edition of 2,000 copies is being struck off.

\*

**Interested in Canada.**

Gordon & Gotch is the latest firm of importance, connected with the book, news agency and stationery business, to become interested in the Canadian market. For many years this house has largely controlled the sale of British periodicals, magazines, etc., in Australia, New Zealand, South Africa. They now have branch houses established in Melbourne, Brisbane, Hobart, Sydney, Perth, Launceston in Australia; and in Wellington, Christchurch, Auckland and Dunedin in New Zealand. Their interests in South Africa are guarded by their allies, the Central News Agency, Ltd., with fifty branches throughout South Africa.

In England, Gordon & Gotch have an extensive organization and the sole control of their business on St. Bride Street, London, is in the hands of W. J. and Arthur Berrill, nephews of the late J. S. Gotch. These gentlemen have devoted a lifetime to studying the requirements of colonial newspapers and booksellers.

With a view to studying the requirements of Canada more carefully, Mr. Arthur Berrill is now visiting the Dominion. Apart from his British connection, Mr. Berrill has spent eighteen years in Australia on behalf of Gordon & Gotch, and Canadian booksellers and news-dealers will find him a man of considerable experience in the export business. No doubt, many of them will display an interest in the proposition which Mr. Berrill intends to put before the Canadian trade.

Gordon & Gotch are fully equipped for rendering a first-class service to those dealers who value economy and expediency in securing their supplies of British publications.

In addition to the book and newsagency business, Gordon & Gotch act as sales agents for a number of first-class stationery and printers' supply houses. They also act as English purchasing agents for many colonial retail stationers. During Mr. Berrill's stay in Canada, the Queen's Hotel, Toronto, will be his headquarters.

**Selling An Encyclopaedia.**

In London, the Times Book Club has been the enemy of the regular book trade. In Canada, the Mail and Empire Book Club, is to handle the sale of the splendid new edition of that great work of reference, Chambers's Encyclopaedia, will be the friend of the booksellers.

S. B. Gundy, Canadian manager of the Oxford University Press, is the promoter of the selling scheme and he hopes to dispose of a big edition of the Encyclopaedia in a short time. The way it will be done is this. Huge advertisements, expatiating on the merits of the publication will appear daily in the Toronto Mail and Empire, addressed to the public and urging them to purchase sets. To each advertisement will be attached a coupon, and, in order to purchase a set, the interested party must fill out this coupon and present it to his local bookseller. The bookseller will then fill the order from the headquarters of the Mail and Empire Book Club, 25 Richmond Street West, Toronto, which, as everyone knows, is the office of the Oxford University Press.

From time to time there will appear in the advertisements lists of booksellers from whom sets may be secured at once. These will be the booksellers who will purchase a set or sets in advance of the demand and will display them in their stores. The undoubted advantage of having their names appear in the advertisements will be recognized by the trade.

The campaign through the Mail and Empire will be limited to Ontario. Arrangements will probably be made to have papers in the other parts of Canada take up similar schemes.

Every bookseller knows that Chambers's Encyclopaedia in its latest edition is an admirable book of reference. The binding of the Canadian set will be in half-morocco, presenting a splendid appearance. In fact, the booksellers have a first-class proposition.

**BUSY WINNIPEG.**

May has been a busy month in the Winnipeg stores and there is no disposition among the retailers in this city to complain of the dullness of trade. Preparations are being made to cater to a large tourist trade this summer and the indications are that business with the traveling public will be the largest in years.

Particular attention has been devoted this year by one or two stores to the sale of cameras, kodaks and photographic supplies. Russell Lang & Co. offered a prize for the best amateur photos taken on Victoria Day.

The departmental store competition is spoiling profits in many of the season's popular books. Several of the \$1.50 books are selling as low as \$1.10 and \$1.20.

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**NOW READY**

The Spanish Jade by Maurice Hewlett  
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The Pauper of Park Lane, by Wm. Le Queux }  
The Statue, by Eden Phillpotts and Arnold Bennett

**CASSELL & CO., Limited, 42 Adelaide Street W., Toronto, Ont.**

## Brief Reviews of Current Books

## Fiction.

- THE SPANISH JADE.** By Maurice Hewlett. Toronto: Cassell & Co. Cloth, \$1.25. Very charmingly illustrated in color with a novelty in the shape of colored end-papers, this story of eighteenth century Spain is one of the season's choicest novels. Maurice Hewlett is a master of vivid English and in this book he has caught something of the atmosphere and life of the Spain of that day and reproduced it in picturesque language. It is the tale of a young Englishman's adventure with a Spanish girl.
- DEEP MOAT GRANGE.** By S. R. Crockett. Toronto: Copp, Clark Co. Cloth, \$1.25. A mystery novel with a rather weird setting. Strange disappearances and some murders occurred in the vicinity of the grange, over whose inhabitants hung a mantle of suspicion. The unravelling of the mystery by a boy and girl forms the basis of the story, which is worked out at some length and with all the necessary detail.
- PEARL OF PEARL ISLAND.** By John Oxenham. Toronto: Copp, Clark Co. Cloth, \$1.25. A pleasant love story of the Isle of Sark. Two Londoners, separated from each other's company by the contrivance of a wicked guardian, independently run away to the pretty channel island to find solace there. Being thus brought together again under such romantic circumstances, the ineipient love buds and blossoms and, despite the guardian's second interference, comes to fruition.
- THE STUFF OF A MAN.** By Katharine Evans Blake. Indianapolis: Bobbs-merrill. Cloth, \$1.25. A story dealing with the race problem in the South, remarkable for the ability and insight shown in its treatment. Miss Blake knows her subject and she knows her representative characters at first hand. She has at the same time the power to interpret both with a skill that has been rarely excelled. Judge Oehl-freese alone stamps the author with the hall mark of genius.
- THE SOUL OF A PRIEST.** By the Duke Littà. Toronto: Wm. Briggs. \$1.25. A strong book treating of the aims and methods of the Roman church. Benato Rinaldi, a youth of singularly pure mind and great ability, with the added distinction of high birth, becomes by choice a priest. In the training to which he is subjected he discovers that conscience and free will must be sacrificed on the altar of blind obedience. His illusions are dispelled and having the courage of his convictions he throws off the bonds of slavery and asserts himself a free man.
- THE CHAPERON.** By C. N. and A. M. Williamson. Toronto: The Musson Book Co. \$1.25. The popular authors of "The Chauffeur" have in this their latest book, made another delightful contribution to the literature of travel. Through the glamour of romance and in charming and sprightly company the reader is conducted through the waterways of Holland in a motor boat. Past history, present customs and a delightful little drama enacted by the young people composing the party are presented with equal skill by these clever writers. Just the book for a Summer holiday.
- GET RICH QUICK WALLINGFORD.** By George Randolph Chester. Toronto: Henry Frowde. \$1.25. This is the story of a promoter who "conducted almost to the end a pleasant and legally safe financial recreation with other people's money upon a scale large enough to live like a gentleman" according to the lavish manner of such people. At his call "money long hoarded leaped from its hiding places." Many schemes to get "easy money" from the people were tried with much success for a time, such as carpet tacks, fraternal insurance, sales recorders, real estate, farmers' associations and wheat. One grows deeply interested in the fortunes of the big fellow with an advancing background. Although the law was a friend of his and framed specially for his protection it proved to be his ruin at the last, until when all was lost, he was saved by the instinct of a faithful wife. Many of his phrases are striking such as "A patent is of no value except as a basis for a law suit."
- THE UNDER GROOVE.**—By Arthur Stringer. Toronto: Musson Book Co. Cloth, \$1.25. A collection of exciting stories of criminal life in New York. The recounter of the stories is a superior kind of burglar, who becomes involved in many mysterious adventures, in which all manner of modern devices are brought into use to further the ends of the criminals. Stringer has invaded a somewhat unique field with undoubted success.
- MR. CREWE'S CAREER.**—By Winston Churehill. Toronto: The Macmillan Co., of Canada. Cloth, \$1.50. A strong novel, portraying political conditions in a nameless state of the union, where railway domination is supreme. Mr. Crewe is a somewhat burlesque figure, who, after all, is not the hero of the book. He represents the young, self-sufficient millionaire, who takes up politics, as a sort of hobby, and runs for Governor in opposition to the railway interests. The real hero, Austen Vane, son of the chief counsel for the railway, early sees the iniquity of the railway rule and comes out openly against it, though this leads to a break with his father. The portrayal of the various characters, the sketching of incidents, the descriptions of the lobbying and the convention, and the working out of the love interest are all done in masterly style.
- FOUR FINGERS.**—By F. M. White. Toronto: Copp, Clark Co. Cloth, \$1.25. A tale of mystery and revenge. The Four Finger gold mine in Mexico has been the scene of a tragedy owing to the cupidity of a man called Mark Fenwick. By shifting the guilt of the crime to an innocent man, he escapes the punishment of the law, but is pursued by personal avengers. The story runs its course in London, where Fenwick, posing as a multi-millionaire, practises counterfeiting.
- THE MISSIONER.**—By E. P. Oppenheim. Toronto: Copp, Clark Co. Cloth, \$1.25. The story of a struggle between a young man anxious to preach morals in an English village and the young mistress of the village, who endeavored in every possible way to prevent his doing so, but who eventually fell in love with him. Some sensational incidents, such as a murder, a concealed marriage, etc., are introduced to increase the interest, which is maintained to the end with the usual Oppenheim skill.
- LETTERS TO A BUSINESS GIRL.** By Florence W. Saunders. Chicago: Laird & Lee. Cloth, \$1.25. A delightful series of personal letters from a mother, an experienced business woman, to her daughter, just entering the commercial field.

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HENRY FROWDE  
Oxford University Press  
Canadian Branch



25 RICHMOND STREET WEST.

TORONTO, June, 1908

The Mail and Empire Book Club.

To the Booksellers of Canada :

- ¶ A great volume of bookselling is being done in Canada which does not pass through the regular bookseller.
- ¶ The great pity of it is that many of the finest works are thus supplied to the best book buyers.
- ¶ We refer to the placing of high-grade library and reference books by subscription.
- ¶ Not only is the sale itself lost to the dealer but customers are diverted from the local and normal channel.
- ¶ We have secured control of and are about to begin a campaign throughout Canada for the sale of the new illustrated edition of CHAMBERS' ENCYCLOPÆDIA, in ten volumes, bound in one style only, Half Morocco. This edition contains fifty new and attractive colored plates.
- ¶ We shall market a huge edition.
- ¶ We are determined that the bookseller shall share in this distribution and have made every provision for your profitable handling of orders without involving you in any risk or investment.
- ¶ The campaign will open through the columns of the Mail and Empire, where for six or nine consecutive months will appear daily display advertisements, ranging in size from three columns to half-

page space. Following this, leading journals in other Provinces will make similar display.

¶ In every case the advertisement will bear an announcement with coupon asking that the set be obtained through the local bookseller.

¶ Rather an unusual way of doing subscription business, is it not? But it is our way of encouraging purchasers to procure this set through the trade.

¶ For quality and price the set we offer is remarkable. Beautifully bound in Half Morocco, marone, with gilt back, and will become its own best advertisement. "The best Encyclopædia ever brought out," says the Daily Chronicle.

¶ We are preparing posters and announcements, also coupons and descriptive circulars. These in quantities we will gladly send you on request.

¶ Each week we shall publish in the advertisement the names and addresses of the bookshops where the set may be inspected.

¶ We offer a commission to dealers and in addition a culminative plan that we are certain will meet with approval and be fully appreciated.

¶ Write us. The idea is a new one and we want your active support. The effort will compensate you amply and you will keep your own business where it belongs.

¶ The first advertisements will appear early in July.

Yours faithfully,

OXFORD UNIVERSITY PRESS.

S. B. GUNDY, Manager for Canada.



## Some Matters of Interest to Canadian Newsdealers

Two United States Periodicals Refused Recognition—New Publications on the Market—Prominent Newsdealer Visits Canada.

The Ladies' Home Journal and the Saturday Evening Post, the two big publications of the Curtis Publishing Co., of Philadelphia, both of which have large circulations in this country, have been refused recognition as second-class periodicals by the Canadian Post Office Department. This announcement was made in a letter from the department to the circulation manager of the Curtis Publishing Company, in which the explanation was made that neither paper complied with the Canadian statute, which required that a publication to obtain second-class rating must "consist wholly or in great part of political or other news or of articles relating thereto or to other current topics."

### The Story in Brief.

Last May, it will be remembered, the postage on second-class matter passing between the United States and Canada was raised to four cents per pound. This was a serious matter for such publications as Collier's Weekly, Saturday Evening Post, Ladies' Home Journal, etc., which had big mailing lists in Canada. The publishers of these papers immediately began to arrange for the printing here of Canadian editions. The Curtis Company had completed arrangements with a Canadian firm to print regularly one hundred thousand copies of the Ladies' Home Journal, to supply the Canadian subscribers.

But these plans were brought to a sudden halt by the intimation from Ottawa that there would be a modification in the arrangements for the passing of mail matter between the two countries. The first change was the restoration in February of this year to daily papers of the old rate of one cent per pound. Following this came the announcement that a re-mailing privilege at the cent-a-pound rate would be accorded to all publications, which could secure recognition as second-class matter in the country, in which they would be re-mailed.

Immediately upon this announcement the publishers of Collier's Weekly and Harper's Weekly made application to the Canadian Post Office and were promptly accepted. The Curtis Company, for some reason or other, delayed making application for some time. When at length they applied, the Department was very slow in taking action, so slow, in fact, that the company's Canadian agent went to Ottawa personally to see what was wrong. He was there informed that the Department was contemplating the probable adoption of a new classification to embrace all such periodicals as those issued by the Curtis Co.

### Who Benefits?

If no modifications are made the present ruling will throw the entire magazine business of the country into the hands of one big trust—the American News Co., with its branches, the Toronto News Co. and the Montreal News Co. This concern has contracts with the express companies whereby they can supply the bulk of their customers in Canada at 1c per lb., as against the P. O. rate

of 4c. It is the most profitable thing that has ever happened to them.

The News Co. makes from  $\frac{1}{4}$  cent to 2 cents per copy on the various United States magazines. On the Ladies' Home Journal it would make, presumably,  $\frac{1}{2}$  cent per copy. Assuming that it secures the distribution of 100,000 copies per month, it would thus make a profit of \$9,000 per annum out of that one publication alone.

According to latest advices from Ottawa, the Post Office Department is still considering the new classification. Meanwhile it is interpreting the law strictly, and is refusing recognition to all publications, both United States and Canadian, which fail to live up to the requirements. In order to even matters up, it is reported that even those periodicals which already have been accepted, such as Collier's Weekly, will be struck off. Publishers are waiting with much interest for the next development.

✱

### A New British Magazine.

What will undoubtedly make an impression on the Canadian market this month, will be the new Harmsworth fiction magazine to be called The Red. English fiction magazines and weeklies are always good, despite what may be said against the illustrated magazines that cross the Atlantic, and when the new publication has the big firm of Harmsworth behind it and has the additional interest of being illustrated, its success seems assured. It will contain monthly a big budget of bright fiction and will sell throughout Canada at 15 cents per copy (Toronto, 10 cents). It should prove a bonanza to Canadian newsdealers, who should lose no time in ordering supplies of the first number.

It might be noted that any of the Harmsworth publications may now be ordered direct from the following London firms—Imperial News Company, 2 Bell's Building; W. Dawson & Son, St. Dunstan's House, Fetter Lane; Gordon & Gotch, Limited, 15 St. Bride St.; International News Company, 5 Breems Buildings, Chancery Lane.

✱

### Two New Fortnightly Series.

Cassell & Co., in addition to their issue in fortnightly parts of "Women of All Nations," of which six numbers have already been received, have begun the publication of two other important serials, "The Nature Book" and "The Royal Academy Pictures and Sculpture." The former is a splendidly printed and illustrated work, to appear in 24 parts at 7d. net per part. It bears the sub-title, "A popular description by pen and camera of the delights and beauties of the open air." It is divided into sections "Wild Animals," "Clouds," "Wild Flowers," "Birds," and "Trees," to each of which a noted naturalist contributes. The self-educative value of such a work cannot be minimized.

The other series will be completed in five parts, each of which sells at 7d. net. It is a little larger in size,





## A Sure Money Maker For Canadian Newsdealers

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THE PREMIER FICTION  
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The "Red" Magazine will be the only illustrated Fiction Magazine published in England, and will contain the biggest and brightest budget of splendid stories ever issued for 15 cents (in Toronto 10 cents.) All the most capable Short Story Writers whose services can be procured will be included among its contributors.

Every newsdealer should stock the "Red" Magazine. It can be mailed to you direct by your London wholesaler. Specimen copy and terms will be sent post free on application to Amalgamated Press Ltd. Export dept. Carmelite House, London, England.

## Periodicals That Sell

A list of the leading periodical publications of the day with trade particulars about price, return privileges, etc. Readers are requested to give these periodicals a good show.

**Ainslee's Magazine** has always been on the side of the news-trade. It was the first magazine to successfully establish a fifteen-cent retail price, for which newsdealers everywhere should be truly grateful. For stories that vibrate with life and vigor, AINSLEE'S has no equal. It is certainly the biggest fifteen-cent's worth of entertaining fiction ever offered to the reading public. Trade price 11c. Fully returnable. Advertising matter sent free upon request. AINSLEE MAGAZINE COMPANY, 70 SEVENTH AVE., NEW YORK CITY.

**The Busy Man's Magazine** should be on every newsstand. It is the most popular Canadian publication on the market to-day. Price to the trade 14 cents. Retail price 20 cents. Fully returnable. It contains a complete classified index of what appears in all the other magazines of the month. Selling Busy Man's means an increase in the sale of other magazines as well.

**Electrician and Mechanic**—There isn't a Canadian town without a student of electricity. *He wants Electrician and Mechanic.* There isn't a town without a tool user who wants to build a boat, or a mission chair, or a dynamo, or an engine, or a wireless set. *He will buy Electrician and Mechanic at sight.* Therefore, *we want every newsdealer to handle it.* Seven cents to the dealer, ten cents to the public. *Returnable at any time, no matter how old.* Order from your news company, SAMPISON PUBLISHING CO., 6 BEACON ST., BOSTON, MASS.

**Canadian Machinery and Manufacturing News**—The only mechanical paper published in Canada. Of interest to heads of manufacturing concerns, superintendents, foremen, machinists, electricians, engineers, etc. Are there not a large number in your town who would become regular buyers or subscribers? Seven and a half cents to the dealer, ten cents retail. Yearly subscriptions 75 cents to the dealer, \$1.00 to subscriber. *Returnable.* CANADIAN MACHINERY, 10 FRONT ST. EAST, TORONTO.

### If it's a British Publication We Have It.

Two popular publications that every newsdealer should have on his counter.

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Issue No. 2 Now on Sale

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Sole Agents for Canada

## The Imperial News Co.

91 Church Street, Toronto

with an artistic and appropriate cover design. The illustrations are printed on highly-glazed paper, reproducing the pictures with great precision.

\*

### The Standard of Empire.

The Standard of Empire has made its bow to the public. It is a weekly newspaper on somewhat the same lines as the Overseas Edition of the Daily Mail. In fact, it is said, that in reality it is the result of an effort on the part of Pearson to offset the influence secured by Harmsworth through the latter publication. Be that as it may, the Standard of Empire compresses into 28 pages a vast amount of imperial and general news, calculated to keep the various sections of the Empire informed on what is passing in the other sections. The editor is A. J. Dawson, and the Standard is sent post free to any part of the world for 88 sd. In Canada the price is \$2.

\*

### A Superb Art Magazine.

To the artistically inclined the June number of the International Studio would supply several hours of undiluted enjoyment. The editors have collected a goodly array of illustrations, which merit careful and painstaking study. There are, for instance, a series of the painting Winslow Homer, a number of French subjects by Gaston La Touche, examples of the work of J. Buxton Knight, and many more. "Studio Talk" takes up quite a number of pages. The color work on several of the inserts is admirable, rendering them fit subjects for framing.

\*

The Canadian Facts Publishing Co., 667 Spadina Avenue, Toronto, has issued an 1908 edition, revised, enlarged and improved, of Mr. Frank Yeigh's popular and novel compilation of Canadian data under the above title. Nearly 25,000 copies were sold of the 1907 edition, and an enhanced sale will no doubt await the present edition, especially as the publishers are giving an increased discount to the trade. The booklet is an unique one of its kind, the plan being to give a concrete fact in a sentence pertaining to the wealth, resources and commerce of the Dominion. As such it is a gold mine of information to Canadians, and of great value as an advertisement of Canada when sent to other countries, as is being largely done.

James R. Mellish, manager of the British American Book and Tract Society's store, Halifax, was married on June 3 to Miss Sarah E. Morris. The happy couple spent their honeymoon on Prince Edward Island.

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46 Queen Victoria Street, London, E.C., England

## A Life Devoted to the Public Service

After a quarter of a century faithful service as chief librarian of Toronto public library, James Bain, D.C.L., passed away a few days ago his illness extending over a period of some weeks. Dr. Bain was a quiet, unobtrusive citizen of strong character, a man who rendered a service to the public of the most valued, unselfish and devoted character and his firm adherence to duty, his strict regard of his trust and his fund of knowledge resulted in giving the public library of Toronto a very decided standing in several departments, more particularly with respect to works on old Canadian history, exploration, discovery and Indian lore. He succeeded in collecting rare volume upon volume for the Reference Library, books that are of inestimable benefit to the debater, the student, the scholar, the literateur, the historian and the man of affairs. Year by year the Reference Library has grown until it has become indispensable to many, not only in Toronto, but throughout Canada who come to consult the ready and reliable avenues of information afforded upon almost every conceivable subject. His name will be inseparably associated with its usefulness and for the record it holds for the collection of early Canadian literature. He had many obstacles to surmount in his work and numerous prejudices to overcome, but he persevered in his laudable ambition and had the satisfaction of seeing his persistent efforts bear fruit.

Dr. Bain was ever courteous, kindly and helpful. He gave advice and assistance ungrudgingly. He was an eminent authority on nearly every timely and instructive subject and to the scores who consulted him daily, he proved a true and earnest friend. He was zealous and progressive. His early training admirably qualified him for his important work, and the success and development of the Toronto Public Library will ever remain as a fitting monument to his efficiency and worth.

Dr. Bain was born in London, England, in 1842. Coming to Canada at an early age, he was educated at the Toronto Academy, the Jarvis Street Grammar School and Toronto University. His father was a leading bookseller in this city and the son obtained a fine business training in his store. Thus, the young man had an early practical acquaintance with books, which knowledge, in his later years, he used to such excellent advantage. He subsequently entered the service of James Campbell and Son. Thirty-eight years ago he visited England as a buyer for the firm and opened a branch establishment in London in 1874. He remained in charge for four years when he became partner in the publishing house of Nimmo & Bain. The firm was dissolved in the early eighties and he returned to Canada. For a short time he was manager of the Canadian Publishing Company and in 1883, when the Toronto Public Library was established he was selected as its chief librarian, a post which he held until his death.

One of earliest acquisitions of the Reference Library was the D. W. Smith papers, a series of documents belonging to the first Surveyor-General of Upper Canada. When news reached Canada that this collection was for sale in London, it was resolved by the Provincial Government to purchase it. Sir Oliver Mowat, the Premier, being then in London, was asked to secure it. He hastened to do so, but was greeted with: "Already sold sir; Mr. Bain of the Toronto Library ordered by cable."

It may also be pointed out that the Toronto Library collection on Canadian history and topography is not excelled by any other on the continent, although the Smithsonian Institution at Washington may rival it.

This pre-eminence was due to Dr. Bain's care and scholarship. In 1901 he published an edition of the "Travels and Adventures in Canada and Indian Territory of Alexander Henry," and his careful editing and valuable notes besides a preface, illustrations and maps render it a standard. Dr. Bain also wrote for The American Historical Review and was a member of the American Historical Society.

Other honors that fell to him were the first presidency of the Ontario Library Association, the treasurership of the Champlain Society, of which he was a founder; secretary, treasurer and president of the Canadian Institute; secretary of the local branch of the British Association, and treasurer of the association on its visit to Toronto in 1897. Trinity College conferred upon him the degree of D.C.L. *honoris causa* in 1902.

Dr. Bain was most methodical in his work and accurate to a degree. He fostered and encouraged the reading of the best literature and his influence was ever a strong factor in the cultivation of a love for the eleva-



THE LATE JAMES BAIN, JR.

ting and ennobling in the education and upbuilding of the community.

The late librarian was fond of outdoor life and his travel talks were most fascinating and instructive. He was as great in heart as in intellect and of him it may truthfully be said that his place will be difficult to fill and that in his daily walk and conversation he believed with the poet, Longfellow, that "books are sepulchres of thought."

The firm of Stewart & Thompson, consisting of Alex. Stewart and J. Edgar Thompson, started business as booksellers, stationers and newsdealers at Fort William, Ont., on May 12. They are rapidly getting a complete line of books and stationery into their store at the corner of Simpson & Myles Streets and are starting a news stand business, where they will handle the leading Old Country papers, and the Toronto, Montreal, Ottawa, and Winnipeg papers. They have been appointed agents for the Fort William branch of the British and Foreign Bible Society. In addition to books and stationery of all kinds, they will handle souvenirs and will print visiting cards and wedding invitations. Both the principals in the firm came from Ottawa. Mr. Stewart was with the old firm of James Hope & Sons for thirteen years and is a thoroughly experienced, capable stationer. Mr. Thompson has been living in Ottawa for three years, latterly acting as bookkeeper and timekeeper for a contractor.

# QUEBEC TRICENTENARY

Souvenir Post Cards

## Scenic Sieges and Battlefields of French Canada

Bound in Cloth

By K. L. Macpherson

### HISTORICAL VIEW BOOK OF QUEBEC

28 Subjects { Old and new  
Special designs  
Beautifully coloured } of Quebec

### Homestead Series of Souvenir Cards

Canadian Life Studies

Gem Series { Animals  
Canadian Woodland and Water Scenes  
Local View Cards all over the Dominion

### The VALENTINE SONS PUB. CO., Ltd.

77 Bay St., TORONTO, Ont.

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#### AMERICAN SKILL WINS

### Holzman Local Views

"Not Made in Germany"

Supreme  
Quality

plus

Unequaled  
Service

at

Order Getting

Price

Write for Samples—It Will Pay You to Know

The Largest Factory in America Devoted  
Exclusively to the Making of Post Cards

### Alfred Holzman Co.

2815 Wabash Avenue, CHICAGO

Dept. B

## POST CARDS

FOR SUMMER TRADE

#### LATEST SERIES

### Advice to Vacationists

A variety of colored designs, very clever, that will meet with ready sale. Put up 100 cards assorted. Price \$1.00 per 100. Send for a sample lot of 100 cards and you will soon require more.

The Copp, Clark Co.  
Toronto Limited

# Doings of the Month in the Picture Post Card Department

Publishers Doing Good Business—Some of the New Lines Described  
—Opportunity for Manufacturers — Quebec Tercentenary Cards

Picture post card publishers are most enthusiastic regarding trade conditions and state that business is better than it has ever been. At times during the history of the picture postal card there has been a falling off, due to the fact that the cards published were not up to the standard from any point of view. The better class publishers then came to the rescue, and by issuing high class productions, saved the picture postal trade from an untimely end. It has been proven that the way in which to keep up the demand for postals and to increase it as well is by stocking these high class productions, which are a pleasure to show.

A big trade is being done with the west in Canadian views in general as well as views peculiar to life in the west, and of western towns and cities. Publishers are continually bringing out new lines and the views in particular are constantly being added to. Judging by present conditions this season's trade in picture postal cards bids fair to eclipse any season in the past.

✱

## Opportunity for P. C. Manufacturers.

The P. O. Department have incidentally been doing post card manufacturers a service by discontinuing the practice of exchanging official post cards, which have been spoiled. In a circular to the public they say: "It would be advisable for firms using cards in large quantities to use private post cards in future. The attention of large consumers of cards is drawn to the fact that private post cards have certain advantages over official cards, which it might be well for them to consider, notably the fact that to the private post card is permitted a certain elasticity in size, ranging from a minimum of 3¼ inches long by 2¼ inches in width to a maximum of 6 inches in length by 3½ inches in width, and that in the event of spoiling or miscalculating the quantity required in a given case (the principal causes in the post of requests for the exchange of damaged post cards) the resulting loss is minimized, as the necessary postage stamp need not be affixed to the private post card until the latter is ready to be dropped into the post office."

Why should not post card manufacturers submit designs to the larger firms for private cards and get orders for large quantities?

✱

## What One Publisher is Doing.

Raphael Tuck & Sons state that their Canadian trade is growing rapidly. This is due both to the superiority of their publications and to the increasing numbers of people from England, who are settling in this country. These people, who have known the Tuck productions so well in England, naturally prefer the article which they know, when they are in a new country. This has helped to make the firm better known among Canadians, and as a result they are building up a remarkably good business in Canada.

"In regard to post cards, which are ever receiving something new and pleasing to augment their sale, the firm's recently introduced line of plate-marked "Oilette" post cards, their latest success, and deservedly so, contains some lovely gems of scenery, seascapes, etc. Each

little design is encased within a plate mark with a pure white margin round it, setting off the beautiful coloring to perfection, while the poetical quotation which accompanies each card lends additional interest to it. So strikingly successful has been the reception of these newest post cards—which were only introduced early in January, the first edition of the sixteen sets placed on the market during that month being, in each instance, sold out completely within a week of publication—that the firm are making these unique plate-marked "Oilettes" for the retailer at a wonderfully low price, considering the quality of the work and the extra thickness and high-class feel of the boards. Already at the moment of writing there are over fifty different sets, with six differently designed cards to a set.

The "Through the Woods" series in the Oilette cards are among the latest productions of this class and are very artistic.

Tuck's "Scottish Clans" and the "Emerald Isle" series are good sellers. They are continually issuing new views and designs for holiday and birthday cards, and at present have over 40,000 designs.

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## New Publications for Valentine & Sons.

Valentine & Sons, Ltd., of Montreal and Toronto, are doing an increasing business in the postal card lines, and are continually adding to their designs. An increased number of photographers traveling in Canada make it possible for them to put out a great many new views from all over the country.

Their photochrome series of woodland and water scenes have made a great hit. They are highly glazed and have a wood frame effect, with a small view. These are most artistic.

Their views of Canadian homestead life are among their biggest sellers. The four seasons are depicted in this series and the views are surrounded by a gilt border over which maple leaves are scattered.

Their "Best Wishes from Canada" series is doing well. These cards have a gilt background with six small Canadian views on each card. Maple leaves also decorate these. This series is published for different towns, as well as for Canada generally.

The "Fruit and Flowers" series of birthday postals, and the floral birthday cards are artistically colored and are very pretty.

In the new styles of cards there is a great deal of decorative work in delicate colorings and decorative borders are used to a great extent. In this kind of work Valentine & Sons, Ltd., are issuing some very attractive designs.

They have also published a line of postal cards for the Quebec Tercentenary, which have been taken up by the retail merchants of Quebec.

✱

## Note These Items.

In addition to the publication of picture post cards, the firm of Macfarlane, Toronto, which assigned last month, published view books of Canadian cities. Their stock of these books has been secured by McLeod & Allen.

# Taber Bas-Relief Company,

(Alliance Ltd., Proprietors)

SOLE PROPRIETORS OF PATENTS FOR

## TABER BAS-RELIEF PHOTOGRAPHY

115 Newgate St., London, E.C., England

Works, Station Buildings, Haggerston, N.

Publishers and  
Manufacturers of

Pictorial  
Post Cards,  
Christmas  
Cards,  
Art Pictures  
and  
Souvenirs  
in  
Bas-Relief.

The most life-like  
process published.



Our  
"ALLIANCE SERIES"  
of  
Royalty  
Bas-Relief  
Post Cards

have the largest  
sale in the trade.

Royalty of all  
Nations  
Sir W. Laurier  
Pope Pius X. (2)  
Niagara Falls (2)  
English and  
American  
Actresses, Etc.

There will be an enormous demand for our Bas-Relief Post Cards this year in consequence of the Royal visit in July, and can be obtained of the leading wholesale houses in Montreal, Toronto, and Quebec. We also publish Photographs of the Prince and Princess. Hand Colored, Jewelled and Spangled.

Six sizes in attractive cut out mounts from  $4\frac{1}{2} \times 4\frac{1}{2}$  to  $15 \times 15$ .

These can be obtained from Valentine & Sons Publishing Co.,  
1 Coristine Building, Montreal.

*The Queen describes our art thus :*

*"It is a photograph in Relief so faithfully carried out, that it is quite life-like, it is in truth, sculpture adapted to photography."*

Toronto, who should be written to in connection with them. Nearly all the larger cities of Canada were represented in the series.

Valentine & Sons, Ltd., of Montreal, are issuing a new series of picture postals in honor of the Quebec Tercentenary. This series of postals includes twenty-eight views of Quebec, past and present, as well as other historical views. They are also publishing a book of views which includes scenes from Quebec, as it is at present, also scenes from the past, and historic battlefields views.

\*

**History Pictured on Post Cards.**

The Valentine Sons Publishing Co. are issuing a very fine line of post cards illustrative of Quebec's history, past and present, in special designs, beautifully colored. This series is very complete, consisting of 28 subjects. This firm is also publishing a work on Quebec by K. L. Macpherson, entitled "Scenic Sieges and Battlefields of French Canada," and an historical view book, The Homestead Series of Souvenir Cards have been meeting with a great sale, which is well deserved. These cards admirably depict scenes of Canadian life which has undoubtedly won wide popularity for them. Another of their lines which has met with great success, is the Gem series of animals and Canadian woodland and water series. The latter are very artistic, having as a part of the picture a reproduction of the frame which surrounds the original. These pictures are done in a soft toned sepia and make very refined decoration for a den or library when framed in series. Local view cards of places of interest all over the Dominion are among other interesting cards which this firm carry.

\*

**The Royal Visit to Canada.**

In connection with the visit to Quebec of H.R.H. the Prince of Wales, the trade should remember that the Bas Relief Photographic Co. issue a handsome bas relief card of the Prince, that should be in good demand during the

celebration. They also publish bas relief cards of the King, who recently gave them a special sitting, Pope Pius, Sir Wilfrid Laurier and many other notables. In all they have 300 bas relief subjects, including royalty, actresses, notables' children, flowers, animals, etc., and these are made in a variety of styles and mountings. The cards of the Bas Relief Photographic Co. may be obtained from the leading wholesale houses in Montreal, Quebec and Toronto.

\*

Many newspaper publishers in Canada conduct stationery stores in connection with their establishments and find the combination of interests, which are closely allied, works out smoothly and satisfactorily. The book and stationery business is often united with that of a drug store, particularly in the smaller towns, but it is rarely that we find it joined with the grocery, confectionery and bakery business. A gentleman who links all these with a stationery store is W. X. Starr, of Newmarket, Ont., who began his career as a bookseller just 24 years ago. He is also the manager of the Bell Telephone Company in Newmarket, an exchange which has about 140 subscribers. Mr. Starr has two large stores, each 25 x 50 feet. Twelve years ago he added the bakery and confectionery lines. Without any previous experience he began the book business. Even when living on the farm as a young man he was ambitious to make a venture of this character. There were two stationery stores in Newmarket in those days. Neither could be purchased so Mr. Starr began independently, in a small way. In less than a year both of his opponents were ready to sell. Mr. Starr now owns a fine block in Newmarket and has met with gratifying success in all his undertakings.

**POST CARDS**

Brown, Black, Colored, Birthday, Comic.

All the Latest German Finest Novelties at Wholesale Rates.  
Sample Collection \$5. Established 1895  
**VERLAG ANT. GERSTENKORN, Hamburg**

**Picture** Made to order only according to Instructions supplied.

Specialties: Modern Heliotype styles, plain and coloured.

Well known for efficiency and high-class workmanship.

**Post Cards** Very fine make First class Goods only.

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



ONLY FOR WHOLESALE DEALERS AND POST CARD PUBLISHERS

**MARKERT & SOHN**  
Graphic Art Works  
DRESDEN - A Wintergartenstr. 74  
MANUFACTURE

**PICTURE POST CARDS**  
MADE AFTER YOUR OWN PHOTOS

AS A SPECIALTY WE MAKE  
**COLLOTYPE, COLOURED COLLOTYPE, DOUBLE TONE, HAND COLORED, GLAZED, and AUTOTYPE POST CARDS, VIEW ALBUMS, ALBUMS**  
Ask for samples and quotations

QUALITY BETTER THAN ANY, DELIVERED QUICKER THAN MANY!

**Collotype**

Best cards of high-class finish MADE TO ORDER  
Hand colored collotype cards. Double tone collotype cards.  
Photocolor collotype cards.  
Gloss collotype cards and all kinds of view albums and sample sheets.  
Wholesale and export only.  
ADDRESS FOR CABLEGRAMS: LEYBROCK, BERLIN

**POSTCARD**

Write to  
**MESSRS. W. NEUMANN & CO.**  
42 Wasserthorstrasse  
Berlin S. 42  
Germany



## How Winnipeg Merchants are Booming Photo Supplies

Enthusiastic Camera Club Formed—Beginners' Class—Prizes for Photographs—  
Summer Outings—A Good Example for Other Canadian Towns and Cities.

Winnipeg has a brand new enthusiastic Camera Club, and Winnipeg merchants are going to see that it flourishes. Society has taken up the cause and in the list of patrons and officers appear the names of many prominent Winnipeggers. Committees have been formed under the heads of Ladies, House, Programme, Membership, Lantern Slide, Library, Press, Finance and Competition and each committee is doing earnest work. Club rooms have been secured, with complete equipment for developing, printing and finishing.

### Merchants Offer Prizes.

O. B. Knight & Co., who deal largely in photo supplies, were the first to inaugurate a prize competition, and they have established a monthly contest. The competition committee announces the subjects for each month ahead. For May the subject was "Street Scenes in the Business Section of Winnipeg." Two awards will be made each month, in the form of a gold and silver pendant, and the recipient of the largest score of awards during the year will receive the Knight annual award.

Duffin & Co., dealers in photo supplies, and Russell, Lang & Co., booksellers, who have made a big success in the photo supply trade, offer expensive cameras to be competed for by the beginners during the next six months. This has added great zest to the beginners' efforts. The former firm award a \$25 camera for first prize, and the latter a \$15 Eastman enlarging camera as second prize.

The Gordon-Mitchell Co., druggists and photo supply dealers, and the T. Eaton Co., who run a photo supply department, have also signified their intention of submitting awards for competitions, and although the exact nature of these is not yet known, it is said that the former will award theirs to the lady members, and so the fair ones who are beginners will have every competition open to them.

### The Beginners' Competition.

From the trade standpoint, the desire will be to get as many beginners interested as possible. The more new people who can be influenced to take up this delightful hobby, the more cameras and supplies will be required, and in the sale of these the dealer profits. In Winnipeg every possible assistance is rendered to the beginners. A

class has been formed under a capable instructor, which meets every Tuesday night. So far the attendance has been very flattering, even the more advanced enthusiasts taking advantage of the instruction.

In the beginners' competition the requirements are that the competitors shall have only taken up photography during the present season and work submitted shall not be larger than 5 x 7 inches. This competition is to be a monthly event for six months, and the competitor scoring the highest total for six months wins the prize.

### The Example to Others.

The example set by the photo supply trade in Winnipeg might well be followed by dealers in other Canadian cities and towns. So far as we know, the only other camera clubs in Canada are those of Ottawa, Montreal and Toronto. Why should not the rest of our important cities have clubs as well?

Those directly interested in the formation of these clubs are the men who sell the supplies. What more natural than that they should devise ways and means to stir up sufficient enthusiasm among local amateurs to get a club launched? They need not themselves take an active part in the establishment of such clubs, but once they are started, let them show their interest in a tangible way as the Winnipeg merchants have done.

### Camera Clubs in Colleges.

In cities and towns where there are colleges, good opportunities are afforded for doing a brisk business in cameras and supplies. The enthusiasm of youth is glorious and once get the boys or girls inoculated with the photo-bug and business will look up. The college at Woodstock, Ont., has such a club, called the Amateur Photography Club. Recently that clever photographer, R. R. Sallows, of Goderich, gave them a lecture and demonstration, which must have given the boys inspiration. It seems to us that the management of the various schools would encourage camera clubs, as it is a pleasant and profitable pastime, and would even arrange for demonstrations such as that given by Mr. Sallows. By offering prizes for the best photographs, the local dealer would help on the movement.

### This Space

One Insertion	- - - -	\$ 5.00
Three Insertions	- - - -	13.50
Six Insertions	- - - -	25.00
One Year only	- - - -	45.00

A Money Maker

The

"Wellington"  
Photo Specialties

"The World's Standard"

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

For Price Lists and Particulars write

Ward & Co.,

13 St. John St.,

Montreal, P.Q.





## The Musical Department

The sheet music trade during the past month has been in a very healthy condition, and prospects for the coming month are good, as several new compositions have been received, which are sure to prove popular and meet with a heavy demand. One or two old songs have been revived and are in good request. One of these latter is "If I Only Had a Home, Sweet Home," also "When You Go for a Good Trolley Ride," a good summer song.

Among recent productions is "Just for To-night," a ballad and refrain by Frank O. French, which is meeting with favor.

### Songs by Late Louis Frechette.

A new song, entitled "The Birds of the Convent," a new publication of the Nordheimer Piano & Music Co., Ltd., of Montreal, is sure to be enjoyed by all lovers of classical music. It is the latest composition of the renowned composer, Henri Kowalski, who wrote the famous Hungarian march, Galop Bravour, etc. The words are written in French by the Canadian poet, and the late Louis Frechette, whose death occurred recently, and they have been translated into English by Mr. Siegfried Herz.

"When We're Together," by Emerson James, is one of the new standard songs, and is a second "Sing Me to Sleep." This is written both as a solo and duet. "Three Little People," by Teresa del Riego, is a good teaching song and encore.

A new sacred song by Francis Alliston is entitled, "Afterward," and is selling well.

"It Might Have Been," the latest production of Chas. K. Harris, is a song which promises to equal in popularity any of his former compositions.

### Popular and Comic Songs.

A great many selections in popular and comic songs have been introduced during the past month. "Somebody That I Know and You Know, Too," by Ed. Gardener and Fred Helf, the writers of "When You Know You're Not Forgotten by the Girl You Can't Forget," is a popular waltz song. "To-night," a charming little ballad by H. Wakefield Smith, is a good seller, and "Captain Millie Brown," a stirring march song, with a good swing to it, has caught the popular fancy.

"Come on Down Town," one of the hits in the "Yankee Prince," promises to be in heavy demand, and "My Affinity," from New York's sensational opera; "The Soul Kiss," and "I'm Going to Steal the Moon," featured in "The Home-noon-Trail," are other selections which are doing well.

Songs from "The Hoyden" have been called for extensively, hundreds of copies having been sold.

"Mother Hasn't Spoke to Father Since" is a new comic song which is selling already and is sure to have a good run. "When the Right One Comes Along" has just arrived, and it is expected that as soon as it is known at all there will be a heavy call for it. "We Won't Go Home Till Morning, Bill," and "Ain't it Awful, Mabel?" are also achieving popularity.

### Instrumental Productions.

Among instrumental productions "Meditation," by C. S. Morrison, and "Consolation," a companion piece to "Meditation," by the same composer, are in good demand.



## A QUESTION OF PROFIT!

We want to interest you in a purely business proposition. We want to prove to you that you can really make money by handling the "BERLINER" Gramophone and the "VICTOR" Talking Machine. Others are doing it right along. Why not get your share? Write for information. We can show you that there is no more profitable proposition in the trade than the one we offer.

Write the agent nearest your locality:

J. & A. McMillan,	St. John, N.B.
Clark Bros. Co.,	Winnipeg, Man.
Dyke, Evans & Callaghan,	Vancouver, B.C.
R. S. Williams & Sons, Limited,	Toronto, Ont.
Nordheimer Piano & Music Co.,	Toronto, Ont.
Royal Stores, Limited,	St. John's, Nfld.
Cordingley Bros.,	Brackville, Ont.
Western Talking Machine Co.,	Winnipeg, Man.

The Berliner Gram-o-phone Co.  
of Canada, Limited, Montreal

WAIT FOR THE

## BIG LINE

Before you buy your fall stock of

TALLY CARDS  
GUEST CARDS  
CALENDAR PADS

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

Salesmen en route.  
Samples sent you free.  
Illustrated Catalogue and price list

ELLIOTT

17th and Lehigh Ave.

PHILADELPHIA

## What Men and Firms in the Trade are Doing

P. D. Hope has opened a drug and stationery store at Creston, British Columbia.

A. Roy Macdougall, Toronto, is at present registered at the Windsor Hotel, Montreal.

W. F. J. Mallagh, Kingston's new bookseller, has been stocking up in Toronto last week.

Farrow & Jewell, stationers and printers, Vancouver, B.C., have dissolved partnership.

Woods & Co., fancy goods dealers, have moved from Prince Albert to Saskatoon, Sask.

The store of Miss M. L. Sarazin, stationer, Ottawa, was damaged by fire and only partially insured.

The Security Drug Co. have taken over the drug and stationery business of G. F. Dainty, Hanley, Sask.

M. P. Thomson, of the Thomson Stationery Co., Vancouver, B.C., is absent on a trip to the Old Country.

P. F. MacFarlane and G. F. Patterson have registered at Montreal as MacFarlane & Patterson, stationers, etc.

Alderic Gateau has registered the firm of Gateau & Gateau, manufacturers of loose leaf goods at St. Hyacinthe, Que.

Robert Sage, of Lethbridge, Alta., is still absent in the Old Country, where he went on a pleasure trip last month.

W. Saul, of the B. C. Book Company, Vancouver, is planning to take a trip to England with his family in the near future.

C. B. Allison, of the Cranbrook Drug & Book Co., Cranbrook, B.C., is renovating his store and will have very attractive premises.

N. E. Suddaby, Fernie, B.C., has turned his business into a limited liability company under the name of the Elk Drug and Book Co.

The National Drug & Chemical Co. of Canada have been appointed sole agents in Canada for the Butcher English-made cameras.

Mr. Clark, of Clark & Stuart, Vancouver, recently took two weeks off and went on a hunting and fishing expedition to the Nikola Lakes.

D. & W. Forest, stationers, etc., Montreal, have assigned. This firm dealt extensively in view books, post cards, etc., in a wholesale way.

It is reported that H. G. Richardson has started a book and stationery store in Sturgeon Falls, Ont. There seems to be quite a boom in the trade lately.

R. Uglow, of Kingston, has just got back from a six weeks' sojourn at Atlantic City, where he enjoyed the sea breezes and benefitted his health markedly.

K. W. Mackenzie, of Edmonton, has been appointed Lands' Commissioner for the Province of Alberta. He still continues his book and stationery business.

Information has been received that a new book and stationery store has been started at Pembroke, Ont. It will be known as the Grigg Book & Stationery Co.

Arthur Spurgeon, general manager of Cassel & Co., Limited, will arrive in Toronto on the 11th inst. for a three-day stay, during which time he will inspect the Canadian office.

The Geo. M. Hendry Co., of Toronto, successors to the Dominion School Supply Co., have moved into bright new premises at 20 Temperance Street, where they occupy the entire building.

R. H. Davis & Co., Yarmouth, N.S., are now settled in their new store on Main Street, opposite the Bank of Montreal, and, according to travelers who have inspected it, it is a "dandy."

Wm. H. Bone, of T. N. Hibben & Co., Victoria, expects to come east shortly and will probably go to the Old Country as well. He has recently completed a handsome new home in Victoria.

R. J. Soden, stationer, of Peterboro, has again been awarded the contract for furnishing the supplies for the schools in that city. This is the third time Mr. Soden's tender has been accepted.

H. S. Wallace, Rossland, B.C., has bought the store adjoining his present premises and will combine the two into one big store. When completed he will have one of the largest and finest book stores in Canada.

Peter Lamont, of the Canada Drug & Book Co., Nelson, B.C., claims that his trade in books last Christmas was the largest in the history of his firm. Things look good in Nelson, as the mines are being opened up again.

The American Multigraph Sales Co., of Cleveland, Ohio, have opened a branch office in the Saturday Night Building, Toronto, and are placing quite a number of their multigraph duplicating machines in local offices.

J. L. Thompson, of the trade department of Charles Scribner's Sons, New York, has been recently on his annual hand-shaking tour in Toronto. Another glad-hand man, Harry Sully, of L. C. Page & Co., Boston, was also in Toronto lately.

John Henry, of the Copp, Clark Co., landed back in Toronto on June 4, from a four months' trip to the coast. His experience was that the farther west he traveled the brighter business became. Coming home he found business improving noticeably in Winnipeg and the prairie provinces.

Writing from Nelson, B.C., on Victoria Day, to Book-seller and Stationer, W. C. Bell, of the Musson Book Co., says: "The weather has been ideal for a successful fall business and more fortunate still, the feeling of the trade is optimistic, but it wants just one good crop to restore perfect confidence, and they're going to get it."

On and after July 1, the firm known as the Bright Stationery Co., Limited, of Vancouver, B.C., will be known as Love's Bookstore. Robert M. Love, the proprietor, will combine photographic work with the usual lines, viz., books, stationery and sundries, making a specialty of mechanical books and the manufacture of inks.

Flatt & Mackenzie, Fort William, have moved into new premises a few doors west of the post office where in addition to books and stationery, they will dispense ice cream. Not at all a bad idea that. Most book stores and particularly those handling newspapers, have to keep open at night and an ice cream parlor as an adjunct should draw trade.

Harold W. W. Copp, of the Copp, Clark Co., whose genial face is familiar to the booksellers of Montreal, Ottawa and Toronto, sails for England on a two months'

pleasure trip on June 20. It is even hinted that he will go as far as Gay Paree but those who know Harold feel no apprehension on that score. Anyway, it's "Bon Voyage" to him.

The Carter Ink Company, of Boston, are planning to erect a large and modern factory in the nearby city of Cambridge, at the corner of First and Atheneum Streets. This factory is to cost in the neighborhood of \$200,000, exclusive of the land. It will be built as soon as the question of laying the tracks through the factory district has been settled. It will be one of the finest factories ever erected in Cambridge.

The Western Fancy Goods Company have been incorporated at Port Arthur to carry on a wholesale jobbing trade in fancy goods, stationery, pipes, china, leather goods, toys and dolls, sporting goods and small-ware. The incorporators are A. J. Prockter, traveler, Montreal; S. W. Marson, traveler, Winnipeg; E. E. Wire, commission agent, Winnipeg; N. C. Lunan, accountant and W. F. Eclipston, stock manager, Port Arthur. The capital is \$60,000.

Arthur Berrill, of the big export firm of newsdealers, Gordon & Gotch, London, Eng., is at present a guest of the Queen's Hotel, Toronto. He is in this country looking over the field and intends to make a thorough study of the news trade here. Mr. Berrill early called at the office of Bookseller and Stationer and had a friendly chat with the staff. He impressed them as a man of shrewdness and force, a type of the Englishman, who has gone forth and made himself felt in all parts of the world.

A Dominion charter has been issued incorporating Samuel William Stedman, bookseller; Edward Isaac Stedman, bookseller; George Henry Stedman, manufacturer; Edward Stedman, Sr., and Peter Cairns, salesman, for the following purposes: To trade in, manufacture and publish books, magazines, post cards and kindred lines, the operations of the company to be carried on by the name of Stedman Bros., Limited, capital stock, \$40,000, and chief place of business, Brantford. Stedman Bros. have been in business in Brantford for several years, dealing largely in magazines, post cards, etc. Last month they bought out W. J. F. Mallagh. The same management will continue to conduct the business, while the corporation covers only the wholesale department and does not in any way affect the retail department.

**AN EFFICIENT ORGANIZER.**

A Goodman, Canadian manager of Raphael Tuck & Sons Co., Ltd., with Canadian headquarters at 9-17 St. Antoine St., Montreal, is of the modern school of salesmanship. Mr. Goodman has had charge of the Canadian business for some six months, and the selling plans, originated by him, have proved decidedly effective in extending their Canadian market. His ambition is to make



A. GOODMAN.

"Tuck" as household a word in Canada as it is in Great Britain.

He has had varied and extensive experience of almost fifteen years in all the branches of this concern. He mastered every detail of the business in London, Eng., spent some time in Paris and Berlin, and studied closely American methods of selling in their New York branch. Coupled with this experience is a healthy enthusiasm.

Mr. Goodman is a grandson of Raphael Tuck, the founder of this world wide business, whose lines of fine art productions of every description radiate from London as a centre to all the four quarters of the globe.

**TO DO BUSINESS**

with more people, and more business with most people you have to have the right goods, the ones that are always satisfactory. If you handle the papers with "Hurd's Name on the Box" you know the satisfaction they give. If you do not have them inquire of any successful stationer. The more reliable the qualities and the wider the range of the stock you carry, the better your chances for developing a sound, growing and profitable trade. Our papers are made for the purpose of helping you easily and quickly in such development.

*Suede Finish, wedding are the highest possible quality, and have a perfect printing surface. They will please the most critical. Send your orders or for samples.*

**GEO. B. HURD & CO.**

**Fine Paper Makers**

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



**ANOTHER WATERMAN LINE.**

Waterman's Ideal Safety Fountain Pen, manufactured by the L. E. Waterman Co., of Canada, Limited, Montreal, for vacation travels or home use fulfills all writing



requirements. It is so constructed that no matter in what position it is placed the ink will not spill, nor the parts break.

The actual size of the pen is four inches, and may be had either gold mounted or plain. It is fitted with the spoon feed, and embodies all the other well-known Waterman's Ideal qualities. In addition it is so made that, in a very convenient manner, the cap screws the pen rib back when not in use, to effectively seal the barrel. It may be carried in a trunk or traveling bag,



which is to be placed in any position, and no harm will result. The Safety Pen is carefully made of the best of materials and will last a lifetime.

**ARTISTIC MEDALS.**

Librairie Beauchemin have issued a very fine catalogue of religious tokens, consisting of prayer books, pictures of religious subjects, prayer beads, medals, medallions, crosses, chaplets and miniature statues. Reproductions of two specially artistic medals are shown which will convey an idea of the high class of this stock advertised in their catalogue.



**"ACID PROOF" INKS.**

There have recently appeared on the market as many as four or five different brands of so-called "acid" or "chemical proof" ink, but all practically the same. The ink writes a bluish tint, being made of Prussian blue and is very similar to ordinary laundry bluing, which as all know is a passable writing ink when fresh.

The chief claim for these inks is that "no known acid will remove them." It is true that the ordinary chemical ink eradicators will not, but a much simpler agent does the trick as effectively. This is merely a weak solution of caustic potash, and even plain water when carefully manipulated with a toothpick or stiff brush, will do it. The ease with which this ink may be removed likewise disposes of the claim that it is indelible,

which has led some people to try it in preference to regular writing fluids of known permanency.

Another claim for the ink is that it does not fill and corrode pens like other kinds, but a short trial of any

of these fake inks will show that they do coat pens more than first-class writing fluids.

One of the chief objections to the inks is the fact that in a short time the color gradually settles, or "breaks up," as chemists say. This is quite noticeable after the ink has been in use a few weeks, as well as the fact that it evaporates very rapidly, thus thickening on exposure much more quickly than any blue-black writing fluid.

Agents for these inks have canvassed many of the Eastern United States cities and have more recently operated in the west. As if to emphasize their own realization of the short time their products may hope to find favor they frequently offer the formulas for making the ink for sale, at a nominal price. One concern purporting on paper to have branches in various cities has already disappeared, and as soon as the real lack of merit in the ink is understood dealers and consumers alike will be content to stand by one of the well-known blue-black brands of writing fluid, a type which is the nearest approach to an ideal writing ink.

**NOT SO MANY AS STATED.**

In connection with a reference to the metal revolving stand for pencils, it was stated in the Bookseller and Stationer last month that the receptacle, made by Eberhard Faber, of New York, would contain 1 1/2 gross of pencils. This should have read half a gross.

**SOMETHING ALTOGETHER NEW IN SAFETY INK STANDS**

**NUMAN'S "NOAIR"**

If you call the "Noair" safety you will not be bothered with complaints about corks falling out. The Noair cork is made of the finest acid proof rubber absolutely warranted to last for years.

It is constructed so there is a double clamp on the outside as well as on the inside making it impossible for the cork to fall out.

This is an absolutely new feature in Safety Inkstands.

Made in the finest fire polished Crystal Glass. Note the Squatly appearance.

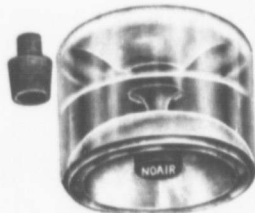
No. 601 "Noair" size 2 1/2 inches \$2.00 per doz.  
No. 603 " " " 3 " 3.00 " "

Sold by all jobbers in Canada.

Be up-to-date. Order sample dozen from your jobber and watch them sell.

**C. H. NUMAN CO.**

**Sole Manufacturers  
NEW YORK**



**Souvenir Fountain Pens.**

The approaching Quebec Tercentenary has led many merchants all over the country to issue souvenirs in honor of the event.

One of these firms is the L. E. Waterman Co., of Canada, Limited, who are manufacturing souvenir fountain pens and metal pencils. These are decorated with a shield in enamel, having the Union Jack and the tricolor, with the words "Quebec Tercentenary" in colors. These pens will be valuable souvenirs of this event.

The most popular pens are

**ESTERBROOK'S**

MADE IN ALL STYLES

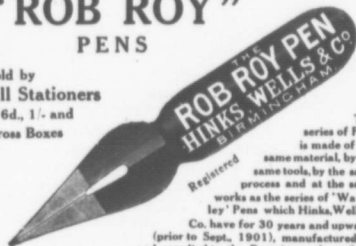


Fine Points, A1, 128, 333  
 Business, 048, 14, 130.  
 Broad Points, 312, 313, 314.  
 Turned-up Points, 477, 531, 1876.

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

**"ROB ROY"  
 PENS**

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



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

HINKS, WELLS & CO. BIRMINGHAM, ENGLAND

**SPENCERIAN  
 STEEL PENS.**

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

**THE BEST**

Works: BIRMINGHAM, ENGLAND

Imported by all the leading stationers in Canada.

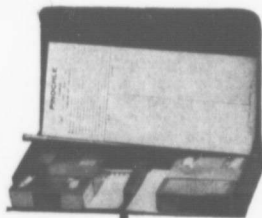
Proprietors: Spencerian Pen Co., New York

**C. F. RUMPP & SONS**

MANUFACTURERS AND EXPORTERS OF



**Fancy Leatherware**



Pinocle Card Sets  
 Writing Cases, Traveling Accessories  
 Hand Bags, Dressing Cases, etc.  
**Philadelphia, Pa., U.S.A.**

New York Salesrooms, 683 and 685 Broadway

**JOHN HEATH'S  
 PENS**

A good pen is a good servant, and John Heath's Pens are made to serve! ALWAYS READY AND ALWAYS SIZING! They were first 45 years ago, and are still leading the way. British made of British steel. Write for samples.

LONDON AGENCY  
 8 St. Bride St., LONDON, E.C., ENGLAND  
 Telephone Pen registered in Canada.

**Waverley  
 Pens**

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

**"Boons and Blessings"**

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

Macniven & Cameron, Ltd., Waverley Works, Edinburgh

## Commercial Stationery—An Opportunity for Local Stationers

A Field Relinquished in Many Cases to Outsiders—It Ought to Belong to the Local Stationer—Some Ways and Means to Recover It.

Years ago business men never dreamed of going outside their home town for their account books and commercial stationery. The local stationer handled the orthodox old ledgers, journals, etc., and supplied whatever was required to equip an office. Those were the so-called "good old days" in the trade, and the stationer was a commercial as well as a society stationer.

Then came a time when the ingenuity of man was turned towards the perfecting of systems, and loose-leaf devices and filing schemes and hundreds of other time-saving plans were evolved. For some unaccountable reason the old-time stationer refused to countenance the new-fangled goods, and so instead of selling their inventions through the trade, the inventors and patentees began selling direct.

The rapid development of business during the past decade has made the demand for business systems and commercial stationery in general, advance by leaps and bounds. The manufacturers got pretty nearly all the trade direct and made money out of it. The regular stationers relinquished the field, generally without a struggle, and contented themselves with selling papereries at Christmas and souvenir post cards in summer.

To-day, an effort is being made to recover lost ground. Even the manufacturers, who heretofore sold direct, are exhibiting a desire to sell through the trade, realizing that, if the retailers do their duty, the best results will be obtained in this way. The success of the purely commercial stationers abundantly attests this. In all our larger cities commercial stationers are coming to the front and are doing well. In smaller places there is a fine chance for the general stationer to take on this business.

The commercial stationery trade is not interfered with by the department stores to any extent, for the reason that it is a trade for men. Department stores are for women and the home. Outside of that they exert little influence. The only genuine opposition comes from the city houses which sell direct. These concerns have their traveling representatives covering the country and calling on all likely customers. By adopting similar methods of

selling, local stationers can counteract this influence to a considerable extent.

There are so many excellent devices manufactured today that the stationer can show a variety of lines, whereas the traveler for the usual manufacturing concern has only one. Then, too, the stationer has all the adjuncts, such as pens, pencils, inks, blotters, rulers, memo books, etc., etc. He must be called on for these and why should he not at the same time sell all other necessities.

A very good scheme suggested by one stationer is to make a commercial stationery section in the window. Here show all the novelties in paper fasteners, loose-leaf account books, etc., with a card in a showy place telling about the various lines.

Another excellent idea is to get out a blotter on which this sound sentiment can be printed: "You want the people of this town to patronize you and not the city stores. We would like you to buy your commercial stationery from us and not from the city travelers. Let us help one another." These blotters should then be sent to every place of business in your town—and, if your brother business men practise what they preach, they will in future spend their money at home.

Typewriter supplies are another profitable line that it would pay every stationer to specialize in. There is a small army of bright salesmen, selling machines, and the number of users is increasing rapidly. Every purchaser of a typewriter needs carbon paper, ribbon, etc., from time to time and what more natural than that the local stationer should supply these needs. We would even advocate, as has been done elsewhere, that he should sell typewriters as well.

"It is a noticeable fact," observed a leading bookseller to a representative of Bookseller and Stationer recently "that people do a great deal more reading in the Winter months than in the Summer, and that many more copies of the daily papers are bought on a rainy night than on a warm, quiet evening when people generally take a stroll or sit on the verandah. I sell dozens of papers more on a disagreeable night. In the Fall and Winter months when the nights are long and the time more given up to reading my magazine sales are nearly doubled.

**ELLIOTT-FISHER**  
Adding Typewriters

Elliott-Fisher, Limited  
129 Bay St., Toronto

**Cleanliness and Durability**  
together with sharp clear printing are features of

**PEERLESS**  
BRAND

CARBON PAPER AND RIBBONS.

**The Carbon Paper and Ribbon Mfg. Co.**  
Limited

Office and Factory—176-178 Richmond Street  
**TORONTO, CANADA**

**DRY  
GOODS  
REVIEW**

10 Front St. East  
**TORONTO**

**Would You Know**

More about general dry goods conditions; how to increase your net profits, by modern selling methods, effective store advertising and a thorough knowledge of the markets? The Dry Goods Review will tell you how. Published monthly. 130 to 230 pages.

Subscription, \$2.00 a year.  
Sample copies, 25 cents.

## Fancy Goods Department

No two seasons are ever the same. Merchants have to meet the changed conditions which come each year and be prepared to take advantage of any circumstances which may seem to be favorable to them.

In making a forecast of the conditions which are likely to prevail during the coming summer, and of the opportunities for business, the wise merchant will give some thought to the prospects for trade in fancy goods and notions. There is no reason why, during the coming summer, a good business should not be done in these lines. It will be the merchants, however, who are alive to their opportunities that will get this business, because they will prepare for it.

There is good profit in fancy goods, and some of the largest stores in the country owe their success to the prominence which has been given to these lines.

A good proportion of the summer trade is catch-trade; people buy because they see something which takes their fancy. They will not make many big purchases, possibly, but if a store has a lot of good, attractive and useful articles in fancy and notion department the sales in that store stand a good chance of showing an increase during the months when trade is usually somewhat dull.

In every town there are a good many visitors during the summer and their presence offers a good opportunity for increasing sales in this department. Some merchants will accept the advice given here and profit by it.

Merchants, at the moment, are buying on the hand-to-mouth principle and although manufacturers, in many cases, have their fall lines ready, retailers show no marked disposition to look at samples.

Taking everything into consideration, the season now about ended, from a wholesaler's point of view, has been fairly satisfactory, though it is not as good as it should be. It seems that many unforeseen circumstances and conditions now prevailing have conspired to dampen the enthusiasm of both wholesaler and retailer. Nearly everyone, in fact, has a reason to offer. However, things should brighten up by fall and then everything possible will be done to even up. Retailers should, and will, push business in every way. This is the surest way of gaining back business and making up for deficiencies during a preceding season.

In retail centres most of the large stores have now begun to feature the lines known as summer goods to quite an extent.

\*

### The Merry Widow Bag Purse.

The "Merry Widow" hat has made a decided hit, and so has the merry widow bag purse, manufactured by Brown Bros., Limited, Toronto. The leather goods turned out by this firm are known by their excellence and this latest novelty is proving a big seller. Samples and prices are always sent on request of any new lines.

\*

### Heat Disturbers.

The Copp, Clark Company, Toronto, are showing a number of novelties in the shape of fans, known as "Heat Disturbers." Fancy tissue paper folding fans in variegated colors and Japanese parasols are included in this line. This firm are also showing a special assortment of Chinese lanterns, consisting of 25 lanterns of various sizes, in numerous colors and fancy shapes. Each assortment is put up in a cardboard box, the trade price per box is \$2. These lanterns should be in good demand at this season of the year.

## Wedding Bells

**CONFETTI  
CONFETTI  
CONFETTI**

### For June Weddings

"CROWN" BRAND—  
\$3.60 per gross of boxes

Free from dust. Put up in attractive cardboard boxes. Do not DISAPPOINT your customers. Have CONFETTI in stock.

ORDER A SUPPLY AT ONCE

**The Copp, Clark Co.,**  
TORONTO Limited

## Summer Sorting Supplies

PAPER CONFETTI. The June Seller.

SEA SHORE TINWARE. Pails, Sand Sets, Cups, etc.

CROQUET SETS, 70c. to \$2.75 Set.

RUBBER BALLS, BASE BALLS and SPORTING GOODS of all kinds.

TISSUE PAPER NAPKINS and LUNCH SETS.

Sorting orders given our  
most prompt attention.

**The Sutcliffe-Edmison Co.**  
LIMITED

WHOLESALE FANCY GOODS

76 YORK STREET, TORONTO, ONT.



# A Money Maker

---

THE LINCOLN PEN made by A. A. Waterman & Co.

---

The Lincoln Pen is made for the Commercial Trade, that is the Stationer whose customers are of the particular class. These pens can be relied upon to meet the most exacting requirements and a comparison will readily show you the difference between the Lincoln and an ordinary fountain pen.



Fifty-Four Styles - Black, Chased or Mottled



All Styles Gold Mounted



#### To Introduce the Lincoln

We furnish gratis a handsome silent salesman show case with an order for three dozen pens.

The Lincoln Pen is absolutely guaranteed to give perfect satisfaction to the user. It also gives more profit to the dealer.

---

*Write for list and discounts to*

---

Wholesale Agents  
for Canada

**Warwick Bros. & Rutter, Limited**  
TORONTO



# Condensed or "Want" Advertisements

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

## RATES.

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

Five cents additional each insertion where box number is desired.

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

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

## PERIODICALS.

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

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

**OUR ARRANGEMENTS** with London for importing Newspapers and Magazines are giving great satisfaction to country dealers throughout the West. Fall particulars mailed on request. Western News Agency, Winnipeg.

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

## BOOKS FOR SALE.

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

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

## BOOKS IN FOREIGN LANGUAGES

**LEMCKE & BUECHNER**, 11 EAST 17TH St., New York. (All foreign books.) (12)

## BOOK PLATES (EX LIBRIS)

**ROBERT SNEIDER CO.**, 143-145 FULTON St., New York. Designers and engravers of book plates (ex libris) heraldic and monogram design, pearl in-laid stamping, for stationers. (12)

## BOOKS WANTED.

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

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

**BACK NUMBERS OF BOOKSELLER AND STATIONER** published prior to 1908. Any parties possessing such and wishing to dispose of same are invited to correspond with the publishers, 10 Front St. East, Toronto.

## BUSINESSES FOR SALE.

Somewhere in Canada is a man who is looking for just such a proposition as you have to offer. Our "For Sale" department brings together buyer and seller, and enables them to do business although they may be thousands of miles apart.

**STATIONERY** and fancy goods business for sale. Good live town in British Columbia—C.P.R. divisional point. Good clean stock about \$10,000. Terms—half cash, balance can be arranged. Box 154, **BOOKSELLER AND STATIONER**. (15)

**FOR SALE**—Retail Book and Stationery business in one of the best towns in Alberta. Stock about \$2000, in books, stationery and fancy goods. No dead stock. Expenses light and business growing rapidly. Good reasons for selling. This is a splendid opportunity for a man with good experience and small capital. Apply to Box 156, **BOOKSELLER AND STATIONER**. (11)

## DIARIES

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

## HYGIENIC INSTITUTE.

**THE WHAT, THE WHY, THE WAY.**—If you want to get well and stay well, you can—without drugs or medicines. Learn the wonderful mission of the **INTERNAL BATH**. Our free booklet proves that 90 per cent. of human ailments are due to one cause, and tells you how to remove it. Write to **TYRRELL'S HYGIENIC INSTITUTE**, 305 Fifth Ave., New York, N.Y. (11)

## ITALIAN BOOKS

**FRANCESCO TOCCI**, 520 BROADWAY, New York. Italian books—Printer and Publisher, importer and manufacturer of accordions, guitars, mandolins, etc. (12)

## INFORMATION WANTED.

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

## KODAKS.

**I CARRY THE LARGEST STOCK OF KODAKS** and Photographic Supplies in British Columbia. Write for catalogue. Will Marsden, the Kodak Specialist, Vancouver, B.C. (13)

## LITHOGRAPHY.

**HIGH CLASS COLOR WORK**—Commercial stationery, posters, The Hough Lithographing Co., Limited, Office, No. 3 Jarvis St., Toronto, Telephone, MA 1578. Art, good workmanship, business methods. (11)

## MISCELLANEOUS

**THE PERRY PICTURES** EXTENSIVELY advertised. Millions sold. Very popular. Send 4 cents in stamps for illustrated catalogue and prices to the trade. Perry Pictures Co., Box 440, Malden, Mass. (12)

**ENGLISH AND UNITED STATES FIRMS** desiring Canadian representation should communicate with the editor of **BOOKSELLER AND STATIONER**, Toronto.

**ONE** of the leading English manufacturers and publishers of Christmas Cards, Calendars, etc., invites applications for the position of Sole Agent for Canada. Address "Calendar," care of **BOOKSELLER AND STATIONER**, 85 Fleet Street, London, Eng.

## SITUATIONS VACANT.

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

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

**WANTED**—We want a good live young Stationery and Office Supply man to work as city traveller. Write to D. J. Young & Co., Ltd., Calgary, Alta. Stating your qualifications and experience. (6)

**WANTED**—in every town and village, a representative to take charge of the circulation of our various publications—Hardware and Metal, Canadian Grocer, Financial Post, Plumber and Steamfitter, Dry Goods Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery, and Busy Man's Magazine. Good financial standing and business connection a strong recommendation. Just the position for a retired business man for his spare time. The **MACLEAN PUBLISHING COMPANY Limited**, Toronto. (1,1,1)

**WANTED**—in every town of 2000 or over a representative to take charge of the circulation of our various publications—Hardware and Metal, Canadian Grocer, Financial Post, Plumber and Steamfitter, Canadian Machinery, Printer and Publisher, Bookseller and Stationer, Dry Goods Review, and Busy Man's Magazine. Good financial standing and business connection a strong recommendation. A permanent position for the right man. The **MACLEAN PUBLISHING COMPANY Limited**, Toronto. (1,1,1)

## SITUATION WANTED

**WANTED**—POSITION as traveller for Stationery or Fancy Goods house. Advertiser has good connection in the West and 12 years experience in the trade. A. B. Box, **BOOKSELLER AND STATIONER**.

**PAYSON'S INDELIBLE INK**



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

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

**Standard Commercial Works**

**Matta's Interest Tables**

At 4, 5, 6, 7, 8, and 10 per cent. per annum. by NATHAN MATTE, 3rd Edition. Price, \$5.00

**Matta's Three Per Cent. Interest Tables**

By the same author. On fine heavy paper and strongly bound. Price, \$5.00

**Hughes' Interest Tables and Book of Days Combined**

At 3, 7½, 10, 12½, 15, 17 and 20 per cent. per annum. By CHARLES M. C. HUGHES. Price, \$5.00

**Hughes' Supplementary Interest Tables**

Comprising a Special Interest Table for daily balances, showing interest for one thousand days on any amount, rates from ½ per cent. to 24 per cent., inclusive. Also a table showing interest for one thousand days at 5 per cent., by means of which in connection with Comparative Tables interest for one thousand days can be obtained at any rate from ½ per cent. to 10 per cent., inclusive, and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from ½ per cent. to 10 per cent., inclusive, on the basis of 360 days to the year in 4 per cent. tables. By CHARLES M. C. HUGHES. Price, \$2.00

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2. Metropolis. By Upton Sinclair. McLeod.
3. Some Ladies in Haste. By R. W. Chambers. McLeod.
4. Prisoners of Chance. By Randall Parrish. Briggs.
5. Shepherd of the Hills. By Wright. McLeod.
6. Get-Rich-Quick Wallingford. By G. R. Chester. Frowde.

### Charlottetown.

1. Daughter of Anderson Crow. By G. B. McCutcheon. Briggs.
2. Old Wives for New. By D. G. Phillips. Langton.
3. Barrier. By Rex E. Beach. Musson.
4. Rosalind at Red Gate. By M. Nicholson. McLeod.
5. Weavers. By Gilbert Parker. Copp.
6. Shuttle. By F. H. Burnett. Copp.

### Hamilton.

1. Last Egyptian. Anonymous. Briggs.
2. Get-Rich-Quick Wallingford. By G. R. Chester. Frowde.
3. Somehow Good. By Wm. de Morgan. Copp.
4. Orphan. By C. Mulford. Musson.
5. Measure of the Rule. By Robert Barr. McLeod.
6. Shepherd of the Hills. By Wright. McLeod.

### Kingston.

1. Alice-for-Short. By Wm. De Morgan. Frowde.
2. Joseph Vance. By Wm. De Morgan. Frowde.
3. Shuttle. By F. H. Burnett. Copp.
4. Weavers. By G. Parker. Copp.
5. Lady of the Decoration. By F. Little. Musson.
6. Barrier. By Rex E. Beach. Musson.

### Moncton.

1. Yoke. By H. Wales. Langton.
2. Three Weeks. By Elinor Glyn. Duffield.
3. Get-Rich-Quick Wallingford. By G. R. Chester. Frowde.
4. Tree of Knowledge.
5. Life's Shop Window. By Vivian Cory. Kennerley.
6. Mr. and Mrs. Villiers. By H. Wales.

### Port Arthur.

1. Get-Rich-Quick Wallingford. By G. R. Chester. Frowde.
2. Three Weeks. By Elinor Glyn. Duffield.
3. Shuttle. By F. H. Burnett. Copp.
4. Husband of Edith. By G. B. McCutcheon. Briggs.
5. Measure of the Rule. By Robert Barr. McLeod.
6. Black Bag. By Joseph Vance. McLeod.

### Quebec.

1. Fight for Canada. By Major Wood. Musson.
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4. Mr. Crewe's Career. By Winston Churchill. Macmillan.
5. Fair Margaret. By Marion Crawford. Macmillan.
6. Golden Dog. By Richard Kirby. Musson.

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1. Barrier. By Rex E. Beach. Musson.
2. Traitor. By Thomas Dixon, jr. Copp.
3. Scarlet Runner. By C. N. and A. M. Williamson. Musson.
4. Get-Rich-Quick Wallingford. By G. R. Chester. Frowde.
5. Black Bag. By L. J. Vance. McLeod.
6. Bar-20. By Clarence Mulford. Musson.

### Victoria.

1. Barrier. By Rex Beach. Musson.
2. Helpmate. By May Sinclair. Copp.
3. Black Bag. By L. J. Vance. McLeod.
4. Subaltern of Horse.
5. Beau Brocade. By Baroness Orczy. Briggs.
6. Traitor. By Thomas Dixon, jr. Copp.

### Calgary.

1. Barrier. By Rex Beach. Musson.
2. Yoke. By Hubert Wales. Langton.
3. Get-Rich-Quick Wallingford. By G. R. Chester. Frowde.
4. Somehow Good. By Wm. De Morgan. Copp.
5. King Spruce. By Holman Day. Musson.
6. Shuttle. By F. H. Burnett. Copp.

### Edmonton.

1. Barrier. By Rex Beach. Musson.
2. Husbands of Edith. By G. B. McCutcheon. Briggs.
3. Lady of the Decoration. By Frances Little. Musson.
4. Scarlet Runner. By C. N. and A. M. Williamson.
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2. Prima Donna. By F. M. Crawford. Macmillan.
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4. Sheaves. By E. F. Benson.
5. Barrier. By Rex Beach. Musson.
6. Pelleas & Etarre. By Zona Gale. Macmillan.

### Vancouver.

1. Metropolis. By Upton Sinclair. McLeod.
2. Black Bag. By Joseph Vance. McLeod.
3. Get-Rich-Quick Wallingford. By G. R. Chester. Frowde.
4. Last Egyptian. By Anon. Briggs.
5. City of Delight. By Miller. McLeod.
6. Shepherd of the Hills. By H. B. Wright. McLeod.

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# BOOKSELLER & STATIONER OF CANADA

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To stimulate further interest prizes are offered to the pupils reproducing the cover in either water colors or colored crayons, there being in each exercise book a sheet of drawing paper on which the outline of the picture is printed and on which the reproduction is to be made. For competitive purposes the scholars have been divided into five classes—from the first to the fifth forms. The premiums given away by Warwick Bros. & Rutter are 250 copies of the "Boy's Own Annual" for this year, as well as 250 copies of the "Girl's Own Annual." These are bright and instructive publications, well worth striving for. The plan outlined is a good one and will doubtless result in children, not only buying a better type of exercise book, but it will also cause them to develop artistic tastes, a love for the genuine and the original, rather than the cheap chromo or tawdry coloring that disfigures more than it adorns certain exercise books. The children are afforded every encouragement to cultivate latent talent and the new departure is one worthy of emulation in other lines.

## EDUCATIONAL PUBLICATIONS.

An interesting display of educational publications is being made at the warerooms of the Renouf Publishing Co., 61 Union Avenue, Montreal, P.Q. This firm has recently been appointed the Canadian sales representatives of Geo. Philip & Sons, London, Eng. whose publications cover an extensive field. There is scarcely a suggestion of educational needs that cannot be fully met from their present list, which is constantly being augmented. Among the present exhibits are to be found many new and interesting features for the kindergarten classes, such as brushwork concrete, arithmetic, brushwork geography, brushwork copy books, picture maps, object lesson cabinets, pictures and diagrams for object lessons and school decoration and numerous new educational features all tending to create a greater interest for study in the minds of the juveniles. One of the noteworthy items in this exhibit are the Philip's comparative series of large school room maps, which embody all the latest features, and meet with great favor among the geographical teachers.

The management of the business is under the guidance of J. J. Renouf, brother of E. M. Renouf, who, for many years has been well known, both at home and abroad as an educational publisher. The company are devoting all their energies to educational works, and are publishers, and publishers' representatives, dealing

with the trade only. E. M. Renouf, the senior member, is at present abroad investigating educational matters.

## ST. JOHN, N.B.

St. John, N.B., June 10.—Business has been rather quiet here owing to backward weather, but the dealers look forward to a busy Summer season as soon as the tourist travel starts in. Large stocks of souvenir goods, photographic supplies, picture post cards, books, etc., have been laid in and every preparation made for the demands that are anticipated.

Several of the dealers who handle photographic supplies are doing a good business in developing and printing photos and in this way they get all that is possible out of this department.

The demand for wall paper, window blinds, etc., has been very brisk during the past month but this trade is back to its normal condition again.

Souvenir stamps containing views of the city in size a little larger than a postage stamp, are proving a popular seller. They are sold in books of a dozen for five cents a book.

The magazine trade is about as usual.

## MONTREAL.

Montreal, June 3.—The book trade in Montreal during the month of May was rather quiet, and June opened up without much improvement, though it is looked upon as certain that the latter half of June will bring a marked improvement in sales, and that July will be a busy month. However, the trade has been equal to that of last year, and booksellers are holding their own, while they consider that future prospects are good.

"Mr. Crewe's Career," by Winston Churchill, which has lately appeared is the best selling book in Montreal at present. "The Prima Donna," by Crawford, which is just out, has been eagerly looked for, as it is a sequel to "Fair Margaret." It is understood that this author is engaged on, or has just finished a third book which will complete the "Margaret Donne" series.

"The Chaperon," by C. N. and A. M. Williamson, is meeting with an active demand, as are also the other books by the Williamsons. "The Last Egyptian," by an anonymous writer, is selling well, and another which is meeting with favor is "Captain Love," by Theodore Roberts. "The Breaking in of a Yachtman's Wife," by Mary Heaton Vorse, which is also new, promises to do well. The demand for "Somehow Good," by William de Morgan, and "The Barrier," by Rex Beach, still continue also for "Get-Rich-Quick Wallingford," by George Randolph Chester, and "Bar-20," by Clarence Edward Muirford. Other books of fiction which are in good request are "Beatrice of Clare," by John Reed Scott; "The God of Clay," by H. C. Bailey; and "In the Days of the Comet," by H. G. Wells.

The fact that "A Doll's House" and "Hedda Gabler," by Henrik Ibsen, were recently played here, has created a heavy demand for these books.

"In the Land of Mosques or Minarets" or "Mediterranean Africa," by Francis Milton and Blanche MeManus, has met with a good reception.

Baedeker's Guides, of which A. T. Chapman is the Montreal selling agent, are expected to be in brisk demand during the tourist season, and there has already been considerable call for them.

Stationery trade has been quiet, but is picking up, and prospects are good. For society stationery the lines still lead. The Telanian and Delecta lines have had a steady sale. These papers are put up in ladies' size tablets, in all the delicate tints.

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H. Burger,  
Swiss Consul  
for  
Ontario and Manitoba.



Toronto, Canada March 17<sup>th</sup> 1908.

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