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BOOKSELLER & STATIONER OF CANADA

JANUARY

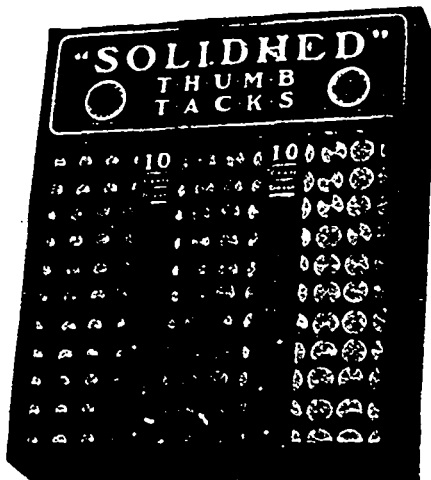
1907

The New Idea Trade Newspaper that Shows Retailers How to Sell Goods. Covers the Entire Canadian Field and has a Growing Circulation Abroad.

MONTREAL

TORONTO

WINNIPEG



**It's the Solidhed Display
that sells tacks**

Ask your jobber or
Hawkes-Jackson Co., Makers
82 Duane Street, N. Y.

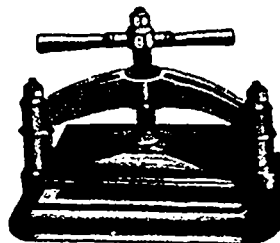


TWO
ONLY
of the
Many
Varieties
of

Joseph Gillott's Pens

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

For all particulars, samples for distribution, show cards, etc., apply **JOSEPH GILLOTT & SONS, 37, Gracechurch Street, London, E.C.**



FOR
**COPYING
PRESSES**

ALL SIZES

from Quarto Post to largest Waybill,

WRITE THE
JAMES SMART MFG. CO.,
Brockville, Ont., or Winnipeg, Man. Limited

ESTABLISHED 1851

179.

Local View POST CARDS

Arrangements should now be made for Local View Post Cards for the coming season. Do not wait until it is too late, but collect your photos now. Amateur or professional views will answer as long as the print is clear.



Portage Avenue

Winnipeg, Man.

Our quadri-color view cards are the acme of perfection in colored post cards. Write us for samples of recent production, also samples of new designs in Patriotic Border Cards. Just ready

Are You Selling Ocean to Ocean Series of Canadian Views?

Warwick Bros. & Rutter,

Publishers of
Picture Post Cards

Toronto

Limited

DEALERS

Just Stop and Think

DO YOU KNOW how many typewriters are used in your town?
 DO YOU KNOW that each one used means a market for carbon paper and typewriter ribbons?
 DO YOU KNOW that a good profit can be made in supplying this market?
 DO YOU KNOW that

PEERLESS

BRAND

represents the best carbon paper, typewriter ribbons and typewriter oil that ever reached the Canadian market.

Sold to the trade only and exclusive agencies given to active dealers in unrepresented districts.

The Carbon Paper and Ribbon Mfg. Co.
 LIMITED

Office and Factory—34 Adelaide Street West.

TORONTO, CANADA

"Sports" Playing Cards



LACROSSE DESIGN.

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

We are headquarters for PLAYING CARDS
 MADE IN CANADA.

Style and finish equal to Imported Cards.

Advertising Cards of all sorts—Novel Designs.
 FOR SAMPLES AND PRICES APPLY—

The UNION CARD & PAPER CO.,
 Limited
MONTREAL.

GOODALLS

have just issued

23

new designs in

Playing Cards

In the Imperial Club Series—
 Empire Back

The Oak Leaf, Elks, Golf

In the Salon Series—4 Picturesque

“Cloesonne”

“Sunset”

“Brook Trout”

“Minnehaha”

“Little Miss Canada”

“Bon Jour”

“Coalport”

Also a Souvenir Card for every Province, showing Provincial coat of arms in the centre of the Union Jack, which extends out to the edge

Ask the travellers to show you samples of the

“LINETTE”

Cards

ALL THE LEADING JOBBERS CARRY THEM

A. D. HURST, 24 Scott Street, TORONTO

ACCOUNT BOOKS

Now making and kept in stock

**All Kinds. Sizes, Styles and Qualities
Medium, Demy, Cap, Quarto, 8vo., etc.**

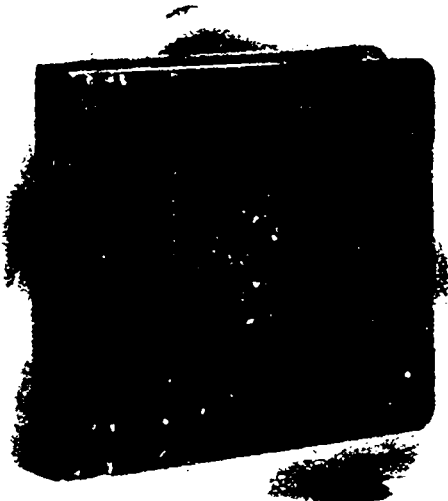
Regular Styles of Binding—also our

Special Half Russia Style—all kinds

Ledgers	Journals
Day Books	Cash Books
Bill Books	Letter Books
Minute Books	Invoice Books
Indexes	Notes
	Receipts

MEMORANDUM BOOKS

Our Specialty—Continued Improvements and Additions.



Loose Leaf Ledgers Loose Leaf Price Books

Newest and Best Made

We are constantly adding to our styles and sizes and are aiming to have the Most Complete Range Possible.

Established Over Half a Century in Toronto

BROWN BROS.

LIMITED

Wholesale Manufacturing Stationers

51-53 Wellington Street West

TORONTO

HIGGINS' PHOTO MOUNTER

(TRADE MARK)



NO adhesive on the market at the present time has proved of equal value or had a wider sale than HIGGINS' PHOTO MOUNTER. Its great popularity, not only among amateur and professional photographers, for whom it was originally made, but among business men and users of paste generally, has shown beyond all doubt that it has great intrinsic merit. It is not a flour or starch paste, but a *vegetable glue*—a product entirely new in

the chemistry of adhesives. For mounting photographs, arisotypes, scrap pictures, and engravings, and for general use as a substitute for mucilage, it will be found most satisfactory. Be sure and stock *Higgins' paste*.

Higgins' American Drawing Inks

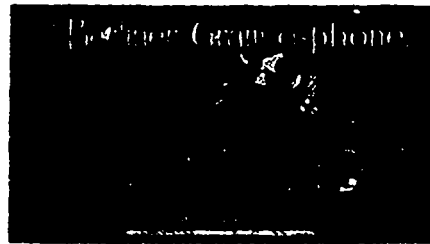
BLACKS AND COLORS

The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., MANUFACTURERS

NEW YORK - CHICAGO - LONDON

Main Office and Factory, BROOKLYN, N.Y., U.S.A.



**Are you getting that Monthly List of
Records and Terms to the Trade?**

We are willing to send them, and your customers are willing to know about them.

It is just a matter of your being interested in your own business to that extent that you are interested in us, because we are interested in that business of yours. Sell the

Berliner Gram-o-phones

and

Victor Talking Machines

certainly do sell!—and in great numbers.

About the run on Records—well, ask that next-town Book-seller friend of yours for information.

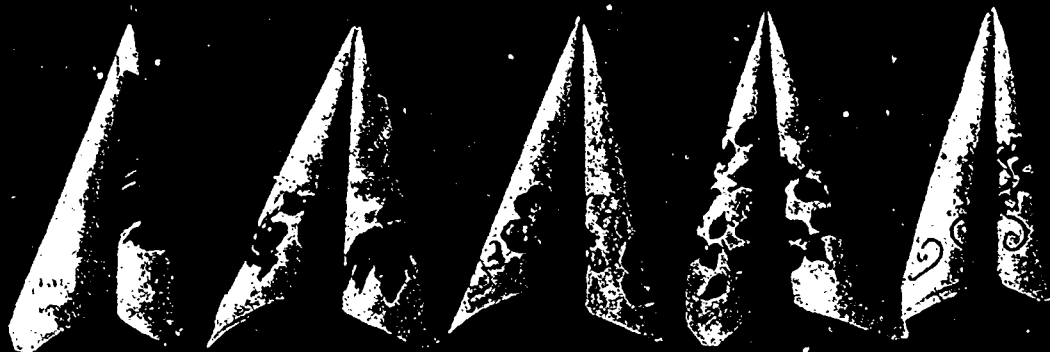
DISTRIBUTORS FOR CANADA.

Marilme Gram. Co.,	Truro, N.S.
J. & A. McMillan,	St. John, N.B.
Clark Bros. Co., Limited,	Winnipeg, Man.
Dyke, Evans & Callaghan,	Vancouver, B.C.
R. S. Williams & Sons, Limited,	Toronto, Ont.
Nordheimer Piano and Music Co.,	Toronto, Ont.
Royal Stores, Limited	St. John's, Nfld.

Write your nearest distributor.

The Berliner Gram-o-phone Co., of Canada, Limited, Montreal
467

BOOKSELLER AND STATIONER



Dennison's Latest Triumph

This time it is **Fast Color Crepe Paper Napkins**. You can now guarantee the purchaser that the colors of Dennison's Crepe Paper Napkins will not run. The inestimable value of this improvement is readily apparent.

Dennison's

FAST COLOR

CREPE PAPER NAPKINS

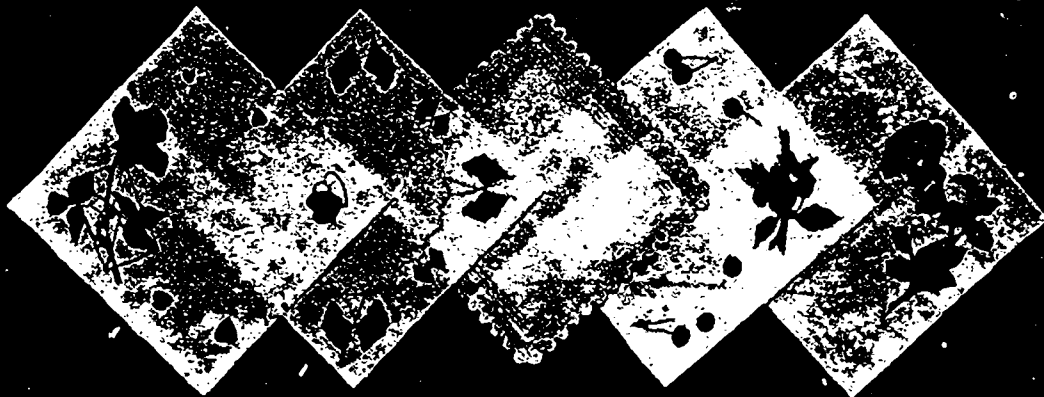
are an art triumph—new designs surpass in beauty and appropriateness any heretofore produced, and are sure to satisfy all demands for refined and inexpensive goods.

If you have not received our handsomely decorated portfolio of actual size sample Fast Color Crepe Paper Napkins—ask for one—we will forward it at once.

Dennison's Dictionary describes our complete lines—every dealer should have one. Complimentary copy free. Address

Dennison Manufacturing Company Makers and Maintainers
of the Crepe Paper Art.

BOSTON, NEW YORK, PHILADELPHIA, CHICAGO, ST. LOUIS, MONTREAL,
26 Franklin St. 15 John St. 1007 Chestnut St. 128 Franklin St. 413 North 4th St. Coristine Bldg.





Montreal, January 1, 1907.

Dear Sirs—

We are pleased to advise our many customers and the trade generally that we have made extensive alterations in our warehouse, and also added to our staff, so that we are now in a position to ship any orders entrusted to us on Short Notice. Arrangements have been made with our Mail Order Department to ship goods the same day as orders are received.

Soliciting a continuance of your appreciated orders and with the season's greetings, we remain,

Very respectfully yours,

McFarlane, Son & Hodgson

Wholesale Manufacturing Stationers.

MONTREAL

JANUARY SPECIALTIES—

- Courant Papeteries, Retail 10 cents
- Floral (something new), Retail 20 cents
- Tanjib Invitation Cards,
with Envelopes to match (linen finish)
- Signet Fountain Pens
- Tally Cards
- New Lines in Writing Tablets.

STATIONERS AND BLANK BOOK MAKERS

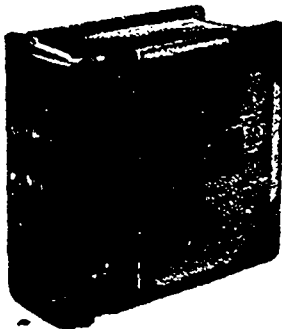
A NEW DEPARTURE IN LOOSE LEAF

There is a bigger profit in Loose Leaf Devices than in Bound Books—if you buy our metal parts.

YOU SAVE DUTY ON BOUND GOODS AND DO YOUR OWN BINDING

Have your own monopoly on Loose Leaf Devices. Don't pay the manufacturers of bound up Loose Leaf Devices two profits when you can do this work in your own factory, in your own way, and make the binder's profit, the dealer's profit and save the duty also. You can compete with any Loose Leaf concern in the world if you do this. You may perhaps think that your men cannot do Loose Leaf work. Order a sample line of metals and try it, and THAT IDEA WILL BE PROMPTLY EXPLODED.

Full Leather Bound
Cannot Mar the Desk



The same cover may be used on a 12, 24, and 36-leaf back. Locks and un-locks with double the speed of any Binder made.

LOOSE LEAF METALS FOR EVERY PURPOSE CARRIED IN STOCK OR MADE TO ORDER

Note the Simplicity of Construction



Note the absence of superfluous parts in mechanism. No chains or springs to get out of order. Made of high grade cold rolled steel.

THE W. J. S.
LOOSE LEAF BLANK BOOK (METAL) BOUND

Three views showing the detailed construction of the W. J. S. Loose Leaf Blank Book Metal

WE DO NO BINDING.

Patented February 13, 1906

WE SELL METAL PARTS ONLY

- Round Back Ledger Metals
- " C " Clamp Transfer Metals
- Automatic Order Binder Metals
- Eureka Price Book Metals
- Flat Back Ledger Metals
- Loose Sheet Order Springs
- H. O. Ring Book Metals
- Newspaper Files, etc., etc.

Send us your name to-day and we will send you **FREE** a line of Loose Leaf Literature containing valuable information on the subject.

DO IT TO-DAY

BE PROGRESSIVE

THE W. J. SCHULTZ TENACITY CO., Successors to W. J. SCHULTZ 114-124 Opera Place, Dept. Y. CINCINNATI, OHIO

C. C. C.

THE "SCENIC" SERIES

POST CARDS

12 Best Colored Views in Each Packet

Very fine work. Views cover the entire Card. Thick Cardboard of A1 quality. Coat-of-Arms of Towns on the top right-hand corner of Envelopes. Printed in Natural Colors from Original Photographs. 61 Envelopes, representing different views of Towns and Districts in England, Ireland, Scotland, Wales and the Channel Islands. The following are in stock :

ABERDEEN	CORK	LONDON WEST	PORTSMOUTH
BATH	CHANNEL ISLANDS	LONDON CITY	READING
BELFAST	DERBY	LOCH LOMOND	RAMSGATE
BRISTOL	DOVER	LINCOLN	ROTHESAY
BRADFORD	DUBLIN, and DISTRICT	LLANDUDNO	SCARBORO
BARROW-IN-FURNESS	DUNDEE	LIVERPOOL	SHEFFIELD
BLACKBURN	EDINBURGH	LANCASTER	SOUTHAMPTON
BLACKPOOL	EASTBOURNE	LEICESTER	SOUTHPORT
BURNLEY	FOLKSTONE	LEEDS	SWINDON
BRIGHTON	GLASGOW	MARGATE	SOUTHEND
BIRMINGHAM	HULL	NORTH IRELAND	TROSSACHS
BOURNEMOUTH	HASTINGS	NOTTINGHAM	THAMES
CARLISLE	ILFRACOMBE	NEWCASTLE	TORQUAY
CARDIFF	ISLE OF MAN	OLDHAM	WHITBY
CHESTER	ISLE OF WIGHT	PLYMOUTH	YORK, YARMOUTH

As Remembrance Cards

these will be eagerly sought by the many persons who wish to visit the
HOMELAND by the

Picture Post Card Route

and view scenes that are familiar, and of which they have treasured MEMORIES.

Price \$1.80 per dozen packets

12 CARDS IN A PACKET

SEND FOR AN ASSORTMENT

THE COPP, CLARK COMPANY, Limited

64 and 66 Front Street West,

TORONTO, CANADA



THE TELEPHONE

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

LONG DISTANCE TELEPHONE SERVICE

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

THE BELL TELEPHONE COMPANY OF CANADA

WESTERN Incorporated 1831
ASSURANCE COMPANY.

**FIRE
AND
MARINE**

Head Office	Capital	-	\$ 1,500,000.00
Toronto,	Assets, over	-	3,460,000.00
Ont.	Income for 1903, over		3,680,000.00

HON. GEO. A. COX, President.

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

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, \$860,000.00.

TOTAL ASSETS, \$2,119,347.80.

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

HEAD OFFICE, - BRITISH AMERICA BUILDING,

Cor. Front and Scott Sts., Toronto.

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

THE METROPOLITAN BANK

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

GENERAL BANKING BUSINESS

We
Solicit
Your
Account

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

SAVINGS DEPARTMENT

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

ELECTRIC SIGNS

advertise you night and day. Without question the cheapest and most effective method of advertising to-day

We have an excellent proposition to make in most Canadian cities for merchants to use electric signs.

Let us hear from you, and we will send you circulars.

The Martel-Stewart Co., Limited
Montreal, Canada

YOU ARE INTERESTED IN SOMETHING.

Why not get the best items that are printed on the subject?

We read and clip thousands of newspapers every week—therefore we can equip you speedily and economically for a debate, speech, lecture, essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms—100 Clippings,	\$ 5.00
250 "	12.00
500 "	22.00
1,000 "	40.00

Send for our Booklet, which fully explains the scope of the clipping industry.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street,
MONTREAL

10 Front St. East,
TORONTO.

Money

CAN BE SAVED BY MEANS
OF AN ENDOWMENT POLICY.

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

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

Confederation Life ASSOCIATION

W. H. BEATTY, President.

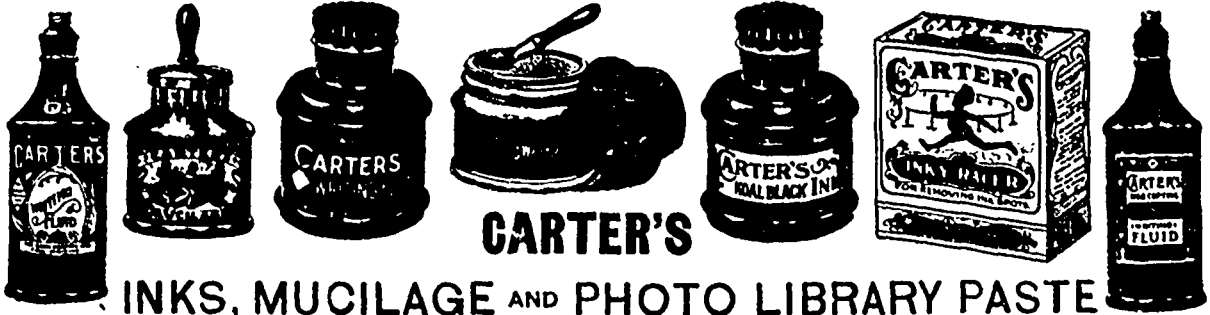
W. C. MACDONALD,
ACTUARY.

J. K. MACDONALD,
MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

BOOKSELLER AND STATIONER

WE MEAN BUSINESS



CLARK BROS. & CO., LIMITED

WINNIPEG

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

Most Complete Stock in Canada for Booksellers and Printers

CLARK BROS. & CO., LIMITED

WHOLESALE STATIONERS,

WINNIPEG, M.A.N.

RAPHAEL TUCK & SONS'

"FOURTH"

Post Card

Prize Competition Series



Publishers by Appointment
to Their Majesties The
King and Queen



Divided into Three Separate Competitions

Competition

A-TUCK'S POST CARD CHAIN

B-HOME DECORATIONS

C-A TOUR ILLUSTRATED BY "TUCK'S" POST CARDS

1,260 PRIZES OF THE TOTAL VALUE OF **£6,666=\$33,330**

All particulars immediately furnished upon application

RAPHAEL TUCK & SONS CO., LIMITED

9-17 St. Antoine Street, MONTREAL

VALENTINES

Carefully Selected Sample
Packets, \$5.00, \$10.00, \$25.00

NOW READY FOR SHIPMENT

BLANK BOOKS

We make every kind from a Loose Leaf Ledger to a Vest Pocket Memo. This is the month to sort up your stock of Blank Books

Loose Leaf Systems

“The Simplex”
Best and cheapest

Blank Account Books

Duck and Russia Binding	Demy and Cap sizes
Half Russia Gilt Binding	Cap size
Half Red Leather Binding	Cap size
Half Sheep Binding	Cap size
Blotters and Account Books	Every size and style
Copying Letter Books	Full range
Memorandum Books	Complete line

W. J. GAGE & CO.

LIMITED

Manufacturing Stationers

TORONTO

WAREHOUSE and FACTORIES
52-54 Spadina Avenue

SAMPLE ROOM
54 Front Street West

PAPER MILLS
St. Catharines

THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XXIII.

MONTREAL AND TORONTO, CANADA, JANUARY, 1907.

No. 1.

HINTS FOR FEBRUARY BUSINESS

FEBRUARY, like January, is an off-month with the bookseller and stationer, but the dealer must not forget that he is one month nearer the spring season. It is a good month to build upon. If retailing is slow, that is no reason why the bookseller should sit down, fold his hands and go to sleep. He can at least lay plans and make preparations. There is his magazine table. Let him ask himself how he can stimulate magazine sales. There is the wall paper department, which will soon become a centre of interest to housekeepers and prospective June brides. Let him think over plans for making it more attractive and convenient for customers. In fact, it is a good month to inspect the entire retailing machinery and put everything ship-shape.

Buying.

The first essential in February is the valentine stock. The wise merchant will have his regular supply ready by the first of the month, but he will also be open to make late purchases, whenever he sees or hears of something novel. The early approach of Easter this year should make him hasten the purchases of Easter cards and novelties. February is also none too early to look into spring and summer goods, notably sporting goods, flags, fireworks, decorations for summer homes, and similar lines. The dealer in picture post cards should begin to look around for attractive novelties. He has probably ordered his local view cards last fall, but his supplementary stock of comics, general views and novelty cards is as yet unsecured. A perusal of the many post card ads in *Bookseller and Stationer* will show him where he can buy to advantage.

St. Valentine's Day.

The eventful day during February is of course St. Valentine's Day, which falls on February 14. The business done only extends over two or three days before this date and consequently the dealer must have his plans carefully laid so that everything will go off with a rush. The window must be utilized at least a week beforehand and pains taken to give it a very attractive dressing. The 1907 novelties should be brought to the front as, of course, the young people want something fresh, and will buy a new valentine when they would turn up their noses at the conventional, old-style affair. A valentine advertisement in the local paper, emphasizing

the unusual and novel features of the stock, will help and, if the publisher of the paper can be prevailed upon to run an article about St. Valentine's Day and its meaning, so much the better. A popular feature in the store would be a writing table, with pen, ink, envelopes, stamps and a post-box in connection, for the convenience of purchasers.

How To Move Books.

It is a good plan to make up a list of the book buyers in your town, including the names of people who are known to be heavy readers. The professional men, doctors, lawyers and clergymen, are usually fond of books and make occasional purchases. Whenever you secure a batch of new books or get in a promising new novel, this list should be circularized. Keep these people posted on the new publications, whether you put the books in stock or not, and don't let them forget that you can secure any volume for them expeditiously and conveniently. When they discover that you are progressive and persistent, they will come to you regularly. For instance, take the case of *Everyman's Library*. You would be surprised how few people know of this astonishing undertaking. Let the people on your list know about it, —know that during 1907 they can secure Ruskin's works in it at fifty cents a volume, the copyright having expired,—and surely some results will follow. It is this supplying of information about books that is going to help you to make sales.

The February Window.

Too many merchants relax their efforts at window-dressing during the short month of February, consoling themselves with the belief that it is no use and won't pay to make frequent changes. But this is a mistake. The wise merchant endeavors to create a demand for his goods by attractive and novel displays. Before Christmas the goods pretty nearly sold themselves, as the public needed and wanted to buy. In February, the demand is at a low ebb and needs to be stimulated. By suggestion, by alluring offers, the merchant seeks to build up business and by keeping everlastingly at it, he will succeed. The point is that, despite apparently unfavorable circumstances, efforts should not be relaxed. The window display is a cheap form of advertising and it should be utilized to the greatest extent possible.

SERIOUS BLOW AT ONTARIO BOOKSELLERS

Grave Danger that the Ontario Government will take the Distribution of School Books out of the Hands of the Booksellers. Plans for a Deputation of Protest.

A Toronto newspaper, friendly to the Ontario Government, in foreshadowing the speech from the throne, has stated that legislation will be introduced at the coming session to change the present system of school book distribution. Bookseller and Stationer has been informed on good authority that this means the taking away of the school book trade from Ontario booksellers. That such a course of action will deprive many booksellers of a paying branch of their business and drive a large number to the wall, is plainly evident.

The Ontario Legislature meets in a couple of weeks and prompt action is imperative. If the Government once commits itself to a policy of Government distribution, it cannot draw back.

Let the booksellers of the Province strike NOW and strike with no uncertain sound.

Arrangements have been made for a deputation to wait on the Minister of Education at the Normal School, Toronto, on Tuesday, January 15, at 11.30 a.m., to enter a vigorous protest. Booksellers, attending, will gather at the Queen's Hotel, at 9 a.m. for a council of war. Afterwards they will be the guests of Bookseller and Stationer at dinner at the hotel.

The success of the deputation depends largely on the number who attend and the vigor with which the protest is made.

Every bookseller in the province, whether he handles school books or not, should take a personal interest in this question, on principle. If the policy is adopted, it will mean a blow at private enterprise, that will be felt by merchants all over the province.

Booksellers have been protesting against any reduction in discounts. But with Government distribution there won't be any discounts at all.

Booksellers of the Province—The opportunity is yours to nip the pernicious project in the bud. If your protest is sufficiently vigorous, the Government will not dare to carry it through.

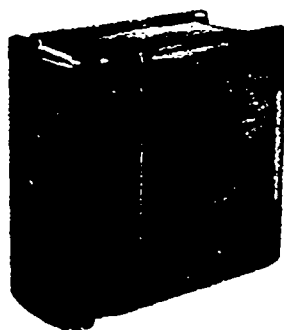
Join the deputation and help to make it as big and influential as possible. If you go before the Minister in small numbers, he will conclude that the booksellers, as a whole, don't want the school book trade. Therefore everybody should attend.

Bookseller and Stationer has taken up this matter, purely in the interests of the booksellers of the Province, and looks to be upheld in its efforts on their behalf.

ELEMENTS OF THE LOOSE LEAF SYSTEM

THE first step in loose leaf bookkeeping is usually dictated by a desire to increase the efficiency and accuracy of the office records, and by such systematizing save time and labor. This is the primal object of the Round Back Current Ledger Binder, the

counts, one sheet being used for each customer. All closed accounts are placed in the Transfer after the regular trial balance is taken and verified, otherwise it would necessitate checking both Current Ledger Binder and Transfer to discover an error.



Round Back Current Ledger Binder.

Transfer, Delinquent Ledger and Loose Sheet Holders, and leads to the change from the old time books and methods. The loose leaf ledger system consists of many features of value.

Self-Indexing.

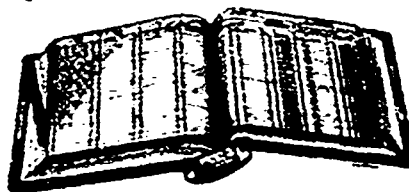
The self-indexing saves 40 per cent of time in posting because the accounts are posted without reference to any auxiliary index book. They are perpetual and save the trouble and labor of transferring accounts to new ledgers. They assist greatly in taking off a trial balance because every sheet is a live account, and is either balanced or has its balance for entry on the balance sheet.

No closed accounts or blank sheets are thumbed, as the Current Ledger Binder should contain only live ac-

The Posting.

can be proved by any method in vogue to save error and the necessity of checking back. The indexes in the Current Ledger Binder and Transfer, both being alike, avoid confusion. If the Current Ledger Binder becomes crowded, secure a new Current Ledger Binder, or as many as may be deemed necessary. Divide the indexes and accounts between them.

This allows expansion without a disturbing element, and is one of the great features of the loose leaf system over the old method of bound books. In all new accounts the sheet is numbered No. 1, and is placed under the proper index in the current ledger, (the customer's name is written directly under the number, not in the centre of the page nor on the binding side. In thumbing



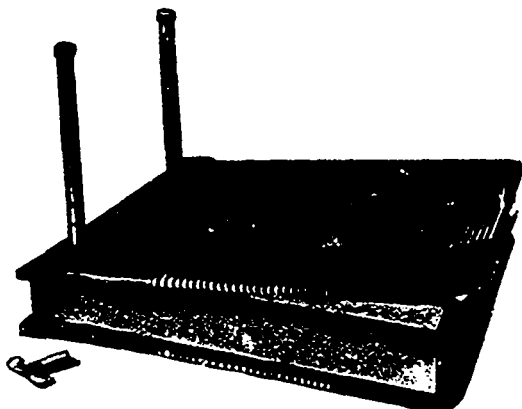
Round Back Current Ledger Binder.

the pages they are easier to refer to). The next sheet for the same firm is marked No. 2, and so on. If sheet No. 3 is in the Current Ledger Binder you know that Sheets

Nos. 1 and No. 2 are in the Transfer under their proper indexes.

The Transfer.

The Transfer, holding the closed accounts under indexes, allows any closed account to be taken out and



The Transfer.

re-opened by inserting the sheet in the Current Ledger under its proper index. The Transfer, being the reference book for old accounts, has its many advantages, too numerous to mention.

The Loose Sheet Holder.

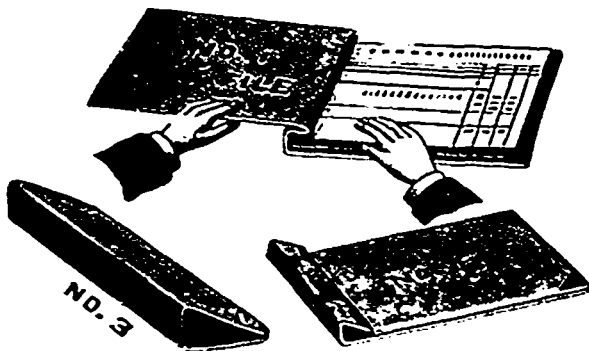
The Loose Sheet Holder is invaluable, as it prevents the necessity of unlocking the Current Ledger Binder each time a new account is opened. The new accounts are placed in the holder to the number of five or ten; they are then placed in the ledger at a spare moment.

Delinquent Current Binder.

The Delinquent Sectional Post Current Binder is an auxiliary to the Current Ledger Binder, alphabetically indexed.

Delinquent accounts should be separated and placed in an auxiliary binder for this purpose, we recommend a "C" Clamp Sectional Post Current Binder. By this means all inactive accounts that hang over for various reasons may be placed together to improve collections.

Any account, after settlement, is placed in the Transfer used in connection with the Current Ledger Binder, under the proper index, as a closed account, thus allowing only live delinquent accounts to be handled in the Delinquent Current Binder.



Loose Sheet Holder.

Capacity.

An assumed difficult task now presents itself. How are you to select an outfit consisting of a Current Ledger Binder, Sectional Post Transfer Binder, Loose Sheet

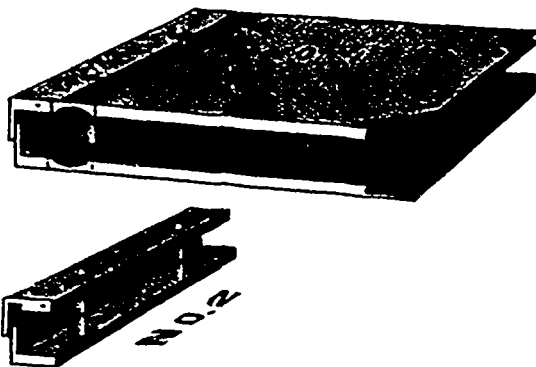
Holder and Delinquent "C" Clamp Sectional Post Current Binder for your office?

First.—Consider the small accounts you have; they outnumber the large accounts 70 to 80 per cent. Therefore it is best, always, to have as short a page as possible for the reason that it gives a small book to operate with, that it provides all the space necessary for a small account and also for the long account, no matter how long it may be, as additional ruled sheets can be inserted in the Current Ledger extending a long account indefinitely.

Second.—Find out how many accounts you have. Example: If you have four hundred accounts use a Current Ledger Binder with a 2½ in. back. This allows you an expansive capacity of two hundred additional sheets for additional accounts.

	Minimum	Maximum
Capacity of Ledger Backs—1½ in.	200	to 350 Sheets
" " " 2½ in.	400	to 600 "
" " " 3 in.	550	to 650 "

Third.—Now measure the average length of your small accounts. If they average seven inches in length you should order a Current Ledger Binder, a Transfer Binder, a Loose Sheet Holder, and a Delinquent "C" Clamp Sectional Post Current Binder for a sheet 8½ in. binding side with any length sheet you desire. A stock size sheet 8½ x 11 in. is a standard size with any loose leaf supply house, and in ordering always mention the size of sheet. These sheets are carried in stock in various



Delinquent Current Binder.

sizes of ruling. If you desire to follow your own style of ruling, rule a form you desire and submit this to any dealer who will name you a price on special ruling. Buy stock ruling where this is possible. One thousand ruled sheets selected from any one of the many stock ruled sheet forms carried in stock, and four sets of indexes to be selected to suit your convenience. These are also carried in stock by loose leaf dealers.

This bookkeeping loose leaf outfit will establish an expansive, practical, labor-saving and efficient system in your office, the true value of which you can only appreciate from experience.

JOIN THE DEPUTATION

Mr. William Copp, of the Copp, Clark Co., returned from England in December. While across the ocean he secured a number of interesting lines and agencies, of which full particulars will be given in the next issue of Bookseller & Stationer. He believes the line of books for 1907 will be larger and more complete than ever before.

**MONTHLY REPORTS
FROM TRADE CENTRES**

VANCOUVER.

**Grievances of the Trade—The Christmas Rush—
Postage on Periodicals.**

OFFICE OF BOOKSELLER AND STATIONER,
VANCOUVER, B.C., Dec. 29, 1928

HOW THE holiday trade "panned out" is perhaps the most natural topic on which the trade would discourse to the representative of this magazine, at the present time. A bitter complaint is registered once more, this time with redoubled energy, by one and all of the retail booksellers, over the habit of the big departmental stores making a run on cut price cheap editions of many popular books for a leader during the holiday sale. At the prices sold, and the quantity supplied, there is evidently no profit to the general merchants who make a run on books. The purpose, as one retailer puts it, is evidently to keep people coming and also to hold them while waiting their turn to buy more lines with greater profit in them. The unfairness of the proposition strikes the legitimate bookselling trade as forcibly as if they took gloves, or hosiery, or ties, or laces, or any similar dry-goods line and made a cut-price run on it to attract people to their book-stores.

Hitherto it has been impossible to get the trade in this country together in a Stationers' Guild, but hopes are entertained that this may succeed, Vancouver being likely to take the lead in the matter of organizing. Such a combination could appeal to the legitimate publishers for protection against cut prices on any line of books, by having the offenders knocked off the list of dealers who could get such lines. Then a campaign against the departmental stores might be carried out by taking the same style of cheap editions usually sold there, and making an even greater cut, to discourage the business.

A recent visitor from the old country, Mr. Glenn, representing a leading Glasgow publishing house, expresses his belief that the building up of the small retailer, in opposition to the policy of selling indiscriminately, and to people who do not enter seriously into the book-selling business, has been the secret of the success of many publishing houses. In the old country he says, the invariable policy has been to encourage the small dealer and thus extend the trade indefinitely through permanent and steady channels. If this policy were pursued in Canada, in the west at least, it would be a great benefit to the regular trade.

Under present conditions the public is not getting the service it would if different methods prevailed. Owing to the uncertainty of the book business dealers do not order as liberally as otherwise would be the case, all fearing to be stuck with heavy stocks on hand. Some lines are not stocked at all. A concrete example may not be out of place. The Boys' Own and Girls' Own Annuals are invoiced to dealers at \$1.48. With express or freight charges, etc., perhaps another ten or twelve cents is added to the cost. Then the book retails in the regular way at \$1.75, yet some of the departmental stores in former years have sold at \$1.50. This particular instance was collected this year here, by refusal to buy unless protection were afforded. Even at the regular rate of \$1.75, there is not much of a margin to go on, and run risk of carrying over even one copy.

But the stationers do not want it to be thought that all was blue with them. Sharing in the general prosperity of the country, the trade had a good holiday business. If there was not so much buying of the cheaper editions as indicated above, there was a fair trade in better class books. The copyright editions of course do not come in the category of the cut-rate dealers.

Of all new books, none ever had such a run in this province as Ralph Connor's new book, "The Doctor." Coming as it did just at the right season, a few weeks before Xmas, so that it became well enough known yet new enough to be sure that it would fit as a gift nine times out of ten, it was a wonderful seller. Every dealer sold out, and orders could have been duplicated with safety, but there was no use as re-orders could not be filled in time.

Calendars of the more expensive type did not sell so well as last season, but of more modest ones, there was a good quantity sold. The picture post cards, local photos and also Xmas. designs had a good trade. One interesting line of colored hand-painted flowers, published by Raphael Tuck, sold extremely well.

Leather goods, especially small superior quality stamp and ticket cases, purses, etc., were active sellers. Ladies find it hard to send some suitable present of good quality, to a gentleman, being debarred as with one voice from selecting his brand of cigars, and so they find it safe to buy a purse or a ticket and stamp purse. These are of good stock, some lines being imported from the Old Country.

Frames, for photos and other pictures, did not sell so well this year. Fountain pens always sell fairly well. Ink-stands of special design also met with good demand. One dealer had a line from England a little out of the ordinary. Of this lot, there were three of the real, old-fashioned pewter with wide base, same as seen in every counting-house in England. But none of them sold yet.

In B. C., where a considerable percentage of the population is from the old country, and the reading predilections are therefore in favor of British publications, great interest is being taken in the announcement that the Ottawa government is taking steps to secure a big cut in postage rates on old country periodicals. The trade in these has always been handicapped through this inequality. For many of the British magazines, such as the Windsor and Strand, the postage amounts to 98 per cent. of the cost. The postage on Munsey's and other American magazines is but 9-10 per cent. of the cost. A few items taken at random from a local newsdealer's bills from British publishers are illuminating on this matter of postage on British periodicals. One instance was a bill for a month for £6 for the magazines and £5 for the postage, or translated into Canadian currency, cost, \$29.35, postage, \$24.00. Other items are given below in parallel columns, the first being cost, the second postage paid:

Cost of periodicals.	Postage paid.
9d.	7d.
1s. 1d.	1s. 1d.
9d.	1s. 3d.
3s. 5d.	2s. 5d.
3s. 5d.	9s. 6d.
44d.	114d.
£4 6s. 11d.	£3 6s. 8d.

In some of these instances it will be noted that actually more postage was paid (prepaid by the publisher) than the first cost of the publication which frequently occurs with a special number or large edition of a magazine.

BOOKSELLER AND STATIONER

Messrs. Clarke & Stuart announce selling out of books and other retail lines, prior to their going exclusively into the office furnishing and supply business. They expect ere long to occupy their new premises on Cordova St., in the new block they have had erected this year.

G. S. B. P.

MONTREAL.

Stocks Cleaned Out During Holiday Season—Big Year's Business—Bright Prospects for 1907—Personal Mention.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal,

January 7, 1907

THE holiday trade in this city eclipsed all previous records; wholesale houses report that the holiday stocks were sold out entirely and that they had to turn down many requests for large repeat orders throughout the season as their stocks were exhausted at an early date. Lines of fancy stationery are depleted and there is no holiday line of any consequence to be carried over. Stock-taking will be comparatively easy this year on account of this. The same condition exists in retail centres, orders from them having encouraged the jobbers to send out their travelers much earlier than was anticipated.

Of the business done in commercial stationery, particularly in the loose leaf systems, there is every cause for gratification. Fountain pens have been sold in larger quantities than ever before. From the reports of a large manufacturer it is proved conclusively that Montreal has consumed more pens than any city of its size in America. In fact, a city like Boston, with its valuable environments, only exceeded Montreal's sales by the narrow margin of a hundred dollars.

There is much to please the bookseller in reviewing the business of the past year. The number of books sold over the counters has been conservatively placed at 40 per cent. over that of the previous year. It was a happy inspiration that led the booksellers of the city to agree between themselves, last Fall, to maintain a uniform rate of prices on school books. This had very happy results, as there is an absence of the old cry of having dead stocks of school books on hand; everybody had a chance to sell his share of school books at a nominal figure, instead of indulging in a price-cutting competition as was usual in previous years. The same cannot be said regarding works of fiction. Periodically there was some vicious slashing of prices in which every store participated, and which has done no good to any one. During last month some agreement was made by telephone, which was satisfactory to all as it promised to be the means of ending the fray, but before many days had passed, price cutting was resumed with redoubled energy. Of course while this enlivens sales, it is also profit robbing, and it is sincerely hoped that ere long, booksellers generally will awaken to the fact that such occurrences, if continued, will inevitably culminate in disaster to some. The hope is freely expressed that for the sake of fair trade such things will be dispensed with.

January sales will be comparatively light, stocks are low and there is very little to be sold at a sacrifice. Travelers go out anticipating larger orders than usual, for there is abundant replenishing of stock to be done if retailers are alive to business interests. Buyers starting for purchasing centres are instructed to secure a

more varied and larger stock than usual. This is done in anticipation of a great year ahead. The indications are that unless large supplies are secured there will be danger of a shortage occurring in many of the lines. Factories are preparing for a tremendous volume of business and many are of the opinion that 1907 will even exceed the unprecedented records of 1906.

St. Hubert's Guild, of Paris, France, which recently opened a large branch in Akron, Ohio, are looking for a site in Canada. Influence is being brought to bear upon them to locate in Montreal, but so far nothing definite has been arranged. This Guild holds the reputation of being among the finest book binders in the world.

Mr. C. A. Ross, of the Cambridge Corporation, spent some time in New York last month arranging business matters for the present year for his firm.

Since the 21st of December there has not been a copy of "The Doctor" on sale in Montreal. The supply was quickly exhausted and since that date there has not been a copy secured for the local trade.

Mr. Reginald Tuck, of the London house of Raphael Tuck & Sons Co., Ltd., has recently been spending some time in Montreal and is making his way westward.

Mr. A. N. McLeod, bookseller, of Sydney, C.B., passed through town on his way to Winnipeg last month.

Mr. S. Malonson, bookseller, of Moncton, N.B., paid Montreal a business visit during December. Mr. Malonson states that business in the Maritime Provinces was never better, and speaks in glowing terms of the growing taste for better books throughout his province.

L'Almanach du Peuple, printed by Librairie Beauchemin, Ltd., Montreal, has reached the grand circulation of 80,000 copies. The Almanac, printed in the French language for the past 38 years, has come to be regarded as a very valuable book to all the French speaking people of Canada. The book contains 383 pages of valuable general information. Its price is within the reach of all and does great credit to the enterprising publishers.

Mr. G. A. Abbott, with the Jas. Ogilvie Co., Ottawa, and Mr. G. Haddon, with C. H. Thorburn, Ottawa, spent some time in Montreal at the beginning of the month.

Rumor has it that a large publishing plant is to be erected in St. Henry. Nothing definite has yet been learned but in some circles the rumor is most persistent.

Mr. H. H. Hebb, representing the L. E. Waterman Co., Ltd., will start out soon on his winter trip through the Province of Quebec. Mr. N. Morley, representing the same company, will cover the Province of Ontario.

Mr. G. Clark, Montreal manager for Valentine & Sons, Ltd., paid Toronto a business visit last month.

Among the many well decorated stores during the holiday season was that of the L. E. Waterman Co., on St. James St., Montreal. Every detail in the display was arranged in artistic order; there was a pleasing absence of gaudiness, the goods displayed in the window being few, but effectively shown. Plush was used as a background for the pens in their artistic boxes. Here and there was scattered a sprig of holly or mistletoe to relieve the monotony of the plush. The inside of the store was prettily decorated with Dennison's crimp paper wound around the pillars. Garlands were used extensively in the decorations. This, together with the generous lighting, added greatly to a highly artistic dressed store.

SHOW CARD WRITING

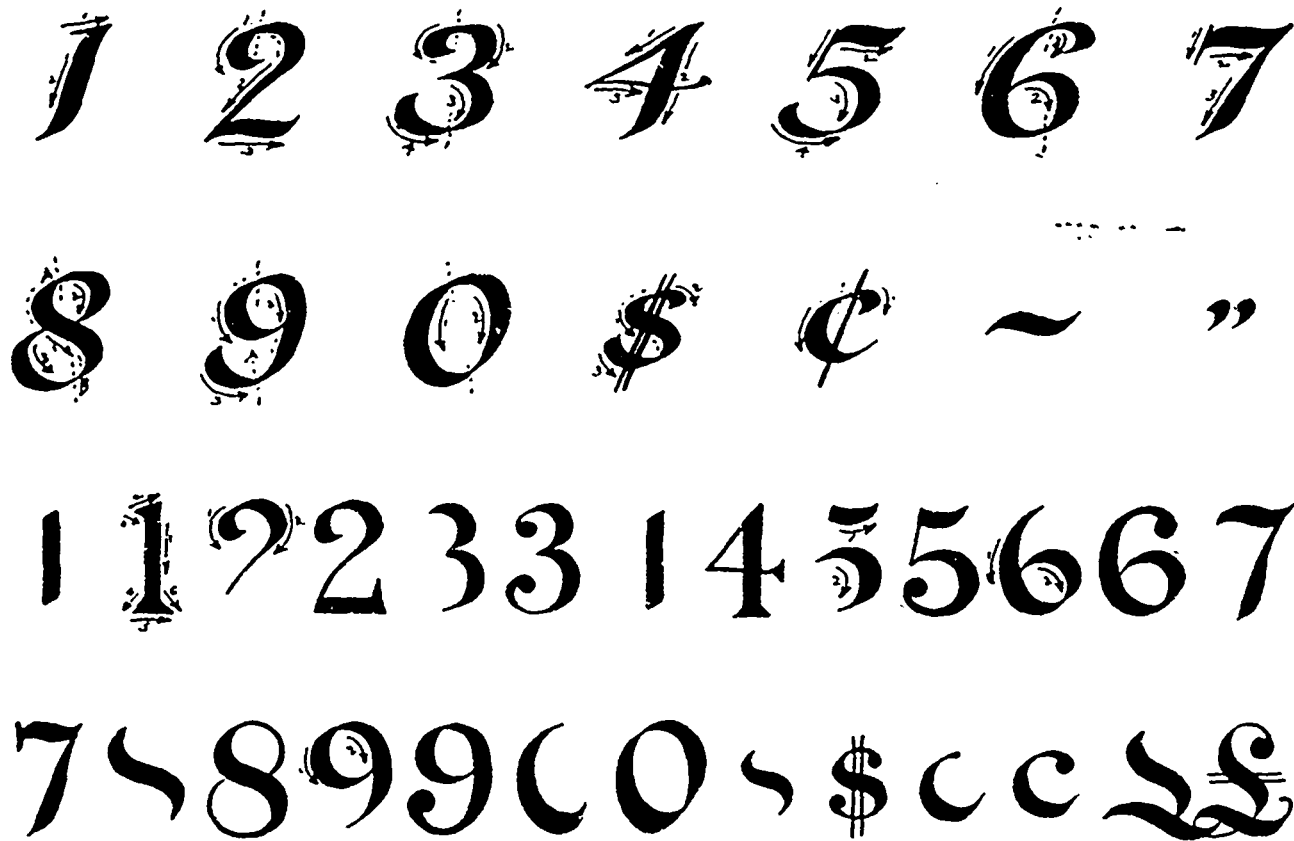
BY CRAFTSMAN.

(Continued from December Number.)

In the beginning, until you are thoroughly accustomed to use the brush, we would advise you to stroke and flatten it on your color mixing paper after every second stroke, working the color into your brush and removing the surplus by stroking it several times on each side as you draw it towards you. This flat stroke letter is a simplified form of the old English and modern Bradley series of type so much in vogue in recent years. You should make all of the letters, both upper and lower case, with a No. 7 and also No. 11 brush, and then procure a flat brush, from three-eighths to one-half inch wide and write the alphabets with it. You will be greatly astonished and pleased when you see how quickly

work a trifle of its hardness must be removed, and though the process is very simple it must be carefully done or the pen will become too soft. Place a pen in a holder, light an ordinary match, allow it to burn with a large flame, hold the front half of your pen into the flame for three seconds and then quickly dip it into water; after this into your color. For show card penwork no mixture can give you the same satisfactory results as Letterine. It costs less and dries quicker than many of the costly inks put up in small quantities, besides on good cardboard it always dries with a gloss. The India ink and waterproof colors are excellent for the purpose for which they are intended and cannot be re-

FLAT STROKE AND BRUSH AND PEN NUMBERS.



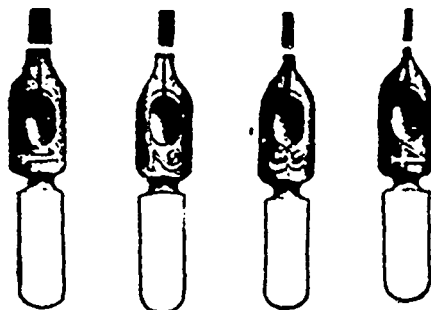
and beautifully you can write the large letters and what a time saver the flat brush is.

In the next illustration you will see the flat brush numbers, which you should now be able to make with ease, with the instructions already given. Strokes Nos. 2, 3, 4, 5 and 6 on the No. 1, the pointed last stroke on the No. 2, the dots on No. 3, the fine lines on No. 4, the dots on Nos. 5, 6 and 9, the fine lines on Nos. 7 and 8, and the dollar sign show how the brush and pen jointly make a neatly finished numeral. Much time is often saved by making letters in this manner

Pen Work.

Stub pens can be obtained in many sizes, as shown in the following cut. Before using the pen for show card

placed by Letterine on architectural or mechanical drawings or maps, because such lettering should be waterproof, besides wear-resisting in folding and rolling up.



**THE
BOOKSELLER AND STATIONER**
and Fancy Goods Review.

Published promptly on the second Wednesday of every month.

The MacLean Publishing Company, Limited

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Vol. XXIII. JANUARY, 1907. No. 1

NEW ADVERTISEMENTS.

D. & W. Forest, Montreal.
Fine Art Printing Co., Kaufbeuren, Munich, Germany.
Paul C. Koerber Co., New York City.
Leipziger Fabr., Leipzig, Germany.
Arthur Otto Co., New York City.
Watts & Co., London, England.

ANOTHER PROTEST NEEDED.

AT the present time, there seems to be a deliberate effort to interfere with the business of the retail merchant. The Dominion House will have before it at the present session a proposal to establish a postal express service embracing a system whereby parcels may be sent C.O.D. to any part of the country, collection to be made by the postoffice. Behind the proposal the hand of the mail-order house is plainly apparent. If adopted, the system will do material injury to every local retailer in Canada, from Vancouver to Halifax.

To meet this blow, the retailer will have to act promptly. The most sensible way for readers of Bookseller and Stationer to enter their protest, will be to drop a post card or letter to their respective members of Parliament, who, after all, will prove to be the best advocates that could be secured to combat the measure. This course has been pursued by many merchants throughout

Canada and already the effect is being felt. The danger is recognized and a combined front is being turned to the enemy. Do not let the booksellers and stationers lag behind.

THE DEPUTATION OF PROTEST.

WE cannot emphasize too strongly on our readers in the Province of Ontario, the imperative necessity for prompt action in the school book crisis. Luke-warmness and indifference at this juncture will assuredly bring about the loss of the trade in school books, and what that means, those who handle the books know very well.

We have started an agitation of protest against the policy of Government distribution and we look to every dealer in the Province to back us up. Do not delay about signing the printed protest. Do not hesitate about joining the deputation. Do not leave the fighting of the booksellers' battle to the other fellow; every man counts.

If there are any dealers whom we have unwittingly overlooked, will they kindly notify us and we will supply them with printed protests.

N.B.—Just as we go to press an anonymous document, emanating from some individual who has not the courage to sign his name, asks the question what combination of publishing interests is going to pay for the dinner to be given by the Bookseller and Stationer. We are glad to have the opportunity of stating emphatically that the school book publishers have nothing whatever to do, either financially or any other way, with the deputation or the dinner.

THIS NUMBER.

READERS will find that we have omitted from this number of Bookseller and Stationer, the usual list of Canadian copyrights and the detailed statement of best-selling books. This omission has been rendered necessary by the unforeseen extent of the half-yearly list of Canadian publications to be found at the back of the number. This list has reached proportions that make its compilation and publication no easy task, and we trust that our readers find it useful. The quiet period following Christmas has had its effect on our advertising pages and has consequently reduced the size of the number, but we can assure our readers of a splendid large issue in February.

AN UNNECESSARY INCREASE.

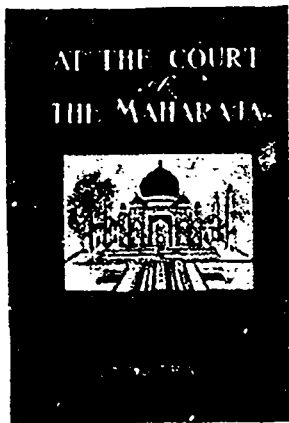
By raising the duty on pencils, penholders, pens and fountain pens, from twenty-five per cent. to twenty-seven and one-half per cent., the Government has served no good end. None of these articles are made in Canada, so that no Canadian industry is being fostered. Neither is it at all likely that the increase in duty will induce manufacturers to produce these goods in this country. The public will have to pay for the increase and, while it may be only a small increase, yet it counts in the total.

NOW READY

At the Court of the Maharaja

By **LOUIS TRACY**

Author of "Pillar of Light" and "The Wings of
the Morning"



As a writer of romantic fiction, Louis Tracy has few equals either in this country or abroad. This story, which is one of his best, has its scene laid in one of the numerous native states which go to make up King Edward's Indian empire. The plot is an ingenious one, and there are many strong situations.

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NEWS OF THE BOOK WORLD

DECEMBER BEST SELLERS.

Returns from eleven Canadian cities give the following list of the six best-selling books for the month of December. "The Doctor" leads in every city. Three of the six books are by Canadians, two by Americans and one by an English author.

Canadian Summary	Points
1. "The Doctor," by Ralph Connor.....	110
2. "Fighting Chance," by R. W. Chambers.....	71
3. "The Undertow," by R. E. Knowles.....	33
4. "Jane Cable," by G. B. McCutcheon.....	31
5. "Treasure of Heaven," by Marie Corelli.....	30
6. "Silver Maple," by Marian Keith.....	21

THE PUBLISHING FIELD.

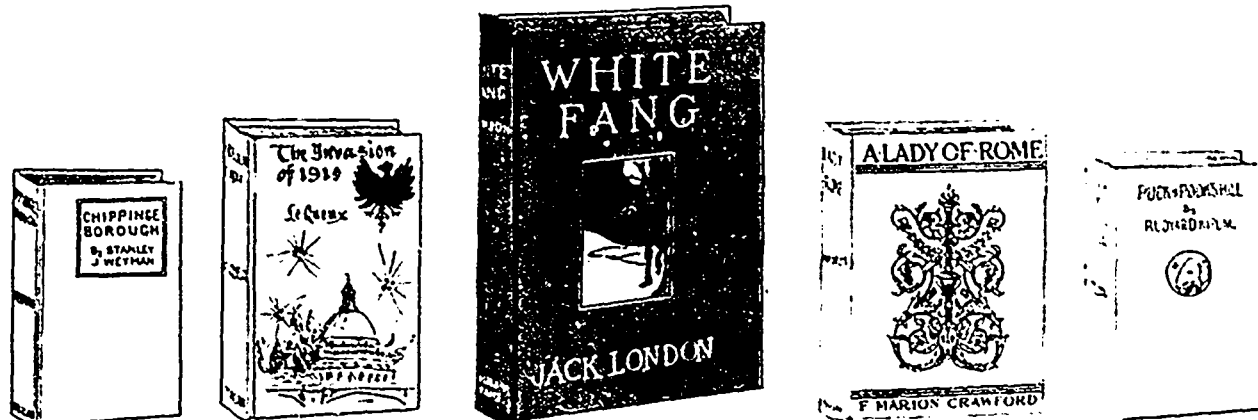
CHRISTMAS trade has been uniformly satisfactory and publishers have cleared out their fall issues nicely. In the case of several books, notably "The Doctor," it was simply impossible to keep up with the demand. Manufacturing facilities were taxed to the

old Bindloss, "The Captain of the Kansas," by Louis Tracy and "The Port of Missing Men," by Meredith Nicholson, author of "The House of a Thousand Candles." The three will probably be brought out in February.

The new book by W. A. Fraser, the Canadian author, to appear this spring, will be entitled "The Lone Furrow." It is said to be a story of rural life, based on the author's own experiences during his residence at Georgetown, Ont.

Norwan Duncan, author of "Dr. Luke of the Labrador" has a new book ready, called "The Shining Light." The Canadian edition will be brought out by S. B. Gundy for Henry Frowde of the Oxford University Press.

The Copp, Clark Co. will have ready shortly "The Patriot" by Antonio Fogazzaro. This novel is the first in a trilogy, of which "The Sinner" is the second and "The Saint" the third. "The Saint" was published last fall and "The Sinner" will be brought out later this year. All will be produced in uniform binding at \$1.25. That "The Saint" has been popular is proved by the fact that a third edition is now in preparation.



A GROUP OF MACMILLAN BOOKS.

limit and the publishers had to have recourse to importations. The demand for Canadian books was noticeable and the half dozen or so purely Canadian books of the season sold remarkably well. In fact, as one publisher expressed it, it looks as if publishers would be justified in spending more money in bringing out Canadian books in the future.

The field is quiet just at present. The import houses are getting their samples in shape for the spring trip over the Dominion. A few paper editions are promised for early publication and there will be a few copyright novels during the next few weeks.

It is computed that the sale of "The Doctor" has now gone over 40,000 copies in Canada, which is easily a national record. Published only a short few weeks before Christmas, the first edition was cleared off in no time and three or four additional lots had to be made to keep up with the demand.

McLeod & Allen have completed arrangements for the early publication of "The Dust of Conflict" by Har-

This month, paper editions of the following will be brought out by the Copp, Clark Co. at 75 cents each :- "Made in His Image" by Guy Thorne. "Kid McGhie" by S. R. Crockett, and "The Slave of Silence," by F. M. White.

Arrangements are being made for the early publication by the Copp, Clark Co., of "The Natives of British North America," by C. Hill Tout. The book will contain 32 full-page illustrations and will probably retail at \$1.50.

The Copp, Clark Co.'s book department report the following fall novels to have been in great demand :- "Prisoners" by Mary Cholmondeley. "The Heart that Knows" by Charles G. D. Roberts. "The Man Who Rose Again" and "The Woman of Babylon" by Joseph Hocking, and "The Saint" by Antonio Fogazzaro. Amongst art books there was quite a demand for "The Old Testament in Art," which was perhaps partly due to the fact that it covered that portion of the Old Testament from the Creation to the Death of Moses, prescribed for

study this year in the series of International Sunday School lessons

The Macmillan Company are featuring the "Hohenloe Memoirs" at present. This important work is published in two volumes, octavo, and sells at \$6.00 net.

D & W. Forrest, 13 St. John Street, Montreal, have just put into stock a very handsome edition of a souvenir booklet illustrating 40 or more interesting scenes of Canada's merry winter sports. These are very suitable for after holiday trade and retail at 25c., allowing a reasonable profit. They are also showing a booklet illustrating the principal buildings and scenery of Montreal.

It has lately come to light that Filson Young, author of "The Sands of Pleasure" is not Guy Thorne, as many supposed, nor is Guy Thorne a real name. Guy Thorne is in real life C. Ranger Gull. He is a nephew of Sir William Cameron Gull, physician to the late Queen Victoria. A paper edition of Guy Thorne's recent novel, "Made in His Image" is to appear shortly from the office of the Copp, Clark Co.

SIGN THE PROTEST

LEADING PUBLICATIONS OF THE MONTH.

Notices of some of the later Christmas publications are given hereafter. These books were either crowded out of the December issue or were received too late for notice in that number

Juvenile.

CAPTAIN JACK LORIMER By Winn Standish Boston, L. C. Page & Co. Cloth \$1.50. Jack Lorimer's adventures have been a leading feature of the Boston Sunday Herald for some time. They are now put into book form.

RIVAL CAMPERS AFLOAT By Ruel Perley Smith. Boston, L. C. Page & Co. Cloth \$1.50. A continuation of the adventures of "The Rival Campers" on their prize yacht Viking. Handsomely bound and illustrated.

WISBRONE BOAT By Alice C. D. Riley. Boston, H. M. Caldwell Co. Cloth, 75 cts. A prettily bound volume in the Pleasant Street Series, containing a charming little fairy story. Several illustrations add to the beauty of the book.

JINGLE OF A JAP By Clara Bell Thurston. Boston, H. M. Caldwell Co. Bound in Japanese Cretonne, with real Jap doll attached to cover, boxed handsomely. \$1.25. One of the novelties of the season, containing rhymes about the love of a Jap doll for a Patsian doll, with border designs and illustrations in color.

YOUNG FOLKS' NATURE FIELD BOOK. By J. Alden Loring. Boston, Dana Estes & Company. Cloth, \$1.00. Contains a short timely nature story or seasonable hint for every day of the year, with alternate blank pages for notes.

SQUEAKS, AND SQUAWKS from Far Away Forests. A Sequel to Jim Crow Tales. By Burton Stoner. Illustrated by Charles Livingston Bull. Akron, Ohio, Saalfield Publishing Co. Its Boards, \$1.00. An introduction to the wild life of the forest, excellently illustrated in color.

Poetry.

POETICAL WORKS OF ROBERT BURNS. Edited by William Wallace, LL.D., Edinburgh: W. & R. Chambers. Cloth, illustrated, 553 pages, 3s. 6d. A serviceable, clearly-printed library edition with twenty-one plates in tints from original drawings and a short biographical sketch of Burns.

HYMN OF EMPIRE AND OTHER POEMS. By Frederick George Scott. Toronto: William Briggs. Fancy cloth, 75 cts. A dainty collection of some thirty poems by Mr. Scott, some of which are very fine specimens of poetic art.

CORNFLOWER AND OTHER POEMS. By Jean Blewett. Toronto: William Briggs. Decorated white cloth binding, gilt top, boxed, \$1.25. A charming edition of the more recent work of the Toronto poetess, tastily produced and specially suited for gift purposes.

NATURE LOVERS' TREASURY. Edited by Carrie Thompson Lowell. Boston: Dana Estes & Co. Cloth, \$1.20. A collection of Nature poetry, with thirty-two choice illustrations of natural scenes, each with a suitable quotation. Handsome gilt and white cloth binding.

Fiction.

CHIPPINGE BOROUGH.—By Stanley J. Weyman. Toronto: Macmillan Co. Cloth \$1.50. A tale of the days of the Reform Bill of 1832, introducing several of the famous characters of the period and giving an excellent picture of English life, both public and private, at that time.

LITTLE BROWN MOUSE, A.—By Madame Albanesi. Toronto: Copp, Clark. \$1.25. A pretty story written in a simple and natural style. Corinthia Besant, an American girl, takes possession of a small estate in England, which had been left to her by a distant relative. She discovers that a great injustice had been done to the rightful heir. Eventually, through her instrumentality, John Harland comes to his own again, with the usual denouement of a happy marriage.

LOUIS' SALADS AND CHAFING DISHES.—By Louis Muckensturin. Boston: H. M. Caldwell Co. Paper, 50 cts. Cloth, \$1.00. The work of three masters in the culinary art. Two are head chefs at large and prominent clubs in Boston, while the third holds a highly responsible position in one of the leading Bohemian resorts in the same city. The receipts are new and are prepared purposely for this book, while the practical side has been brought forward in each case, most of the receipts being only for three or four persons.

JOIN THE DEPUTATION

RICHARD ELLIOTT, FINANCIER.—By George Carling. Boston: Page & Co. \$1.50. The methods of high finance practised by the huge monopolists of America is the subject of this informing book. Richard Elliott is the incarnation of the spirit of financial greed. Cruel and relentless in his dealings, self-deluded as to his own motives, he pursues his successful financial career until he meets retributive justice in the person of an unacknowledged son, acting as the agent of the most gigantic monopoly of modern times. The book repels and fascinates at the same time.

SECOND BOOK OF TOBIAH.—By Una L. Silberrad. Toronto: Copp, Clark. \$1.25. In this delightful collection of short stories the author has depicted the England of Puritan times in the quaint phraseology then in use. Pathos and humor are blended in many of the situations in which Tobiah, the Dissenter, figures as the doughty champion in the cause of righteousness, the friend of the distressed, and the terror of evil-doers.

UNDERTOW, THE.—By Robert E. Knowles. The Fleming H. Revell Co., Toronto. \$1.25. A story by the author of "St. Cuthbert's" which is a distinct advance upon its predecessor. Mr. Knowles has, in the portraiture of Stephen Wishart, shown how restraining grace operating through the discipline of life conquers natural impulse and ennobles and enriches character. His sterling old Scotch father and his devoted brother Reuben are second only in interest to the hero. Father O'Rourke with his large heart, uncertain orthodoxy and rich Irish brogue enacts the part of mentor and fairy godmother enlivening the pages of this entertaining book with touches of characteristic humor.

WHEN LOVE SPEAKS.—By Will Payne. Toronto: Macmillan Co. \$1.50. The scene is laid in a small American town containing the usual ingredients of modern middle-class society. David Donovan, the hero, by virtue of innate nobility of character, perceives and acts upon the truth that the basis of all right dealings between man and man lies in that larger charity which distinguishes between the sins of frailty and the wrongdoing of evil intention. Louise Holmes, the beautiful girl whom he marries, would pin him down to a narrower creed, but she too, in time, learns the lesson that the voice of love is more potent than the voice of judgment.

Miscellaneous.

ARABIAN NIGHTS' ENTERTAINMENT. Translated by Edward William Lane. Edited by Stanley Lane-Poole. 4 volumes. London: George Belle & Sons. A reproduction of the text of 1859, which was laboriously collated with Lane's own annotated copy of the first edition of 1835 by Edward Stanley Poole. A splendid edition of a famous story-book.

Fairest Girlhood. By Margaret E. Sangster. New York and Toronto: Fleming H. Revel Co. Cloth, boxed, \$1.50. This handsome gift book in white binding with gold lettering is beautifully printed. It contains a number of essays intended for the guidance and upbuilding of girlhood.

TCHAIKOVSKI. By E. Markham Lee. Miniature Series of Musicians. London: George Bell & Sons. Cloth 1s. net. A neat little pocket volume giving the story of Tchaikovsky's life, with several illustrations.

AMONG BAVARIAN INNS. By Frank Roy Fraprie. Boston: L. C. Page & Co. Cloth, illustrated with numerous choice plates, \$2.00. Uniform with the Little Pilgrimages among English and French Inns and giving a pleasing description of little journeys into the Bavarian Highlands, with reminiscences of student and artist life in Munich.

ART OF THE DRESDEN GALLERY. By Julia de Wolf Addison. Boston: L. C. Page & Co. Decorated cloth, profusely illustrated, boxed, \$2.00 net. The latest addition to the Art Galleries of Europe series, containing notes and observations upon the old and modern masters and paintings in the Royal collection, with

bibliography and index and many reproductions of paintings.

BRAVEST DEED I EVER SAW. Stories of Personal Experience. Edited by Alfred H. Miles. Toronto: Copp, Clark Co. A handsome volume containing records of the personal experience of many brave men told by Earl Roberts, Baden-Powell, Sir Charles Wyndham, Admiral Dewey and others. Illustrated.

BLESSED MINISTRY OF CHILDHOOD. By T. Ratcliffe Barnett. Edinburgh: Oliphant Anderson & Fernier. Cloth, 1s. net.

OVER THE NUTS AND WINE. By James Clarence Harvey. New York: H. M. Caldwell Co. Bound in the shape of a champagne cooler with bottle. In a box, 75 cts. A book of original toasts and epigrams, printed in two colors on antique buff paper.

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

Canadian Winter Sports

Beautiful Souvenir Booklet, containing 40 interesting views of Canada's leading winter sports.

Just the thing for after Holiday Trade

Retails 25c. with good profit.

D. & W. Forrest, 13 St. John St., Montreal


TELEGRAPH CODES

A B C Code, 5th Edition, English	Net	\$7.00
A B C Code, 5th Edition, Spanish	"	8.00
A B C Code, 4th Edition	"	5.00
A I Code	"	7.50
Morse & Neal Code	"	5.00
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We thank you for the generous patronage given us during 1906.

Our travellers are now on the Road with

Import Samples—September Delivery

We wish to emphasize **two facts** for your interest

First—We are Specialists.

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Invaluable to the Office, Store and Home

They tell instantly the exact cost of postage in cents on all mail matter. Warranted Accurate. Several sizes.

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A good pen is a good servant, and John Heath's Pens are made to serve!
 ALWAYS READY AND ALWAYS WILLING
 They were first 43 years ago, and are still leading the way. British made of British steel. Write for samples.
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"ROB ROY" PENS

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ROB ROY PEN
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The most popular pens are

ESTERBROOK'S

MADE IN ALL STYLES

Fine Points, A1, 128, 333
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CANADIAN AGENTS:
THE BROWN BROS., LIMITED
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The Pen is Mightier than the Sword, but how useless without

GOOD INK
 The soul of the pen is in the ink.

USE THE BEST

Send for samples and prices of

IMPERIAL MUCILAGE
 Made of Gum Arabic
 The Best on the Market

The Canadian Ink Mfg. Co.
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SPENCERIAN STEEL PENS.

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

Works, **BIRMINGHAM, ENGLAND**

Imported by all the leading Stationers in **TORONTO and MONTREAL**

To Canadian Stationers:

"They come as a Boon and a Blessing to men,
 The Pickwick, the Owl and the Waverley Pen."

your stock is incomplete without the Boons and Blessings—

The Waverley Series of Pens

They are irreproachable in quality and extensively advertised.
 Sold by the leading wholesale houses.
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Brick, Tile, Roofing, Glazed and Fancy

PAPERS

Carried in stock in a large and attractive line for the Stationery Trade.

Send for sample book 77 showing the assortment, and price list 116.

CHAS. BECK PAPER CO., LIMITED
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STATIONERY DEPARTMENT



HIGHER PRICES.

ADVANCES in the prices of various sorts of goods handled by stationers and fancy goods dealers have been noted from time to time in our columns, says The American Stationer. What has been published in the past has been indicative of what will be done in the future. Every sort of goods, no matter of what material they are made, will be higher the coming year, the advance running from 5 to 30 per cent. This includes metal, whether silver, nickel or bronze, wood, leather and all their various combinations. Everything has gone up and manufacturers declare that further advances are inevitable. All the elements which enter into the production of these different classes of goods cost more and manufacturers assert that they cannot sell at former prices without losing money.

German manufacturers have caught the infection and announce advances varying from 5 to 25 per cent. on all their goods. Importers had a little experience in this direction last year, but most buyers were able to get the goods last season at the old prices. This year they will be unable to do it. All these advances will go into effect before January 20, and will, therefore, affect all the goods which buyers will want this year.

What effect the higher prices will have on the coming year's trade it is impossible to say. Most dealers think the influence will be comparatively slight. Consumers have become used to buying these goods, and the advance will not, it is believed, cause any decrease in sales. Much will depend upon general business conditions during the year, but unless business difficulties occur in other and more important lines it is not likely that trade will be injured, even with the substantial advances that must be made.

Many dealers are wondering where the advance will stop, but even though they feel that it has about reached the limit it is impossible for them to modify the conditions. They must make this advance to conform to those made by manufacturers. In pursuance with necessity nearly all of them have withdrawn prices and will only agree to make prices as low as possible at the time of sale. It is a situation which has worried some dealers, though probably without cause.

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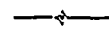
**SIGN THE PROTEST**

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ITS SIXTIETH ISSUE.

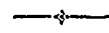
SIXTY years ago the first issue of the Canadian Almanac, a small and unpretentious volume, made its initial appearance. Since then this valuable annual has grown steadily and to-day the issue for 1907 has attained to 472 pages, crammed full of a vast amount of useful information. Possibly the most notable content of the new volume is the new customs tariff, which was inserted at the last moment, and which will be found extremely useful to business men all over the world. The other regular lists of governments, clergy, lawyers, educationists, societies, newspapers, post offices, militia, etc., are in

place, corrected to date, and Professor Wrong of Toronto University has contributed an interesting review of events in Canada during the last sixty years. The price this year of the Almanac has been advanced from 40 to 50 cents, owing to the enlarged size and greater cost of production. (Copp, Clark Co. Toronto.)



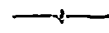
THE SITUATION

PROSPECTS for 1907 look good and there will undoubtedly be a large turn-over this year. A good business during 1906 has inspired confidence all around and merchants will buy freely. Manufacturers have been well satisfied with results last year and are planning for a still larger production this year. Imports of stationery lines are increasing and there is a growing tendency for foreign manufacturers to cultivate this market. This is evidenced by the opening of branches here, the appointment of new manufacturers' agents and the rise of new jobbing houses.



THE GREAT LEIPSIG FAIR.

Every year the Stationery Fair at Leipzig, Germany, grows in size and increases in importance. This year the Stationery Society of Central Germany, have arranged to hold the Fair from March 4 to 9. The exhibits will embrace paper of every kind, stationery goods and writing materials, prints, post cards, calendars, almanacs—in fact, every object that falls under the term, stationery. Canadians, who happen to be on the other side of the Atlantic about that time, should make it a point to visit the Fair.



NEW USE FOR PENCILS.

The following taken from the Graphite, the publication issued by the Joseph Dixon Crucible Company, manufacturers of the Dixon pencils, indicates a new use for lead pencils:

"David Bispham has broken himself of the habit of smoking cigarettes in so simple a way that he wants everybody else addicted to the habit to try his method.

"I used to wonder," Mr. Bispham said the other day in a voice that proclaimed his desire to give the method all possible publicity, "whether it was the smoke I enjoyed or merely the sensation of holding the cigarette in my mouth. I decided that it was in all probability only the latter. To cure myself I began by putting into my mouth, whenever I felt like smoking, a piece of pencil and keeping it there until my temporary nervousness passed away. After I had done that for a week I found the pencil just as satisfactory as the cigarette and I decided that it was not the tobacco to which I was a victim. In less than a month I had entirely broken myself of the habit of smoking cigarettes and I have never gone back to them. Whenever I feel a particularly strong longing for one I puff on a pencil for a moment and am satisfied."

**THE
IDLE MOMENT**

"Yes," said the merchant who doesn't believe in advertising, "the country is going to the devil."

"I thought as much when I read that placard in your window," the solicitor answered.

"Which placard?"

"The one that says: We lead, others follow."

Customer: "This novel I bought of you is imperfect. It's put into covers with the last chapter first."

Bookseller: "My dear sir, pardon my carelessness. That is one of the special editions for ladies."

A good joke on the staff of the book section of a Toronto departmental store, located on King Street, is going the rounds. A precocious small boy with a dollar to spend on books made a number of purchases of 35-cent standard volumes, such as "The Last of the Mohicans," "Ivanhoe," etc. Then to jolly the young lady who

waited on him he asked for a copy of "Dickens' Poems." The attendant failed to see the point and began ferreting round for the book, finally calling to her assistance three or four more clerks. At length she had to inform the small customer, who was afraid of his life that he would be thrown out bodily, that they hadn't a copy in stock.

A story, illustrating the extraordinary ignorance of some people, is told of a lady, who went to the book counter of a department store, and asked for a copy of some "good new book" to send to a friend. The attendant addressed, who really knew something about books, being busy, handed her over to one of the Christmas assistants. After a time, this attendant happened to ask the assistant what book the customer had bought. She was calmly informed that the poor woman had been sold a copy of "Romeo and Juliet," both clerk and customer being under the impression that Shakespeare's famous work was something "good and new."

Uncle Jerry Peebles was looking over the list of "amended spellings," recommended by the reformers. "Good land!" he exclaimed, "I don't see nothin' strange in them words. That's the way I' allus spelled 'em."

VENUS PENCILS

THE BEST THE WORLD PRODUCES
17 DEGREES—SOFTEST TO HARDEST

SAMPLES AND PARTICULARS ON REQUEST.

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



"MADRAS LINEN"

A new paper put up in a new way. The Madras Linen note and envelopes are put up in one pound packages to retail at twenty-five cents. Linen faced, medium weight stock with wallet flap envelopes. Write for samples to

Warwick Bros. & Rutter

Wholesale
Manufacturing Stationers

Limited
TORONTO



TRADE CONDITIONS.

ACCORDING to reports from all quarters the holiday season of 1906, which was brought to a close since the last issue of Bookseller and Stationer came from the press, was the most successful in the history of the fancy goods trade of Canada. The leading importers reported a marked advance in business, some claiming an increase in their returns of fifty per cent. over the preceding year. Stocks were depleted to a low level and general satisfaction was expressed.

Since Christmas, importers have had a chance to size up the changes in the tariff and several important alterations have been noted. The duty on toys, games, dolls, etc., has been reduced from 35 per cent. to 30 per cent. The duty on pocket books, purses and satchels has been increased from 30 per cent. to 35 per cent., as also has the duty on jewelry, including hat pins, hair pins, etc. The duty on gramophones, phonographs and parts thereof has been advanced from 25 per cent. to 30 per cent.

On toys, dolls, games, the preferential duty is now 20 per cent., instead of 35 per cent., less one-third. On pocket books, purses, satchels, it is 22½ per cent., instead of 30 per cent., less a third. On phonographs, gramophones, it is 20 per cent., instead of 25 per cent., less one-third. On jewelry, it is 22½ per cent., instead of 30 per cent., less one-third. It will be found therefore that the changes benefit British manufacturers of these goods.

AN APPRECIATIVE LINE.

Of the numerous holiday lines of calendars and cards shown to the Canadian trade last season, none took a higher place than the products of the old London house of Raphael Tuck & Sons Co., Limited. The newly-established Montreal office of this company favored some seventy-five of the leading journals of Canada with sample parcels, which were gratefully received on all hands, carefully examined, warmly admired and favorably commented upon. The variety of the subjects treated and the uniform excellence of the work, from the simplest design to the most elaborate production, called forth high praise. Bookseller and Stationer regrets that its parcel did not come to hand in time to admit of a more seasonable and detailed notice in its December issue.

VALENTINES.

In the stock of valentines gathered together by the Copp, Clark Co., Toronto, none are handsomer than the series of art valentines in bas-relief. The designs are very dainty and the cards are put up in attractive form. Sizes vary from 5½x7 inches to 11x11 inches, and the prices range from 70 cents per dozen to \$9 per dozen.

The comic novelty assortment is bright and varied, each card being enclosed in a box. The prevailing feature is some diminutive object, such as a dress-suit case, a stem, a foot-ball, a telephone, etc., fastened to the card.

All the standard styles and makes of valentines are shown in profusion, as well as a big assortment of Valentine post cards. A comprehensive illustrated catalogue has been prepared and will be supplied on request.

SPRING GOODS.

It is about time now to look into the subject of Spring goods, including such lines as sporting goods, fireworks, decorations, hammocks and all the articles that go to make the Summer home and out-door life enjoyable. In this connection it might be pointed out that the Sutcliffe-Edmison Co., Toronto, are well stocked to meet the requirements of the trade, making a specialty of all these lines. They have on hand a comprehensive range of flags, a big and varied assortment of fireworks, several fine makes of hammocks and a big list of sporting sundries.

PERSONAL MENTION.

Mr. George Warwick, of Warwick Bros. & Rutter, Toronto, was a passenger on the North German Lloyd line steamship, Kaiser Wilhelm II, which raced the French liner La Provence, across the Atlantic last month. The French steamship had an eight-hour start, but the big German liner overhauled and passed her, reaching Sandy Hook just one minute ahead. Mr. Warwick said it was very exciting. He had been in Europe buying import fancy goods and was anxious to reach home for Christmas.

Mr. John R. Gay, who used to travel for the Book Supply Co., Toronto, and latterly for George H. Hees, Son & Co., has been engaged by Raphael Tuck & Sons Co. to cover their western territory. A better man for the job could hardly have been chosen.

There has been a change in the traveling staff of the Copp, Clark Co., owing to the demise of Mr. Burns, who represented the company in Montreal and district. Mr. Begg, who has been covering Eastern Ontario for some time past, will cover Mr. Burns' territory, with the exception of Quebec city. Mr. Fosdick will look after Quebec city in addition to his work in the Maritime Provinces, while Mr. Paul Trebilcock, son of the Bowmanville stationer, will cover the rest of Mr. Begg's ground. Mr. Begg will occupy a sample room in the Windsor Hotel, Montreal.

Mr. J. H. Chapman, of the firm of H. P. Chapman & Son, established in 1879, in Ripley, Ont., was united in marriage on Nov. 21st to Miss Ethelle A. Tyreman of Ripley.

A charter has been granted by the Province of Ontario to W. J. Elliott, P. D. Hume, H. P. Cooke, W. B. Mudie, and F. M. Thomson, constituting them and their successors a corporation, under the name of The Book Supply Company, Limited. The capital is \$10,000, divided into 400 shares of \$100 each, head office, Toronto. The objects of the company, as stated in the charter, are:—To carry on the business of a printer and publisher and an agent therefor, and to manufacture and deal in paper, books, stationery and office supplies.

When Buntin, Gilhes & Co., Hamilton, have any advertising matter to turn out, they can be calculated on to produce something tasty and to the point. Their New Year's greeting to the trade takes the shape of a little booklet bearing the firm's crest, embossed in red on the cover. The pages are neatly designed with red rules, and type matter printed in green. The reader is not wearied with much talk; the reading matter is short and to the point. Thanks for past favors, apologies for delays owing to inadequate facilities, promises of more prompt service in the new building and New Year greetings comprise the text of the booklet.

Mr. W. Warner, the veteran Brandon bookseller, has been renewing acquaintances in Toronto recently and incidentally making a few new ones. His esteem for Book seller and Stationer, as a live trade paper, led him to call at the Toronto office and shake hands with the editor. It is a good many years since he was last in the east and he noticed big changes, though they were by no means so startling as the changes in his own home city, where the population has doubled in five years. Mr. Warner is not actively engaged in business now, he having retired in favor of his son, who is now president and manager. The Warner store is one of the finest and most progressive in the west, as evidenced by the photographs Mr. Warner produced.

ALIVE TO TRADE PROBLEMS.

The intelligent merchant realizes that the success of his business depends largely on the success of the trade as a whole. He will accordingly keep his eyes open to what is going on in his locality, as well as to general trade conditions and will act for the good of the trade whenever he gets a chance. He will willingly do what he can to combat the proposed parcel post system, of which more particulars are to be found elsewhere in this issue. He will cheerfully join the ranks of the booksellers, who are protesting against any change in the system of school book distribution. He will stand shoulder to shoulder with the other merchants of his town in promoting the interests of the community and crying down abuses. In fact, he will do his part, whenever called on.

The Sutcliffe-Edmison Co.
FOR SPRING 1907 Limited

We call attention to the following lines and respectfully ask your comparison in same.

Sporting Goods

Including "Base Ball" Supplies; Tennis Racquets, Nets and Balls; Lacrosse and Lacrosse Balls; Painted Rubber and Celluloid Balls; Plain Grey and Terra Cotta Rubber Balls, etc.

Hammocks

In catchy assortment of colorings and various styles from the Plain Net to the Fringed with detachable Spread Pillow.

Fireworks

A larger range than ever before, including French, Spanish and American Fireworks. Some exceptionally clever "Penny" and "Five Cent" lines.

Flags

The most comprehensive range of Flags we believe in Canada is to be seen at our warehouse, at fair and reasonable prices. Flags from 11x11 Silk Flag at \$1.00 gross to big Bunting Spreader at \$84.00 dozen.

We bespeak for a share of your trade in the above lines, and would be pleased to answer enquiries for same promptly.

The SUTCLIFFE-EDMISON CO., Limited
 SUCCESSORS TO
THE KELK-SUTCLIFFE CO.
76 YORK ST. TORONTO

VALENTINES

**St. Valentine's
 Day**



**February
 14th**

We carry and control the most unique and up-to-date lines offered to the Trade
Lace Valentines, Comics, Novelties, Valentine Post Cards, Etc.

Prices and complete description in our Illustrated Catalogue—SEND FOR A COPY.

EASTER DAY is MARCH 31st

Our travellers are showing complete line of samples of Easter Cards, Booklets, Novelties and Easter Post Cards

PICTORIAL POSTCARDS

ENTIRELY NEW SUBJECTS.

SEND FOR AN ASSORTMENT.

THE COPP CLARK CO., Limited, 64 and 66 Front St. West, TORONTO

YOU ARE INTERESTED IN SOMETHING.

Why not get the best items that
are printed on the subject?

We read and clip thousands of newspapers every week—therefore we can equip you speedily and economically for a debate, speech, lecture, essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms—100 Clippings, \$ 5.00
250 " " 12.00
500 " " 22.00
1,000 " " 40.00

Send for our Booklet, which fully explains the scope of the clipping industry.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,
232 McGill Street, MONTREAL
10 Front St. East, TORONTO.

ELECTRIC SIGNS

advertise you night and day. Without question the cheapest and most effective method of advertising to-day

We have excellent proposition to make in most Canadian cities for merchants to use electric signs.

Let us hear from you, and we will send you circulars.

The Martel-Stewart Co., Limited
Montreal, Canada



C. F. Rump & Sons

Established
1850

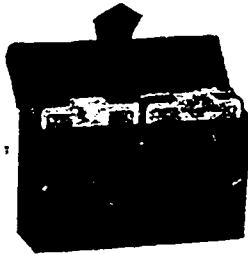
MANUFACTURERS OF

FINE LEATHER GOODS

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

PHILADELPHIA, U.S.A.

New York Salesroom: - - - 683 and 685 Broadway



Bridge Whist Sets



Collar Rolls

YOUNG BROS., TORONTO

For 1907

we are showing a wonderfully clever
line of

Burnt Leather Goods

gotten up in designs newer and
more exclusive than ever.

Souvenirs

of rare quality in glass, metal, paper,
silk, velvet, wood, aluminum,
leather, etc., etc.

Postcards that are novelties.

A Picture Line

particularly adapted to showy display
for fast money getting.

Art Calendars

dainty, artistic, modern.

Our Catalogue will shortly be ready,
and from time to time we will issue
supplements to keep you posted
on what is new.

Get on our mailing list.

Canada's manufacturers of Fancy Goods.

POSTAL CARDS MADE TO ORDER

Now is the time to have your own Postal Cards made to Order for the Spring and Summer Trade

We are prepared to make all styles of colored work, such as Autochrom, Photochrom, Typochrom, Hand colored Views, etc., etc., in the best existing work.

Our prices are lowest, as goods go from the German and Austrian Factory direct to you.

We are representing some of the largest Postal Card Houses in Europe and shall send you samples and prices on application, if references are given.

From the first of April on we shall issue a monthly catalogue and ask dealers to send us their addresses if interested in Fancy Cards of the latest styles and other novelties for the Stationery and Toy Trade.

After this date we shall carry a large stock of all our goods.

ARTHUR OTTO COMPANY, INC.

39 Union Square, New York City.

Picture

Made to order only according to instructions supplied.

Specialties: Modern Heliotype styles, plain and coloured.

Post

Very fine make. First class goods only.

Well known for efficiency and high-class workmanship.

Cards

Otto Leder

Meissen 19 Saxony

Picture Post Card Manufacturer
WHOLESALE EXPORT



Telegram Address
KUNSTMARKERT.
DRESDEN

ONLY FOR WHOLESALE DEALERS AND POST CARD PUBLISHERS

MARKERT & SOHN

Graphic Art Works

DRESDEN—A. Wintergartenstr. 74

MANUFACTURE.

PICTURE POST CARDS

OF ALL PROCESSES

AS A SPECIALTY WE MAKE.

COLLOTYPE, COLOURED COLLOTYPE, DOUBLE TONE GLAZED and AUTOTYPE POST CARDS, ALBUMS

Ask for samples and quotations

W. NEUMANN & CO.,

Wasserthorstrasse 42,
Berlin, S. 42

High-class Collotype Printers

SPECIALTY. **Collotype Postcards** TO ORDER

Hand-coloured Collotype Cards

Double-tone Collotype Cards

Glossy Collotype Cards

Photochrom Collotype Cards

ALL KINDS OF VIEW-ALBUMS AND SAMPLE SHEETS

CHEAPEST PRICES.

WHOLESALE AND EXPORT ONLY



PICTURE POST CARDS



NEW 1907 DESIGNS.

Among the new designs in post cards being shown by Warwick Bros. & Rutter, is what is known as the "Slate" series. These are printed with the entire card being a reproduction of a cloth bound slate, and humorous sayings, after the "Sis Hopkins" style, being shown in white writing on the slates. There are twenty numbers in the series, and they come put up one hundred cards assorted in a box. Samples will be gladly mailed on application.

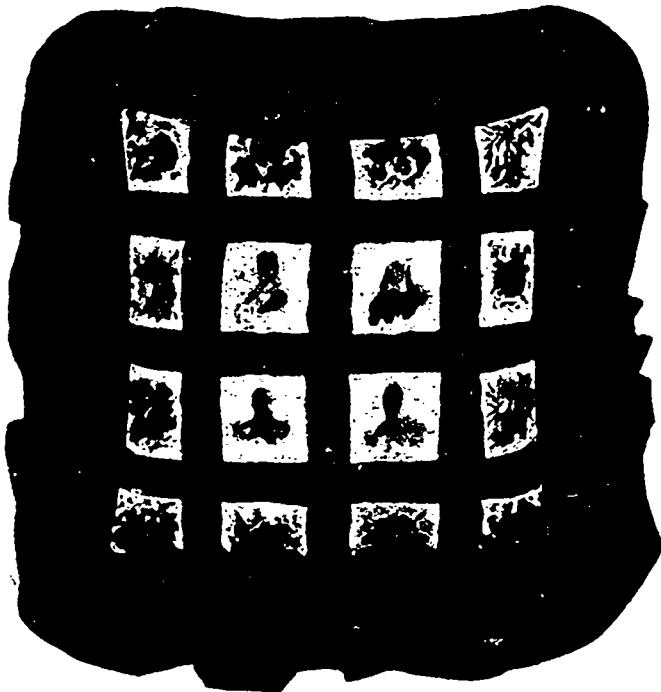
One of the most promising subjects yet produced in post cards is a photograph of the present Pope, which Warwick Bros. & Rutter are showing, embossed in relief, with jewels, after the style of the famous cards of the King and Queen of England. The first shipment of these is just to hand, and samples may be had on application.

such as tea cosies, table centres, sofa cushions, doilies, fire screens, etc. By working these up with a little ornamentation, such as insertion, fancy cords, and a little silk or satin background, exceptionally dainty articles, of the above description are easily made. Warwick Bros. & Rutter are the sole agents for Canada for this new patent card, and have all of the different lines in stock, and would be very pleased to mail samples to any of the trade desiring to see same.

—◆—

A FINE ART LINE.

A few samples of the work produced by Paul C. Koeber & Co., 68 Beaver St., New York, and Kirchheim, Germany, exhibit some marked excellences. Both the plain and color work is executed with clearness and precision. The firm make a specialty of souvenir post cards, bearing local views, which they can turn out quickly and satisfactorily. Having a factory at 330-334 Fulton Street, Brooklyn, they can fill orders at once, securing as good results as can be obtained in Germany.



Cushion Made From Fab Post Cards.
(Warwick Bros. & Rutter, Limited.)



"Fab" Patchwork Post Card.
(Warwick Bros. & Rutter, Limited.)

NOVELTY CARDS.

The post card novelties produced by the Postal Novelty Co., Milwaukee, Wisconsin, are not the variety to get "stuck" with and certainly add interest to a collection. Genuine elastic suspenders, rubber sponges, nipples, flour sacks, rubber water bottles, etc., are attached to cards in a very unique manner. Each card is illustrated in three colors. For \$5.00 this concern will send a complete assortment that retails for \$10.00.

—◆—

A NEW DISPLAY RACK.

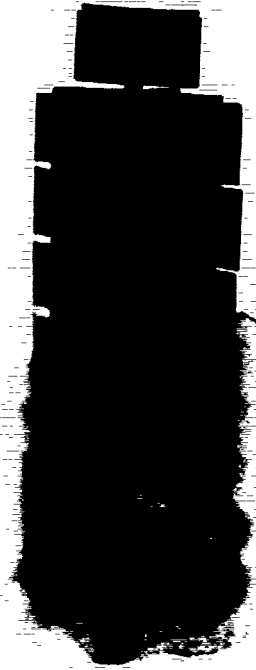
A recently patented post card display rack is built on the lines of a book. It consists of a number of frames hinged together like so many leaves of a book, each having two pages. Each page is 14 inches wide and the depth varies from 17 to 50 inches in the different sizes. The outside frame on either side has a glass covering its entire size, so that when it is closed all the other frames and cards are enclosed and no flies nor dust can reach them and every card looks as though it was framed. The rack admits of a large display in a

What is being put on the market under the name of the "Fab" Patent Patchwork post card, is one of the most dainty and useful novelties imaginable. These cards are made of the regulation size, as shown in the illustration herewith, and in the centre of the card is a piece of satin about 3½ inches square, on which is printed in colors a great variety of different subjects, including all of the popular flowers, coats of arms, crests, views, royalty, such as the King and Queen of England; Scotch clans, actresses, etc. The feature which will assure these cards a very large sale, is that this card is made so that the satin square may be detached in perfect condition, silk or satin background, exceptionally dainty articles

very small space, which is a consideration in many stores. All racks are finished in dark Mission, no varnish, making a handsome and attractive framing for cards. The rack is made by J. Y. Henricks, Philadelphia, and is handled in Canada by Dodd Bros., 8 Colborne St., Toronto.

REVOLVING DISPLAY STAND.

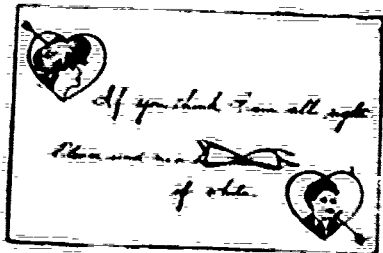
The accompanying illustration shows a new post card stand sold by W. J. Gage & Co. There is excellent value in an article of this kind, which is almost indispensable for the proper showing and selling of post



cards. It is offered at a very attractive price whether by itself or along with one thousand assorted of their Canadian view cards showing the chief points of interest from Quebec to the Rockies.

SEASONABLE CARDS.

A large range of Valentine post cards has been stocked by the Copp, Clark Co. to meet the season's requirements. For the convenience of the trade they have made up assorted boxes containing 50 assorted cards each at prices ranging from \$1.35 to \$7.00 per 100 cards. The



"Cute" series shows juvenile figures. The "Bow" series as illustrated, consists of six cards, with hearts in two corners, on which appear pictures of a lady and her cavalier, each card with a different-colored bow and inscription.

Thirty new subjects have been added to the "Art" series, including 4 hunting subjects, 3 heads, 5 College mascots, 6 comic frogs and a number of miscellaneous

subjects. These cards may be ordered separately or in assortments at \$1.50 per 100 cards. A coming publication in this series is the Canada Girl in characteristic costume and with maple leaf and coat-of-arms ornaments.

The "Fishing Girl" and the "Fishing Boy" sectional cards have just appeared and will be found appropriate for the valentine season.

SOME NEW VIEWS.

Panorama from Hill Top, Digby, Nova Scotia, (Photo No. 15). Panorama of Bear River, Nova Scotia, (Photo No. 16). Digby, Nova Scotia. (Photo No. 17). Bear River, Nova Scotia. (Photo No. 15.) Bear River, Nova Scotia. (Photo No. 13.) Bear River, Nova Scotia. (Photo No. 12.) Digby, Nova Scotia. (Photo No. 14.) Ralph N. Herris, Bear River, Nova Scotia. Yarmouth in Miniature, Number 1 and Number 2. John Murray Lawson, Yarmouth, Nova Scotia.

Pictorial Postcards.

Autochrom, Phototype, and Lithographic Coloured, etc.

Cards made from any Photograph. All orders receive prompt and careful attention. Lowest terms.



Several Branches Established 1872 6000 ARTISTS WORKING

Latest Novelties in Post Cards

If your stock lacks the selling qualities of the best that is in Post Cards, send to us for prices that are unequalled. Most artistic cards produced. Positive sellers. Latest novelties from England and France.

Choose One of NOVELTIES

The Canadian Art Post Card Co., 22 St. John St., Montreal

Fine Art Printing Co.

Kaufbeuren, Munich, Germany

Manufacture to order for important buyers, as a speciality:

Postcards

in Gelatino, from 1,000 upwards, per design.

in Copper-plate printing, from 1,000 upwards, per design.

in Autochrom - combined letter press and lithographic and 64 designs.

color printing, 2,000, 5,000 and 10,000 per design, in sheets of 20.

POST CARDS

An immense stock always on hand at low prices.

... We make a speciality of....

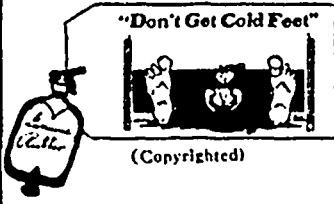
PRINTING LOCAL VIEWS TO ORDER FROM YOUR OWN PHOTOS.

WRITE TO-DAY STATING QUANTITIES REQUIRED.

JOBBING LARGE DISCOUNTS.

PAUL C. KOEHLER CO., 85 Franklin St., New York

POST CARD NOVELTIES



THE KIND THAT SELL
THEY ADD
VARIETY
TO YOUR LINE

25 DIFFERENT KINDS 25

Each Card fitted
with an article true
to life—



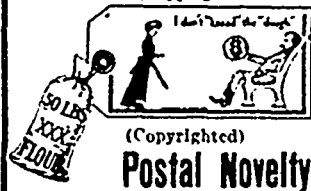
Clever and Original
Good Drawings
Highly Colored

Retail for 5c. & 10c.

Send \$5.00

for a complete as-
sortment that retails
for \$10.00. Return
if not satisfied.

OR
Write for Circular.



LIBERAL PROPOSITION
TO JOBBERS.

Postal Novelty Co., Milwaukee, Wis.

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

Black and White
Our Colored Cards
STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

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

The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.

The New "FAB" Post Card



The new "Fab" Post Card is the latest novelty in the line of fancy cards, and promises to have by far the largest sale of any of the novelties in Post Cards.

These dainty little articles are made with a square piece of satin, printed in colors, with a great variety of designs, so that the satin may be easily detached and worked into artistic cushions, table centres, d'oilies, cosies and other fancy needlework patterns.

The series includes Royalty, Flowers, Crests, Clans and Views, and may be had immediately from



Warwick Bros. & Rutter, Limited

SOLE AGENTS
FOR CANADA

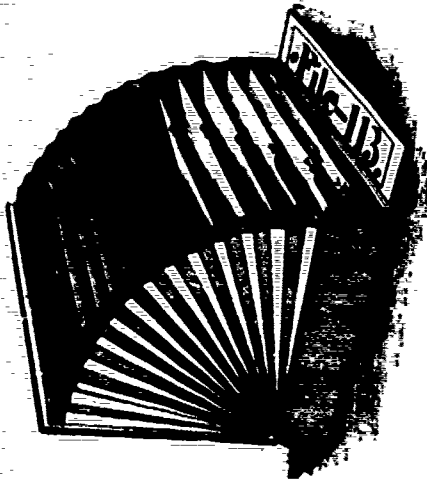
TORONTO

HERE AND THERE AMONG THE JOBBERS

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

W J. GAGE & CO., Toronto, report a most gratifying sale during the season just closed for papeteries. The amount of these goods sold by them during the past season has been very much in excess of any previous one and it has taxed their manufacturing departments to the utmost in endeavoring to fill orders received. The sale of holiday papeteries has been exceptionally large with this house, every line being completely sold out before Christmas. These facts speak well for this branch of the Gage Co. business, every papeterie being made in their own factory. They have conclusively shown the trade that they can make in Canada as attractive and salable goods as formerly had to be imported.

Buntin, Gillies & Co., Limited, Hamilton, are showing a new box file, No. 133, that is complete in every way. As will be seen from the cut, it is divided into pockets, each pocket being lettered, thus giving it the value of an index cabinet. The box when closed is the same size



as the ordinary box file and retails for 35 cents. Buntin, Gillies & Co., Limited, expect a good sale for these.

Typewriter supplies constitute a line that in many instances is almost entirely neglected by the stationery trade, being left to traveling salesmen and firms doing a mail order business. It is stated, however, by the Carbon Paper & Ribbon Mfg. Co., Ltd., Toronto, that in frequent cases stationers who formerly did little or nothing in this department have of late been handling increasingly large quantities of their "Peerless Brand" carbon paper and typewriter ribbons. The perfectly clean yet brilliant and long lasting qualities of "Peerless" carbon paper are in great contrast with the soft and smutchy carbon so often used. The demand for pen and pencil carbon is also increasing with great rapidity, and at the present date there is hardly an office or mer-

cantile establishment of any description that is not using carbon of some kind. Many of the largest concerns are following the example of those in the United States in doing away with the letter book entirely, in favor of the carbon copies. "Peerless Brand" carbon paper certainly seems to be a line that will not grow old on the shelf if the dealer makes any attempt to bring it before the notice of those interested.

The loose leaf style of keeping books has passed beyond the experimental stage and is acknowledged by all those using it to be not only a great time and labor saver but an actual necessity to a well regulated business. The Simplex system manufactured by W. J. Gage & Co., is of the simplest yet strongest kind and does not include any intricate or easily broken mechanism. They have adopted a different plan in bringing their goods before the notice of the public than is usually taken by makers of loose leaf goods in that they have only offered them through the local trade and in no case solicited business direct from the consumer. The prices are low enough to allow the dealer to supply his customer at the same figure this customer would pay if bought direct in the old way and still have a good profit to himself. Catalogues, samples and information in regard to their loose leaf supplies will be gladly furnished by W. J. Gage & Co.

Another new line just being shown by Warwick Bros. & Rutter, Limited, is a display box containing one dozen small boxes of office pins. These small boxes are made of tin, and are very convenient and suitable for desk work. Each box contains one-quarter of a pound of the No. 6 size of pins, which is the most popular size for this purpose. The retail price is 25 cents per box, and these goods put up in this new style will be certain to have a most satisfactory sale.

Among the other new lines being shown by Warwick Bros. & Rutter, Limited, for 1907, is a series of desk pads, made with the leather corners and sides. These may be had in several different qualities, and two sizes—full sheet, and half sheet. A new style of pad, with two leather corners, and a full strip of red Russia leather running along the entire opposite side, will appeal to the better class of trade.

Owing to the very great demand for post card albums, during the holiday season, it has been almost impossible to procure any of these goods from the local jobbers, during the past few weeks. Warwick Bros. & Rutter, Limited, have just received a shipment of some eight styles of albums, to retail at popular prices, and no doubt these goods will be quickly picked up, as the sale for same as a staple article will undoubtedly continue.

BOOKSELLER AND STATIONER

"Dimity" the stationery that people try to imitate is still the leader in fine papers, and, judging by the yearly increase in the sales, it is gaining in popularity all the time. Buntin, Gillies & Co., Limited, Hamilton, the people manufacturing this popular paper, have just added to and are introducing a new line called "Dimity Plaid." It is exactly the same quality as the "Dimity," but has a distinct and stylish plaid effect, making it one of the nicest lines of fine stationery on the market to-day. The note paper comes banded in quires and boxed in quarter reams, while the envelopes are boxed in hundreds. White is the only color.

Warwick Bros. & Rutter, Limited, are showing the seven new designs in the Congress series of playing cards, which have just been put on the market. This house also carries the full range of the more popular subjects in the old designs, in this series of cards, such as "Spinning Wheel," "Good Night," "Rookwood," etc.

Fred. Anthony Horle & Co.'s new general catalogue is now being circulated, and on application a copy will be sent to any reader of Bookseller and Stationer who has not already received one. Great care seems to have been taken in compiling this catalogue and it is divided into sections with index of the whole placed on page 1. The catalogue is printed on heavy art paper and covers Messrs. Horle's extensive line of writing and printing papers, boards, envelopes and stationers' sundries very completely.

An advertisement recently brought from England, which is at once effective, decorative and useful, is an enlarged fac-simile of a box of Koh-I-Noor pencils. The fac-simile is made of heavy paste-board and is considered a very clever piece of work. Behind it there is a neat door, which, when opened, shows a clever series of pigeon holes containing five gross of pencils arranged in the seventeen degrees in which the pencils are made. This handy arrangement is given free with every five gross of pencils bought and is really an acquisition to the well equipped store.

NEW GOODALL BACKS.

The visit of Mr. A. O. Hurst, Canadian agent of "Goodalls," the London playing card manufacturers, to

his principals, has resulted in the introduction to this country of "something new" in playing cards. Those devotees of the card table who, along with a love for the game, possess a liking for the artistic, have a treat coming to them.

"Imperial Club, Empire" cards should find a ready sale among patriotic card players. Surrounding the British coat of arms which, with the motto, "Dieu et Mon Droit," forms the centre piece, are four colonial coats of arms, each occupying one corner, while a flowing ribbon bears the national motto of each colony represented. "Oak Leaf" will bring particular pleasure to players of a romantic turn of mind. In this series the central ornament is a medallion on which is pictured the fight of St. George and the Dragon, the medallion being surrounded by oak leaves. The "Elk" series is a truly artistic production, and is well named. The ornament is a panel, in relief, flanked by natural maple leaves. On the panel is depicted an elk with his head raised, as if startled; and in the background is seen distant, snow-clad mountains.

Series "D" of the Imperial Club cards should find a ready sale among the followers of golf; the ornament consisting of hole-flags, golf balls and clubs, surrounded by conventionalized field-daisies. The "Queen Alexandra" series, consists of a portrait of Her Majesty, framed with a belt, on which is inscribed the motto, "Honi soit qui mal y pense," capped by the crown and sceptre on a cushion. Series "D" Sultans consists of a metropolitan street scene by night, showing wet, crowded streets, with the glimmer of lamps and lighted shop-fronts reflected in the pavement.

But perhaps the most artistic of all, are the "Salon" cards. Series 16 of this name is a sunset scene with a heavy foliaged tree in the foreground, a laborer returning home, in the middle distance, and a cottage backed by a sunset sky in the background. Series 32 of the Salon is, besides a playing card, a souvenir of Nova Scotia. A medallion containing the Nova Scotia coat of arms is placed in the centre of the Union Jack, which is so good an imitation of a waving flag, that one is almost deluded into believing it is the real thing instead of a mere printed picture. The whole series do great credit to the manufacturers, and should prove good sellers everywhere.

HURD'S TYPEWRITER PAPERS

have become very popular throughout America, but we would like more of the trade to know them. We have just issued another lot of sample books and will gladly mail to any dealer upon receipt of letter or postal. The line is very complete and each sheet is watermarked. The famous Crane's All Linens are included. We put these up in special boxes, arranged for the convenience of the user. Each box contains 500 sheets.

We have a large number of new things in regular goods for the new year, which our salesmen will be glad to show you shortly.

GEO. B. HURD & CO.

Fine Paper Manufacturers

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



PAYSON'S INDELIBLE INK



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

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

Standard Commercial Works.

Mattie's Interest Tables.

At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum, by NAINLEON MATTIE. 6th Edition. Price, \$3.00.

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

Hughes' Interest Tables and Book of Days combined.

At 3, 3 1/2, 4, 5, 5 1/2, 6, 7 and 8 per cent. per annum by CHARLES M. C. HUGHES. Price, \$5.00.

Hughes' Supplementary Interest Tables. Comprising a Special Interest Table for daily balances, showing interest for one thousand days on any amount, rates from 1/4 per cent. to 3 1/2 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 1/4 per cent. to 10 per cent., inclusive, and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from 1/4 per cent. to 10 per cent., inclusive, on the basis of 365 days to the year in 1/2 per cent. rates. By CHARLES M. C. HUGHES. Price, \$2.00.

Hughes' Interest Tables. At 6 and 7 per cent. per annum (on the basis of 365 days to the year, for one, two, three and four months and days of grace, for use in discounting and Renewing Promissory Notes. By CHARLES M. C. HUGHES (on folded card, 14 1/2 x 9 1/2), strongly bound. Price, \$1.00.

Hughes' Savings Bank Interest Tables. At 2 1/2, 3 or 3 1/2 per cent. (each on separate card) on the basis of one month, being 1/12 part of a year, by CHARLES M. C. HUGHES. Price, \$1.00.

Buchan's Sterling Exchange Tables. Converting sterling into Canadian currency, and vice versa, advancing by 5ths and 10ths, with other useful tables, by EWING BUCHAN. Second edition. Price, \$1.00.

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

Buchan's Par of Exchange (Canadian). Giving sterling into dollars and cents and vice versa, from \$1 upwards, also sterling equivalents, Canada into New York and vice versa, by EWING BUCHAN. Price (in sheets), each, 20c., mounted (on boards), each 30c.

The Importers' Guide. A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 100 billings per piece of 6 yards, by R. CAMPBELL and J. W. LITTLE. Cloth, 70c.; leather, \$1.00.

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Wall Paper

SPRING WALL PAPER INDICATIONS.

WHEN the month of January passes into history, the present wall-paper season, which ends about that time, will, in all probability, prove to have been a most successful one; the average weight of paper consumed exceeding that of last year.

During the period of calm which precedes the ending of the season, manufacturers are kept busy by anticipating the demands of, and choosing proper designs for, the Spring season. When that time arrives the manufacturers of outside countries will find it no easy task to compete with our own manufacturers, who have gathered in a very good assortment of designs from the most important places where they are created. At the present time, silk effects are actively in demand. Next season some elaborate designs in landscape effects are promised, which are expected to surpass those shown last Spring. Some doubt is, however, entertained, as to the success of this line of goods, as it has not proven very successful during the past few years.

The most pleasing results during the past year were, perhaps, obtained from high-class floral designs.

In the matter of provincial taste in wall paper it may be noted that Quebec shows a marked liking for red tints and full designs, while the Western provinces greatly prefer soft shades and small, neat floral designs.

TRADE ACTIVITIES OF THE MONTH.

A NEW wholesale stationery and fancy goods house is to be established in Vancouver, B.C. The promoters are Messrs. Fred Smith, up to lately western representative of W. J. Gage & Co., and Wm. Davidson, late western representative of Nerlich & Co. The firm name is Smith & Davidson. Mr. Davidson is at present in England, and Mr. Smith has just sailed to join him. It is understood that the firm will import largely from the Old Country, availing themselves of the favorable rates around the Horn. A jobbing business solely will be done.

H. G. Woods, fancy goods merchant of London, Ont., has sold out his business.

Grant Bros., drugs and stationery, New Glasgow, N.S., suffered loss by fire.

Robert Sage, stationer, Lethbridge, Alta., has opened a branch store at Taber.

R. M. Pitts & Company, Cornwall, recently advertised their business for sale.

John Livingstone, druggist and stationer, Listowel, suffered loss by fire and water.

R. Elliott, bookseller and stationer, Bolton, Ont., is advertising his business for sale.

According to The American Stationer, there is to be a big show of exclusively American office appliances somewhere in London next September.

Elliott-Fisher, Limited, have been incorporated in Toronto to manufacture, purchase, etc., billing machines, book-writers, office and labor-saving appliances, etc.

Dominion Envelope Company, Limited, have been incorporated at Toronto with a capital of \$1,000,000, to

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Philadelphia's first Business Show will be held February 16th to 23rd, 1907, in Horticultural Hall, Broad and Locust Sts., in the very heart of the Quaker City, under the management of the Philadelphia Business Show Company.

The Canadian United Manufacturers' Agency of London, Eng., manufacturers of advertising novelties, have issued a very handsome desk calendar in oxidized work, with a copy of which they have favored some of their Canadian customers and friends.

Mr. Wm. E. P. Howell, representing the Dennison Manufacturing Co., stationery supply manufacturers, has opened an office at 43 Scott Street, Toronto, which will be the office from which all the Ontario business of the firm will be conducted. Mr. Howell expects to be personally in his office for two weeks of each month.

A new firm of manufacturers' agents has been established in Toronto, doing business under the name of Dodd Brothers, with sample rooms at 8 Colborne Street. The agencies held by the firm are The Whiting Paper Company, New York and Holyoke, Geo. Wright & Company, London, England, manufacturers of stationers' sundries; Wubben & Co., Berlin, Germany, post card albums; and J. H. McCorkle, Cape Elizabeth, Maine, art goods and hand-colored platitudes. Negotiations are under way which will lead to the securing of several other agencies. Mr. E. J. Dodd has been for several years manager of the Bookseller and Stationer and resigned at the end of last year in order to enter the agency field. He has been joined by his brother, who has had extensive experience on the road in England.

OUR HALF-YEARLY BOOK LIST

Books Published in Canada
July 1 to December 31, 1900.

- ACTON, LORD. Lectures on Modern History. Toronto: Macmillan Co. \$3.00 net.
- ADE, GEORGE. In Pastures New. Toronto: Musson. Cloth, \$1.25.
- Adventures in Pondland. By Frank Stevens.
- Adventures of Billy Topsail. By Norman Duncan.
- AESCHYLUS. Part I. The Seven Against Thebes: The Persians. A translation in English Verse. By Arthur S. Way, M.A. \$1.00. Toronto: Macmillan.
- ALBANESI, MADAME. The Little Brown Mouse. Toronto: Copp. Clark. Cloth, \$1.25.
- Alexander McBain, B.A. By Adeline Teskey.
- ALFALO, F. C. Fishermen's Weather. Toronto: Macmillan Co. \$2.50.
- Algebra for Matriculation. By Hall and Knight.
- All About the Bible. By Sidney Collett.
- ALLEN, PHILIP L. America's Awakening. Toronto: Revell. \$1.25 net.
- America's Awakening. By Philip L. Allen.
- Among the Immortals: Songs and Sonnets from the Hebrew. By Walter R. Wright
- Anulet, The. By Charles Egbert Craddock.
- ANDREWS, MARY SHIPMAN. A Good Samaritan. Toronto: Musson. Cloth, 50 cents.
- Ann Boyd. By Will N. Harben.
- Anthony Overman. By Miriam Michelson.
- Apocalypse of St. John. By H. B. Swete.
- ARISTOPHANES. Frogs. Edited by T. G. Tucker. Toronto: Macmillan Co. 90 cents net.
- Art of the Greeks. By H. B. Walters.
- At the Moorings. By Rosa N. Carey.
- ATHERTON, GERTRUDE. Resanov. Toronto: McLeod & Allen. Cloth, 75 cents.
- Avengers. The. By Heaton Hill.
- BAIKIE, JAMES. Through the Telescope. With 32 full-page illustrations, and 26 smaller figures in the text. \$1.75 net. Toronto: Macmillan Co.
- BAILEY, F. H. S. Sanitary and Applied Chemistry. Toronto: Macmillan Co. \$1.40 net.
- BAILEY, L. H. Principles of Vegetable Gardening. Toronto: Macmillan Co. \$1.25 net.
- Balances of Power. The. By Arthur Goodrich.
- BARR, AMELIA E. The Man Between. Toronto: McLeod & Allen. Cloth, 75 cents.
- BARTON, JAMES L. The Missionary and His Critics. Toronto: Revell. \$1.00 net.
- BAXENDALE, ESTHER M. Yours With all My Heart. Toronto: Copp. Clark. Cloth, \$1.00.
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- Believer's Thoughts. A. By Edith H. Divall.
- BELL, J. J. Jack of All Trades. Toronto: Musson. 4to. Cloth, 50 cents.
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Young Man (24), five years' experience in **Printing** and all branches of **Stationery trade** seeks change; manufacturing, wholesale or retail. Distance no object. Best references.

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Owing to our rapidly growing trade, and the constant increase we are making in our travelling staff, and due to the fact that we have found it more satisfactory to educate our own travellers, we wish to have on fyle applications from bright young lads from sixteen to eighteen years of age, willing to work and ambitious to learn the stationery business. Those with some experience preferred.

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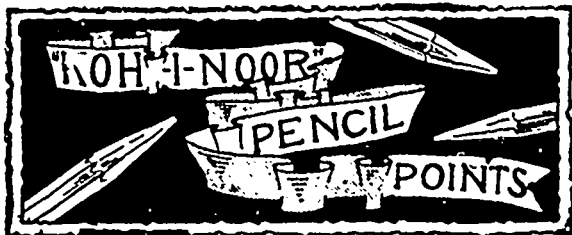
Copp, Clark Co., Toronto.

Wall Paper.

Stauntons Limited, Toronto.

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Don't think about how cheap but talk about how good.

The article reproduced below is taken from a newspaper and shows the point of view of the average pencil user.

Encourage this spirit, don't imagine that everybody wants to buy cheap pencils.

Sell them good ones at guaranteed profits that your competitor cannot cut prices on.

This article is interesting even if you carry a line already.

It will give you some good talking points.

ABOUT LEAD PENCILS.

Are you familiar with the subject? You buy lead pencils of some brand familiar to you, use them, and think they are the best to be obtained.

You run on to a flinty spot occasionally and your pencil scratches and won't write. You stop and cut it out.

Next you strike a soft, greasy spot: you stop again. Then the point breaks while you are writing or sharpening.

Annoying? Yes. But, you argue, these defects are as inseparable from pencils as spots from the sun, or sand from the sugar.

You reason that way because you don't know. You have accepted a general idea, without investigating the facts.

Are there lead pencils absolutely free from defects and blemishes?

Yes!

The "Koh-I-noor" Pencils make a uniform stroke at all times, equally free from hard, flinty spots that won't write, and soft spots that cause the pencil to slip.

The lead of a "Koh-I-noor" does not break. That is, it cannot be broken in the ordinary way that pencils are broken.

It is tough. Extra pressure on the paper, a fall to the floor, a twist in the pocket, cutting to a fine point with the knife, will not break the lead of a "Koh-I-noor."

These are facts.

You can prove them.

How?

Buy a "Koh-I-noor" and try it.

You will pay more for it than for any pencil made, because it is the best.

But you will continue to use it because it is the cheapest. There are no waste places in the lead of a "Koh-I-noor," and the lead being tough and of high grade, it lasts much longer than any other make of pencil.

In other words if you use high-priced "Koh-I-noor" Pencils *altogether* you will pay out less money in the aggregate, for pencils, during the year, than you would if you used any other make.

This demonstrates to your satisfaction that only "Koh-I-noor" Pencils will do for your purposes.

The degree of every "Koh-I-noor" Pencil is established before it leaves the factory. Each one is tested, and if found perfect its degree is stamped upon it, and it is thus known absolutely when the pencil is sold.

The "Koh-I-noor" Pencils are made in Austria, by L. & C. Hardtmuth. To-day, millions of them are in use in the United States, and throughout the world, where they were scarcely known a few years ago.

"Koh-I-noor" Pencils are made in 17 degrees to suit all purposes. All Stationers and Artists' Material dealers supply them, and recommend them.

L. & C. H. Hardtmuth's pencils and specialties are of one uniform grade—the best.

List and discount sheet gladly mailed on request.

Things You Should Know About

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



"Goods displayed are half sold."

The man who said that knew what he was talking about.

You can't expect people to think of fountain pens when they have been buying steel pens for years—it is a habit with them.

Make them think of fountain pens every time they come to your store. Have them well displayed.

Better two dozen in the case than six dozen in a drawer.

Show cases are shown below.

Better a pen that is advertised than one that isn't known.

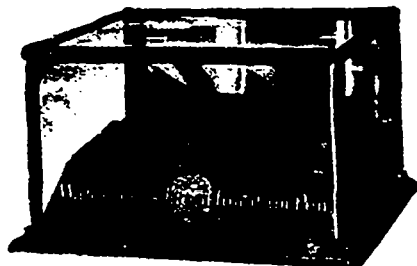
Cherry or Oak Cases.

No. 2. FLAT SHOW CASE (2 dozen)



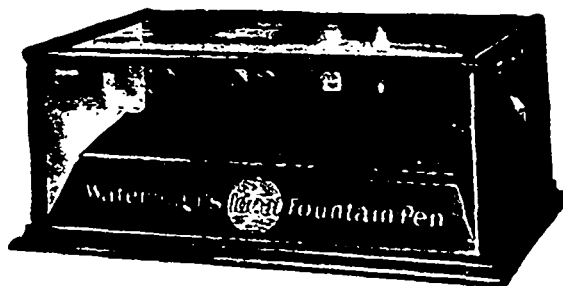
Dimensions, 18 x 8 x 4 1/2 inches high; capacity of trays, 24 pens.

No. 8. SHOW CASE AND CABINET (1 dozen)



Dimensions, 21 1/2 x 18 1/2 x 12 inches high; capacity of trays, 48 pens. Fitted with drawers, partitioned and labeled to hold additional stock, repairs, aids and other accessories.

No. 13. SHOW CASE AND CABINET (6 dozen)



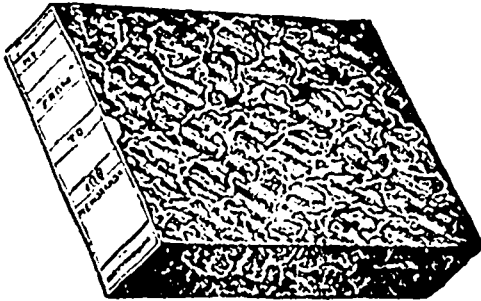
Dimensions, 30 x 19 x 12 inches high; capacity of trays, 72 pens. Cabinet drawer under trays, partitioned and labeled to hold additional stock, repairs, aids and other accessories.

Write for catalogue and information concerning show case assortments and the profits you can make on Waterman's Ideal Fountain Pens.

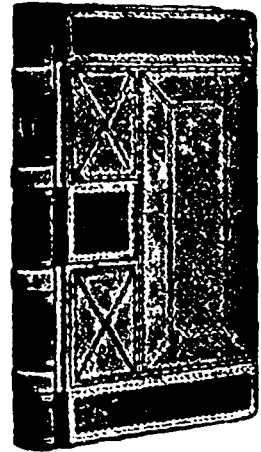
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136 St. James Street, Montreal

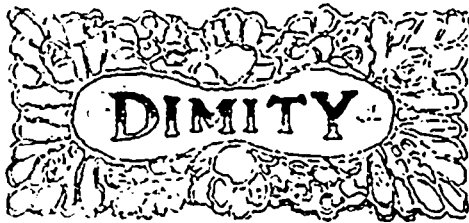
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