

# BOOKSELLER & STATIONER

and

**FEBRUARY Canadian Newsdealer**

**1908**

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

MONTREAL

TORONTO

WINNIPEG

## Contents of This Number

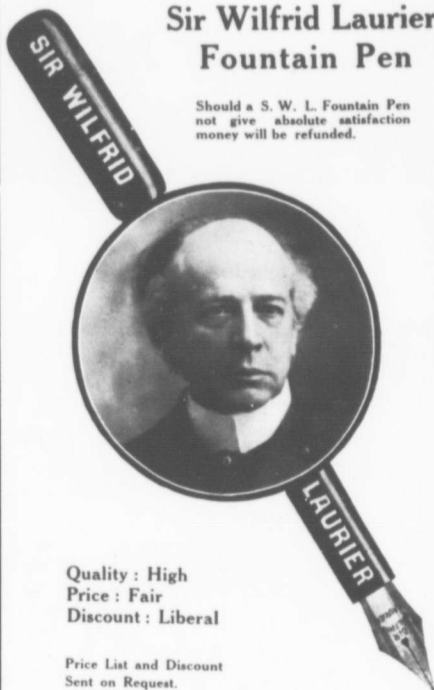


	Page
Some Matters of Mutual Interest . . . . .	9
News of the Booksellers' Association . . . . .	10
Award in Christmas Advertising Contest . . . . .	12
Window-Dressing Competition . . . . .	15
What Men in the Trade are Doing . . . . .	16
Editorial Chronicle and Comment . . . . .	18
News of the Book World . . . . .	23
The Canadian Newsdealers' Page . . . . .	28
Music and Musical Instruments . . . . .	31
Fancy Goods and Notions . . . . .	32
Stationery Department . . . . .	34
Photo Supplies . . . . .	37
Picture Post Cards . . . . .	38
Wall Paper . . . . .	43
Best Selling Books . . . . .	44
Copyrights . . . . .	46

*The*

## Sir Wilfrid Laurier Fountain Pen

Should a S. W. L. Fountain Pen  
not give absolute satisfaction  
money will be refunded.



Quality : High  
Price : Fair  
Discount : Liberal

Price List and Discount  
Sent on Request.

**LIBRAIRIE BEUCHEMIN, LIMITED**

Wholesale Booksellers and Stationers

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

*"Reputation is more to be  
valued than friendship."*

Our undisputed position in first place as Import  
Dealers in European Fancy Goods has been main-  
tained throughout the past

## Thirty Years,

and is sufficient evidence of the painstaking care  
with which we have selected the samples of Holiday  
Lines, suitable to existing conditions and our  
Canadian market.

In selecting our samples of

## Novelties for Import for 1908

we have studied present conditions of trade and  
realize that the dealers in Canada must have only  
the very newest and most up-to-date range of  
samples to select from that Europe can produce.  
For this reason, we will not have our annual display  
ready as early as usual, but promise the trade that  
we will show a more varied and attractive line of  
samples than has been their privilege to see before.

---

It costs nothing to see the line.  
Judge for yourself before purchasing.

---

## Warwick Bros. & Rutter, Limited

Import Dealers in  
European Art Novelties.

Toronto

BOOKSELLER AND STATIONER

# GOODALL'S

HAVE ISSUED

## TWENTY NEW DESIGNS

IN THEIR

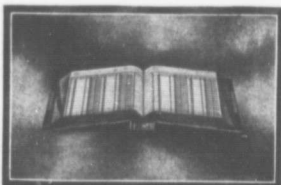
### SALON SERIES

OCEAN TO OCEAN, in new back, showing Coat of Arms of all the Provinces.

TO RETAIL AT 50 CENTS.

Order through your Jobber.

A. O. HURST, - 24 Scott St., - TORONTO



MERCHANTS' CURRENT LEDGER

A GOOD  
**Loose Leaf Ledger Outfit**

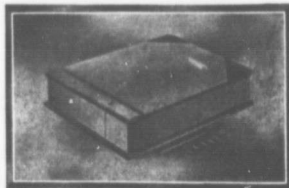
FOR SALE AT A MODERATE PRICE.

QUALITY IS OUR MOTTO

*THE*

## "Merchants' Ledger Outfit"

A Big Seller *and* A Fine Repeater



MERCHANTS' TRANSFER LEDGER

WRITE US FOR OUR CATALOGUE

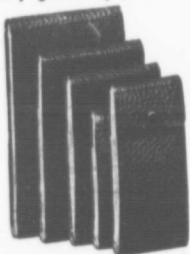
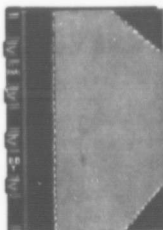
**SIEBER & TRUSSELL MANUFACTURING CO.**

4000-2-4-6 Laclede Avenue, ST. LOUIS, MO.

# ACCOUNT BOOKS

Now making and kept in stock—all kinds, sizes and qualities.

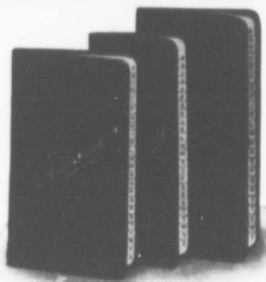
**Standard Paper and Binding,  
MEDIUM, DEMY, CAP, QUARTO, Etc.**



<b>Ledgers</b>	<b>Day Books</b>
<b>Journals</b>	<b>Cash Books</b>
<b>Records</b>	<b>Minute Books</b>
<b>Letter Books</b>	<b>Invoice Books</b>
<b>Bill Books, Indexes, Notes, Receipts, Etc.</b>	

We make a specialty, which is unsurpassed, of

## MEMORANDUM BOOKS



**LOOSE LEAF LEDGERS  
LOOSE LEAF BINDERS  
LOOSE LEAF PRICE BOOKS  
LOOSE LEAF MEMO BOOKS**

Newest and Best Made. Unequaled. Undoubted Value.  
Established over Half a Century.

# BROWN BROS., Limited

Wholesale and Manufacturing Stationers

**TORONTO**

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

# PEERLESS

CARBON PAPER AND RIBBONS.

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

Limited

Office and Factory—176-178 Richmond Street

**TORONTO, CANADA**

## Would You Know

**DRY  
GOODS  
REVIEW**

10 Front St. East  
TORONTO

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

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

## "Sports" Playing Cards



THE BEST VALUE  
IN THE MARKET.

ONE OF MANY  
VARIETIES

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

SPECIAL CARD FOR  
WHIST PLAYERS

**Colonial Whist**

LACROSSE DESIGN.

We are headquarters for PLAYING CARDS  
MADE IN CANADA.

Style and finish equal to Imported Cards.

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

**The UNION CARD & PAPER CO.,**  
Limited  
**MONTREAL.**

## IF YOU WANT

the best weekly list of New Books published in Great Britain and Ireland, with titles, sizes, prices and publishers, subscribe to **The Publishers' Circular and Booksellers' Record**, published weekly at St. Dunstan's House, Fetter Lane, London. Post free for 52 weeks for \$3.25, prepaid.

## IF YOU WANT

to obtain out of print and scarce works about Canada, or on any other subject, subscribe to **The Publishers' Circular** (see previous paragraph for particulars). Annual subscribers have the privilege of a gratis advertisement in the Books Wanted Columns each week. On an average over 2,000 Books Wanted and For Sale are advertised for every week in **The Publishers' Circular**.

## IF YOU WANT

to know what new books are coming out in the United Kingdom you should subscribe to **The Publishers' Circular**. For terms, etc., see first paragraph of this advertisement.

Specimen Copy FREE on Application.

## Carter's

is the name always connected with the highest quality in inks and adhesives.

## Inks

made by **Carter** have long been regarded as the standard of excellence. Their Combined was the first in the field and their Writing Fluid is the leader of commercial inks.

## Mucilage

—a **Carter** staple and one demanded by the best users "Sticks everything but the buyer."

## Paste

**Carter's** Photo-library, purest white paste in a scientifically made jar.

## THE "SAFETY CLIP" DIAMOND POINT FOUNTAIN PENS

☞ The latest and best improved medium price Fountain Pens on the market. ☞ These pens are fully guaranteed by the manufacturer. ☞ Every pen is fitted with the new patented safety clip, insuring it from being lost out of the pocket or rolling off desk. ☞ These safety clips are fastened to the cap and cannot slip off, stretch or break. ☞ We manufacture a large variety of Fountain Pens to retail at popular prices. ☞ See our new Prodigy Vest Pocket Fountain Pen, non-leakable, fitted with a special feed that does not allow the ink to overflow or leak while lying flat in vest pocket, bag or desk. ☞ Ask your jobber for a sample dozen.

DIAMOND POINT PEN CO.  
100-102 Beekman Street, New York

## Holman's Bibles

☞ The most popular line of Bibles published in America. ☞ They are published in all sizes, clearly printed in all styles and sizes of type, on paper of the highest quality, in a great many styles of binding. ☞ A special feature of the Holman Bibles is the absolute flexibility of the binding; in this respect they are acknowledged to be superior to anything else on the market. ☞ Holman's Red Letter Series, Pictorial Series and Teachers' Helps are all particularly interesting and valuable to students of the Bible, and are all self-pronouncing. ☞ A line much in demand is the Holman Testaments, notably the dainty Vest Pocket Edition, the Large Type Old Folks' Testament and the Red Letter Editions. ☞ The Holman Family Bibles have been the standard for many years; the Holman Bibles are winning many friends in Canada, due to the value of the goods, their popular prices and the satisfaction they give the retail purchaser.

A. J. HOLMAN & CO.  
Philadelphia Pa.

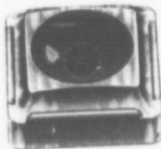
A. ROY MACDOUGALL, CANADIAN REPRESENTATIVE  
42 Adelaide Street West Toronto, Canada



No. 0 Victor  
No. 1 Victor

The  
Victor  
Inkstand

THE VICTOR is the latest creation in the now popular type of non-automatic inkstands. For several years the tendency has been toward a complete revolution in the style of wells which have been on the market, and following our policy of keeping our products up-to-date, we have produced the Victor which we illustrate herewith.



For sale by all  
Leading Jobbers  
of Canada



C. H. Numan Co.

Sole Manfrs.  
New York

## Easter Cards and Easter Post Cards

ORDER EARLY TO SECURE THE BEST  
ASSORTMENT

### Hill's Beautiful Easter Cards

19 Numbers at \$2.50 per 100	7 Numbers at \$10.00 per 100
22 Numbers at \$5.00 per 100	3 Numbers at \$15.00 per 100
9 Numbers at \$7.50 per 100	2 Numbers at \$25.00 per 100

### Easter Post Cards

Assortment No. 68.—Rare and delicate flowers, embossed in clusters and garlands on fancy background, \$1.25 per 100.

Assortment No. 69.—Miniature landscapes and crosses, entwined with lovely flowers, \$1.25 per 100.

Assortment No. 70.—Groups of rabbits and chickens, bronze and wood effect background, \$1.25 per 100.

Assortment No. 71.—Moire silk and satin finish, with floral decorations, \$6.50 per 100.

Assortment No. 72.—Moire silk and satin finish, adorned with landscapes and crosses, entwined with flowers, \$6.50 per 100.

Assortment No. 73.—Moire silk and satin, with chicken and rabbit designs, \$6.50 per 100.

The Copp, Clark Co.,  
LIMITED

64-66 Front Street West  
Toronto

# Easter Post Cards

Do not overlook ordering your Picture Post Cards for Easter trade until stocks are depleted, we now have over fifty styles and a post card request will bring you a set of samples.

## WARWICK BROS. & RUTTER

Publishers of  
Picture Post Cards

Limited  
Toronto

Specialists in Xmas Cards, Etc.

Canadian Agents for the Best Makers

Samples now in our travellers' hands of

**DAVIDSON'S**

**Xmas and New Year's Cards**

**Xmas and New Year's Post Cards**

**Glossy Bromide and Hand Colored  
Post Cards**

**Tom Browne Comics**

**Davidson's Calendars**

The House of Canada for Xmas Cards  
and Calendars

**THE COPP, CLARK CO., LIMITED**

**TORONTO**

## Western Booksellers and Stationers

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

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

31st Official  
**Stationery Fair**  
of Leipzig  
2nd till 7th March, 1908

Arranged by the Stationery Society  
of Central Germany  
(Chairman, Mr. Bruno Nestman)

—IN THE—

Leipziger Messpalast, Petersstrasse 44

Exhibition of paper of every kind, stationery goods and writing materials and kindred manufactures, objects made of paper, paper paste, etc.; prints, postcards, placards and almanacs, machines, etc., etc. Over 400 exhibitors.

## HIGGINS' ETERNAL INK

Writes Everlastingly Black



THE fact that Higgins' Eternal Ink is a CARBON writing fluid—black when written and black forever afterward—and not a CHEMICAL product made of iron and nutgalls, that becomes dim with age, has given it a high place in the estimation of banks, business houses and individuals generally. For legal and corporation work, for state, county and town records, and for general correspondence where absolute permanence is an essential element, this ink stands unrivalled. It writes black from the pen point, and is hence easy to the eye. It flows readily, does not corrode, and is absolutely unchangeable—neither age, air, sunshine, nor chemicals will affect it. May be diluted for use in fountain pens. OF HIGGINS' ETERNAL INK it may truly be said: "Once a user, always a user."

**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.

## SMITH, DAVIDSON & WRIGHT

VANCOUVER, · B. C.

We carry a complete stock of Stationery, School Books and School Supplies, Printers' Stock, Fancy Goods and Notions.

### KENMARE LINEN FABRIC

Note Paper, Envelopes, Papeteries, Tablets and Visiting Cards are well known and pay to handle.

Prompt Shipment. Mail Orders receive special attention.

**SMITH, DAVIDSON & WRIGHT, Limited, · Vancouver, B.C.**

A FULL LINE OF THE FOLLOWING WELL-KNOWN GOODS STOCKED:

Stephen's Ink and Mucilage  
Stafford's Ink, Mucilage and Paste  
Higgins' Ink and Mucilage  
Underwood's Ink and Mucilage  
Dancing Girl Brand Crape Tissue  
Hardtmuth's Koh-I-Noor and Mephisto Pencils  
Johann Faber Pencils  
National Line Blank Books  
Gill's Pens  
Spencerian Pens  
Estimote Pens  
Ball Pointed Pens  
Waverley & Pickwick Pens  
E. Faber's Rubber Bands  
Rand & McKelvey's Map and Globes  
Imperial Tracing Lines





ACORN BACK.

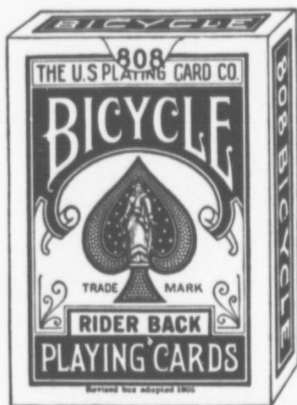


EXPERT BACK.

# Genuine Bicycle Cards

are made only by

The U. S. Playing Card Co.,  
Cincinnati, U. S. A.



They are **good** cards and dealers can not make a mistake by recommending them to their customers.

They give satisfaction and a satisfied customer is a steady customer.

Order from your jobber.



## IN NEW FIELDS

The constantly increasing popularity of

**Waterman's Ideal Fountain Pen**  
THE SPOON-FEED AND THE CLIP-CAP

as a practical gift, or purchase, through all the seasons :

**Valentine's Day, Easter, Weddings,  
Birthdays, etc.**

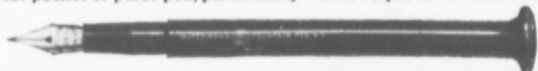
has made necessary the preparation of

### "THE BABY" PEN

which has met with immediate favor and sale. The display of one of these on the handsome celluloid card, furnished to our dealers, will prove both interesting and profitable and greatly increase the interest in your department.

### "THE CHECK BOOK" PEN

of a small, convenient size (as illustrated), has also been produced to fill a long-felt want. For use as a vest pocket or purse pen, particularly where required for check book or diary use.



## Koh-i-noor Drawing Pencils

Special

5-Gross Assortment  
for Office and General Use

Below is our Special Five-Gross Assortment, especially selected as the best grades for retail sales. WE WILL FURNISH FREE with each Five-Gross Assortment one of our new, handsome and convenient counter display cases, as illustrated. Actual size of display case is 11½ inches wide by 22½ inches high by 9½ inches deep. The assortment is made up as follows :

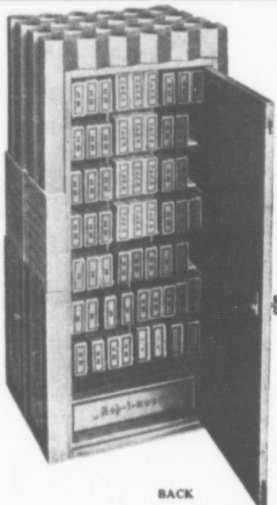
1 Doz. 6B	3 Doz. 2H
1 Doz. 5B	2 Doz. 4H
1 Doz. 4B	2 Doz. 4H
2 Doz. 3B	1 Doz. 5H
4 Doz. 2B	2 Doz. 6H
4 Doz. B	1 Doz. 7H
12 Doz. HB	1 Doz. 8H
2 Doz. F	1 Doz. 9H
1 Doz. RT	2 Doz. SH
3 Doz. H	12 Doz. Copy
2 Doz. Acct. Book	

Retails for \$73.68

Price Complete, Cabinet and 5-Gross Assortment, \$45.69 net



FRONT



BACK

*W. D. Waterman Co., of Canada Limited*

NEW YORK

136 St. James Street, Montreal

LONDON

# Bookseller and Stationer

and Canadian Newsdealer

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

Subscription: One Dollar a Year  
Single copies : Ten Cents

Vol. XXIV.

MONTREAL AND TORONTO, CANADA, FEBRUARY, 1908.

No. 2.

## Some Matters of Mutual Interest

Occasionally it is a good thing for the editor to take his readers into his confidence and tell them about what is going on in the editorial sanctum—what plans are being laid for the improvement of the paper, what schemes are being devised for the benefit of the trade. This month let us make some of these confidences, for there are some matters which it is well worth our while to discuss at the present time.

The Bookseller and Stationer has always aimed to be authoritative on all matters pertaining to the trade. We want our readers to feel assured that if they see any statement made in this paper it is accurate. We have been many years building up this reputation and we hope to maintain the standard for many years to come. Only by a consistent adherence to this policy can we justify our existence. This involves a strict regard for the interests of one and all of our supporters, showing no special favors and asking for no special favors in return.

The MacLean Publishing Company, who have continuously published Bookseller and Stationer for the past twenty years, are probably the most progressive as they are the largest trade newspaper publishers in Canada. Being independent of corporate interests, they are able to produce in Bookseller and Stationer a paper which can serve the trade in a straightforward and independent manner. Their combination of a series of strong trade newspapers gives them a remarkable power which is available for strengthening each paper which they publish.

A few months ago many enlargements were made necessary in the mechanical department, both in the form of new machinery and in an increase in the staff of workmen, the change being largely due to the agreement entered into between the employing printers and the journeymen, the new arrangement providing for a shortening of the workday from nine hours to eight hours, as well as allowing an increase in wages on a sliding scale basis, covering a period of several years. This, taken in conjunction with the steady advance in the price of printing paper, machinery, type, ink, etc., has made a heavy increase in the cost of production. Wages of printers, for instance, have increased from \$11 a few years ago to from \$15 upwards at present, while with the shorter workday not only is a larger mechanical staff necessary, but special men must be employed to keep the machinery in full operation.

While referring to the mechanical department, it might be said that the MacLean Publishing Company has adopted a new system in force in no other office in Canada, and in but few in America. Every year one-third of the type, borders, etc., is thrown out and the most modern type faces take their place. Every three years, therefore, a complete new outfit is in use. This has made necessary the recent cancellation of the type book in use by many advertisers in this paper.

The recent visit to Canada of J. Meredith McKim, the MacLean Publishing Company's representative at London, Eng., also illustrates the international character of the MacLean Trade Newspapers, this company being the only Canadian publishing house to maintain English and foreign offices, with the single exception of the Toronto Globe. For eleven years Mr. McKim has been in charge of the London office, where now a staff of four represents the MacLean papers. Mr. McKim joined the MacLean staff as a boy, and has now one of the company's most important assignments. His father and uncle were both members of the 13th Hussars in the Crimean War, and detailed to membership in the famous "Light Brigade," his father being assigned to the personal staff of Lord Raglan.

In this issue, we have made a feature of Canadian books. We feel that the time has come when more attention should be directed to the fostering of Canadian literature. It is surprising the number of books that are appearing month by month, written in Canada and by Canadians. Many of these works are most meritorious and it is a pity that more support is not accorded them. It is our intention to devote space in every issue now to these Canadian books and we would ask the trade to look over the department carefully and do what they can to assist the authors of these books to dispose of them.

The results of our competitions in window dressing and good advertising are announced this month. While the number of entries was fairly satisfactory, all things considered, still a great many more might have competed, especially in the latter competition. We know of dozens of good advertisers who might have entered and who would have stood a good chance of winning the prize. Next year we hope that there will be a flood of entries in both contests.

# News of 'The Booksellers' and Stationers' Association

## Collection Blanks Being Used

Quite a number of enquiries for the association's collection forms have been received since last issue. So far no returns have been received, as to how successful users have been with them, as there has hardly been time to give them a good trial. However, in a month or so now we should have some favorable reports.

The mistake has been made by some booksellers in assuming that they can get these forms irrespective of membership in the association. It must be distinctly understood that the blanks are only procurable by members. It is one of the departments of the association's work, which has been inaugurated for the benefit of those booksellers who support the association. While the organization is working for the good of the whole trade, still in a matter of this kind it wishes to bestow an advantage on its own membership.

Another point—the association does not guarantee that the forms are going to be infallible. What it does maintain is that it has been the experience of a majority of those who have used them that they are a successful means of collecting bad accounts. We have the evidence of a large number of members of the Hardware Dealers' Association, that they are a splendid instrument for this work and what has succeeded with them should succeed with others.

Once more we would urge those members of the association, who have not experimented with them, to send in a dollar for a supply and give them a fair trial. It is a very much cheaper method than taking the accounts to the courts. And to non-members of the association, of whom unfortunately there are a large number in the province, we would say that it would be well worth their while to spend two dollars in joining the association, in order to secure the forms.

## Selling Direct.

In the United States, an agitation has been started to try to suppress the evil of direct selling by manufacturers and wholesalers to consumers. This is a knotty question to handle and one that needs to be approached with much diplomacy. Some members of the association have recently been enquiring whether the association could not do something to fight the evil, which is quite as prevalent in some quarters in Canada as it is in the United States. We would like to have the views of members as to what method could be pursued of bringing to time those publishers and others, who one day load up the booksellers with goods and the next day turn round and sell the same goods to probable customers of the booksellers.

One suggestion has already been made and that is, that the association's committee on relations with publishers arrange for a meeting with the publishers and endeavor to arrive at some amicable understanding with them. This suggestion is well worth following on.

## Co-operative Stores Proposed.

A proposal which, if adopted, will have a far-reaching effect on the retail trade of Canada, will, it is understood, be considered by the Dominion Parliament at the present session. It is that embodied in proposed legislation to facilitate the organization and operation of co-operative societies. This bill was first introduced

in 1906 by Mr. Monk, M.P. for Jacques Cartier, but, after the second reading it was referred to the committee on banking and finance, but got no further that session. It was reintroduced last session, and, at Mr. Monk's suggestion, was referred to a special committee, which, after holding several meetings, and calling a number of witnesses, reported in favor of the measure proposed by Mr. Monk, with a few changes. As a result, Mr. Lemieux, the Minister of Labor, and chairman of the special committee, promised that at the session of 1907-08 it would be brought in as a Government measure.

## Objectionable Features.

The bill, if enacted, will make possible "the creation and organization of industrial and co-operative societies among the farming and laboring classes of Canada," and is opposed directly to the interests of the great mass of retailers in Canada, and for this reason should be objected to by them, in such a manner that its enactment will be rendered impossible. The objectionable features of the bill are that it gives special privileges to co-operative societies; privileges not enjoyed by retail merchants, in competition with which these societies will be doing business. Seven persons, or any number over that, may form a society, and, unlike the organization of incorporated companies, there is practically no expense connected with their formation, whereas, if seven men wish to engage in a retail business along established lines, they would have to bear the somewhat heavy expense incidental to the issuing of a charter. In a co-operative society the members may resign and with the acceptance of their resignation, their responsibility and liability in the society end. It can readily be seen, therefore, that by this measure a grave injustice will be done to retailers, who are already in business, or who may later engage in business in competition with these favored societies.

Members of the association are urged to express their disapproval of this measure in whatever ways are open to them. Either get the local press to take up the matter or communicate with the local representative in Parliament. At any rate, see that objection is raised strongly by some one in your locality.

## Free Schools Books in West.

Alberta and Saskatchewan are to have free text books given to their school children by paternal governments. Another move has thus been successfully consummated by the demagogues, who are out after popular favor. In Ontario we know there are determined parties who are struggling for the same end and it is the duty of the association to do all in its power to raise opposition to any such project.

## Educate the Public.

Booksellers who have to fear the introduction of free school books in their localities are urged to get the support of the local press in a campaign against the principle. We do not, of course, mean that the bookseller should request the newspaper publisher to print anything against the latter's best judgment. There are many news-papers committed to the principle. But there are others which have not yet taken any ground and these may be open to argument.

As a starter, we have not come across anything better in a long time than the following paragraph, which we noticed recently in the Vancouver Daily Province. It is a moderate statement of fact and to our mind cannot be refuted. Why not see if local publishers cannot be influenced to publish this?

"Free School Books.—There is a good deal to be said in favor of free text books in the public schools, and the scheme especially commends itself to people of small means, who have to meet the expenses connected with bringing up a family. Jack wears his shoes out in the most prodigal manner, while his knickerbockers seem to be used for the purpose of sitting upon whatever will most quickly reduce them to a reticulated or holy condition. Besides, both he and his brother Jim

time only, and that is not their absolute property. If a boy has his own school books they are interesting to him in after life; besides, he wants sometimes to refer to them; questions arise in which he finds them useful. To refer to their well-thumbed pages refreshes his memory, and keeps him in touch with his school days. Then again, though the liability of books carrying infection may be small, it is not altogether to be disregarded, in view of the fact that a single page is capable of carrying some thousands of deleterious germs or bacilli, which are just as well avoided."

All true lovers of Dickens will have read with regret and apprehension the announcement that the Bull at



Courtesy—"Construction."

The New Public Library, Guelph, Ont.

have the appetites of threshers, bless them, and you do not like to stint them. Then there are Angelina and Maud, not to mention the baby, and it takes something to feed and clothe them. The margin that is left for educational expenses is not large, and there are many calls upon the most frugal purse. Still, if it can be afforded, it is better to let the children have their own school books, because at that age there is something in a book of their very own that is decidedly inspiring. They get to know it, and they can make marks and memoranda upon it, so that it becomes to them an altogether different possession from a volume that they have for a short

Rochester has "changed hands." When any ancient building or other venerable landmark is in question the mere mention of change sends a shiver of suspicion down the spine of the sentimental antiquarian. For change too often spells destruction. We heartily hope that this particular instance is not a case in point. The famous hostelry has an imperishable place in English literature, a claim in the hearts of every English-speaking community pegged out for it by the genius of the author of "Pickwick." Shade of Alfred Jingle, if the Bull were to be demolished, or even converted to baser uses than heretofore! Surely Rochester would arise in all its municipal might to prevent the profanation.—The Graphic.



ing and typographical excellence of the entire list, is certainly convincing, and makes the books look to be well worth the bargain price of 48 cents.

A few years ago one seldom came across a three column, full depth stationery ad. in an Ontario newspaper, but the use of that space by stationers is now becoming quite common. F. J. Weaver & Co., of Berlin and Waterloo, have been doing credit to that amount of space recently in the Preston Progress. The ad. we have before us is a very good sample, both of writing and layout. As a sort of a slogan they have in the top right hand corner, this phrase: "It pays to deal at Weaver's, the store with the goods." All throughout the ad. the tone of confidence and enthusiasm is well kept up, which makes the ad. very cheerful reading, and makes the prices look extremely reasonable. Although the layout is good, it leaves a certain amount of room for improvement in the arrangement of the paragraphs.

The very reverse of weakness in set-up is shown in the ad. of Hay's Bookstore, St. Thomas. The strong headline, balanced at the bottom by a strong name-plate, just suits the 10-inch, 4-column space used, and the strong type used throughout is just the thing to carry the message of strong price inducement. This seems to be a strong, effective ad. It has the added virtue of being uncrowded.

BOOKSHOP ADVERTISING.

You undoubtedly realize the importance of advertising, but what is perhaps puzzling you is just how to advertise, what to advertise, and where to advertise. Then again you know how much money you can appropriate for advertising purposes, but perhaps because of its smallness you are afraid that you can't do very much with it. So you just spend it in a haphazard sort of a way, without really considering very much whether that is the best way to spend it or not.

Now in advertising any line of goods there are certain main points to be considered. First, what are your goods. Second, what kind of people are likely to buy them. Third, where are they and how can you get at them. Fourth, how can you convince them when you do get hold of them.

Now the bookseller and stationer is somewhat of a fortunate fellow in that his likely customers are to be found everywhere, and are, as a class, the most get-at-able people from an advertising standpoint. That is to say, his likely customers are just the people who will admire a well arranged newspaper ad. or an artistically designed show window, and they are to be found both in the house of business and by the domestic hearth.

Now the likely customers of a bookseller, being found both in the home and in the office, you have to think a little how they may be best reached. Let us take first the home or domestic customer. He is the person who should be introduced to your social stationery, fancy goods and entertaining books, and the best way to get at him is to go right into his house and speak to him. Go there in the shape of a neat and tasty little booklet, telling a convincing little tale of what may be had at your store generally, and what may be had in particular this week or this month, and at what price. In a booklet, don't put too much. Have one or two specialties each week or month. It will never do to make a booklet

into a book. Write your booklet in a personal sort of a way, and in some cases it might be well to use some illustrative cuts; line cuts being preferable to half-tones. Then go there with every local newspaper, but don't

Last Minute Xmas Suggestions

Check your Christmas list and see how many brands may be presented with a Waterman's Ideal Fountain Pen selected from our fine assortment. — The pen-point can always be changed after re-orientation if it does not exactly fit the hand. — A Pretty Holly Blue with every pen. — See Them! — Price \$2.50 to \$5

<p><b>A Pair Card Album for Xmas</b> \$2</p> <p>One of the most popular accessories for the gift time. I have a most complete assortment of these. — See them! —</p> <p>Price 10c to \$1.00</p>	<p><b>Candy for Xmas</b> \$2</p> <p>Waters' Luscious, The South and Patterson's Christmas-Fest up on the most appealing manner just received a fresh supply of the delicious. — Price 25c to \$1.00</p>
---	---

<p><b>Brushes for Xmas</b> \$2</p> <p>These depend on their location for their life and usefulness. Let me show you some most lovely goods. —</p> <p>Price 25c to \$1.00</p>	<p><b>Novelties for Xmas</b> \$2</p> <p>A number of new things that will excite the Christmas customer at a small cost. —</p> <p>Price 25c. up</p>
--	--

<p><b>Successor Calendars for Xmas</b> \$2</p> <p>Have you one a long time of receiving a Calendar of Bridge? Here will be one the thing for your life. — Others 5c. to \$10.</p> <p>Price 25c. to \$1.00</p>	<p><b>Combs for Xmas</b> \$2</p> <p>No one giving a comb for a present unless it is a good one. — I have a fine selection of the best. —</p> <p>Price 15c. to \$1.00</p>
---	--

<p><b>Camera for Xmas</b> \$2</p> <p>THINK OF THE EDUCATION A CAMERA GIVES ONE.—No gift so all the time.—Best as each good.</p> <p>PRICES \$1 TO \$20</p>	
---	---

<p><b>Christmas Cards or Christmas Booklets</b> \$2</p> <p>Elegant New Lines at all prices. Compare my assortments with any you see in Buffalo. —</p> <p>Price 2c. to 50c.</p>	<p><b>Perfumes for Xmas</b> \$2</p> <p>Perfume the common article, but in place—Come in and let me put some of the newest and most beautiful on your hand. —</p> <p>Price 25c. to \$1.00</p>
--	--

<p><b>Xmas Stationery</b> \$2</p> <p>In beautiful boxes of every size. — See my assortments at my store. —</p> <p>Price 25c. to \$1.00</p>	<p><b>Xmas Cases</b> \$2</p> <p>If you wish to make your friend a real Xmas gift, give her a Manicure Set or a Toilet Brush and Comb Set in a handsome case. —</p> <p>Price 25c. to \$1.00</p>
--	--

<p><b>Cigars for Xmas</b> \$2</p> <p>A box of Cigars is an appropriate gift for a smoker.—All the best brands in stock. —</p> <p>Price 50c. to \$2.00 a box</p>	<p><b>Pens for Xmas</b> \$2</p> <p>Write out of every kind in every style. —</p> <p>Some at 100c. to \$2.00. Some at 25c. to \$1.00</p>
---	---

Have you a "Shrimp" in your pocket? The "Shrimp" is a new "Ink Pen" three inches long, when closed, suitable length for vest pocket or ladies purse. Finely made from red polished substrate. It holds a whole lot of ink and will write whenever you want it to. It is fitted with a platinum point and nibble and is made of silver arranged on a silver yoke and gold spring. This presents any possibility of leaking when you open it. It will last for ever, fits any hand and does away entirely with a lead pencil and the necessary sharpening. It is without doubt the FINEST, SAFEST, BEST MADE and MOST DURABLE GRAPHIC PEN ever produced. Price \$1.50. Also made full pen length same style, \$2.75 each.

A HAPPY CHRISTMAS TO YOU AND YOURS

May the day be pleasant — the dinner good — the drink or bottle done — a home with the right kind of cheer — may your wishes all be granted — for things you must desire and may the day be as if it should be the happiest of all days.

R. A. LAND Chemist BRIDGEBURG

The Prize Ad.

appear in a newspaper in a slovenly style. Word your advertisement as if the fate of your business depended on it. Get all you can out of the space you have in the newspaper. Consider the style of the surrounding ads. and insist on being different. A bookstore ad. should always be artistic. A big flaring sort of an ad. may be

very well for a grocer or hardwareman, but a bookstore ad. should be designed so as to speak to the artistic feeling which is to be found in some degree in most people who read newspapers.

Inspect the type faces which are in the fonts of the composing room of the local paper and have your ad. in type which differs from that used in the neighboring ads.

Keep the reading public informed of all the latest additions to your stock of books. Read the books yourself so that you may be better able to explain all about them to your customers.

To get at business houses booklets, unless very short, are not of very great value as ten to one a man in his office or other place of business has not much time to spare. For that reason your advertisements for business places would have greater success were they to be something which could be understood almost at a glance, or something which would always be in sight.

A line of desk advertising quite extensively used in metropolitan printing houses, is the monthly blotting paper calendar. This is a very inexpensive and yet effective form of advertising. The person you want to reach is using it all the time. When he wishes to dry his signature, he reaches out for it, and when he is in doubt about the date he turns to it instinctively. Keep the local business offices supplied every month with blotting calendars and your firm name will soon be well known

## TIGHT MONEY

**SOME PEOPLE THINK MONEY**

**IS TIGHT BUT IT SOON LOOSENS**

**WHEN WE OFFER THIS NOTE**

**PAPER AND ENVELOPES**

**AT 25 CENTS THE BOX**

**A FINE LINEN PAPER**

**WITH AN EASY WRITING SURFACE**

A Striking Window Card.

in all of them. Personal calls should be frequently made upon offices. It would appear that Toronto travelers are taking away a deal more of Ontario's retail stationery trade than they are entitled to.

Keep on advertising, and remember that the purpose of advertising is to create a demand no less than to get people to buy from you what they already feel the need of.

### VALUE OF SHOW CARDS.

We have talked so far, of newspaper advertising. We have now to consider, for a moment, the advertising value of a good show-card. Few booksellers really realize what a business-bringer the show-card really is if it's used right. But among those who do believe in the show-card, for reasons that can be expressed in cold, clinique cash, is John E. Mason, with Thomas Wheatley, of Saratoga.

Mr. Mason sends us in a small reproduction of a show-card which sold a line of boxed papers in a surprisingly short time. The card was 15 inches wide by 29 inches high. At the bottom of it, as it stood in the window, was placed a box of the paper referred to, with the lid partly off.

Mr. Mason asks us for a criticism of his card. Although some wise man tells us that nothing earthly is above criticism, still we will not criticize this card, because, as far as advertising is concerned, the real test of efficiency is "Does the ad. sell the goods?" This particular show-card did that, and conclusively proved itself to be a good ad., and above criticism.

Instead of criticizing it, let us analyze it, and find out wherein its efficiency lay. Probably it was effective because of these three things: Aptness, simplicity, and honesty. By aptness we mean, that the wording—especially the headline—expressed a thought that is present in almost every mind, "Tight money!" Everybody is thinking and talking about the subject. Consequently, many people would naturally be attracted by the heading. Then the "talk" is semi-humorous, saying, by inference, that even tightness of money is no excuse for passing by a real bargain. By simplicity we mean, that the whole scheme was simple, and understood at a glance. A second to read the card, another one to see the open box of paper—and the impression of goodness and cheapness is made almost instantaneously. Nothing elaborate or confusing about either card or goods. By honesty, we mean that the goods must have been worth the money. Any ad. combining these three qualities cannot very well help selling the goods.

Don't forget to compete for the prize offered on page nine of this issue for the best newspaper advertisement. Get in the game—the more the merrier. Then, YOU might get the prize. Have a try, anyway!

### WINNIPEG.

January Business Somewhat Slow—Contract for School Books—Davis to Close Main Street Store.

Winnipeg, January 31, 1908.

January business has not been particularly active either with the wholesale trade or with the retail. Throughout the west the retail trade is buying cautiously and in smaller quantities than a year ago, owing to the temporary setback from which all classes of business have suffered. There is, however, every reason for feeling confident of a return to a normal state of affairs and no one is discouraged by the outlook.

\* \* \*

The Morang Co., of Toronto, has secured the contract for new readers for the three prairie provinces. There was keen competition among the various publishing houses and the Education Department of the three governments concerned were besieged by the representatives of the houses competing for the contract.

\* \* \*

Geo. Wilson, of Clark Bros. & Co. returned to Winnipeg about the middle of January from an extended holiday trip to Eastern Canada and the eastern states.

\* \* \*

W. A. Davis is closing his Main Street store about March 1 and in the meantime is conducting a clearing sale. In December he opened a new store on Portage Avenue and, as was noted in Bookseller and Stationer at the time, he did so with the intention of closing his Main Street store after the holiday trade.



**MONTREAL.**

Montreal, February 10, 1908.

January book trade always shows a big decrease when compared with the generous buying of the holiday month preceding. New editions are generally held over till spring as the buying public usually have a supply from the holidays. Efforts have been made, throughout the past month, in department and many book stores to induce free buying. Large discount sales were numerous and in some cases are being continued through February. Odd lots also were collected and marked at tempting prices on special tables. Window displays were also prominent as were the daily newspapers as regards advertising.

In fiction, nothing startling has occurred. Discount sales have brought fairly increased results on current lines and created a demand for slow sellers. Since "The Weavers," by Sir Gilbert Parker, published by Copp, Clark Co., which still continues to hold first position in the book field in Canada, nothing has made any special stir. "The Shuttle," by F. H. Burnett, also published by The Copp, Clark Co., continues popular and booksellers are re-ordering accordingly. Other books well spoken of are: "The Broken Road," by A. E. W. Mason; "The Fruit of the Tree," by Edith Wharton; "Three Weeks," by Elmor Glyn and "The Lady of the Decoration," by Francis Little. "Songs of a Sourdough," by R. W. Service, published by Briggs, is also worthy of mention.

School promotions have caused a fair demand in school books and supplies. Valentines this year are arousing more attention and larger displays are made than in previous years.

There is an absence of old-time coarseness and beautiful effects are seen. Post cards are selling as well as usual at this season of the year as are all lines of stationery.

**READERS FOR WESTERN PROVINCES.**

Morang Educational Company, of Toronto, have been awarded the contract for the new readers to be used in the provinces of Alberta and Saskatchewan. The Regina Morning Leader published the particulars as follows in its issue of January 15th:

"Early last year the publishing firms of Canada were invited to submit sample readers, with the result that books were sent in by W. J. Gage & Company, Copp, Clark Company, MacMillan Company, Morang Educational Company, all of Toronto, and Thomas Nelson & Sons, Edinboro, which were duly considered by a joint committee of the provinces of Saskatchewan and Alberta at a meeting held in Calgary last spring, when over a week was spent in thorough examination of the different books submitted.

"As a result of the investigations of that committee, the Governments of the two provinces decided to ask the Morang Educational Company to proceed with the preparation of a set of readers based on those submitted.

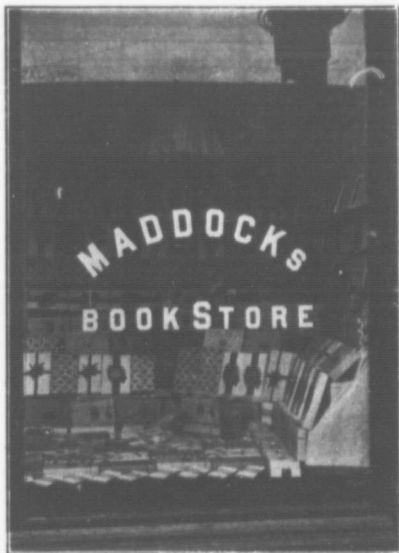
"This was done, and the revised books again submitted to a committee representing the two provinces, a process repeated several times, the various suggested alterations being duly embodied in the books."

The books will be purchased by the Government, it is understood, and will be distributed free among the schools. Those that are sold at retail will be priced

as follows: Primer, 20 cents; first reader, 25 cents, second reader, 35 cents; third reader, 45 cents, and fourth reader, 50 cents.

**WINDOW-DRESSING COMPETITION.**

According to the promise contained in the December issue of Bookseller and Stationer, the editor now takes pleasure in announcing the result of the window-dressing competition, particulars of which were given in that number. The display was to be made up of goods usually carried in a book, stationery or fancy goods store, was to have been shown during the holiday season, and was to have been the work of the proprietor or one of his clerks.



**THE PRIZE CHRISTMAS WINDOW**

Dressed by James Carroll for G. O. Maddock, Tillsonburg, Ontario

The prize-winner is James Carroll, a boy fourteen years of age, in the employ of G. O. Maddock, Tillsonburg. His window display is reproduced on this page and taken all in all, it is a very creditable piece of work. If any of our readers had reason to cavil at our decision, all we have to say is that they failed to submit anything better.

As will be observed, the display is built up from the base of the window on a series of frame-work steps, giving a compact, and artistic effect. The contents of the window are paperette boxes, the variety of which in design and color hardly appears in a plain reproduction.

It is with much pleasure that we are sending the prize of five dollars to James Carroll. He is only a youngster yet and every little bit of encouragement will help. Let him peg away steadily at his work and some day he may hope to be reckoned among the very best window-dressers of the country.

## What Men in the Trade Are Doing

A. H. Jarvis, the Ottawa bookseller and stationer, was noticed in Toronto last week, doing some early buying.

Harry Bell, of the Consolidated Stationery Co., Winnipeg, has been on a business trip to the east. He also visited New York.

A. E. Atlee, druggist and stationer, Annapolis, N.S., has been elected president for 1908 of the Annapolis Royal Board of Trade.

John A. Melnes has succeeded R. H. Paget as publisher to Cassell & Co., London. He will endeavor to develop business in educational works.

A. O. Hurst leaves about the beginning of March for his annual trip to the Maritime Provinces. He will take his Pacific Coast trip later in the spring.



HARRY S. WILKINSON

A Recent Addition to the Traveling Staff of the  
Copp, Clark Co.'s Book Department.

J. G. Cloke, of Cloke & Son, Hamilton, was in Toronto last week, calling on the trade. He also paid a visit to the office of Bookseller and Stationer.

The Post Card Novelty Co., with Edgar H. Barnes as manager, has bought out Barnes & Rayworth, importers and wholesale dealers in souvenir and fancy post cards, Salisbury, New Brunswick.

A. Roy Maedougall, manufacturers' agent, Toronto, starts on his western trip towards the end of the month. William Brady goes east for him about the same time. Both carry very attractive lines.

Albert E. Reed, director of Cassell & Co., London, England, is expected to visit Canada shortly. Mr. Reed is also head of one of the largest paper manufactories in England, possessing large pulp concessions in Newfoundland.

Arthur Spurgeon, general manager of Cassell & Co., London, will visit America this spring, coming to Toronto, Montreal and Quebec. He will confer with the manager of the Canadian branch on business prospects in this country.

Alex. Dunlop, manufacturers' agent, 23 Scott Street, Toronto, who represents George Hughes, of Birmingham, and other British firms, has been appointed selling agent for "Gloy," the English paste, for the whole of Canada. Mr. Dunlop has been lately calling on the Montreal trade.

The Progressive Wire Goods Co., of Philadelphia, Pa., U.S.A., manufacturers of wire baskets, folding wire card racks and a general line of stationers' wire goods, has opened headquarters for Canada at No. 23 Scott St., Toronto. A. J. McCrae is in charge and will call regularly upon the trade in Canada. A full line of samples will be found at the above address.

Among American book travelers who visited the trade in Toronto recently, were L. R. Matlack, of Hurst & Co., New York; John Hopkins, of T. Y. Crowell & Co., New York; Charles Graham, of Donohue & Co., Chicago; Mr. Norse, of Henry Altman & Co., Philadelphia; Harry Bishop, of Arnold Constable & Co., New York, and Wm. Kelly, of McLaughlin Bros., New York.

The Copp, Clark Co., has recently admitted into the company the head men of some of the departments who for years have been connected with the development and growth of the business. A. P. Reed, manager of the stationery department; James M. Young, manufacturing superintendent; W. F. Thomas, book department; H. C. Corner, accountant, and R. J. Plaskett, Mr. Plaskett is at present representing the firm in Winnipeg. These have all now become members of the company. They have, for the most part, been long identified with the Copp, Clark Co., and are well known to the trade.

Owing to the development of business in the miscellaneous book department of the Copp, Clark Co., Toronto, that firm has decided to add to its staff another traveler, who will specialize in books only. Harry S. Wilkinson has been chosen to undertake this work. Mr. Wilkinson is a son of the late H. M. Wilkinson, of the Education Department of Ontario, and is a Toronto boy by birth. For the past nine years he has been connected with the book trade, most of the time with the Copp, Clark Co. Mr. Wilkinson's territory will be Ontario and the trade of the province will no doubt give him an encouraging welcome when he makes his first call on them.

Thomas E. Menzies, of Menzies & Co., Toronto, returned on February 2 from a business trip to England and the continent. While in London he made arrangements to take the Canadian agency for the old-established firm of Spicer Brothers, Limited, 19 New Bridge Street, makers of flat papers, blottings, papereries, account books and leather specialties. This firm is one of the oldest and largest stationery houses in England and did business in Canada as far back as seventy-five years ago. Mr. Menzies also arranged with Savory & Co. for several special lines for Canada. At Frankfurt, Germany, he secured the agency for Philip Deusch, maker of fine leather goods.

J. E. McAllister, of McAllister & Watts, Winnipeg, was noticed in Toronto recently on a buying trip.

Frank Wise, manager of the MacMillan Co., of Canada, intends to visit the London office of the Macmillan Co. in April.

S. B. Gundy, manager Oxford University Press, goes to New York shortly to look up some spring books. Later on he will cross to the Old Country.

T. H. Clagett, representing J. B. Lippincott Co., of Philadelphia, and Harry Sully, of L. C. Page & Co., Boston, called on the Toronto trade last week.

J. Martin, of McFarlane, Son & Hodgson, Montreal, registered at the King Edward Hotel, Toronto, on Monday, February 10, and called on the trade in the city.

"Trade is good in Ottawa and Montreal," said E. S. Walker, of the Methodist Book and Publishing Co. "Out in the country, though, the snow has tied up things pretty badly."

D. W. Bixby, bookseller, one of the oldest merchants of St. Catharines, Ont., died on January 30th, at the ripe age of 74 years. Deceased had been in business in St. Catharines for the past 45 years. He leaves a widow and one son.

W. F. J. Mallagh, Brantford, has been taking advantage of a series of revival services in Brantford, to boom the sale of "Holy Ann," the little book telling the story of a sainted career. His sales were excellent and well repaid the trouble he took to push the sale of the book.

R. B. Bond, of the Methodist Book and Publishing Co., Toronto, is just back from a trip over Western Ontario. He is enthusiastic over trade prospects and asserts that his first week out was the best he ever had and the second even better. He leaves shortly on a trip to the coast.

Quietness has prevailed around the offices of the wholesale department of the Methodist Book Room, Toronto, during the past couple of weeks. The entire traveling staff have been on the road taking orders for import lines. They can claim the distinction of being first in the field this year. E. W. Walker, head of the department, returned from Montreal and Ottawa on the 8th.

Harry Mitchell, of Hart & Riddell, and Paul Trebilcock, of the Copp, Clark Co., were two of a bunch of travelers who were snowbound last week at Dunnville. S. G. Thompson, another of the Copp, Clark's traveling men, was last heard of up near Kincardine, and failed to show up at headquarters last Saturday. Walter Mainprice, of the Oxford University Press, got stuck at Peterboro, but found the town very hospitable and managed to do some business.

C. L. Nelles, who accepted the management of the Guelph branch of the Metropolitan Bank about a year ago, and who has since been endeavoring unsuccessfully to dispose of his book and stationery business in that city, finds himself compelled to resign the management of the bank, owing to the pressure of the two businesses on his time. He will leave the bank about April 1, and give all his attention to his book and stationery business, though he still intends to sell out when a favorable opportunity offers. The shortage in the money market evidently prevented the sale of the business last year.

A visit to Canada and the United States was made last month by the senior member of the firm of Davidson Bros., London and New York, publishers of calendars, cards, post cards, etc. Mr. Davidson was accompanied by his son, Isadore Davidson. When in Toronto, Messrs. Davidson made arrangements with the Copp, Clark Co. to handle their lines on this market, and the latter firm

are going to push the sale of these goods to the utmost. The Canadian trade are familiar with the merits of the line and will doubtless buy extensively. The Messrs. Davidson also called at the Toronto office of Bookseller and Stationer.

### THE MAGAZINE COUNTER.

The contents of the March Scribner's will include "Across the Cordilleras," by Arthur Ruhl; "The West in the Orient," by Charles M. Pepper; "Chateau and Country Life in France," by Mary King Waddington; "The Art of Millet," by Kenyon Cox; "The Habitant in Winter," by Birge Harrison, and "The Study of Singing," by Francis Rogers, besides several stories.

In the March Century will appear the second of Helen Keller's essays under the heading of "Sense and Sensibility"; a notable biographical sketch, "The Latest Work of Augustus St. Gaudens"; a popular scientific narrative, "Experiences in the Sky"; "My Experience with Railway Rates and Rebates," by Andrew Carnegie; new chapters of "The Red City," a serial by Dr. S. Weir Mitchell and many stories.

The announcement has been made that the Reader Magazine, published by the Bobbs-Merrill Co., of Indianapolis, is to be combined with Putnam's Monthly, commencing with the March issue. The combination magazine will be known as Putnam's Monthly and The Reader and will carry the imprint of G. P. Putnam's Sons, of New York and London, and the Bobbs-Merrill Co., of Indianapolis. Both The Reader and Putnam's Monthly have stood for a higher standard in the magazine world and both have been a delight to the serious reader. In their combined form added strength will be gained, which should assure the new publication a long and successful career. Bon voyage to Putnam's Monthly and The Reader.

The February issue of Westward Ho! will contain the opening chapters of "Shakmut," a new serial by Captain Clive Phillips Wolley. It is said to be one of the finest pieces of literary work which Captain Wolley—a well known western poet and writer—has yet produced, the serial rights for which have been acquired by the publishers. This magazine, now in its second volume, is published at Vancouver, B.C., and has the distinction of being the only standard sized 10 cent monthly published in Canada, unidentified with any railway, corporation or immigration society. Its contributors and artists are all western men and women. William Blake-more is the editor and Percy F. Godenrath, manager.

### ATTRACTIVE LINE.

The Illustrated Postal Card Co., 106 Notre Dame street, Montreal, are showing for the 1908 season, one of the most attractive and up-to-date lines of post cards in the history of the firm. The lines consist mostly of their own manufacture, among which as a few leaders for the new season are the following: embossed cards and air brush colored cards, which have a beautiful illuminative effect. Another line in a novelty way to which new subjects are added weekly is "The Hard Time Greeting Card," "The Corker," "The Safety Pin," "Button," "Ring" and "Bow." Progressive merchants should not fail to write for samples of this line, as it should prove one of the most attractive and pleasing, as well as one of the most active selling lines yet put on the market. Leather cards, in all latest subjects, are also a feature with this firm. Of late twenty-four new subjects have been added to an already select stock. These cards are offered to the trade at \$25 per 1,000, and \$3 per 100.

# Editorial Chronicle & Comment



## ARE SUBSCRIPTIONS INCREASING?

In conversation recently with several newsdealers, we were advised that the number of subscriptions they had booked for magazines, both English and American, at the end of the year, were very considerably in excess of those taken twelve months ago. They one and all attributed this increase to the change in postal rates. In the case of American periodicals, the increased postage was driving the trade right into their hands, because subscribers were able to get their magazines cheaper from them than if they ordered direct and received their copies by mail. In the case of the English periodicals, the reduced postage brought about the same result. Customers preferred to subscribe through the newsdealers rather than send their money across the ocean, thereby occasioning inconvenience and delay.

## CHANGE IN POSTAL SITUATION.

Official announcement has just been made that daily newspapers interchanged between Canada and the United States are to be restored to the former cent-a-pound rate. If we mistake not this step will have to be followed almost immediately by a reduction in the postage on magazines and other periodicals, for there can be no reason for continuing the higher rate on these publications, when the rate on dailies is reduced.

It has been stated, and probably with inside knowledge, that the way the reduction will be brought about in the case of periodicals will differ from the method pursued with the newspapers. In order to be in a position to exercise a censorship on what periodicals are to enter Canada, the Post Office Department will arrange to allow the re-mailing privilege at one cent per pound to American periodicals coming into the country in bulk. In this way, the standard publications can be brought in and mailed here, while the Government can stop undesirable publications.

## IN PRAISE OF CHEAP EDITIONS.

In the Montreal Standard there appears weekly a department called "The Dean's Window," in which "The Dean" discourses in an intimate and agreeable fashion on many themes, most of which are of a literary character. We like to look through the Dean's window, in company with the amiable Dean, for that worthy gentleman often points out passing sights and objects which

interest us. Recently the receipt of some review copies of Cassells' People's Library set him going on a talk about popular reprints. Let us quote a paragraph:

"One of the best pieces of news I have heard of a long time came through my bookseller in the provincial capital. He told me that in the month before Christmas he had sold 2,000 copies of "Everyman's Library." That I consider likely to be more beneficial to Canada than the discovery of another Cobalt. A thinking man is the worst enemy the Prince of Darkness can have, and only thinking men and women care to buy these books. My hope is that long before the last instalment of fifty volumes appears, this series and its worthy fellows will have driven the cheap and nasty American rubbish from the shop of every Canadian bookseller and taught our deplorably backward Canadian printers that books can be beautiful and serviceable, and yet inexpensive. The English are at present the only people who have the secret of doing this. My bookseller went on to say that if the "repeat orders" continued, he should have to build a shed for the accommodation of the books."

While we think the Dean is a little unfair in discrediting against "cheap and nasty American rubbish," for the reason that some of the worst rubbish we have ever seen emanated from England, still his remarks are timely and should influence our booksellers to bring these admirable series of books to the front. Let the public know about them and they will assuredly sell in large quantities.

## BRITISH PUBLISHERS APATHETIC.

The Author, organ of the Incorporated Society of Authors, in its January issue, scored British publishers somewhat severely on their apathy towards the colonies. The occasion for this was afforded the editor of the Author by an examination of a recent list of the best selling books in Canada, as compiled by The Bookseller and Stationer. In this list appeared the titles of seven novels, five of which were by American authors, and only two by English authors.

"The question of the sale of books in Canada suggests another point," says the Author, "viz., that there must be something wrong in the distribution of works over the colonial market by the present publishing methods.

"Many accounts come before the secretary of the society relating to books closely connected with Canada, Australia, or South Africa, in which the colonial sales

are put down at an infinitesimal amount. Suppose for example there is an English sale of 3,000 or 4,000 copies of a popular book, the natural deduction would be, if this book refers closely to one of the colonies mentioned, that the sales would be 1,500 to 2,000, if not more; but this is never the proportion. The reviews in the Canadian papers may be excellent, the reviews in the Australian and South African papers equally so in regard to each special book, but the author's returns, when the accounts come in, are miserable, although he hears from all quarters through his colonial correspondents that the book is being asked for. Within the last month two cases have been in the secretary's hands which tend to show the incompetence of the present methods. Indeed, an author who took the trouble to try and push in a limited way his own book, without any apparent difficulty got orders for forty or fifty copies.

"The fact is that publishers must wake up, must take a more personal interest in their colonial markets and must look closer into the methods. At present it seems to be evident that if the book clears its expenses on the English sales, they do not bother about pushing the colonial. In this, as in many other ways, they show themselves wholly regardless of the author, his currency, or his financial success. But they should beware; for this "mollusery"—we borrow the word from a contemporary dramatic author—may be satisfactory for a time, but it is possible that they will find themselves—like the mollusc—ousted by others. A good English book that has a circulation of 10,000 copies in England ought with ease, if properly managed, traveled and advertised, to sell 2,000 copies—the figure is a low one in each large colonial centre—that is, ought to sell a number of copies in the colonies equal in its total to the English sales. We should be very glad if members of the society would take the trouble to compare the colonial sales with the sales in Great Britain and send particulars to the secretary of the proportions. For although he has at present a mass of evidence, the more that can be obtained the better, for then at last the publishers may be made to wake up."

#### AN EDUCATIVE CAMPAIGN.

We are glad to see the St. Thomas Journal coming out strong against free supplies in the city schools. "Observer," writing in that paper, and apparently voicing editorial opinion, had a long article in the issue of January 23. Some of his points are well taken.

"Whether or not it is the intention," says "Observer," "to give the pupils (in St. Thomas) the supplies free or at cost price is not known. If it is to charge wholesale rates for the supplies, then the teachers can be much better employed in instructing their pupils than acting as shop-keepers, and interfering with vested rights and legitimate trade. If the intention is to furnish supplies free, it is a rank injustice. And if supplies are to be furnished free, why not the text books, though this price is a fixed one to all? It is an injustice that a man who has no children or who has educated his children should be taxed for books or supplies for the children of others.

If a man has five children he should pay for their requirements, and the man with one or none should not be compelled to shell out and pay the cost for his own and part of the other fellow's five. Then, some children are more wasteful than others, and if the teacher has simply to hand out the supplies he is not interested financially. The parent, however, having to go down into his pocket and pay directly, will be more likely to see that the wasteful one is corrected. The whole thing is wrong. It is the duty of a state to provide free schools, but that should be sufficient. There should be a limit to this free giving at the expense of others. Free schools being established, parents should pay for the books and supplies of their children, and the amount will be equally apportioned according as they are blessed. If it is the intention to give the supplies free, then the teacher is not to be considered, but if they are to be sold at cost, then it must be seen to that in this age of graft the teachers are not subject to so terrible a temptation.

"If the books and supplies are given free, then they will be the property of the board, and who of us do not value our old school books more than anything we possess? If the text-books and copy-books are kept and used by more than one pupil, then there is the danger of contagion. If the text-books are destroyed and not used twice, an extra cost is entailed, as in the home the same books are sometimes in good enough condition to be used by two or three of the family. It may be contended that some are unable to send their children to school because they cannot afford to purchase books and supplies. If that be so, why does the board not also buy bags and straps at wholesale and give them away to pupils, for they require them to carry their books to and from school?"

"I notice that the sanitary inspector in London says that there are children there who cannot go to school because their parents cannot buy them warm boots and decent clothing. Instead of leaving that to private endeavor, it would only be the logical conclusion for our board to purchase boots, pants and pinnies at wholesale prices and hand them out to the pupils free. The motion should be voted down. Conditions are at present all that could be desired, and the present large expenditure on our schools does not warrant any increase."

#### FAITHFUL SERVICE REWARDED.

The action of one of the large Canadian wholesale and manufacturing houses, the Copp, Clark Co., of Toronto, in taking into the firm a number of heads of departments, who, by long years of faithful service, had proved their worth, is much to be commended. It will prove an encouragement to every employe of the company, for the new members of the firm all started at the bottom of the ladder and worked their way up. The example of conscientious attention to the interests of the company, rewarded in this manner, will redound to the benefit of the firm in increased zeal in all departments. Bookseller and Stationer extends congratulations to the new members of the firm.

# The Copp, Clark Co., Limited

beg to announce that their travellers will shortly be on the road with a most complete and varied range of samples of

## Books, Bibles, Etc., for Importation

For the Season 1908.

Their Line contains many Exclusive Specialties, including :

**THE INTERNATIONAL SELF-PRONOUNCING BIBLES.**

Christian Workers' Bibles, Red Letter Bibles and Testaments, etc.

**CATHOLIC PRAYER BOOKS AND REQUISITES.**

Many attractive novelties.

**MUSLIN TOY BOOKS AND NOVELTIES.**

Cut-Out Toys, Christmas Wreath, Baseball Game, etc.

**ANNUAL VOLUMES.**

Blackie's Children's Annual, the Child's Companion, Our Little Dots, Cottager and Artizan, etc.

**POETS.**

All the popular Poets, in several new and handsome leather bindings.

**CHILDREN'S PICTURE TOY AND BOARD BOOKS.**

An unusually large line to choose from.

**CHILDREN'S ILLUSTRATED GIFT BOOKS.**

Fairy Tales, Animal Stories, etc. More attractive than ever.

**GIFT BOOKS FOR ADULTS.**

A large selection to suit all tastes—books with Color Illustrations are a leading feature.

**BOOKS FOR BOYS.**

A very full line—Captain Brereton, G. A. Henty, Alger, etc.

**DAINTY AND ARTISTIC BOOKS AND BOOKLETS.**

A most attractive line to buyers.

**FINE LEATHER BINDINGS.**

A choice selection of Standard and Popular Works.

**USEFUL BOOKS.**

A large variety of books on "Bridge," "Whist," and other Card Games. Cookery Books, Mechanical Handbooks, etc.

**THE PRICES ARE RIGHT.**

# News of the Book World

## BEST SELLING BOOKS.

The book trade for January was naturally much smaller than for December. Dealers, however, have reported fairly good sales, fully as good as the corresponding month of former years.

"The Weavers" has had a remarkably large sale and still retains the coveted position in the honor roll. F. H. Burnett's book, "The Shuttle," holds second place, as it did last month. These two books also hold first and second place in the American list. "The Broken Road," by A. E. W. Mason; "The Fruit of the Tree," by Edith Wharton, and "Three Weeks," by Elinor Glyn, have gained places in this month's Canadian summary.

### Canadian Summary.

1. The Weavers. By Sir Gilbert Parker.
2. Shuttle. By F. H. Burnett.
3. Three Weeks, by Elinor Glyn.
4. Fruit of the Tree. By E. Wharton.
5. The Broken Road. By A. E. W. Mason.
6. Satan Sanderson. By H. E. Rives.

### United States Summary.

1. The Weavers. By Sir Gilbert Parker.
2. The Shuttle. By F. H. Burnett.
3. The Lady of the Decoration. By F. Little.
4. Days Off. By H. E. Van Dyke.
5. The Old Peabody Pew. By K. D. Wiggin.
6. The Daughter of Anderson Crow. By G. B. McCutcheon.

## CURRENT BOOK NEWS.

Fred M. White's "The Yellow Face," is announced for spring publication by McLeod & Allen, Toronto.

"The Missioner," by E. P. Oppenheim, is an interesting title on the Copp, Clark spring list, for which the advance orders have been coming in nicely.

H. G. Wells' new novel, "The War in the Air," announced last month by the Macmillan Co. of Canada, for spring publication, will not be issued until the fall.

"Mr. Crewe's Career," by Winston Churchill and "Prima Donna," by F. Marion Crawford, will be published by the Macmillan Co. of Canada about May.

A paper edition of "Rosalind at Red Gate" by Meredith Nicholson is being prepared for publication this month by McLeod & Allen, Toronto. It will sell at 75 cents.

The Musson Book Company are making huge purchases of the copyright editions of Miss Aleott's works, published in England. A record sale this year is anticipated.

One of the most artistic of the spring books is "My Lady of Cleve," by Percy J. Hartley, just published by William Briggs. It has a charming cover and contains a fascinating story.

McLeod & Allen, Toronto, have just published "The Red Year" by Louis Tracy, "The Black Bag," by Louis Joseph Vance, and "The Shepherd of the Hills," by Harold Bell Wright.

Epton Sinclair's powerful new story, "The Metropolis," is announced for publication by McLeod & Allen on March 1. It is a novel of New York society, treated in a masterly manner.

This month the Copp, Clark Co. will have ready "The Light Eternal," by Peter Rosegger, author of "I. N.R.I.," announced last month. Cloth and paper editions are being prepared.

The Copp, Clark Co. will have ready this month "Somehow Good," by William De Morgan, author of "Joseph Vance" and "Alice-for-Short." The advance sales are reported good. It will be published at present in cloth only.

Paper editions of "The Woman of Babylon," by Joseph Hocking; "The Saint," by Antonio Fogazzaro; "Carette of Sark," by John Oxenham; "The Fatal Dose," by F. M. White and "The Conspirators," by E. P. Oppenheim, are now ready with the Copp, Clark Co.

The Rev. J. Paterson Smyth, author of "How We Got Our Bible" is adding another volume to his "Bible for the Young," entitled "Prophecy and Kings." The demand for this gentleman's books is making headway in Canada. The Musson Book Company have the sale here.

Towards the end of February the Copp, Clark Co. will issue a new book by W. E. Norris, entitled "The Square Peg." They will also have ready soon the new John Henry book "Go to It," which will be issued in cloth at 75 cents, uniform with the other books in the series.

Mrs. Francis, who is the wife of the Bishop of Kentucky, has written a most powerful story dealing with the social life of the workers on the American continent, entitled "Matthew Strong." An edition of this work will be published in Canada by the Musson Book Company.

This month McLeod & Allen will publish "The Lady of the Mound," by Frederic F. Isham and "For Jacinta," by Harold Bindloss. A little later will appear "The City of Delight," by Elizabeth Miller. In April "The Coast of Chance," by Misses E. and L. Chamberlain, is announced.

William Briggs has arranged with Dent & Co., of London, England, to have orders for Everyman's Library shipped direct from London to Canadian booksellers in future. This will reduce the cost of the books sufficiently to make it possible for the trade to compete with the department stores.

Among the leading books on the Copp, Clark Co.'s spring list is "The World's Awakening," a story by a prominent gentleman, who, for various reasons, writes anonymously. It deals with a supposed war between Britain and Japan, and is particularly interesting in view of our present relations with Japan.

## A Page About Books by Canadian Writers

## Many New Publications

Rev. Joseph Hamilton, of Lindsay, Ontario, author of "The Spirit World," is getting ready for the press a work on eternal punishment.

A book of verse by J. Hunt Stanford, a Toronto architect, will be issued this month by William Briggs. It will be entitled "Miriam, and Other Poems."

Robert Waters, a Canadian, now living in Hoboken, New Jersey, has written a book entitled, "Culture by Conversation," which the publishing house of Dodd, Mead & Co., of New York, have published.

Among the spring publications of the Macmillan Company is a book of special interest to Canadian business and public men. It is entitled, "Sixty Years of Protection in Canada, 1846-1907," and is by Edward Porritt, author of "Iron and Steel Bounties in Canada." It will be published at 5s net.

The extraordinary success which has attended the sale of "The Songs of a Sourdough" by Robert W. Service, is still further attested by the announcement that still another, the ninth, edition has been called for, as well as a small edition of the special holiday issue, containing the illustrations.

John S. Ewart, K.C., of Ottawa, has written a volume of essays on political and general subjects, which is to be published in the course of a month or two by Morang & Co., Toronto. The book will contain upwards of 400 pages, and one of its most valuable features will be two maps illustrating the Alaskan boundary dispute.

It is reported that Miss Adeline M. Teskey, who wrote "Where the Sugar Maple Grows," etc., has completed a new story of early life on the Niagara frontier, which has been pronounced one of the best stories of Canadian pioneer life ever written. Miss Teskey is now living in Toronto, where she has removed from her old home in Welland, Ont.

W. H. P. Jarvis, a mining broker, at present resident in Ottawa, has written a book of short stories dealing with Cobalt, which William Briggs, Toronto, is to bring out shortly in book form, under the title of "Trails and Tales in Cobalt." This adds one more to the list of books on that famous region.

Mrs. Everard Cotes (Sara Jeannette Duncan) has written a new story, which is now appearing serially in the Queen in England, under the title of "Cinderella of Canada." It will be brought out in book form by the Macmillan Co. of Canada, about the end of March, but its title here will be "A Canadian Girl in London." A cloth edition at \$1.25 will be issued.

George R. Parkin's biography of Sir. John A. Macdonald, in the Makers of Canada series, published by Morang & Co., Toronto, is now ready. This fine volume makes the seventeenth in this important series, which ultimately will consist of twenty volumes. It is expected that the series will be completed this year. These books are sold in sets only on the subscription plan.

Two new books by Robert Barr are announced for publication this spring by McLeod & Allen, Toronto, and will be ready shortly. The first, "The Measure of the Rule," is a story with its plot interest centred in To-

ronto, bringing in life at Toronto University, ice-boating on Toronto Bay and other characteristic features of Canadian life. The second is "The Young Lord of Straneleigh," now running serially in the Windsor Magazine.

A book, which one critic has pronounced to be even better than "Mrs. Wiggs of the Cabbage Patch," is to be published this spring, both in the United States and Canada, with the rather unusual title of "Sowing Seeds in Danny." It is the production of Mrs. R. W. McClung, of Manitou, Manitoba, and is at present running serially in the Woman's Home Companion. Doubleday, Page & Co. will bring out the United States edition and William Briggs, Toronto, the Canadian edition.

Theodore Roberts, one of the talented members of the Roberts family, of New Brunswick, whose "The Red Feathers" was one of last season's most charming books, has written a romance of England in the days of George I., which L. C. Page & Co., of Boston, are to publish this spring. The story bears the title "Captain Love" and contains the narrative of a romantic event in the life of an English gentleman of that period. The publishers state that in his new book, Mr. Roberts has excelled himself.

An attractive little volume of poems, entitled, "Bird of the Bush," has just come from the press of the Hunter Rose Company, the work of George Summers, of Toronto. In a preface Mr. Summers presents an interesting autobiography of his life. Then follow a number of his poems, many of which display uncommon merit. All interested in Canadian poetry should have a copy of this little book, which has been attractively produced by the printers. The volume can be retailed in cloth at 75 cents.

"Myths and Facts of the American Revolution," is the title of an exceptionally valuable contribution to the history of the Revolution, which will be issued shortly by William Briggs, Toronto. It is the work of Arthur Johnston, a Canadian, at present resident in Santa Anna, California. Mr. Johnston has made an exhaustive study of early records in the archives and libraries of America, and in his book has exposed much of the false history that has been served up to the American public for some years.

Volume II. of "University of Toronto Studies: History and Economics" has been published by the Librarian of the University. It deals with municipal government in Canada and contains a great deal of interesting and valuable information on this subject. The articles are contributed by men who are at once capable writers and interested students of local government. The editor is S. Morley Wickett, B.A., Ph.D., who has become an authority on municipal government in this country.

A new edition of Emily P. Weaver's "A Canadian History for Boys and Girls" is in preparation at the publishing house of William Briggs, Toronto. This book was originally published in 1900. The new edition has been considerably enlarged, revised to date and profusely illustrated. Among the illustrations are many unique portraits and pictures dealing with early days in Canada. Each page almost, contains an illustration, rendering the book most entertaining to juvenile readers. A



new cover design has been prepared as well. The price of the book is 50 cents.

The Union Publishing Company, of Ingersoll, Ontario, have during the past few years built up a considerable business in directories of counties, cities and towns in Ontario. Since the New Year, they have copyrighted a directory of Brant, Elgin, Norfolk and Oxford counties, and a directory of Windsor, Walkerville and Sandwich. They also issued recently an "Ontario Gazetteer and Business Directory," which contains all the post offices of towns, villages and cities in the province, and under each a list of all the people doing business there.

Byron Nicholson, who is known to Canadian readers as the author of "Resourcelful Canada," "Impressions Abroad," "The French-Canadian," etc., will publish shortly a volume entitled, "In Old Quebec, and Other Sketches," which he is dedicating to His Excellency, the Governor-General. The book is being printed by the Commercial Printing Company, 21 Sault-au-Matelot St., Quebec, and will be illustrated with appropriate plates. It will sell at \$1 in paper; \$2 in cloth, and \$3 in half-leather.

One of the most important books on the spring list of L. C. Page & Co., Boston, is a volume of essays entitled, "The Making of Personality," by Bliss Carman, the Canadian author. Mr. Carman is perhaps better known as a poet than as an essayist, although his three earlier volumes of essays, "The Friendship of Art," "The Kinship of Nature," and "The Poetry of Life," have been widely read. The present volume, however, is the most serious prose work Mr. Carman has yet done. It is original, independent and liberal in its thought, combining philosophical depth with literary felicity.

Charles Clarke's book of recollections, "Sixty Years in Upper Canada," was issued by William Briggs, Toronto, early this month. Colonel Clarke, who was for many years Clerk of the Legislative Assembly of Ontario, and previous to that, Speaker, is now resident in Elora. His book, as the title indicates, covers a period of sixty years in the history of the province and is full of most entertaining reminiscences of men prominent in its political affairs. Excellent high-tone portraits of Sir John A. Macdonald, Hon. George Brown, Hon. D'Arcy McGee, and other famous men appear in its pages.

A volume of extraordinary interest is announced by William Briggs for publication shortly. It is Mr. Charles Mair's narrative of the Government expedition of 1899, under the Hon. David Laird, through the Peace River country, making treaty with the Indians for the opening of that vast region to settlement. Mr. Mair was one of the two secretaries to the Halfbreed Scrip Commission which accompanied the expedition. With the volume will be included Chief Factor Roderick Macfarlane's "Notes on the Mammals of the Far North," and also his "Notes on the List of Birds and Eggs Collected in Arctic America," which originally were contributed to the Smithsonian Institution at Washington. The work altogether will be one of the greatest possible interest and value.

Anson A. Gard, who has been a prolific writer of books on Canada, is just completing his tenth volume, entitled, "The Real Cobalt." As Mr. Gard says, "The book contains facts, worked into stories, so that people who know nothing about mines will become interested in them." The volume is to be profusely illustrated with half-tones and sketches and will be the size of a standard novel, selling at fifty cents in paper, and \$1.25 in

cloth. It will be ready for delivery towards the end of this month. The Emerson Press, Ottawa and Toronto, are publishing the book, and the Hunter-Rose Co., Toronto, are printing it.

Edward W. Thomson, of Ottawa, has published as a pamphlet his poem, "Peter Ottawa," which appeared in abbreviated form in the February number of the University Magazine. "The poem," Mr. Thomson writes, "will form part of a volume of poems which I purpose to issue this year. 'Peter Ottawa' is an imaginary person, designed to symbolize Canada in general, and made to undergo certain journeys and adventures incidental to descriptions of Canadian scenes, people, and sentiments. He is made to utter opinions and sentiments which are characteristic of Canadians at large, as they have evinced their ideas by various political and educational institutions. The purpose of the poem is to promote at once the principle of local Nationalism and the principle of British Union on the basis of local Nationalities." If we remember aright, Mr. Thomson was at one time connected with the Toronto Globe and later with the Youths' Companion, of Boston.

What is evidently a most entertaining historical work has just been published by John Lovell & Son, Montreal. It is, "Recollections of the Crimean Campaign and the Expedition to Kinburn in 1855, including also Sporting and Dramatic Incidents in connection with Garrison Life in the Canadian Lower Provinces," by Frederick Harris D. Vieth, late lieutenant H.M. 63rd, or the West Suffolk Regiment, now the Manchesters, and late captain and adjutant of the 11th Halifax Regiment of Nova Scotia Militia, author of "On the Trail of the Caribou," "A Winter Outing in Nova Scotia," etc. The book contains 300 pages, 8½ by 6 inches, is cloth bound, and profusely illustrated, and sells at \$2 per copy. It describes military life at a depot in Ireland, and carries the reader on to the Crimea and through the campaign there. In addition, the book aims to give a glimpse of social life in the garrison towns of Nova Scotia and New Brunswick in the early "fifties," of theatricals, and the elder Sothorn's dramatic ventures in Halifax, as well as descriptions of hunts for big and small game, and fish and fishing in the wilds of these provinces, etc.

How strong the "call of the wild" has always been for Charles G. D. Roberts is perhaps best illustrated by the following story: In the spring of 1900, Mr. Roberts went abroad for change of scene, and, incidentally, to secure literary material. After a strenuous London season, during which he had been "wined and dined," Mr. Roberts felt well equipped to undertake a romance of English society, and, decided, in order to lose none of the atmosphere, to remain in London and write the book there. When he began to write, however, he found that the fascination of the Canadian forest was still so strong that his mind refused to draw inspiration from its latest impressions, and the story, which, in spite of him, it finally evolved was not the society novel which he had planned, but his beautiful nature romance, "The Heart of the Ancient Wood," which was at once hailed by the critics on both sides of the Atlantic as a "nature classic." Mr. Roberts' romance of English society remains to be written, but each succeeding season has brought forth the announcement by his publishers, L. C. Page & Co., Boston, of a new volume of nature and animal stories, including, "The Kindred of the Wild," "The Watchers of the Trails," "Red Fox," "The Haunters of the Silences," and finally, "The House in the Water," to be published March 1st.

Announcement is made that both English and American editions of "Holy Ann," the little volume of mem-

oirs of a sainted life, by Mrs. Bingham, of Toronto, have been arranged for, Morgan, Scott & Co., of London, will bring out the English edition and the Gospel Publishing Co., of New York, the American edition. Already the book has had an astonishing sale of 4,000 copies in Canada. Mrs. Bingham, its author, is the wife of Rev. R. V. Bingham, publisher of "The Missionary Witness" in Toronto. William Briggs is publisher of the Canadian edition of "Holy Ann."

The Canadian Press Association are celebrating this spring the fiftieth anniversary of the founding of their organization and to celebrate the event they are publishing a valuable volume, containing a history of the press of Canada. The main part of the book will consist of "The History of the Canadian Press Association," by Dr. A. H. U. Colquhoun, Deputy Minister of Education of the Province of Ontario. Other contributors will be Professor Goldwin Smith, Arthur Wallis, Toronto; Robert Sellar, Huntington; J. E. B. McCready, Charlottetown; John Beade, F.R.S.C., Montreal; J. T. Robertson; Provincial Librarian of Manitoba; J. K. McInnis, Regina; R. E. Gosnell, Provincial Librarian of British Columbia and others. The volume will be a handsome, well-printed book, selling at \$2. It is being printed by Murray, of Toronto and published by the association.

#### SPRING ANNOUNCEMENTS.

Two detective stories, "The Mascotte of Park Lane," by Lucas Cheve, and "The White Rose Mystery," by Gerald Biss, have just been published by William Briggs. They also have ready "The Bishop's Emeralds," by Houghton Townsley, and "The Beetle," by Richard Marsh.

"The Scarlet Runner," by C. N. and A. M. Williamson, will be issued by William Briggs in April, and "A Pawn in the Game," by W. H. Fitchett, in May. Another May publication that may be awaited with much interest is "The Last Egyptian," by an anonymous writer, which will be advertised in a unique way by its American publishers.

Mrs. Harriet Beecher Stowe's powerful story, "Dred," is to be seen upon the Canadian market in a new edition, with a masterly introduction by a gentleman well-known to many Scotsmen, the Rev. I. MacLean Watt, of Alton, Scotland. This will be published by the Musson Book Company.

Mr. Francis Sinclair, a much-traveled gentleman, well-known to the Canadian press, has written another book, entitled "Under the North Star and Southern Cross," which contains some capital stories. An edition of this work will shortly be placed upon the Canadian market by the Musson Book Company.

The demand still continues for Canadian tales, and books relating to Canada generally. One important firm in Toronto has arranged for large editions of "The Fur Country," by Jules Verne, which will contain no fewer than 16 colored illustrations, besides pictures in black and white; "Under the Sea to the North Pole," by Macl; "My Rambles in the New World," by Lucian Biart; and "Family Without a Name," by Jules Verne, a story of intense interest to readers in the North.

"Jack Spurlock—Prodigal," by George H. Lorimer, author of "Letters of a Self-Made Merchant to His Son," will be published by William Briggs on March 1, and will be one of his leading spring books. In March he will bring out "Beau Brocade," by Baroness Orczy, author of "The Scarlet Pimpernel," "The Crooked Way," by William Le Queux, "The Flower of the

Orange," by Agnes and Egerton Castle, and "The Husbands of Edith," by George Barr McCutcheon.

Cassell & Co., London, New York, Melbourne and Toronto, announce a more than usually attractive list of titles this spring, especially under the heading of fiction. Among them are "The Pauper of Park Lane," by William Le Queux; "A Millionaire Girl," by A. W. Marchmont; "Wheels of Anarchy," by Max Pemberton; "Betty of the Rectory," by L. T. Meade; "Mary Gray," by Katharine Tynan; "The Statue," by Eden Philpotts; "By Their Fruits," by Mrs. Campbell Praed; "The Enchanted Ship," by R. Andom; and "The Spanish Jade," by Maurice Hewlett. All these books will be handled by the Canadian branch of Cassell & Co.

The Oxford University Press is issuing two series of French classics and modern French fiction, edited on a uniform plan by Leon Delbos. The first series, known as the Oxford Modern French Series, consists not only of romances and short stories, but also of narratives of travel, biographies and essays. It is intended primarily for students who have advanced some little way in their knowledge of French and do not need an explanation of every phrase somewhat out of the common. The second or Oxford Higher French Series makes accessible to the higher forms of public schools, to university students and to the general reader, the best French literature. Most of the books included in the series have never before found their way into schools.

A. C. McClurg & Co., Chicago, present a brief though strong list of spring publications, including four works of fiction and five books of general interest. About March 18 they will publish "The Silver Blade," a true chronicle of a double mystery, by Charles E. Walk; on March 28 will appear "Prisoners of Chance," a new romance by Randall Parrish; on April 4, "Her Ladyship," by Katherine Tynan, and on April 11, "Into the Primitive," by Robert Ames Bennet, author of "For the White Christ." The general list embraces "Men Who Sell Things," by Walter D. Moody; "My Day and Generation," by Clark E. Carr; "An American Student in France," by Abbe Felix Klein; "Optimism, a Real Remedy," by Horace Fletcher, and "The Art of Retouching Systematized," by Ida Lynch Hower.

L. C. Page & Co., Boston, announce for spring publication a number of important titles. In fiction they will publish "Bahama Bill," by T. Jenkins Hains, author of "The Black Barque," "The Voyage of the Arrow," etc.; "Captain Love," by Theodore Roberts, author of "The Red Feathers"; "The Call of the South," by Robert Lee Durham; "The Blue Peter," by Morley Roberts; "Matthew Porter," by Gamaliel Bradford, Jr.; "Anne of Green Gables," by L. M. Montgomery; "Spinsters Farm," by Helen M. Winslow, and "The House in the Water," by Charles G. D. Roberts. In books for travel lovers, for which L. C. Page & Co. have always been famous, there are "British Highways and Byways from a Motor Car," by Thomas D. Murphy, and "In the Land of Mosques and Minarets," by Francis Miltoun. The list of belles lettres includes "The Making of Personality," by Bliss Carman, and "Poems for Travelers," by Mary R. J. Du Bois.

#### IMPORTANT CONNECTIONS MADE.

As usual, the Copp, Clark Co. have made arrangements with a large number of publishers, both English and American, whereby they will be in a position to show the trade in Canada this season a splendid selection of the very best books issued on both sides of the

Atlantic. Their import business has now grown to such proportions that it has been found necessary to add another traveler to their staff. Particulars of this development are published elsewhere.

They will carry a full range of samples of the publications of the following English publishers, for whom they are now the exclusive agents in Canada: Blackie & Son, Glasgow; T. C. and E. C. Jack, Edinburgh; R. and T. Washbourne, London; T. Sealy Clark & Co., London; A. C. Fifield, London; Alex. Gardner, Paisley; George G. Harrap & Co., London; Hills & Co., London; James Nisbet & Co., London; Sisleys Limited, London; Everett & Co., London, and David Douglas, Edinburgh. They also represent exclusively the G. W. Dillingham Co., New York, and Saalfeld Pub. Co., Akron, Ohio.

A select representation of the lines of the following publishers are carried, for many of which the Copp, Clark Co. control the Canadian market: Amalgamated Press, London; George Bell & Sons, London; Bradbury, Agnew & Co., London; David Bryce & Son, Glasgow; James Clarke & Co., London; Chatto & Windus, London; Chapman & Hall, London; Wm. Collins, Sons & Co., Glasgow; Archibald Constable & Co., London; Duckworth & Co., London; Greening & Co., London; Holder & Stoughton; Hutchinson & Co., John Long, Sampson, Low & Co., John Lane, Milner & Co., Methuen & Co., London; Thomas Nelson & Sons, W. P. Nimmo, Hay & Mitchell, Oliphant, Anderson & Ferrier, Edinburgh; Sir Isaac Pitman & Sons, George Routledge & Sons, Religious Tract Society, Sands & Co., Sunday School Union, Seeley & Co., T. Fisher Unwin, London, and others.

In the United States they carry lines of the publications of John C. Winston Co., Philadelphia; Reilly & Britton; Rand, McNally & Co., Chicago; Charles Scribner's Sons, Ullman Mig. Co., Century Co., New York, and others.

### An Announcement for Every Bookseller.

- ☞ We supply books of all publishers.
- ☞ A large representative stock of books kept constantly on hand.
- ☞ Send your book orders to us for careful and prompt attention.
- ☞ Our prices are right.

## MCCLELLAND & GOODCHILD

Wholesale Booksellers

42 Adelaide Street 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.

# 1908 BRIGGS' 1908 Spring Announcement of New Books

Jack Spurlock—Prodigal By Geo. H. Lorimer Author of "Letters of a Self-made Merchant to His Son"	\$1.25	The Last Egyptian Anonymous Will be the most widely advertised book in 1908	\$1.25
The Scarlet Runner By C. N. and A. M. Williamson Authors of "The Lightning Conductor"	\$1.25	A Pawn in the Game By W. H. Fitchett Author of "Deeds that Won the Empire," "Fights for the Flag"	\$1.25
Beau Brocade By Baroness Orczy Author of "The Scarlet Pimpernel"	\$1.25	The Soul of a Priest By The Duke Littá	\$1.25
The Mascotte of Park Lane By Lucas Cleeve	\$1.25	The Beetle (A Mystery) By Richard Marsh	\$1.25
The White Rose Mystery By Gerald Biss	\$1.25	My Lady of Cleeve By Percy J. Hartley The most artistic book to be published during 1908. It would be difficult to find a more fascinating story for those who enjoy a tale of the course of true love—which never does run smooth.	\$1.50
The Bishop's Emeralds By Houghton Townley	\$1.25	The France By Rachel Swere Macnamara	\$1.25
The Crooked Way By W. Le Queux	\$1.25 and 75c.	The Husbands of Edith By George Barr McCutcheon Beautifully gotten up. Author of "Graustark," "Nedra," etc.	\$1.25
The Flower of the Orange By Agnes and Egerton Castle Authors of "The Rose of the World," etc.	\$1.25	The Third Floor Back By Jerome K. Jerome Author of "Three Men in a Boat," etc.	\$1.00

WILLIAM BRIGGS, Publisher,

- - - TORONTO

## Condensed Book Reviews

### Fiction.

#### ROMANCE OF AN OLD-FASHIONED GENTLEMAN.

By F. Hopkinson Smith. Toronto: McLeod & Allen. Cloth, \$1. A singular charm pervades the pages of this new story by Hopkinson Smith. It is the pathetic tale of an artist, doomed to love in vain, and yet destined to serve the son of the woman who won his heart.

**THE HALO.** By Bettina von Hutten. Toronto: Wm. Briggs. \$1.50. Readers of this author's earlier stories will welcome this, her latest book, which is quite equal to the others in achievement. The heroine, unlike Pam, is not altogether a lovable person, though very beautiful. The artistic temperament of the musician, Toyselle, is made responsible for his emotional vagaries and what in another would have been regarded as rather dubious morality.

**GIFT BEARERS.** By Henry Berman. New York: The Grafton Press. \$1.50. A study of a type of woman who is the product of a species of hothouse culture,



ELINOR GLYN.

Author of the much-discussed "Three Weeks." (Duffield.)

much affected by the Bohemian class. In Jessie Braeme, high intellectualism and art principles tend to eliminate the emotional nature, to destroy social relations and to produce the self-sufficient, oracular woman whose individualism is her fetish. There is a suspicion of satire in the treatment which is decidedly clever.

**THE BROKEN LANCE.** By Herbert Quick. The Bobbs-Merrill Co., Indianapolis. Cloth, \$1.50. The Rev. Emerson Courtright, the brilliant young pastor of a large and fashionable church, becomes imbued with socialistic ideas. After preaching several sermons against the selfishness and immorality of the rich, his congregation turns against him and by means of a false and wicked scandal demands his resignation. He casts in his lot with the working men, lives among them and tries to influence them, and is partly successful, until he meets and loves a former pupil, now a famous operatic star, whom he marries,

only to find his heart still going out to his old friends, the working men, for whom he finally sacrifices his life.

**HELENA'S PATH.** By Anthony Hope. Toronto: The Musson Book Co. Cloth, \$1.25. Any book by Anthony Hope is well worth reading and this, his latest, is no exception. The dialogue is bright and sparkling and the characters are well drawn. The story hinges on a quarrel between a lovely and fascinating lady and her next neighbor, a bold and handsome baron, about a right of way through her estate. After numerous encounters of wit between the two, a successful solution is reached by each capitulating in a novel manner.

**THE BLACK BAG.** By Louis Joseph Vance. Indianapolis: Bobbs-Merrill. Cloth, illustrated, \$1.50. Another absorbing mystery story by the author of "The Brass Bowl," this time with scene laid principally in London. The hero is a young American who becomes involved in the fortunes of an English heiress. The latter is in the hands of a gang of unprincipled adventurers from whom the American finally rescues her. A baffling mystery surrounds the characters and plot up to nearly the end of the story.

**THE HEATHEN HEART.** By Campbell N. Moody. Edinburgh: Oliphant, Anderson & Ferrier. 3s. 6d. A book that gives more intelligent enlightenment on the subject of missions than any that have appeared for many a day. The treatment is new, sane, optimistic and convincing. It would be impossible to speak of it in terms of too high commendation. The writer has brought to his task a well informed mind, a reasonable judgment and a sympathetic heart. It should be very extensively read. Read it and pass it on.

**COMRADES TWO.** By Elizabeth Freemantle. Toronto: Musson Book Co. Cloth, \$1.25. A most delightful book, full of tender grace in sentiment and experience and abounding in humorous appreciation of the anomalies of life in a new country. It is autobiographical in form and tells the story of a young girl, whose life is spent in the Qu' Appelle Valley, amid surroundings not wholly congenial, until the life comrade is found, when everything assumes a new aspect and life takes on a new meaning. The book may be recommended for its fresh, healthful, optimistic tone.

**A PRINCESS AND ANOTHER.** By Stephen Jenks. New York: B. W. Huebsch. Cloth, \$1.50. A bright, entertaining story of the period of the American Revolution. The hero, Pierre Husted, the child of a noble French family, was abducted in infancy and brought up amid the influences of early colonial life. Through the kindness of his foster parents, he receives an education befitting his origin and at the outbreak of hostilities he holds a commission in the British Army and is eventually restored to his family and rightful position. The language and setting belong to the period described and the book gives an excellent picture of colonial life of more than a century ago.

### Juveniles.

**CHILDREN IN THE WOODS.** By Rosalind Richards. Boston: Dana Estes & Co. A story by the granddaughter of Mrs. Julia Ward Howe. It brings a breath from the trees and streams to the reader and tells with artistic simplicity the experience of two small people who were taken camping by their parents.

**THE DOCTOR'S LITTLE GIRL.** By Marion Ames Taggart. Boston: L. C. Page & Co. A story of a little New England girl of ten, who is the dearest companion of her very lovable, elderly father. She takes long drives with the doctor, when he visits his patients, their conversations being both instructive and interesting, as the doctor has been a great reader.

**WHAT ROBIN DID THEN.** By Marion W. Wildman. Boston: Dana Estes & Co. A story for girls. Robin, a delightful girl, and two younger brothers, are left orphans and are lured by reverses to seek a home among the mining camps of northern California. Their hardships and final successes are well told, the ending being of the orthodox, happy variety.

**Miscellaneous.**

**THE USE OF THE MARGIN.** By Edward Howard Griggs. Art of Life Series. New York: B. W. Huebsch. 50 cents, net. An admirable little text-book on the proper use of that portion of our time which extends beyond the hours and minutes devoted to our several vocations. How best this margin may be utilized in play, in study and in reading, forms Mr. Griggs' theme.

**OPTIMISM: A Real Remedy.** By Horace Fletcher. Chicago: A. C. McClurg & Co. The doctrine of life as promulgated by Horace Fletcher in his previous books on "The A. B.-Z. of Our Own Nutrition," "The New Mentiiculture," etc., is tolerably familiar to most people nowadays. In this new book, which McClurg & Co. have brought out in tasty form, he elaborates some of his ideas, emphasizing as ever his firm belief in physiologic-mastication as the basis of health.

**WHERE KNOWLEDGE FAILS.** By Professor Earl Barnes. Art of Life Series. New York: B. W. Huebsch. 50 cents, net. This is the first volume in a series of little books, edited by Edward Howard Griggs. In it Professor Barnes aims to lay down a faith uncircumscribed by dogma, which may be accepted by thinking men. He realizes the limitations of knowledge and builds on the belief that as knowledge widens, faith adapts itself to new conditions.

**THE WOMAN IN THE RAIN** and other Poems. By Arthur Stringer. Boston: Little, Brown & Co. 16 mo., cloth, \$1.25, net. Arthur Stringer, Canadian poet and novelist, has achieved a distinct triumph in this book of verse. His fine imagery, his breadth of vision and his mastery of words make his poetry at once vibrant with life and perfect in poise. The greater part of the volume contains blank verse, the four-act tragedy, "Sappho in Leucadia," taking up half the book.

**MONEY AND INVESTMENTS.** By Montgomery Rollins. Boston: Dana Estes & Co. Cloth, \$2.00 net. A manual of expert reliable information, arranged in encyclopaedic form. The author is an acknowledged expert, with a very wide connection in the best banking and investment circles. He has devoted years to closest study of his subject. The entire subject matter and treatment are such that the book cannot fail to be of great assistance to any investor.

**STOKES' CYCLOPAEDIA OF FAMILIAR QUOTATIONS.** Compiled by Elford Eveleigh Treffry. London. W. & R. Chambers, Limited. Cloth, 3s. 6d.

net. This valuable compilation contains five thousand selections from six hundred authors, with a complete general index and an index of authors. The field of the book is narrowed practically to English and American literature, but within this field every effort has been made to include a wide range of authors, subjects and literary styles.

**ROME AND JULIET.** First Folio Edition. Edited by Charlotte Porter and Helen A. Clarke. New York: Thomas Y. Crowell & Co. Cloth, 75 cents. Limp leather. \$1.00. Gives Shakespeare in the original spelling and punctuation. The only reprint of the First Folio obtainable in handy form, 6 1/2 x 4 1/2 inches.

**THOUGHTS ON BUSINESS.** By Waldo Pondray Warren. Chicago: Forbes & Company. Cloth, \$1.25. An admirable collection of little essays on business, originally prepared for publication day by day in a series of newspapers. The author approaches his subject in the right spirit, recognizing what true success really is. His book is divided into sections dealing with Starting Points, Self-Improvement, Methods, Developing the Workers, the Manager, Buying and Selling, etc. The book can be warmly recommended and might well be read by every business man or prospective business man.

**CHARACTER PORTRAITS FROM DICKENS.** Selected and arranged by Charles Welsh. Boston: Small, Maynard & Company. Cloth. Lovers of Dickens, and their number is legion, will welcome this charming collection of character sketches, taken direct from the novels. Some hundred and fifty famous characters have been selected and arranged alphabetically. A brief editorial note accompanies each name, followed by a description transcribed from Dickens himself. The aim of the writer has been to show the author's versatility and his skill in the delineation of character and one only needs to glance through this delightful volume to be struck by these two facts.

**MAPS** of every state and territory in the United States and of every country in the world. Special maps made to order.

*Correspondence invited*

**RAND, McNALLY & CO., 166 Adams St., Chicago.**

**TELEGRAPH CODES**

<b>A B C Code.</b> 5th Edition. English .....	Net \$7.00
<b>A B C Code.</b> 5th Edition. Spanish .....	" 8.00
<b>A B C Code.</b> 4th Edition .....	" 7.50
<b>A I Code.</b> .....	" 5.00
<b>Morse &amp; Neal Code</b> .....	" 5.00
<b>Bedford-McNeill Code</b> .....	" 6.00

Large and small codes of all kinds. Send for list.

Discount to the trade only.

**AMERICAN CODE COMPANY, - 83 Nassau St., N.Y. City.**

**BOOKS.** Out-of-print books supplied. No matter what subject Can supply any book ever published. We have 50,000 rare books.  
**BAKER'S BOOKSHOP, John Bright St., Birmingham, Eng.**

**BAEDEKER'S**

Canada .....	1907 Edition .....	\$1.80
U. S. A. ....	New Edition .....	3.60
Egypt .....	1907 Edition .....	4.50

And all European Countries. Send for list.

Special Canadian Agent

**CHAPMAN'S BOOK STORE, MONTREAL GUIDES**

## The Canadian Newsdealers' Page

### INCREASING THE SALES OF MAGAZINES.

In order to increase the number of sales of current magazines it is a good plan to place near the magazine counter a book or pamphlet containing a list of all important articles found in the current issues of the leading magazines. There is now published a magazine devoted exclusively to this idea. It is really a valuable adjunct to the newsdealer's list, since any patron of the store may easily and quickly ascertain what is available along the line of thought in which he is most deeply interested. If this magazine should not review all the magazines handled by the dealer, he may easily supplement this by outlining them himself. These outlines should be typewritten, attached together, and kept at hand on or near the magazine counter.

This plan will materially increase the sales of maga-



G. A. HUTCHISON

For Thirty Year's Editor of the Boy's Own Paper  
(Courtesy Publishers' Circular)

zines, since many a man who has not intended purchasing more than one copy, will buy two or three copies of different periodicals when he finds that they contain articles on the subjects of his most intense interest.

#### Outlining the Magazines.

Another plan somewhat similar to the above is that of keeping an outline of the nature and general purposes of the magazines.

Though the reading public may know the nature and purpose of the standard magazines, yet there are many who do not read them regularly, and thus do not keep up on the many new periodicals which are constantly being published. The number of really high grade magazines is astonishing when one takes into consideration the immense expense which the publication of a periodical necessitates.

A statement of the purposes of the various magazines,

and an announcement of the departments maintained in each, will be of great interest to the casual buyer who is looking for a good journal to take home for his Sunday's reading. This information may usually be obtained from the printed matter gotten out by the publishers of every magazine. The catalogues of the subscription agencies are rich in material of this kind. The publishers will be glad to furnish such matter any time on request, but if not, the newsdealer may write a very good substitute after glancing over two or three copies of the publication.

Such a list once written should be typewritten on sheets about six and one-half by ten inches, and these leaves inserted in a loose leaf binder. This book should always be kept on or near the magazine counter and will be found as useful to the occasional magazine buyer, as the former list is to the regular purchaser.

By reference to this book, a list of magazines may be selected devoted to the subjects of interest to the reader. When this list has been selected, if the purchase of the entire list is not desired, the intending customer may turn to the other book, "What's in the Magazines," and from it select the ones to purchase by means of the articles found in each.

Wherever used, both the "General Purpose List" and "The Monthly Contents List," have always been consulted freely and are said to have paid for themselves several times over. Many a person will spend the ten or fifteen cents extra for a good magazine which they had had no previous idea of buying simply because he has learned that it contains an article on some subject in which he is greatly interested. It is a plan well worth the slight trouble of giving it a trial.—Publisher and Retailer.

### THE BRITISH P.M.G. PLEASED.

W. A. Mackinnon, Canadian commercial agent at Bristol, England, in writing to the Government recently, quoted Hon. Mr. Buxton, the British Postmaster-General, on the results of the reduced postage on British periodicals mailed to Canada. Mr. Buxton stated that the special reduction had resulted in a very large increase in the number of British magazines and newspapers sent to Canada, and what perhaps was most satisfactory was that he was informed by a firm of high-class news agents, which had a large business in Canada, that the increase had been greatest in the case of comparatively expensive magazines of the highest class. Substantially, it might be said, taking last October as a typical month, that the additional number of periodicals per year sent under the new Canadian magazine post might be estimated at between five and six millions.

### A VETERAN EDITOR.

In 1879, G. A. Hutchison started the Boy's Own Paper, that periodical so dear to the boyish heart, and he has edited it ever since. He has given pleasure and instruction through its pages to millions of boys, and his influence for good has been immeasurable. Mr. Hutchison is a zealous Christian worker, particularly in-

terested in the Barnardo Homes and the Royal National Mission to Deep Sea Fishermen. He has just commenced his fiftieth year of work as a Sunday School teacher or superintendent. Probably no literary man has served a longer period as a seven-day-a-week worker, and still maintains, as does Mr. Hutchinson, the alertness of thirty years ago.

#### RESTORING THE OLD RATES.

A despatch from Washington appeared in the Canadian press on Saturday, February 8, announcing that a new arrangement had been arrived at between the Governments of the United States and Canada, whereby the old second-class rate of one cent per pound on magazines and periodicals would be restored. Official announcement had already been made that this rate had been accorded to daily newspapers, but the extension of the privilege to other publications seems bound to follow, if even in the modified form, suggested in the following despatch:

Washington, Feb. 7.—In May, 1906, the Canadian postal authorities gave the six months' notice required by the convention that they would no longer permit American newspapers and periodicals to be mailed to points in Canada at the second-class or pound rate of postage. Up to that time there had been no postal barrier between Canada and the United States with respect to the transmission of newspapers and periodicals through the mails. Papers deposited at offices in the United States were delivered in Canada without payment of additional postage.

The notice of abrogation of this agreement by Canada was protested by the United States postal authorities, but as Canada had a legal right to abrogate this feature of the convention, the protest of Postmaster-General Meyer was without avail. After nearly one year under this agreement, the Canadian postal authorities reached the conclusion that the conditions which they had forced upon American publishers were not to their advantage and sought a re-opening of the question. As a result, a new agreement has been reached, to the effect that legitimate periodicals and magazines may apply for and secure entry at the Canadian second-class rate of postage at any office in Canada which may be selected for that purpose. The Canadian authorities give assurance that all application for such entry will receive favorable consideration if the periodical or magazine is of the legitimate sort, and not primarily designed for advertising purposes.

A further agreement has been reached under which legitimate daily newspapers may be mailed in the United States to post offices in Canada at the pound rate of postage. This is a restoration of the old order of things so far as the legitimate daily newspapers are concerned, and is a step in that direction for the magazines and other periodicals. While American publishers do not, under the new agreement, secure all that it is believed they are entitled to, Postmaster-General Meyer accepted the recent proposals of Canada regarding them as the entering wedge which would ultimately lead to the restoration in the entirety of the conditions that formerly prevailed.

A telegram has been received from the Deputy Postmaster-General of Canada advising that the public and postmasters of the Dominion were notified yesterday that the new agreement had gone into effect on Feb. 6. It is understood that the demand for American newspapers and periodicals has become so great that the Canadian postal authorities could no longer resist the pressure for a modification of their former action.

## Periodicals That Sell

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

**Scribner's Magazine**—Canadian subscriptions are \$3.50 per year. There is a very liberal commission offered Canadian newsdealers and booksellers. Write at once for full particulars concerning terms and attractive advertising matter. Address: Circulation Department, 155 Fifth Avenue, New York City.

**Ainslee's Magazine** has always been on the side of the news-trade. It was the first magazine to successfully establish a fifteen-cent retail price, for which newsdealers everywhere should be truly grateful. For stories that vibrate with life and vigor, AINSLEE'S has no equal. It is certainly the biggest fifteen cents' worth of entertaining fiction ever offered to the reading public. Trade price 11c. Fully returnable. Advertising matter sent free upon request. AINSLEE MAGAZINE COMPANY, 79 Seventh Ave., New York City.

**Westward Ho!** the only standard sized 10 cent monthly published in Canada, unidentified with any railway, corporation or immigration society. A magazine of the great Canadian West. Virile stories. Retail price 10 cents, to the trade 5 cents. Dealers should write for sample copies. WESTWARD HO! PUBLISHING CO., VANCOUVER, B.C.

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

**The Busy Man's Magazine** should be on every newstand. It is the most popular Canadian publication on the market to-day. Price to the trade 4 cents. Retail price 20 cents. Fully returnable. It contains a complete classified index of what appears in all the other magazines of the month. Selling Busy Man's means an increase in the sale of other magazines as well.

**The World To-Day** is the only monthly world review that has a large sale through dealers. This sale has been gained by merit alone. Its contributors are the very best. Retail price but 15 cents (all others retail at 25 cents). Price to the trade 11 cents; profit 4 cents. Fully returnable. Posters free. THE WORLD TO-DAY, CHICAGO.

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

# A Magazine Seller

Mr. Bookseller, when a customer wishes to know what the magazines of the month contain, or which is the most interesting one, what reply do you give him? Do you let him ransack each magazine? This means a waste of his time as well as yours. You cannot recommend certain periodicals because you do not know what class of literature he wants.

Wouldn't it prove more satisfactory if he could see at a glance what every magazine contains in his line? He would then secure the publications of interest to him. A satisfied customer means increased trade.

This is where The Busy Man's Magazine will prove your most effective salesman. Its department Contents of Current Magazines gives exactly the above information. It classifies the month's periodical literature.

The March Busy Man's shows what the other March magazines contain. See that you have it in stock. It will be a ready seller, and, besides, selling other periodicals.

Retail Price, 20 Cents      To the Trade, 14 Cents

FULLY RETURNABLE

**The Busy Man's Magazine**  
Toronto



## Music and Musical Instruments

The success which attends the sheet music departments of the department stores should be an object lesson to booksellers and stationers. The sheet music department is one of the strongest possible drawing cards in these stores. It brings hundreds of people into the stores and indirectly influences them to buy many other things than music.

If a merchant has been considering the opening of a sheet music department, he cannot find a better month in the year as the present month gives him nearly thirty days to establish a trade. In March, when the sheet music business reaches its highest level, he may reap the benefits. A large capital is not necessary, as this department can be started on a small scale and if a piece of music is called for which you have not in stock you can easily get it from your nearest jobber. The Delmar Music Co., Montreal, and the Whaley, Royce Co., Toronto, are both good houses and carry all current songs.

Below will be found a list of music which is meeting with success in Montreal:

The following songs: "A Cosy Little Cottage by the Sea," "Cupid's Wedding Bells," "Wind Yourself Around Me, Dearie," "Moon Beams," "I'd Rather be a Lobster than a Wise Guy," and "The Family Tree," all composed by Edward Madden and Theodore Morse, were sung with great success in York and Adams' "Playing the Ponies" in Montreal last month. Seldom have there been a number of songs written by two people who have brought out such successes, every song being worthy of particular mention. The above are published by F. B. Haviland Pub. Co., New York.

"The Starlight Maid," by Manuel Klein, published by M. Witmark & Sons, is now being featured in Shubert and Anderson's production, "The Auto Race," at the New York Hippodrome.

Quite a feeling is now experienced in Canada for music published by Shapiro Music Publisher, New York. The four songs mentioned below are all up to the standard of this firm, "I'm Looking for the Man Who Wrote the Merry Widow Waltz," "This Ain't Such a Bad Town After all," "She's the Daughter of an A.P.A.," and "Cecilia with a Capital C."

Walter Jacobs, Boston, has a nice number in "When To-morrow Brings a Thought of Yesterday." The author is Phil Staats, composer of "Some Day When Dreams Come True," and "Think of the Girl Down Home."

"Don't Worry," characterized as the march song they are all whistling, is by Rose and Snyder, and published by the Rose & Snyder Co., New York.

May Irwin's latest and greatest success, "The Peach that Tastes the Sweetest Hangs the Highest on the Tree," is by Cobb and Edwards, and is published by Gus Edwards Music Pub. Co., New York.

"Get Happy," by Meville Collins, and "Any Time! Any Place! Any Way!" by Tannehill and Frey, are published by Barron & Thompson Co., New York. The last mentioned number was featured by Sallie Stembler in "Coming Thro' the Rye."

Williams & Walker's latest song hit, "Just an Old Friend of the Family," is by R. C. McPherson and Chris. Smith, and is published by the Gotham Attucks Music Company, New York. Another good number published by

this house is, "Take Your Time," by Stewart & Jordan.

The Jerome H. Remick Co., New York, continue to issue a number of songs each month. The following numbers are all good sellers and are by well-known authors, "Everybody Likes the Girl I Like," by Kenosis & Paley; "I Want a Gibson Man," by Edward Madden; "There Comes a Night," by Benjamin Haggood Burt; "Musette" by Neil Moret; "Graetchen," by John L. Golden; "Dat Friend of Mine," Williams and Van Alstyne, and "I'm Afraid to Come Home in the Dark," by the last mentioned authors.


Koninsky Music Co., Troy, have a good number in "Flag of the Tree," by Jerome Hartman.

"You Can't Guess What he Wrote on my Slate," by Audrey Kingsbury, is published by Theo. Benoit Music Pub. Co., New York.

"Dixie Darlings," a two-step, by Percy Wenrich, is published by Frank K. Root & Co., New York.

"The Persian Patrol," an Oriental oddity is published by the John Franklin Music Co., Boston. The piece is composed by Frank Sheridan.

Vandersloot Music Co., Williamsport, Pa., have three pretty numbers in "The Empire Express," a march and two-step; "Flower of the Nile," waltzes, and "Alameda," also waltzes. All of above are meeting with considerable success.



**HOW TO SUCCEED IN THE STATIONERY BUSINESS**

The man who succeeds in any business is the man who knows enough to grasp opportunity when it comes. So with the stationery business. The far-seeing stationer—the one who will be an outstanding success—is the one who grasps this opportunity to handle the famous "BERLINER" Gram-o-phone and "VICTOR" Talking Machine. Investigate this proposition. Let us prove that we can be of mutual benefit to each other.

Write to any one of these agents—the nearest your locality for full information.

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

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

**THE HOLMAN BIBLES.**

The series of Bibles made by A. J. Holman & Co., Philadelphia, for which A. Roy Macdougall is the Canadian agent, embrace a wide range of sizes, styles and bindings. Practically all are self-ponouncing. Among the fine points of the Holman Bibles are the finished workmanship, the clear print, durable paper, and strong binding. Their flexible bindings are remarkable, permitting the book to be fairly rolled up, without loosening a leaf.

The red letter series has all the sayings of Christ and the prophecies pertaining to Christ printed in red. The pictorial series gives many views and maps of the Holy Land. Both features are to be found in the Holman teachers' Bibles, which contain an amazing amount of helpful matter for teachers, including 4,000 questions and answers.

The Holman family Bibles are standard publications and have won many friends in Canada. The Testaments range from dainty vest-pocket size to large-type old folks' Testaments, all self-ponouncing.

**THE RENOUF PUBLISHING COMPANY.**

The Renouf Publishing Company, Montreal, are publishers of scientific, school, college and other educational works. They are the Canadian agents for John Riley & Sons, of New York, one of the largest scientific publishers in the United States, also for the educational and scientific works of Longmans, Green & Co., London, and Thos. Nelson & Sons, Edinburgh.

They have just secured a new agency of Geo. Phillips & Sons, London, publishers of globes, maps, pictures, physical apparatus, etc. Besides these agencies, they publish a number of educational books, many of which are used throughout the United States as text books.

This business was formerly the wholesale end of E. M. Renouf, Limited, but when Mr. Renouf disposed of the retail department of his business to the Cambridge Corporation, the wholesale educational department was reserved to himself. He is now doing business in this way, supplying the trade under the name of Renouf Publishing Co., situated at 61 Union Avenue. This firm has no connection whatever with the retail business which he disposed of and which was at one time under his own personal management. However, E. M. Renouf retains the presidency of the Cambridge Corporation.

**TORONTO NEWS.**

Through increase of business, McGillivray Bros., dealers in general office stationery, have found it necessary to remove to more commodious premises. They are now located on Colborne street, at the corner of Leader Lane, and are showing an attractive window display of up-to-date office supplies.

The Harold A. Wilson Company, dealers in books, fancy and sporting goods, are erecting a new building on the east side of Yonge street, just north of Wilton Ave. The building, which is to be a handsome three-story brick, with stone front, is expected to be ready for occupation some time in April.

J. Owens, fancy goods dealer, of 121 Yonge St., has recently removed to new quarters at 10 and 12 Temperance street.

The Carbon Paper and Ribbon Manufacturing Co., Limited, Toronto, have opened a branch office in Buffalo to facilitate the handling of their American business, which has materially increased during the past year.

H. C. Rymal, stationer, corner of Yonge and Walton streets, Toronto, has started a lending library in connec-

tion with his business. Although running about a month he has already in the neighborhood of two hundred subscribers, who have the privilege of reading all the latest literature at a very small cost. A joining fee of 25 cents and a 5-cent exchange is charged.

A. A. Rutledge, manager of the book and stationery department for the W. A. Murray Co., went South on a trip for his health, about the middle of last month. Mr. Rutledge intends visiting Jamaica and Cuba before his return home, which he expects will be about the 1st of March.

**ATTRACTIVE LINE OF HAND BAGS.**

The bracelet bag is the leading novelty in the big line of ladies' hand bags and leather goods manufactured by Copland & Mittenhail, of New York, and sold in Canada by A. Roy Macdougall, Toronto. This bag is shown in the ordinary size and in the shopping size. Instead of the strap holder, it has two rings the size of bracelets, which close the bag when brought together and slip over the wrist.

Copland & Mittenhail make about 300 numbers in ladies' bags, most of which are to be seen in Mr. Macdougall's sample room. Many of them have been made specially for the Canadian market, at Mr. Macdougall's suggestion. The line also embraces pocket boxes, collar bags, girls' hand bags, coin and bill purses, etc., and it will be well worth the while of the trade to see the samples.

**FLAGS FOR SUMMER.**

The travelers of the Copp, Clark Company, of Toronto, are now taking orders for silk and cotton flags. This house carries a complete line of lithographed cotton flags, of their own manufacture. These goods were formerly imported from the United States. The line includes Irish and Scotch flags and a large range of silk and bunting flags.

**ART NOVELTIES.**

The C. H. Snyder Company, Toronto, are carrying a particularly well selected stock of art and novelty pictures. They are showing a great variety of low-priced mounted pictures, including heads by Stokes, landscapes by Carl Webber and old English hunting scenes; the celebrated G.G. line of novelty pictures and a full line of oval and portrait frames in new designs. They are also Canadian selling agents for the Boileau Head post cards.

The line of muslin toy books and novelties, made by the Saalfield Publishing Co., of Akron, Ohio, which the Copp, Clark Co. will show this year in Canada, will be larger and more attractive than usual. Among the muslin novelties included in the line this year are such things as baseball game, archery game, new muslin cut-outs, also fire work sign, Christmas wreath, etc. There are many splendid lines for retail and general decoration, which it would pay the trade to secure early.

An announcement was made last month of great interest to the trade. Zenas Crane, W. Murray Crane and Frederick G. Crane have bought a substantial amount of the capital stock of the Eaton-Hurlbut Paper Company, of Pittsfield, Mass. Zenas Crane, his son Charles K. Crane and W. M. Crane, Jr., are to become members of the board of directors of the company which will be known hereafter as the Eaton Crane and Pike Company.

**BOOKMAN'S NOTE BOOK.**

"A Most Delectable, Sweet Perfumed Nosegay for God's Saints to Smell At" is the title of a pamphlet published in 1626. Quaint titles were the rule in those times, and particularly in Puritan writings. Perhaps the sober-faced Roundheads liked sugar on their spiritual fare.

Another title of that period is "A Pair of Bellows to Blow Off the Dust Cast Upon John Fry," and another is "The Snuffers of Divine Love."

Cromwell's time was particularly famous for title-pages. A book on charity is "Hooks and Eyes for Believers' Breaches." We also find "High-Heeled Shoes for Dwarfs in Holiness," and "Crumbs of Comfort for the Chickens of the Covenant."

An imprisoned Quaker published "A Sigh for the Sinners of Zion Breathed Out of a Hole in the Wall of an Earthen Vessel, Known Among Men by the Name of Samuel Fish."

About the same time was also published "The Spiritual Mustard-Pot, to Make the Soul Sneeze with Devotion"; "Salvation's Vantage Ground of a Louping Stand for Heavenly Believers," and "A Sho, Aimed at the Devil's Headquarters Through the Tube of the Cannon of the Covenant."

Then come "A Reaping Hook, Well Tempered, for the Stubborn Ears of the Coming Crop, or Biscuits Baked in the Oven of Charity Carefully Conserved for the Chickens of the Church, the Sparrows of the Spirit, and the Sweet Swallows of Salvation" and "Seven Sobs of a Sorrowful Soul for Sin, or the Seven Penitential Psalms of the Princely Prophet David whereunto are also annexed William Humnis' Handful of Honeysuckles and Divers Godly and Pithy Ditties, now Newly Augmented." —Publishers' Weekly.

\* \* \*

A story is told of Sir Gilbert Parker, M.P., which will strike a chord of sympathy in many a writer's heart. It seems that some twenty-five years ago, when Sir Gilbert was on a visit to the United States, he met in Chicago a typical man of the Middle West, one of the breezy, good-natured, friendly sort. Sir Gilbert was impressed with the type, and particularly interested in the colloquial slang which his acquaintance managed with more than usual deftness. The phrase that pleased him most, called out with amiability and no discoverable meaning, was "Well give my love to the girls!" Those who have read Sir Gilbert Parker's just-published novel, "The Weavers," will recall this phrase upon the lips of one Thomas Tilman Lacey, who takes hearty leave of an Oriental potentate with, "Well, good-by, King; give my love to the girls!" Lacey, in fact, was the prototype of the Chicago man. The latter was engaged in some provision business along the railroad line when Sir Gilbert met him, always expecting to make a lot of money some time, and talking about it rather frequently. Ten years later, in a New York hotel, Sir Gilbert was caught by the cheerful works yafled along the corridor, "Well, good-by; give my love to the girls!" He recognized his man and went over to him.

"Wait a minute" said the Chicagoan. "Know you perfectly well. Can't place you. Let me see."

Sir Gilbert smiled, quoted the old phrase, and the other recalled his identity.

"Well, well! And what are you doing now?" asked the Westerner.

"Writing books," confessed Sir Gilbert.

"Is that so!" said the other, evidently moved. "And I've struck it rich! Can I do anything for you?"

**WAIT FOR THE  
BIG LINE**

Before you buy your fall stock of

**TALLY CARDS  
GUEST CARDS  
CALENDAR PADS**

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

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

**ELLIOTT**  
17th and Lehigh Ave.  
**PHILADELPHIA**

**Spring Stocks Should  
Now Be Replenished**

**Rubber Balls, Painted, Terra Cotta  
and Grey.**

WE ARE SHOWING AN EXCELLENT RANGE OF  
FINE GOODS

**Base Balls, Bats, Gloves, Mitts,  
Masks, Lacrosses, Marbles and Allies,  
Hammocks, etc.**

**Fireworks, Domestic and Foreign.**

PLACE YOUR ORDERS NOW, AND ENSURE  
PROMPT DELIVERY

**The Sutcliffe-Edmison Co.**  
LIMITED

Wholesale Fancy Goods, etc.

**76 YORK STREET, TORONTO**



# Stationery Department



## SPRING TRADE

The American Stationer reports as follows on the market situation: Spring lines are on view and salesmen are on the road with the new goods. If attractiveness is any reason for purchasing the success of the spring business is already assured. If other forces enter into it perhaps there will be something more required than the mere showing of the goods.

Not many manufacturers make much of their spring lines as they do the lines for the fall and holiday trade. In some instances the numbers are made to serve the trade through the season until the holiday goods are on display again. In others there are boxes especially for spring and as soon as the trade for that season is satisfied the line is removed from the sample table.

It is proper to say that the spring lines for this year have been made up with the end in view of creating trade. And if one may predict possibilities from the character and appearance of the goods now on display there isn't the slightest question about results. Buyers cannot help purchasing such excellent goods as several manufacturers are showing.

The papeteries are the best that have ever been brought out in spring. An effort has been made to make the boxes appropriate and the filling is as good as the

class of goods is now one of the most necessary for the retail stationer's trade. Several new lines of boxed papers are being shown by Warwick Bros. & Rutter. The "Papeterie de Lux," shown in an artistically designed box, with colored satin top, is most attractive, as is also the "Embossed Papeterie," having the name of town or city embossed on each sheet. This house is also showing several new writing tablets, including "Water-lined," in quarto and octavo; "Clover Linen," in quarto, octavo and double Regent; "Foreign Crash," in quarto and octavo, and a cheap line of tablets, "The Gass-away," in quarto and octavo.

## A NEW INKSTAND.

The C. H. Neuman Company, of New York, have just placed on the market the new Victor inkstand and glass library base. They are showing several styles in this new line, both in the crystal and the cut glass. One of the styles illustrated here shows a handsome pen tray and two wells, all in one piece, one revolving disc for black ink, and one for red.

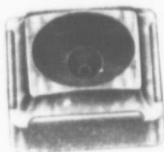
## PLAIN STATIONERY.

Stationers will assist their customers materially if they are prepared to answer questions respecting the proper stationery for a man or woman to use in their correspondence. These hints will be found valuable.

Plain white or grey unruled sheets folding once into their envelopes, and black ink, are the latest approved materials for social correspondence. There is no objection to be urged against the varieties of pretty stationery now manufactured in soft tones of blue, grey, green and buff, and in assorted sizes of sheet and envelope; but it is very bad taste to use paper of staring indigo, red, yellow or lilac hue, with a highly glazed finish and edging, folded into envelopes of outlandish shapes, and written upon with purple, blue or white ink.

Preferably a lady's stationery is never perfumed; but if any fragrance is desired it should be of a delicate, almost elusive quality. Dignified middle-aged or elderly ladies most appropriately use in their correspondence Irish linen or banknote paper in white, grey or grey-blue.

If it is ill-advised for a woman to use a pronounced style of stationery, for men anything but the most plain and simple is quite inexcusable. Grey-blue banknote, linen or cream-laid papers, all severely plain, are the only varieties permitted a man in his social correspondence. The sheets must not be ruled, and should fold once into their envelopes. In a man's stationery perfume is wholly discountenanced. Whatever his business stationery may be, every man can afford to keep by him a certain amount of good white paper for all his social correspondence, since it is not permissible for him to use his office paper in answering a woman's notes or invitations. At clubs, a plain paper, simply stamped with



The Victor Inkstand and Pen Rack



The Victor Combination Two-Well Ink Stand and Pen Tray

manufacturers interested have been able to make. The combination is practically irresistible.

Retailers should not hesitate to buy these spring goods. They are attractive enough to force consumers to purchase whether they want to do so or not and the conditions which have controlled trade to some extent in some sections of the country should exert no influence in these instances. Liberal sales will indicate that business is in better condition than the most sanguine were ready to admit and the fresh goods will cause the consumer to purchase more liberally than ever before.

## SOME NEW LINES

The demand for high grade stationery put up in artistic display boxes has gradually increased until this

the name of the organization, is usually provided, and this can be properly used by the members in replying to all friendly epistles.—American Stationer.

**BIG SHOWING OF STATIONERY.**

In the new sample room at 42 Adelaide Street west, Toronto, which A. Roy Maedougall opened last month, one of the most striking exhibits is that of the paperies, tablets and notepaper of the Powers Paper Co., of Holyoke, Mass. This exhibit extends down the entire side of the long sample room on specially constructed shelving and makes a big showing. The range is enormous, prices running down to as low a figure as ten cents. In juveniles the Powers Paper Co. are particularly strong and the many pretty little boxes in this department are bound to delight the children. Mr. Maedougall will, of course, carry samples of this important line on his spring trip.

**STRIKING PLAYING CARDS.**

A. O. Hurst, Canadian representative of Charles Goodall & Sons Co., will this year show some very striking new backs in Goodall playing cards. In the Society series, the Swastika is a timely and very handsome back. Another charming card in the same series is designed in roses, producing a rich effect. In the Salon series, some of the choicest new backs are the Gainsborough, the Windmill and the Cameo, while a hunting scene is very pretty. A new issue of Ocean to Ocean cards has been made to retail at 50 cents.

**THE GREAT LEIPZIG FAIR.**

Every year the Stationery Fair at Leipzig, Germany, grows in size and increases in importance. This year the Stationery Society of Central Germany has arranged to hold the fair from March 2 to 7. The ex-

hibits 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.

**SAMPLE PENS.**

Bookseller and Stationer is in receipt of a small box containing samples of John Heath's special office series of pens. The makers request recipients of the samples to make a test of the pens and order from local stationers. This seems to be a good way of interesting business men in these pens, which have stood the test of time.

**EXCLUSIVE CARDS.**

International Post Card Co., 27-29-31 St. James St., Montreal, are justly enthusiastic over their present showing of picture post cards. The innumerable samples which lie in their showroom represent a stock of varied lines ready for shipment, and new subjects and designs are being added at a rapid rate each week. The International Post Card Co. do not specialize in any one line. They carry a complete stock of every variety.

This firm is an exclusive mail order house, having no salesmen. Their only salesman is their semi-monthly price list, which is artistically gotten up and sent out to the trade every two weeks.

**HIGH GRADE POST CARDS.**

Realizing that there is a greater demand for the higher grade of post cards, the Copp, Clark Company, of Toronto, are handling the splendid line of Davidson Bros., of London, Eng., and have been made sole Canadian agents for this firm. The cards are all of superior manufacture and the line includes the real photo card, photograph, bromide and hand-colored cards. The subjects include the Tom Brown comics, the best and most complete comic line ever published. Flat and embossed florals, greeting cards, etc., are shown in great variety.

# Dissatisfied Customers,

doubts and other annoyances that have their origin in goods that have only cheapness to recommend them, are forever laid away when the line of stationery has "Hurd's Name on the Box." These goods have been before the discriminating public for many years and are known for their sterling quality, rich style and perfect manufacture. Handle this line, let your customers know when you have the goods to deliver and your peace of mind and profits will immediately increase.

Our Colonial Illuminated Initials will appeal to your high class trade. We shall be glad to send you samples or our salesmen will show them to you.

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

**Fine Paper Manufacturers**

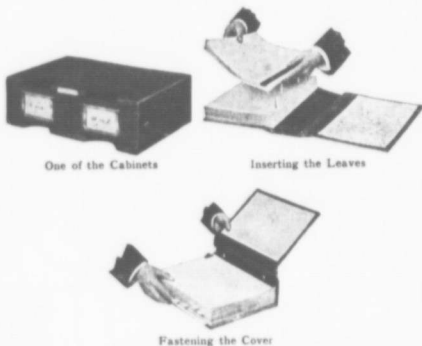
**425 and 427 Broome Street, New York, U.S.A.**



## BOOKSELLER AND STATIONER

### NEW LOOSE LEAF SYSTEM.

The Brown Bros., Toronto, have been appointed Canadian agents for Moore's Modern Methods, a system or method of keeping office, factory, professional or individual records in loose leaf books, made by the John C. Moore Corporation, of Rochester, N.Y. The system is sold in separate outfits, comprising a loose leaf binder and a quantity of sheets, of which there are forty different patterns, adapted for keeping regular ledger account, records of quotations, time sheets, record of employes, salesmen's records, stock on hand, insurance and real estate, temperature charts, instalment



One of the Cabinets

Inserting the Leaves

Fastening the Cover

accounts, household expenses, dentists' and physicians' accounts, etc. Outfits range in price from \$1.50 up to \$7.50 at retail. The system is used a great deal in the place of card index records, as it is much easier carried, is easier to write in, and the sheet is always kept in its place, whereas in the card index, the cards have to be removed.

Transfer cases can also be had, in which to file away the sheets, after they have been removed from the regular binder. The system also supplies neat wooden cabinets to hold two or more of the regular outfits. These cabinets are finished in oak and can be built up to hold any quantity of books.

The Brown Bros. are issuing a special catalogue, describing the system, and copies can be had on application to them.

The most popular pens are

# ESTERBROOK'S

MADE IN ALL STYLES



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

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

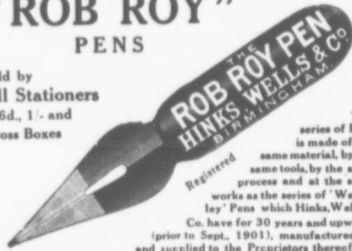
**JOHN W. HEATH'S PENS**

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

LONDON AGENCY  
8 St. Bride St., LONDON, E.C., ENGLAND

## "ROB ROY" PENS

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



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

HINKS, WELLS & CO.,

BIRMINGHAM, ENGLAND.

## Waverley Pens

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

"Boons and Blessings"

Sold by the Leading Wholesale Houses  
Sample Cards and Trade Prices sent by return mail  
Macniven & Cameron, Ltd., Waverley Works, Edinburgh

## SPENCERIAN STEEL PENS.


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

### THE BEST


Works: BIRMINGHAM, ENGLAND

Imported by all the leading stationers in Canada.

Proprietors: Spencerian Pen Co., New York



## Photo Supplies



A great number of stationers, who handle photo supplies make very little effort to keep up their sales in this department during the winter months. Some have the idea that photography, as a pastime, is fit only for the summer months, and in accordance with this idea, give no prominence in displaying their photo supplies during the winter, but keep their stock away on back shelves and altogether out of sight of the customer. This is a great mistake.

To the enthusiastic amateur, subjects are just as plentiful during the winter as they are in summer. It would be hard to find more interesting subjects than skating, snowshoeing and tobogganing scenes provide. There is also plenty of scope for those who prefer the natural scenic views.

Bookseller and Stationer has from time to time advocated the giving of a premium by the dealer, for the best work produced by the amateur, using this means of stimulating trade. There are numbers of what we might term half-hearted enthusiastic users of cameras; those that are not enthusiastic enough to brave the cold winds or the deep snow in order to obtain pictures. To this class the premium would attract itself, for all that is needed is a little inducement of some kind, such as a competition for a prize would provide, to get them to continue in the winter, that which they are so fond of in the summer.

Camera clubs are being formed in our different towns and cities from time to time, and there is no doubt that where they exist the number of amateur photographers materially increases. Would it not be beneficial to the dealer to make some effort to bring about the formation of such a club in his particular town.

That in the main the photographs the amateur produces appeal specially to his friends may be regarded as axiomatic. At the same time this interest might, with advantage, be considerably increased if workers would approach the matter of picture production from the general point of view. A box of negatives may be instructive to those who are interested in methods and technique; a parcel of unmounted prints also may be attractive as showing the possibilities for photography of some locality or resort, but the average friend is drawn more by results than processes and wants to see some application of photography to everyday matters.

THE . . .

## "WELLINGTON"

Photographic Specialties



have a world-wide reputation.

BROMIDE PAPERS, GASLIGHT PAPERS, FILMS AND PLATES.

Ask your dealer or write

### WARD & CO.

13 ST. JOHN ST. . . . . MONTREAL.



# THE TELEPHONE

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

### LONG DISTANCE TELEPHONE SERVICE

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

## THE BELL TELEPHONE COMPANY OF CANADA

## WESTERN

Incorporated 1851

### ASSURANCE COMPANY.

**FIRE**  
**AND**  
**MARINE**

HEAD OFFICE—TORONTO, ONT.

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

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

## THE METROPOLITAN

Capital Paid Up **BANK** Reserve Fund and  
\$1,000,000.00 **Undivided Profits**  
\$1,183,713.23

Every Department of Banking Conducted with Satisfaction and Absolute Security

Accounts of Individuals, Firms and Corporations Solicited

### SAVINGS DEPARTMENT

\$1.00 or more opens an account. Interest allowed from date of deposit and compounded FOUR times a year. No delay in withdrawal.

## British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

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

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

CAPITAL . . . . . \$1,400,000.00  
ASSETS . . . . . 2,162,753.88  
LOSSES PAID SINCE ORGANIZATION, 20,833,820.98



# Picture Post Cards



## GENERAL TRADE CONDITIONS.

Is the post card here to stay? If someone could answer this oft-asked question with any degree of certainty it would be much appreciated by the dealer. Some maintain that it is merely a passing fad and that its popularity has already reached its height, that it will before long die a natural death. To offset these opinions we have, however, statistical records, which go to show that since the inception of the picture post card each succeeding year has seen great increase in the number of cards used, and the manufacturers hold that the coming season's trade will show a substantial increase over that of the past year.

Among manufacturers the consensus of opinion seems to be that the post card has gained a permanency that will not easily be dislodged.

The local view has been and will continue the most popular with the general public, as it carries with it an educational value. Canadians have possibly learned more about their own country from the local view card than from any other source.

Over seventy-five per cent. of the cards sold in Canada the past year were imported, the greater portion coming from Germany. While the German card is superior to that manufactured either in the United States or Canada, the difficulty in securing satisfactory delivery is a serious one. From four to six months is too long to wait for the completion of an order. In the United States they are now turning out a colored card that compares favorably with the German production, and the work will show a still greater improvement before the end of the present year. The manufacturer that can fill orders on short notice is the one that will get the business and for this reason, there will be a great increase in the use of the domestic card and necessarily a falling off in the import. The Canadian manufacturers realize this and are greatly increasing their domestic output, one of the large houses turning out

some exceedingly clever and original designs have recently been put on the market.

## Current Talk.

With Valentine sales over, the dealer will now turn his attention to Easter cards. Dealers have never before had such a large assortment to choose from. Some of the most striking effects are the embossed lithographed cards, showing pleasing treatment of design in floral,



A New Novelty Card

bunnies, chicks, eggs, Easter lilies, etc., with Easter text neatly printed in gold. Then there is the lithographed silk card, these cards were extra fast sellers in the Christmas designs and should prove equally as popular as an Easter card. The tinselled card is always in demand and no doubt will be largely used as an Easter card, with appropriate wording.

The 17th of March has not been forgotten, for we have noticed several designs in greeting cards that will appeal most strongly to wearers of the shamrock.

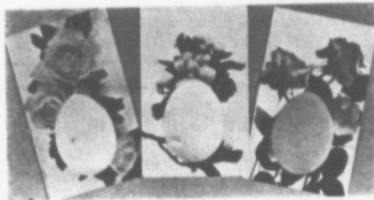
The wide-awake dealer will place his order for local view cards in good time, and not be caught as so many were last year in receiving his cards when the summer season was half over. If you are going to have cards of German manufacture, you should order right away—it is none too early.

## Novelty Cards.

The MacFarlane Company, of Toronto, are showing many new designs in novelty cards. One that has taken well with the dealers is the bird note card. A metal bird, securely fastened, is bearing a miniature envelope in which is enclosed a small letter or note. An appropriate inscription is tinselled on the card. They are showing several lines of cards, bringing the metal ornament into play, the ornament being suggestive of the subject of the card. For instance, the "Auto Girl" subjects, show a miniature brass auto. This company is specializing in novelty cards and intend to keep abreast of the times in this department.

## Local View Cards.

Warwick Bros. & Rutter, Toronto, are printing a new stock of local view cards for the various towns and cities of the Dominion. The subjects used are similar to those already gotten out by that firm. The cards appear in black, blue, brown, green and sepia half-tone; also in the three and four-color process.



Easter Cards—Eggs in Padded Silk

nothing but their own manufacture and are getting satisfactory results from the three and four-color process as well as from the straight half-tone.

The novelty and special day greeting card will continue to be in favor. These cards in the past have, to a great extent, been imported, but the Canadian manufacturers are going in more for this style of card and



**POST CARD NOTES.**

The sale of one cent postage stamps at the New York post office the day before Christmas aggregated \$90,000. The total number of Christmas cards mailed at New York exceeded 12,000,000. The total number of New Year cards mailed at the same office exceeded 9,000,000.

Good photographs are essential in the producing of local view cards. Old, faded prints have often been submitted to the manufacturer for reproduction; while they may be used, the results are not satisfactory. Pains should be taken to secure prints with good detail and the subjects selected to be those that will be of most interest to both local and tourist trade.

All dealers who are handling post cards, both as a speciality and as a side line, should not fail to stock a quantity of the latest fad "Cigar Bands." These bands net the dealer at least 100 per cent. or more and are put up in packages in different assortments, which make the most fascinating and most beautiful articles, such as plaques, ash trays, pin trays, card receivers, smokers' sets, etc. Further, these bands work in well with a post card line and are novelties which advertise your whole store.

**EUROPEAN POST CARD CO.**

146 James Street, MONTREAL

**TO THE TRADE**

Brighten up your store and increase your business by ordering new stock from

**EUROPEAN POST CARD CO.**

Prompt and careful attention to enquiries. Wholesale only.

**ST. PATRICK'S DAY GOODS**

**POST CARDS**



- No. 2208 St. Patrick For Ever
- " 2188 March 17th
- " 2183 Good Luck
- " 2185 Wearing the Green
- " 2187 Begorra
- " 2184 One of the Finest
- " 2201 St. Patrick's Day in the Morning
- " 2186 Erin Go Bragh

\$1.25 per 100.

Also Irish Flagh lithographed on cotton.

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

64-66 Front St. West, - TORONTO



"A BOILEAU HEAD"

**"BOILEAU HEAD POST CARDS"**

Also "ULLMAN'S."

We have also some "EXCLUSIVE LINES OF NOVELTY PICTURES," suitable for Dens and Cozy Corners—"all big sellers." We handle only the best, and our motto is: "Quality, Value and Prompt Service." Goods not proving satisfactory can be returned at our expense and money will be cheerfully refunded.

**The C. H. Snyder Co.**

77 Victoria St., - Toronto

Write us for particulars. We want your business.

This is of  
Interest to You,  
**Mr. STATIONER**  
and  
**ART DEALER,**  
for there is  
**BIG MONEY**  
in it for you.

We are the Canadian  
Selling Agents for the

**12 FAMOUS**

**12 Famous BOILEAU Heads**



In Color

To Retail at  
Five Cents

The  
Most Unique,  
Attractive  
and Salable  
Set of  
**POST  
CARDS**  
Ever  
Published

Copyright 1907.

**Reinthal and Newman, Publishers**

Picture Novelties of Interest to Live Stationers and Art Dealers

106 WEST 29th STREET, NEW YORK.

# 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

## SUNBONNET VALENTINE and EASTER POST CARDS



**\$1.00 PER  
100  
PREPAID**

**\$10.00 PER  
1000  
PREPAID**



The demand for something different is fully appeased with our Sunbonnet Valentine and Easter Post Cards. A welcome break-away from the rabbit with a German pipe in the mouth, or some other design distinctly foreign. Americans are big enough in this industry to create styles of their own, and we therefore offer you the strictly American Valentine and Easter Post Card line.

Our New Catalogue is Ready

**ALFRED HOLZMAN CO.**  
CHICAGO, ILL.

## COMIC POST CARDS

We publish money-making Post Cards, or rather Post Cards that possess some selling ability.

High Class Comics from \$1.88 per 1,000.

All Canada Views for \$6.00 per 1,000.

Floral Cards for Jewelling, \$2.75 per 1,000.

Jewelling Powder, \$2.50 per lb.

Glass Pens, 2 for 25c.

Beautiful Gold and Silver Ink, for decorating Post Cards, \$1.00 per pint.

Special Mucilage for Jewelling, 50c. per pint.

Leather Cards, \$2.75 per 100.

Wire Wall Racks, \$1.25 per dozen.

Special figures to wholesalers. Send \$2.00 for full line of samples, or write us for catalogue and news of Post Cards and Novelties. It will pay you to have our line of samples.

**CANADA TOY CO., Montreal, P.Q.**

**Picture**

Made to order only according to instructions supplied.

Specialties:  
**Modern Heliotype**  
styles.

**Post** Very fine  
make. First  
class goods  
only.

plains and coloured.

Well known for efficiency and high-class workmanship.

**Cards**

**Otto Leder**

**Dresden 7**

Picture Post Card Manufacturer.

WHOLESALE

EXPORT



ONLY FOR WHOLESALE DEALERS  
AND POST CARD PUBLISHERS

**MARKERT & SOHN**

Graphic Art Works

DRESDEN - A. Wintergartenstr. 74

MANUFACTURE

**PICTURE POST CARDS**

MADE AFTER YOUR OWN PHOTOS

AS A SPECIALTY WE MAKE

**COLLOTYPE, COLOURED COLLOTYPE,  
DOUBLE TONE, HAND COLORED, GLAZED  
and AUTOTYPE POST CARDS,  
VIEW ALBUMS, ALBUMS**

Ask for samples and quotations

Telegram-Address  
KUNSTMARKERT,  
DRESDEN

## The Post Card Business Needs Booming

Inspire confidence in the Trade.  
Show them that you are prepared to  
spend money to keep your Business  
Alive. Do some advertising.

**Use the Bookseller and Stationer**

# NOVELTIES

for  
**Jobbers and Dealers**

Some attractive lines that will be seasonable shortly and which you should stock for profit.

## Leap Year Cards

Just the thing for 1908.

## St. Patrick's Day Cards

You will sell them readily.

## Easter Post Cards

Now is the time to buy.

Also leather cards which are in great demand by all classes.

Affinity cards, which are most popular.

**ORDER EARLY**

Special—samples, to sell at \$7.50 sent on receipt of \$2.50 while they last. Do not hesitate over this as lots are limited.

**The Illustrated Post Card Co.**

106 Notre Dame St. East, MONTREAL



The  
Latest  
Craze

Are you Making Money with the  
**Cigar Band Novelty?**

- ☞ If not, you evidently have not thought over the matter.
- ☞ This line is a novelty which advertises your whole store.
- ☞ The most fascinating and most beautiful articles can be made; plaques, ash trays, pin trays, card receivers, smokers' sets, etc.
- ☞ It's a money maker for you, and we would suggest that all progressive merchants write us and get a sample order.
- ☞ Special discount to the trade.
- ☞ Write to-day for a sample assortment, which will be forwarded to you upon receipt of \$1.00, prepaid.

The sample lot contains 5 assortments in packages retailing at \$2.00 or more.

**Art View & Novelty Co.**

106 Notre Dame St. East, MONTREAL

☞ We have no salesmen. You get the benefit.

**LIVE MAIL ORDER  
POST CARD DEALERS**

☞ A Post Card House with an idea and the goods.

## To the Trade

New lines are being added to our stock daily. Every new idea and novelty for Easter may be had. The variety is almost endless and our stock is easily the largest in Canada, especially in

## Fancy Postals

Samples of all Illustrated Post Cards described on our price list will be forwarded by mail, prepaid, on receipt of

**\$3.50**

Do not delay in ordering samples. A store without our cards is not complete.

☞ You want to be shown. Let our price list show you.

**International Post Card Co.**  
27, 29 and 31 St. James Street, Montreal

☞ Our only salesman is our semi-monthly price list.

**PAYSON'S INDELIBLE INK**



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

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

**IMPORT COSTS**

Just issued. A new book for the use of importers, showing laid down costs, from one-eighth of a penny to one thousand pounds, with advance on Sterling costs from five per cent., calculated at the Canadian par of Exchange, advancing by two-and-a-half per cent. rates.

A separate table for each rate. These tables will be found a great improvement over anything hitherto published, and will prove a valuable time-saver to all in need of such a work.

Full Bound Leather, Limp.  
Price, \$1.50.

A specimen sheet will be sent upon application.

**The Canadian Customs  
Tariff of 1907**

A new edition, compiled from official sources arranged in alphabetical order, and corrected to date.

Contains: The British Preferential Tariff, Anglo-Canadian Treaty, Advantages to British South Africa under the French Treaty Act 1894, Regulations established by Order-in-Council, 25th November, 1903, respecting Surtax on goods imported into Canada.

Tariff changes, 1904. Dumping Clause, Extracts from Customs and Tariff Act. Instructions as to Way Bills, and marks and numbers on packages, Schedule of Forms, Articles exempt from Duty, Ships' Stores, Articles Prohibited, Exports Prohibited, Approximate Value and Duty on Packages of various descriptions.

Weights, Excise Duties, Ports of Entry, Outports, Preventive Stations, Wharfage Rates, etc. Tables showing the Customs Value of Foreign Currencies, Sterling Money, Francs and German Rixmark reduced to dollars and cents.

Value of Francs in English money, etc., etc.

F.Cap Bvo. Cloth,  
Price, 50c.

**Morton, Phillips & Co.**

Publishers

115 Notre Dame St. West, MONTREAL

**HOTEL DIRECTORY**

**WINDSOR HOTEL**

HAMILTON, BERMUDA

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

**TOWER HOTEL GEORGETOWN  
DEMERRARA**

BRITISH GUIANA

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

**WOODSIDE BOARDING  
HOUSE**

Corner of Main and Lanark Streets

GEORGETOWN, DEMERRARA. Cool and airy Bedrooms. Excellent Cuisine. Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage Solicited. Managers, R. COTTAR

**VICTORIA LODGE**

HAMILTON, BERMUDA

Mrs. J. F. SMITH Proprietress. Opposite Victoria Park and Cedar Ave. Private Board \$12 to \$14 per week. Open Nov. Closes in May.

**WINTER RESORT**

QUEEN'S PARK HOTEL

PORT OF SPAIN, TRINIDAD, B.W.I. JOHN McEWEN, Manager. For Rates, etc. apply Trinidad Shipping and Trading Co., 29 Broadway, New York.

**THE GRAND UNION**

The most popular hotel in  
OTTAWA, Ont. JAMES K. FAIRLEY, Prop.

**DOMINION HOUSE**

W. H. DURHAM, Proprietor

RENFREW, ONTARIO  
The most popular Hotel in the Ottawa Valley.

**HALIFAX HOTEL**

HALIFAX, N.S.

**HOTEL IMPERIAL** Large Sample Rooms

Steam Heated and Gas Lit  
GEO. W. WEBSTER, Prop., Swift Current, Sask.

**ACCOUNTANTS AND AUDITORS**

JENKINS & HARDY

Assessors, Chartered Accountants, Estate and Fire Insurance Agents, 114 Toronto St., Toronto. 455 Temple Building, Montreal.

**The Topaz Pencil**

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

**H B-- H -- HH -- HHH -- B**

— AND —

**Indelible Copying.**

Write for Samples to

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

**THREE FREE  
INSERTIONS**

**T**he publishers of Bookseller and Stationer offer all subscribers the free use of their department of condensed advertising for three months. All readers who have not already done so should take advantage of this offer. Advertisements should be limited to thirty words and should deal with some trade subject.

**The Bookseller  
and Stationer**

Toronto Montreal Winnipeg

**BOY WANTED**

ANY BOY in every town and village in Canada can earn many dollars by selling our publications among his neighbors and relatives and business men.



**YOU** can begin at once. No money needed to start. We will provide you with capital. A watch to the boy who does good work, as special prize.

Write at once to

**THE MACLEAN PUBLISHING CO.**  
10 Front St. E., TORONTO



**SELL WALLPAPER NOW.**

It is now time to give consideration to wallpaper. Why not do something to stimulate early buying in this department? Many persons are now planning the re-modelling of their homes, and it would seem to be reasonable to assume that they would be interested in wallpaper.

There is no feature in a room that has such a happy influence as a suitable, well-selected wallpaper in colors that harmonize with the furnishing. There are many housekeepers who would at this time decorate the boys' room or the girls' room, if the suggestion was made.

Is it not an excellent time now for the decorators to introduce some of the latest types of decoration, having more time at their disposal than in the spring?

Is it not worth a determined effort to create this demand through the medium of attractive window displays, neat announcements and suggestions, which can be supplemented by some business calls at the homes of possible prospects?

**EXPORT DUTY ON PULPWOOD.**

The imposition of an export duty on pine by the Ontario Government was followed by results which everyone admitted proved beneficial to the province. The depletion of the pine forests to keep mills busy in the United States—giving employment to American citizens and bidding up American cities—was stopped. With the enforcement of the Act imposing an export duty on Ontario pine the lumber industry did not go to smash, nor were the lumbering operations curtailed. The only appreciable difference was that the mills cutting Canadian pine operated on Canadian soil, instead of in the United States, a condition which few would consider undesirable, since what benefits were to be derived from the timber wealth of the province, were retained largely, for Canadians.

The policy pursued in respect of Ontario pine could, it is believed in many quarters, be justifiably applied to pulpwood. Hundreds of thousands of cords of spruce are sent across the border each year and ground into pulp and later manufactured into paper in American mills. The pulpwood supply of the United States is now practically exhausted. The Americans realize this, and know that they must depend on Canada for present and future supply.

That the enormous exportation of pulpwood at present is affecting detrimentally several industries in Canada is evidenced by the fact that during the past year there was a shortage of raw pulp and mills, notably those of wallpaper manufacturers, were in many cases operated at great disadvantage because of the difficulty in procuring the pulp.

Largely by reason of this fact the price of pulp, and, consequently, of wallpapers, has advanced materially.

Wallpaper men point out that were an export duty imposed on spruce and other timbers from which pulp is manufactured, the drain on the pulpwood resources of Canada to supply the American mills would practically cease, and there would not only be an ample supply for

Every possible test to which you can subject

**STAUNTON  
WALL PAPERS**

only demonstrates their superiority the more clearly.

☞ To sell them to a customer is to guarantee his satisfaction and return next year for more.

☞ Make yourself stronger with your trade by handling only the best—and the public has known for fifty years that

**STAUNTON  
WALL PAPERS**

*are the best.*

☞ If you have not stocked your racks for Spring trade write us for sample books of the papers that have *proven* popular. Gladly sent you prepaid if you mention this periodical.

**STAUNTONS LIMITED**

933 Yonge Street - TORONTO, ONT.

Canadian paper manufacturers, but it would lead to the establishment of mills in this country for supplying the Canadian market, since the importation of American papers would be very greatly curtailed.

Wallpaper manufacturers express their approval of the proposal to place a duty which would discourage, if not practically abolish the exportation of a natural product, which, if preserved, will, in the years to come, place Canada in a position to dominate the North American continent, so far as the pulp and allied industries are concerned.

The situation is not unknown to President Roosevelt. He will not show any disinclination, either, to effect an arrangement with Canada by which the American paper industries will be able to operate with Canadian pulp. It would seem reasonable to suppose that the Dominion Government, in view of the present situation, would recognize the desirability of preserving for Canada what in the nature of things should be essentially a Canadian industry. The practicable means of securing this result is by an export duty.

Lincoln stories are always good. Here is one that may be new to some. One day Mr. Lincoln was met on the street by a man who flashed a loaded pistol in his face, saying, "Now, sir, I am going to kill you, for I have always said if I ever saw a man that was uglier than I am he had to die." Mr. Lincoln looked him steadily in the eye for a few seconds, and then dropping his head on his breast, said, with his voice trembling with emotion, "Friend, if I am uglier than you are, for God's sake shoot."

## Best Selling Books of the Month

### Bellefille.

1. Satan Sanderson, by H. E. Rives. McLeod.
2. The Weavers, by Sir Gilbert Parker. Copp.
3. Beth Norvell, by R. Parish. Briggs.
4. Dawn at Shanty Bay, by R. E. Knowles. Frowde.
5. The Daughter of Anderson Crow, by G. B. McCutcheon. Briggs.
6. The Best Man, by H. MacGrath. McLeod.

### Calgary.

1. The Weavers. By Sir Gilbert Parker. Copp.
2. Beth Norvell. By R. Parrish. Briggs.
3. Shuttle. By F. H. Burnett. Copp.
4. The Broken Road. A. E. W. Mason. McLeod.
5. Three Weeks. By Elinor Glyn. Duffield.
6. Crowned Skull. By Fergus Hume. Briggs.

### Charlottetown, P.E.I.

1. The Weavers. By Sir Gilbert Parker. Copp.
2. The Best Man. By H. MacGrath. McLeod.
3. Daughter of Anderson Crow. By G. B. McCutcheon. Briggs.
4. Satan Sanderson. By H. E. Rives. McLeod.
5. Kindred of the Wild. C. G. D. Roberts. Copp.
6. Sister to Evangeline. C. G. D. Roberts. Copp.

### Edmonton.

1. Dawn at Shanty Bay. By R. E. Knowles. Frowde.
2. Daughter of Anderson Crow. By G. B. McCutcheon. Briggs.
3. The Broken Road. By A. E. W. Mason. McLeod.
4. Satan Sanderson. By H. E. Rives. McLeod.
5. Light Fingered Gentry. By D. A. Phillips. Briggs.
6. Mr. Barnes American. By A. C. Gunter. Musson.

### Hamilton.

1. The Weavers. By Sir Gilbert Parker. Copp.
2. Shuttle. By F. H. Burnett. Copp.
3. Fruit of the Tree. By E. Wharton. McLeod.
4. Susan. By E. Oldmeadow. Musson.
5. Three Weeks. By Elinor Glyn. Duffield.
6. Sadie. By K. E. Harriman. Frowde.

### Kingston.

1. The Weavers. By Sir Gilbert Parker. Copp.
2. Shuttle. By F. H. Burnett. Copp.
3. Bud. By N. Munro. Harpers.
4. Lady of the Decoration. By F. Little. Musson.
5. Rosalind at Red Gate. By M. Nicholson. McLeod.
6. The Fruit of the Tree. By E. Wharton. McLeod.

### Moncton.

1. The Weavers. By Sir Gilbert Parker. Copp.
2. Joseph Vance. By Wm. De Morgan. Frowde.
3. Fruit of the Tree. By E. Wharton. McLeod.
4. Sadie. By K. E. Harriman. Frowde.
5. The Mistress of Bonaventure. By H. Bindloss. McLeod.
6. Alice-for-Short. By Wm. De Morgan. Frowde.

### Montreal.

1. The Weavers. By Sir Gilbert Parker. Copp.
2. Shuttle. By F. H. Burnett. Copp.
3. The Broken Road. By A. E. W. Mason. McLeod.

4. The Fruit of the Tree. By E. Wharton. McLeod.
5. Three Weeks. By Elinor Glyn. Duffield.
6. The Lady of the Decoration. By F. Little. Musson.

### Peterboro.

1. The Weavers, by Sir Gilbert Parker. Copp.
2. Shuttle, by F. H. Burnett. Copp.
3. Satan Sanderson, by H. E. Rives. McLeod.
4. Daughter of Anderson Crow, by G. B. McCutcheon. Briggs.
5. Songs of a Sourdough, by R. W. Service. Briggs.

### Quebec.

1. The Lodestar. By Max Pemberton. Copp.
2. Shuttle. By F. H. Burnett. Copp.
3. Fruit of the Tree. By E. Wharton. McLeod.
4. The Angel of Forgiveness. By R. N. Carey. Macmillan.
5. The Weavers. By Sir Gilbert Parker. Copp.
6. Younger Set. By R. W. Chambers. McLeod.

### St. Catharines.

1. Three Weeks. Elinor Glyn. Duffield.
2. Shuttle. By F. H. Burnett. Copp.
3. The Weavers. By Sir Gilbert Parker. Copp.
4. Satan Sanderson. By H. E. Rives. McLeod.
5. Younger Set. By R. W. Chambers. McLeod.
6. Arizona Nights. By S. E. White. Musson.

### St. John, N.B.

1. Shuttle. By F. H. Burnett. Copp.
2. The Weavers. By Sir Gilbert Parker. Copp.
3. Fruit of the Tree. By E. Wharton. McLeod.
4. Younger Set. By R. W. Chambers. McLeod.
5. Alice-for-Short. By Wm. De Morgan. Frowde.
6. The Conspirators. By E. P. Oppenheim. Copp.

### Toronto.

1. Shuttle. By F. H. Burnett. Copp.
2. Three Weeks, by Elinor Glyn. Duffield.
3. The Broken Road, by A. E. W. Mason. McLeod.
4. The Weavers, by Sir Gilbert Parker. Copp.
5. Fruit of the Tree, by E. Wharton. McLeod.
6. Alice-for-Short, by Wm. De Morgan. Frowde.

### Winnipeg.

1. The Weavers. By Sir Gilbert Parker. Copp.
2. Shuttle. By F. H. Burnett. Copp.
3. Prophet in Babylon. By W. J. Dawson. Revell.
4. Lady of the Decoration. By F. Little. Musson.
5. Daughter of Anderson Crow. By G. B. McCutcheon. Briggs.
6. Woman of Babylon. By Joseph Hocking. Copp.

### Canadian Summary.

	Points.
1. The Weavers. By Sir Gilbert Parker.....	108
2. Shuttle. By F. H. Burnett.....	83
3. Three Weeks. By Elinor Glyn.....	53
4. Fruit of the Tree. By E. Wharton.....	43
5. The Broken Road. By A. E. W. Mason.....	37
6. Satan Sanderson. By H. E. Rives.....	35

# Condensed or "Want" Advertisements

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

## RATES.

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

Five cents additional each insertion where box number is desired.

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

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

## AGENTS WANTED.

This is the problem of many English and American manufacturers and publishers. Why not use an Ad. under this heading?

**A WELL KNOWN ENGLISH FIRM OF** Christmas and post-card publishers require some smart salesmen for their Canadian Branch; only those actually engaged in this trade need trouble to apply. Confidential care of **BOOKSELLER AND STATIONER, Toronto,** giving full particulars, experience, etc. (11)

## ARTICLES FOR SALE.

Don't keep any fixtures or goods around your store for which you have no further use. They are worth more to-day than they will be a year hence. Don't keep money tied up which you could use to secure discounts from your wholesaler.

## BOOKS FOR SALE.

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

## BUSINESS CHANCE.

**BRITISH COLUMBIA OR WESTERN BOOK-** seller wishing to dispose of business, will do well to correspond with buyer giving particulars. Address Box 1116, San Diego, California. (4)

## BOOKS IN FOREIGN LANGUAGES

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

## BOOK PLATES (EX LIBRIS)

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

## BOOKS FOR SALE.

**BRAND NEW, 30 VOLUME CLOTH EDITION** of *Luxus set, World's Great Classics*, cost \$75, will sell for \$40. J. E. Mason, care **Thos. Wheatley, Saratla.** (2)

## BOOKS WANTED.

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

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

## BUSINESSES FOR SALE.

Somewhere in Canada is a man who is looking for just such a proposition as you have to offer. Our "For Sale" department brings together buyer and seller, and enables them to do business although they may be thousands of miles apart. (12)

**A RETAIL BOOK BUSINESS WITH LARGE** connection and doing a good trade in church and college books in one of the best cities in Canada; stock, about \$10,000; splendid opportunity for good bookman. Apply to Box 37, **BOOKSELLER AND STATIONER, Toronto.**

## DIARIES

**B. W. HUESCH, 150 NASSAU ST., N. Y.,** annual and perpetual year books; a popular diary. (12)

## ITALIAN BOOKS

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

## INFORMATION WANTED.

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

## KODAKS.

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

## MISCELLANEOUS

**SALESMAN TO CARRY SIDE LINE OF** postcards, calendars and novelty pictures; weighs less than 10 pounds, assures good returns; state references, territory and present connections. Retalsh & Newman, 106 West 29th St., New York. (1)

**PARTNERSHIP WANTED IN AN ESTABLISHED** book, stationery or office supply business by young man with considerably experience; give some particulars re business and state amount of capital required. B. B., care **BOOKSELLER AND STATIONER.** (1)

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

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

## POST CARDS

**BEAUTIFUL BIRTHDAY FOLDERS FINE** B assortments for \$2, \$3, \$5 and \$10; come postcards, \$2.75 a 1,000; 1,000 good scenery, art and comic souvenir cards, \$5.50. W. R. Adams, Toronto. (2)

**DARGAINS IN COLORED SOUVENIR POST** cards post free—100 Canada, 60c., 75c.; 100 comets, 25c.; 100 illustrated, \$1.00; 100 novelty, \$1; 100 flowers, 60c., 75c.; \$1; 100 foreign, 75c., \$1; 100 bathing girls, \$1; 100 birthday, \$1. W. R. Adams, Toronto. (3)

## SITUATIONS VACANT.

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

## SOLICITORS WANTED.

**WANTED THROUGHOUT CANADA,** bright, active canvassers for "Western Ho." Splendid opportunity for introducing the only Western standard sized monthly magazine published in Canada. Write Manager, Circulation Department, Vancouver, B.C. (4)

# BOOKSELLER & STATIONER OF CANADA

Published on the second Wednesday of every month.

The Maclean Publishing Co., Limited

President, John Bayne Maclean  
Vice-President, W. L. Edmonds  
Managing-Editor, W. A. Craik

OFFICES:

CANADA—

MONTREAL (Telephone 1230)  
TORONTO (Telephone 2741)  
WINNIPEG (J. R. Murray)

222 McGill Street  
19 Front St. East  
Room 311 Union Bank Building  
Telephone 3726

GEAT BRITAIN—

LONDON, ENG. J. Meredith McKim

88 Fleet St., E. C.  
Telephone, Central 12609

UNITED STATES—

NEW YORK (R. B. Huestis)  
CHICAGO (J. Roland Kay)

341 West 143th St.  
Teutonic Building

FRANCE—

PARIS, Agence Hayas, 8 Place de la Bourse.

Subscription, Canada and the United States \$1.00  
Great Britain and other parts of the British  
Empire 4s. 6d.

RECENT CANADIAN COPYRIGHTS.

Books.

Review of Current English Cases. Published in the Canada Law Journal, Toronto, Ont. Temporary copyright. Arthur Henry O'Brien, Ottawa, Ont.

Canada Law Journal. Volume XLIII. From January 1 to December 31, 1907. Editor, Henry O'Brien, K.C.; associate editor, C. B. Labatt. Arthur Henry O'Brien, Ottawa, Ont.

Pratt's New Horse Book. Pratt Food Company of Canada, Limited, Toronto, Ont.

Sarnia and Point Edward Directory, 1907-8. Union Publishing Company of Ingersoll, Ingersoll, Ont.

Province of Ontario Gazetteer and Directory, 1907-8. Union Publishing Company of Ingersoll, Ont.

The Ontario Law Reports, 1907. Volume XIV. Editor, James F. Smith, K.C. The Law Society of Upper Canada, Toronto, Ont.

The Canadian Magazine, January, 1908. The Ontario Publishing Company, Limited, Toronto, Ont.

Les Vermoulores. Par J. M. Alfred Mousseau. Livre. Joseph Marie Alfred Mousseau, Montreal, Que.

Nelson's Calculating Pad. Book. The National Business Methods Company, Toronto, Ont.

Manual of Instruction in Show Card Writing. Compiled by J. D. Logan. Designs and technique by P. Thompson. P. Thompson & Company, Toronto.

Peter Ottawa. Temporary copyright. Edward William Thompson, Ottawa, Ont.

Inventor's Instructor. By Egerton R. Case. Booklet. Egerton R. Case, Toronto, Ont.

Recollections of the Crimean Campaign and the Expedition to Kinburn in 1855. By Frederick Harris D. Veith. Book. Frederick Harris D. Veith, Billings Bridge, Ont.

Pratt's New Sheep Book. Pratt Food Company of Canada, Limited, Toronto, Ont.

Pratt's New Cow Book. Pratt Food Company of Canada, Limited, Toronto, Ont.

Pratt's New Hog Book. Pratt Food Company, of Canada, Limited, Toronto, Ont.

Royal Purple Stock and Poultry Specifics. Book. William A. Jenkins, London, Ont.

Art Folio—Art Suggestions. No. 5. By R. F. Fleming. Book. The Copp, Clark Company, Limited, Ont.

Sixty Years in Upper Canada: With Autobiographical Recollections. By Charles Clarke. Book. Charles Clarke, Elora, Ont.

Year Book and Clergy List of the Church of England in the Dominion of Canada, 1908. Joseph P. Clougher, Toronto, Ont.

The Canadian Municipal Journal, January, 1908. Book. The Canadian Municipal Journal Company, Limited, Montreal, Que.

The Circuit Guide, 1908. Book. Archibald Young Blain, Toronto, Ont.

Are All Your Investments Worth What They Were a Year Ago? Pamphlet. The Canadian Birkbeck Investment and Savings Company, Toronto, Ont.

Windsor, Walkerville and Sandwich Directory, 1908. Union Publishing Company, of Ingersoll, Ont.

The Canadian Municipal Journal, No. 12, December, 1907. The Canadian Municipal Journal Company, Limited, Montreal, Que.

Pratt's New Poultry Book. Pratt Food Company of Canada, Limited, Toronto, Ont.

Practical Penmanship Guide to Freehand Practice. 2. By W. A. McIntyre. The Copp, Clark Company, Limited, Toronto, Ont.

The St. George's Parish Magazine, January, 1908. Rev. Dr. T. Paterson Smyth, Montreal, Que.

Official Telephone Directory, Prince Albert, January, 1908. The Bell Telephone Company of Canada, Montreal, Que.

The Angel and the Star. A sermon preached in St. Stephen's, Christmas, 1907. By Ralph Connor. Book. The Westminster Company, Limited, Toronto, Ont.

The Canadian Red Book. The Montreal Star Publishing Company, Limited, Montreal, Que.

Official Telephone Directory, Montreal and Suburbs, January, 1908. The Bell Telephone Company of Canada, Limited, Montreal, Que.

Oxydonor—Vous Guerit Sans Medicines. By Dr. Hercules Sanche. Booklet. Dr. H. Sanche & Company, Montreal, Que.

The Veterinary Science. Revised and enlarged. By J. E. Hodgins, V.S., V.D., and T. H. Haskett, D.V.D. Joseph E. Hodgins and Thomas H. Haskett, London, Ont.

The Bank Directory of Canada, January, 1908. Book. William Robert Houston, Toronto, Ont.

Photos and Pictures.

Completed Borings on the Athabasca. Photo. Alfred Von Hammerstein, Athabasca, Alberta.

Tar Sands and Flowing Asphaltum in the Athabasca District. Photo. Alfred Von Hammerstein, Athabasca, Alberta.

Salt Deposits on the Athabasca. Photo. Von Hammerstein, Athabasca, Alberta.

Tar Banks on the Athabasca. Photo. Alfred Von Hammerstein, Athabasca, Alberta.



## BOOKSELLER AND STATIONER

Dawson by the Light of the Aurora Borealis. Photo. Jerry Doody & M. H. Craig, Dawson, Yukon Territory.

A Mountain Ride. Picture. The Toronto Lithographing Company, Limited, Toronto, Ont.

Help. Fashion plate. Picture. The Toronto Lithographing Company, Limited, Toronto, Ont.

On Kootenay Lake. Photo. F. A. Buchholz, Nelson, British Columbia.

Satisfied. Fashion Plate. Picture. The Toronto Lithographing Company, Limited, Toronto, Ont.

A Summer Scene on the St. Lawrence River. Photo. George A. Graham, Winnipeg, Manitoba.

### Music.

La Culture du Ginseng. Traite complet et illustre. Par le Dr. W. Grignon, M.C.A. Wilfrid Grignon, Ste. Adele, Que.

Lotus San. Song. Words by Ed. Madden. Music by Dolly Jardon. Jerome H. Remick & Company, New York, N.Y., U.S.A.

In the Forest. Im Walde. Song. Words by Paul Heyse. English words by R. S. Pigott. Music by Henry J. Lautz. Op. 9. No. 1. Whaley, Royce & Company, Limited, Toronto, Ont.

When the Sunshine in Your Heart Turns Nighttime Into Day. Song. Words by Arthur Longbrake. Music by A. Jackson Peabody, Jr. Joseph Morris, Philadelphia, Pennsylvania, U.S.A.

Beauty. March song. Words by Albert Daere; music by Fred Bell. Joseph Beaudry, Quebec, Que.

Hunting Song. Tarantara. Words by Bliss Carman. Music by Albert Nordheimer. The Nordheimer Piano and Music Company, Limited, Toronto, Ont.

Dear Heart. Words and music by J. Anton Dailey. Jerome H. Remick & Company, New York, N.Y., U.S.A.

Roguish Eyes. Song. Words and music by Porter S. Clark. Jerome H. Remick & Company, Detroit, Michigan, U.S.A.

Rebecca. Song. Words by Harry Williams; music by Egbert Van Alstyne. Jerome H. Remick & Company, New York, N.Y., U.S.A.

The Merry Widower. Song. By One John L. Golden. Jerome H. Remick & Company, New York, N.Y., U.S.A.

O'Brien Has No Place to Go. Song. Words by Stanley Murphy; music by George Evans. Jerome H. Remick & Company, New York, N.Y., U.S.A.

Empire Express. March and two-step. By Harry J. Lincoln. Vandersloot Music Publishing Company, Williamsport, Pennsylvania, U.S.A.

The Pacifier. March and two-step. By Harry J. Lincoln. Vandersloot Music Publishing Company, Williamsport, Pennsylvania, U.S.A.

I'd Rather be a Lemon than a Grape Fruit. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Company, New York, N.Y., U.S.A.

Captain D'Arcy of the Guards. Song. Words and music by George Spink. Jerome H. Remick & Company, New York, N.Y., U.S.A.

Dat Friend of Mine. Song. Words by Harry Williams; music by Egbert Van Alstyne. Jerome H. Remick & Company, New York, N.Y., U.S.A.

Any Little Girl. Song. By Wm. Kendall Evans and

Milton W. Lusk. Jerome H. Remick & Company, New York, N.Y., U.S.A.

Alameda. Waltzes. By Harry J. Lincoln. Vandersloot Music Publishing Company, Williamsport, Pennsylvania, U.S.A.

The Circuit. March and two-step. By Harry J. Lincoln. Vandersloot Music Publishing Company, Williamsport, Pennsylvania, U.S.A.

Chansons Canadiennes. Paroles et musique par nos Canadiens. Harmonisees par E. P. Prevost; illustrees par J. C. Franchere. Paul E. Prevost et J. C. Franchere, Montreal, Que.

Red Bonnet. Three-step. By Lillian R. Schuler. Dewitt T. Bell Company, Buffalo, New York, U.S.A.

Moonflower. Song. Words by William A. Bird, Jr., and Hilmar R. Baukhage. Music by Dewitt T. Bell. Dewitt T. Bell Company, Buffalo, New York, U.S.A.

Wait for me Here by the Sea. Song. Words by Le Roy Fairchild and Fred Zeimer, Jr. Music by Dewitt T. Bell. Dewitt T. Bell Company, Buffalo, New York, U.S.A.

I'm a Crazy Jay on a Circus Day. Song. Words by Harry L. Newton. Music by Hampton Durand. Will Rossiter, Chicago, Illinois, U.S.A.

Yonkle, the Cowboy Jew. Song. Words by Will J. Harris, music by Harry J. Robinson. Will Rossiter, Chicago, Illinois, U.S.A.

My Mariutch She Come Back to Me. Song. Words by Harry L. Newton. Music by Mike Bernard. Will Rossiter, Chicago, Illinois, U.S.A.

The Stinging Bee. Characteristic. By Mike Bernard. Will Rossiter, Chicago, Illinois, U.S.A.

The Maroon. Song. Words by Jaek Patton. Music by G. A. Garrett. Will Rossiter, Chicago, Illinois, U.S.A.

Love's Golden Dream. Redowa. By George Stevens. Arnett-DeLonaix Company, Chicago, Illinois, U.S.A.

### Miscellaneous.

The Public School English Composition. With the elements of grammar and rhetoric. By Frederick Henry Sykes, M.A., Ph.D. Book. Frederick Henry Sykes, New York, N.Y., U.S.A.

Birds of Canada in Relation to Agriculture. Chart. The Toronto Lithographing Company, Limited, Toronto, Ont.

Tables Showing Computed Amounts of Customs Duty at Sundry Ad Valorem Tariff Rates. Chart. William S. Kerman, Toronto, Ont.

Souvenir du Carnaval 1908 des Itaqueurs a Quebec. Carte postale. Antoine Langlois, Quebec, Que.

Map of Oxford County. Frank P. Lloyd, Toronto, Ont.

Home Dressmaker. Sheet. Canada Newspaper Syndicate, Limited, Montreal, Que.

### Interim Copyrights.

The Red Year. By Louis Tracy. Book. McLeod & Allen, Toronto, Ont.

London Union Labor Directory. Book. Herbert Hollingshead, London, Ont.

Drifting. Song. Words by W. R. Williams. Music by W. R. Williams. Will Rossiter, Chicago, Illinois, U.S.A.

Loyer's Time Saving Method. Livre. Pierre Samuel Loyer, Montreal, Que.

CLASSIFIED LIST OF ADVERTISEMENTS.

- Art Publishers.**  
Copp, Clark Co., Toronto
- Books and Magazines.**  
Ainslee's Magazine, New York  
American Code Co., New York  
Baker's Book Shop, Birmingham, Eng  
Briggs, Wilham, Toronto  
Busy Man's Magazine, Toronto  
Chapman's Book Store, Montreal  
Clark Bros., Wien ppg, Man.  
Electrician and Mechanic, Boston, Mass.  
McClelland & Goodchild, Toronto  
Morton, Phillips & Co., Montreal  
"Publisher-Circular," London, Eng  
Rand McNally Co., Chicago.  
Scribner's Magazine, New York  
Westward Ho, Vancouver, B.C.
- Blank Books.**  
Brown Bros., Toronto.  
Buntin, Gillies & Co., Hamilton.  
Smith-Davidson & Wright, Vancouver, B.C.  
Warwick Bros. & Rutter, Toronto.
- Carbon Paper.**  
Carbon Paper and Ribbon Co., Toronto  
Carter's Ink Co., Boston, Mass.
- Desk Pads**  
MacDougall, A. Roy, Toronto
- Bells.**  
Sutcliffe-Edmison Co., Toronto
- Envelopes.**  
Berlin-Jones Envelope Co., New York
- Fancy Goods.**  
Brown Bros., Toronto.  
Clark Bros., Winnipeg, Man.  
Copp, Clark Co., Toronto.  
Smith-Davidson & Wright, Vancouver, B.C.  
Sutcliffe-Edmison Co., Limited, Toronto.  
Warwick Bros. & Rutter, Toronto.
- Financial Institutions and Insurance.**  
British American Assurance Co., Toronto  
Metropolitan Bank, Toronto.  
Western Assurance Co., Toronto.
- Fountain Pens.**  
Brown Bros., Toronto.  
Librairie Beauchemin, Limited, Montreal  
Sanford & Bennett, New York  
Warwick Bros. & Rutter, Toronto.
- Waterman, L. E., Pen Co., New York, Montreal.**
- Glue, Paste and Mucilage.**  
Carter's Ink Co., Montreal.  
Higgins, Chas. M., & Co., Brooklyn.
- Gramophones.**  
Berliner Gramophone Co., Montreal.
- Ink Blends**  
Nunan, C. H., Co., New York
- Inks-Writing**  
Brown Bros., Limited, Toronto.  
Carter's Ink Co., Montreal.  
Higgins, Chas. M., & Co., Brooklyn.  
Payson's  
Smith-Davidson & Wright, Vancouver, B.C.  
Warwick Bros. & Rutter Co., Toronto.
- Leather Goods**  
Brown Bros., Limited, Toronto.  
MacDougall, A. Roy, Toronto
- Leads Leaf Leaders, Etc.**  
Sieber-Trussell Co., St. Louis, Mo.
- Novelties**  
Art View Novelty Co., Montreal
- Paper.**  
Northern Paper Mills, Montreal
- Papereries.**  
Brown Bros., Ltd., Toronto  
Buntin, Gillies & Co., Limited, Hamilton  
Hurd, Geo. B., & Co., New York  
MacDougall, A. Roy, Toronto
- Pens.**  
Brown Bros., Toronto.  
Buntin, Gillies Co., Pamilton, Ont.  
Esterbrook Pen Co., New York.  
Heath, John, London.  
Hinks, Wells & Co., Birmingham, Eng.  
Librairie Beauchemin, Limited, Montreal.  
Macniven & Cameron, Edinburgh and  
Birmingham.  
MacDougall, A. Roy, Toronto  
Sanford & Bennett, New York  
Smith-Davidson & Wright, Vancouver, B.C.  
Spencerian Pen Co., Birmingham, Eng.  
Waterman, L. E., Co., Montreal.  
Warwick Bros. & Rutter, Toronto.
- Penicils.**  
Brown Bros., Limited, Toronto.  
Smith-Davidson & Wright, Vancouver, B.C.  
Warwick Bros. & Rutter, Toronto.  
Waterman, L. E., Co., Montreal.
- Photographic Supplies.**  
Ward & Co., Montreal
- Playing Cards, Games, etc.**  
Buntin, Gillies & Co., Hamilton.  
Goodall, Chas. & Sons, London.  
Hurst, A. O., Toronto.  
Union Card & Paper Co., Montreal.  
U. S. Playing Card Co., Cincinnati, O.
- Post Card Holders.**  
Warwick Bros. & Rutter, Toronto.
- School Supplies.**  
Buntin-Gillies Co., Hamilton.  
Clark Bros. Co., Winnipeg.  
Smith-Davidson & Wright, Vancouver, B.C.  
Warwick Bros. & Rutter, Toronto.
- Souvenir and Picture Post Cards.**  
Canada Toy Co., Montreal.  
Copp, Clark Co., Toronto  
European P.C. Co., Montreal  
Holzman, Alfred, Chicago  
Illustrated Post Card Co., Montreal  
International Post Card Co., Montreal  
Otto Leder, Saxony, Germany.  
Markert & Sohn, Dresden Germany.  
Neumann, W. & Co., Berlin, Germany.  
Reinthal & Newman, N. Y.  
Snayder, C. H., Co., Toronto  
Warwick Bros. & Rutter, Toronto.
- Sporting Goods.**  
Sutcliffe-Edmison Co., Toronto.
- Tally Cards.**  
Elliott & Co., Philadelphia, Pa.
- Telephones.**  
Bell Telephone Co. of Canada, Montreal
- Toys, Etc.**  
Sutcliffe-Edmison Co., Toronto
- Typewriter Supplies.**  
Carter's Ink Co., Montreal.  
Carbon Paper & Ribbon Co., Toronto.  
Mittag & Volger, Park Ridge, N. J.
- Valentines**  
Copp, Clark Co., Toronto  
Holzman, Alfred Co., Chicago  
Sutcliffe-Edmison Co., Toronto
- Wall Paper.**  
Stantons Limited, Toronto.

INDEX TO ADVERTISERS.

The insertion of the advertiser's name in this index is not part of his advertisement nor does he pay for it. An effort is made to have it as complete as possible.

	PAGE		PAGE		PAGE
Accountants and Auditors	42	Esterbrook Pen Co.	35	Neumann, W. & Co.	40
Ainslee's Magazine	90	European Post Card Co.	39	Nunan, C. H., Co.	4
American Code Co.	97	Goodall, Chas. & Sons	36	Payson's Indefinite Ink	42
Art View & Novelty Co.	41	Heath, John	36	"Publisher's Circular"	3
Baker's Book Shop	97	Higgins, Chas. M., & Co.	36	Rand McNally Co.	27
Bell Telephone Co.	37	Hinks, Wells & Co.	36	Reinthal & Newman	39
Berliner Gramophone Co.	31	Holzman, Alfred, Co.	40	Scribner's Magazine	99
Briggs, Wm.	25	Hotel Directory	42	Sieber & Trussell Mfg. Co.	1
British-American Assurance Co.	37	Huebsch, B. W.	45	Smith, Davidson & Wright	6
Brown Bros., Limited	2	Hurst, A. O.	35	Sneider, Robt. Co.	45
Buntin, Gillies & Co.	outside back cover	Illustrated Post Card Co.	41	Snayder, C. H., Co.	39
Busy Man's Magazine	90	International Post Card Co.	41	Spencerian Steel Pens	36
Canada Toy Co.	40	Leder, Otto	40	Stantons Limited	43
Canadian Machinery & Mfg. Co.	25	Leipzig Stationery Fair	40	Sutcliffe-Edmison Co.	33
Canadian Press Clipping Bureau	31	Lencke & Baecher	45	Tocci Francesco	45
Carbon Paper & Ribbon Co.	2	Librairie Beauchemin	outside front cover	Union Card and Paper Co.	2
Carter's Ink Co.	3	MacDougall, A. Roy	3	U. S. Playing Card Co.	7
Chapman's Book Store	27	Macniven & Cameron	30	Ward & Co.	37
Clark Bros. & Co.	27	Markert & Sohn	40	Warwick Bros. & Rutter	4
Copp, Clark Co.	4, 5, 26, 39	McClelland & Goodchild	25	Waterman, L. E., Co.	2
Dry Goods Review	2	Metropolitan Bank	37	Western Assurance Co.	37
Electrician & Mechanic	99	Mittag & Volger	outside back cover	Westward Ho	90
Elliott Co.	33	Morton, Phillips & Co.	42		

# Bridge Cards

Our new narrow Bridge Whist Card satisfies the most fastidious of card players, and at the same time is one of the best values in medium-price cards to be procured. We have also got printed a new Bridge Score Pad, which is more complete and convenient than the usual styles of Bridge Pads. Write for samples.

# Congress Cards

We have twelve new designs of Fancy Backs in the well known Congress Series of Playing Cards. These are beautifully reproduced from Original Paintings,<sup>1</sup> and cannot but add to the popularity of this famous line.

**Sample sent on request**

**Warwick Bros. & Rutter, Limited**

Wholesale  
Manufacturing Stationers

**Toronto**

These are two of the latest designs in



LAUGHING WATER.  
Copyright, 1911, by  
The Parker Pen Co.



THE DANCERS.  
Copyright, 1911, by  
The P. P. Parker Pen Co.

# Congress Playing Cards

We have 66 others, besides a large variety of Goodall's and other well-known lines at all prices. **Ask for quotations.**



Canadian Agents for the Parker Lucky Curve Fountain Pen.

**Buntin, Gillies & Co., Limited**  
Hamilton and Montreal

If you wish your customers to enjoy the luxury of nice appearing letters and the best of copies it is necessary to sell



## "Our Line" Typewriter Ribbons and Carbon Papers

The incomparable line of quality

There are other valuable considerations

Trade protection and up-to-dateness in every detail

SEND FOR OUR NEW TRADE CATALOG AND BOOKLETS

Principal Office and Factories  
PARK RIDGE, N.J.

**MITTAG & VOLGER**  
INCORPORATED

Sole Manufacturers for the  
Trade only :: :: ::

NEW YORK CITY, Stewart Building, 280 Broadway  
CHICAGO, ILL., 200 Monroe Street

LONDON St. Paul's Churchyard, E.C. (4)  
PARIS, 5 Im Passe Reille

ZURICH, J. G. Muggli  
AMSTERDAM, Benier & Co.