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# BOOKSELLER And STATIONER



June  
1906

The Maclean Pub. Co.  
TORONTO & MONTREAL

# NEW LINES

==== NOW READY ====

## School Blanks

Attractive cover designs, together with quality of stock, are the most important features in connection with a series of School Practice Books. Our new range surpasses any series ever offered. Make a point to see these before ordering.

## Examination Books

For June examinations the Regulation Examination Book authorized by the Education Department will again be used. Place your order early to ensure supply.

## Fancy Papeteries

A complete new series showing many novel and original styles has just been placed in the hands of our travellers. Popular price lines are prominent in a great variety of shapes and designs.

## Post Cards

We have just opened two shipments of high-class Foreign Post Cards, including Hand-Colored, Tinselled, Jewelled, Beaded and other novel effects. All our regular lines, including the now well-known "Ocean to Ocean" series of Canadian views, are in stock. Ask for samples.



# Warwick Bros. & Rutter

LIMITED

Wholesale Manufacturing Stationers

TORONTO

# A "SELLING" FAME

Goodall's English Playing Cards  
ARE STEADY SELLERS. THEIR FAME HAS SPREAD FAR AND WIDE



NOW IS THE TIME TO STOCK UP  
**GOODALL'S ENGLISH  
PLAYING CARDS**

AMERICAN TOURIST TRADE IS ON

Many new backs this season.

All cards gilt-edged and handsomely boxed.

ORDER FROM YOUR JOBBER AT ONCE

**A. O. HURST, 24 Scott St., Toronto, Canada**

## "Sports" Playing Cards



LACROSSE DESIGN.

THE BEST VALUE  
IN THE MARKET.

ONE OF MANY  
VARIETIES

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

SPECIAL CARD FOR  
WHIST PLAYERS

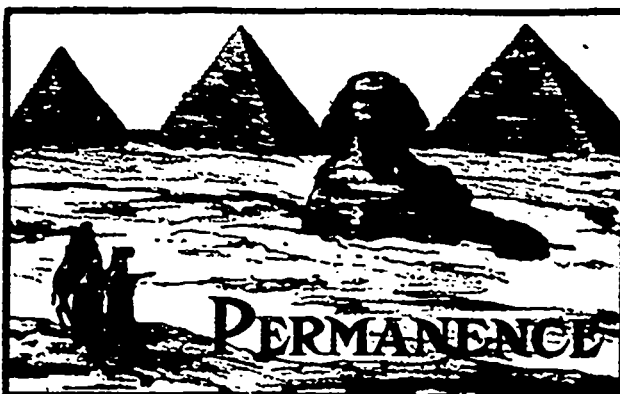
**Colonial Whist**

We are headquarters for PLAYING CARDS  
MADE IN CANADA.

Style and finish equal to Imported Cards.

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

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



The pyramids are the ancient symbols of  
permanence.

## The Baltimore Fire

in 1904 revealed a modern example of perma-  
nence, in that the books of one company lay in  
the water five days, but for all practical purposes  
their records were as good as ever. The ink  
used on their books was

### Carter's Writing Fluid

What's the matter with that for an ink?

THE CARTER'S INK COMPANY

Boston

New York

Montreal

BOOKSELLER AND STATIONER

# BROWN BROS.

LIMITED

## WHOLESALE and MANUFACTURING STATIONERS

51-53 Wellington St. West, -1 - TORONTO

Have pleasure in announcing that our

**STOCK in EVERY DEPARTMENT**

Is very complete and "Up-to-Date."

### DEPARTMENTS

**PAPER**—Every make—Writing, Bond, Linen, Ledger  
Printing, Cover, Tissue, Copying, etc.  
Our latest "ORIENT" New Bond,  
specially good.

### STATIONERY and OFFICE SUPPLIES

Every requirement for Bank, Office or Home  
Our new make **INKSTANDS** having a big  
sale.

### ACCOUNT BOOKS—All kinds and sizes.

From the smallest Pass Book to the largest  
Ledger. Special lines "Loose Leaf" and  
Loose Leaf Price Books. Memorandum  
Books, an exceptionally complete line.

### LEATHER GOODS—Purses, Bags, Cases, etc.

We guarantee superiority of goods. Latest  
and finest make of leather—newest designs  
and styles.

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### FOUNTAIN PENS—"Get the Best"

### CREPE TISSUE, Napkins, Lunch Sets

### OPHIR PENCILS—Drawing, Copying, Office.

### HUNT'S Art Calendars, Cards, Pictures, etc.

FIRST YET. SAMPLES NOW SHOWING.

We endeavour to have the **MOST COMPLETE  
STATIONERY HOUSE** in the Dominion.

**BROWN BROS., Limited, 51-53 Wellington Street W., TORONTO**



### SELL ON EASY PAYMENTS

You can make more money by selling Berliner Gram-ophones and  
Victor Talking Machines on instalments than for cash.

A great many sales can be made on the easy-payment plan to  
people who are good pay, but who would be scared off by a cash  
transaction.

Thus you increase your sales of machines.  
Then every time your customers come in to pay another instalment  
you get an opening to talk about, show off and sell the new Records  
which are issued every month.

In this way your sales of Records are also much increased, and  
you keep in close touch with your customers.

We are presenting this month a new and exclusive feature:

### EIGHT-INCH RECORDS at 40 cents

Much superior to the seven-inch, on account of the larger circles  
of sound waves. Twelve of these Records are being issued this  
month; more will follow.

Distributors for Berliner Gramophones and Victor Talking  
Machines:

Nova Scotia and P. E. Island—Maritime Gram. Co.—Truro, N.S.  
New Brunswick—J. & A. McMillan—St. John.  
Manitoba, Alberta and Saskatchewan—Clark Bros. Co., Ltd.  
—Winnipeg.  
British Columbia—Dyke, Evans and Callaghan—Vancouver.  
Ontario and Quebec—Berliner Gram. Co.—Montreal, P.Q.  
Send to nearest distributor for full lists of Instruments and Records,  
with terms to the trade.

**The Berliner Gram-ophone Co. of Canada, Limited**  
2315 St. Catherine St., MONTREAL.

# FLAGS

**CANADIAN ENSIGNS**

**UNION JACKS**

**WHITE ENSIGNS**

**IRISH ENSIGNS**

**UNION JACKS**

30 inches to three yards in length, made fine quality  
English Bunting, plain and roped and toggled.

Also the less expensive flags in cotton, in various sizes  
and styles.

## REAL ENGLISH

## BUNTING

The "never rip, ravel or tear kind," in Red, White  
and Blue.

For convenience we have had these put up in 10 yard  
lengths, which will be appreciated by the trade.

**The Kelk-Sutcliffe Co.**

**TORONTO**

# Samples Just Arrived

OUR TRAVELLERS WILL VISIT EVERY TOWN IN CANADA WITH

**SAVORY'S CALENDARS, XMAS CARDS, PICTURES, PRIVATE  
XMAS CARDS, POST CARDS, MENUS, BALL  
PROGRAMMES, Etc., Etc.**

**FREDERICK A. STOKES CO.'S Calendars, Bride and Baby Books, etc.  
DORENDORFF & CO., Card Blanks, Folders, Fancy Card Boards.**

Write us for Sample Books of Canadian Private Xmas Cards, Diamond Series, and Clifton Cards  
**ALL GOODS SOLD F.O.B. TORONTO**

**MENZIES & COMPANY**  
**23 SCOTT STREET, TORONTO**

Sole Canadian Agents E. W. SAVORY, LTD., Bristol; PERRY & CO., London; LYONS INKS, Ltd., Manchester;  
DORENDORFF & CO., London, England

**MONTREAL OFFICE:**  
Room F. Temple Building  
GEO. F. HOBART, Representative

**WINNIPEG OFFICE:**  
Cor. Maple and Higgins Sts.  
T. O. MACKAY, Representative

**VANCOUVER OFFICE:**  
W. H. BOYCOTT, Representative  
Davis Chambers, Hastings Street

## The "UNION JACK" Series

(Made in England)

**of Christmas Cards, Calendars,  
Private Greeting Cards**

**and Fancy Stationery Novelties.**



has a reputation in England second to none.

This Season's Collection exceeds 500 absolutely new designs.

Every card is of English Design and manufactured by us here, our equipment being the most complete and up-to-date.

We invite correspondence from Canadian wholesale houses or agents.

**G. DELGADO LD., 55 East Road, City Road, London, England**

Established 1887

BOOKSELLER AND STATIONER

# Waterman's Ideal Fountain Pen

The pen with the Clip-Cap



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JUN 21 1906

## Say it to Your Customer

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*10% Mont...*  
*on books 51*  
*pages #2*  
*1906*



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JUN 21 1906



## It's a Good Thing

The Ideal Clip-Cap, an outside and a sectional view of which is shown above on either side of the vest cut, is attached only to Waterman's Ideal Fountain Pen, and purchasers of fountain pens to-day insist on this Clip-Cap because with it the pen can be placed anywhere with a sense of security that it will stay put. It will stay right side up wherever you clip it, and is only removed at will. It will not roll off the desk or table. It has many advantages that will be apparent at a glance.

Information and discounts on Waterman's Ideal Fountain Pens and accessories gladly furnished on request.



### L. E. WATERMAN COMPANY OF CANADA, LIMITED

136 ST. JAMES ST., MONTREAL.



# What Time Is It?

So long as mortals find it necessary to mark Time, will a ready sale obtain for TUCK'S CALENDARS. What more useful, more timely or more dainty Christmas or New Year Gift than one of these Artistic Chronometers, which, without winding, care or repair, steadily and silently mark the fleeting moments through the livelong year!

The "Turn-over" kind with from four to eight leaves and "every page a picture;" the popular "Drop" style, Mechanical Calendars and an array of indescribably novel effects. New ideas, new color schemes, new everything, and each publication bears this trade mark a guarantee of artistic worth and general excellence the wide world over.

Our Travellers will visit every important town in the Dominion of Canada in ample time to place Holiday Orders. We bespeak your esteemed favors.

## RAPHAEL TUCK & SONS COMPANY

LIMITED

St. Antoine St. (Cor. St. Genevieve St.,) Montreal

LONDON

PARIS

BERLIN

NEW YORK

1857

# William Collins, Sons & Company

1907

LIMITED

GLASGOW, LONDON, SYDNEY (N.S.W.) and AUCKLAND (N.Z.)

Established 1820

50 Years of Successful Trading in Canada

It is with pleasure that we beg to call the attention of our numerous friends in the Dominion to the above notable fact, and to thank them one and all for the support and patronage they have given us since we first visited the Canadian Market. Our lines have long been looked upon as unequalled for Quality, Finish and Value, our long experience catering to the requirements of the Trade giving us a unique position.

Our Traveller annually visits all the leading centres throughout the country and business entrusted to him will receive our careful and prompt attention.

A few of our well-known lines meeting yearly with increased favor are:—

**International Clear Type Press Bibles, Clear Type Press Publications, Manufactured Stationery,** in all its branches, including

**Blank, Pass and Note Books, Tablets, Scribbling and Exercise Books, Standard Note Papers and Envelopes.**

**"CROWN PARCHMENT"**

Used by all the leading Families, Clubs, Members of Parliament.

**Original Milton Mill, Original Cambric Note, Acadian Linen—All sizes, all tints.**

We have large sample rooms in both Glasgow and London, where Canadian buyers will be welcomed.

CATALOGUES AND PRICES SENT ON APPLICATION.

**WILLIAM COLLINS, SONS & COMPANY**  
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BOOKSELLER AND STATIONER

# C. Brandauer & Co.'s - Limited



SEVEN PRIZE MEDALS.

## CIRCULAR POINTED PENS

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, Gd., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM. Attention is also drawn to our Patent Anti-Blotting Pens.

London Warehouse : 124, NEWGATE STREET, E. C.

Canadian Agents: H. O. KNOWLES CO., 511 Coristine Building, MONTREAL

RETURN

JUL 20 1919

*J. O. ...  
at book 5  
page 9*



Mechanism of Expanding Book Ledger.

## LOOSE LEAF LEDGERS

*Are you interested in connecting with one of the oldest and most successful lines in the United States?*

You can do the Binding there, and a few stock sizes of Metals will make many sizes of Finished Books.

We have a special Export Proposition on the Metal Parts for our Ledgers.

NO EXPERIMENT. We are sending them to all parts of the world.

We give you the benefit of our ten years' experience in the business, and put you in position of a Manufacturer.

*Send for our Special Export Proposition.*

**THE C. E. SHEPPARD CO.**

Manufacturers Loose Leaf Devices

50 MAIDEN LANE, NEW YORK CITY, U.S.A.



## A. W. FABER'S

# Pure Rubber Bands Rubber Erasers



*For Sale by all Leading Stationers*

## BOOKSELLER AND STATIONER

Is recognized throughout Canada as the authority on Books, Stationery and Fancy Goods

# McCAW, STEVENSON & ORR, Ltd.

BELFAST (Ireland) AND IN SUCCESSION TO MARCUS WARD & CO.

## WOULD REMIND THE TRADE IN CANADA

That **ROYAL IRISH LINEN** is still the premier notepaper of the world.  
 That **SECOTINE** is yet the **PEER** of adhesives (and will be).  
 That their **MEMORIAL CARDS** and **MENUS** are the newest and the **MOST COMPLETE** in their range.  
 That their **CALENDARS**, so universally admired, are richer in designs this year than ever.

*Mr. Hector Prenter, their representative, is now visiting Quebec and the Maritime Provinces.*

A well known U.S. Patentee and Manufacturer of

## LOOSE LEAF BOOKS

is looking for good Representative Firms to handle his line in Canada and England, or purchase the Canadian and English patents respectively. The line is one that is having an **extraordinary success** in the United States and will prove a good thing for any Canadian or English concern, who can do it justice.

Call on or address:

**A. OPALLA, 302 Dearborn St., CHICAGO, ILL.**



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**COPYING  
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ALL SIZES  
 from Quarto Post to  
 largest Waybill.

Write the

**James Smart Mfg. Co., Limited**  
 Brockville, Ont., or Winnipeg, Man. ESTABLISHED 1854



# Fulton Specialties



ought to be on the shelf of every stationer, as there is a ready demand for them, and they are sold in all parts of the world. They are profitable to handle and are used in every office or store, whether large or small, to great advantage.

- The Fulton Business and Office Printing Outfits
- The Fulton Movable Rubber Type
- The Fulton Sign and Price Markers
- The Fulton Self-inking Stamp Pads (Patented)
- The Fulton Self-inking, Non-Blurring Pads
- The Fulton Self-inking, Quick Drying Pads
- The Fulton Daters and Numberers
- The Fulton Juvenile Printer's and Toy Sets

Send for Catalogues and Discount Sheet

## Fulton Rubber Type, Ink & Pad Co.

128-142 Fulton St., Elizabeth, N.J., U.S.A.



# HOLLAND LINEN

¶ The most popular paper in the market. The sales of this celebrated line of stationery are increasing every day. Are you getting your share?

¶ Made in ream goods in four sizes and four colors with Envelopes to match ; also in sixteen different styles of Papeteries, Black-bordered goods, Visiting Cards and Invitation Cards.

¶ If your stock is not complete we can remedy that.

**W. J. GAGE & CO., Limited**  
TORONTO

Warehouse and Factory—82-94 Spadina Ave.

Sample Room—54 Front St. West

Paper Mills—St. Catharines

# THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XXII.

MONTREAL AND TORONTO, CANADA, JUNE, 1906.

No. 6.

## AMONG THE PUBLISHERS

"Huntington, Jr.," is an attractive story by E. C. Root, which McLeod & Allen are bringing out this month.

Repeat orders for Maxwell Grey's "The Great Refusal" have been coming in, especially from Montreal. (Copp, Clark).

A paper edition of "When It Was Dark," by Guy Thorne, at 25c., is now on the market with William Briggs' imprint.

A paper edition of "A Lost Cause," by Guy Thorne, to sell at 25c., is being placed on the market by the Copp, Clark Co.

The new book by Jerome K. Jerome, the title of which has not yet been announced, will be published during August by the Musson Book Co.

A third edition of "The Scarlet Pimpernel," and a second edition of "A Son of the People," by the Baroness Orczy, will be ready shortly. (Briggs).

"Isabel Carnaby in Subjection" is the title of Ellet Thornycroft Fowler's new novel, which will be ready shortly. William Briggs is the Canadian publisher.

The publishers are extremely gratified by the favor with which "Lady Baltimore," by Owen Wister, has been received in Canada. Re-orders from all parts of the country have recently been received. (Macmillan).

Among the June publications of the Copp, Clark Co. are "The Mystery of a Motor Car," by William le Queux, and "The Voyage of the Arrow," by T. Jenkins Hains. Both are issued in cloth and paper editions.

Paper editions of "The Red Reaper," by J. A. Steuart, and "Brothers of Peril," by Theodore Roberts, will be issued during the month by the Copp, Clark Co., at 75c.

A third Canadian edition of "First it was Ordained," by Guy Thorne, and a second edition of "Lady Betty," by C. N. and A. M. Williamson, have been published by the Musson Book Co.

"The Life of Animals" is the title of a profusely illustrated popular treatise on the animal creation by Ernest Ingersoll, which will shortly be issued by the Macmillan Co.

"Coniston," by Winston Churchill, will be published by the Macmillan Co. on June 20. This book has been

long delayed and its arrival now, just before the holiday season, should be timely.

The June publications of McLeod & Allen include "The Fortune Hunter," by David Graham Phillips; "By Wit of Woman," by A. W. Marchmont, and "The Challenge," by Warren Cheney.

Those who remember the popularity of "The Vagabond," by Frederick Palmer, will appreciate the merits of that author's new story, "Lucy of the Stars," which was published late last month by McLeod & Allen.

A new cloth and paper edition—the eighteenth in Canada—of "Tom Moore" has just been published by the Musson Book Co. This book first appeared about the time "David Harum" was published and it is still asked for.

It is announced that the Macmillan Co. will be the Canadian publishers of Rudyard Kipling's new serial, "Puck of Pook's Hill," now running serially in McClure's Magazine. The book will be issued during October.

"On Common Ground," the amusing story by Sydney Preston, author of "The Abandoned Farmer," is enjoying a capital sale in Toronto, near where the author resides, and is taking well in other districts. (Copp, Clark).

Those who were interested in W. S. Harwood's earlier book, "New Creations in Plant Life," will find still more to interest them in his "The New Earth," which has just appeared with the Macmillans in a \$1.75 edition.

"The Garden You and I," by "Barbara," was issued on June 6. It is a handsome volume containing 25 illustrations, and should be welcomed by those who appreciated "The Garden of a Commuter's Wife." (Macmillan).

Miss L. Dougall's "The Spanish Dowry" is due this month with the imprint of the Copp, Clark Co. Miss Dougall is a Montreal lady who has written several excellent novels, notably "What Necessity Knows" and "Beggars All."

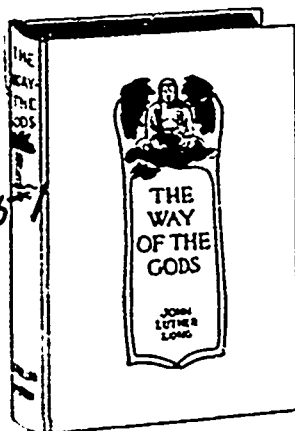
Especially in Montreal has the sale of "The Vine of Sibra," by Dr. Andrew Macphail, been good, possibly because the author is a resident of that city. The merits

## AMONG THE PUBLISHERS

of the story should ensure it a good sale elsewhere as well. (Macmillan).

What The Copp, Clark Co. consider their most important Spring book, "Made in His Image," by Guy Thorne, will be published during the month. The public will be eager to read this new story by the author of "When it was Dark."

"Sea Spray" is the title of a charming book of short stories, savoring of life on the ocean wave, by Frank T. Bullen, the famous writer of sea stories. It is



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*1/2 Crown  
cut Book 5  
page 65  
W.S.*

attractively bound and illustrated. It was published late last month by the Copp, Clark Co., at \$1.25.

The Macmillan Co. have just received a new line of color books of a particularly charming character. The titles are "Oxford," "The Norfolk Broads," "A Wanderer at Large," and "The Land of Pardons." (Britany). There are upwards of 100 illustrations in colors in each book. (\$1.75).

The Musson Book Co. report excellent sales for their recent publication, "Pam Decides," by the Baroness von Hutton. An edition of one thousand copies was cleared out in two days. "The Wheel of Life," by Ellen Glasgow, still sells well and there is a good demand for "Lady Betty," by the Williamsons.

McLeod & Allen have just brought out the Canadian edition of Frank Lalle Pollock's "The Treasure Trail." They claim that this book is just as good as "Wings of the Morning." It derives added interest from the fact that its author is a naturalized Canadian, having spent most of his life in Toronto. (McLeod & Allen).

Following the recent Government investigations into the packing industry of Chicago, there has been a renewed demand for "The Jungle," the book which gave a start to the agitation against the methods of the packers. The book is in great request in Canada, where it ranks among the six best sellers. (McLeod & Allen).

The first of the twelve syndicate books, which are being issued month by month, following serial publication in leading newspapers, is now out. It is "The Rock in the Baltic," and is by Robert Barr. Well-printed and containing four illustrations in color, it has the appearance of a regular \$1.50 book, whereas it sells for 75c. McLeod & Allen report an excellent sale throughout Canada.

A number of novels have just been issued in paper covers by the Macmillan Co. of Canada for the Summer trade. They include "The Sea Wolf" and "The Game," by Jack London, "The Fool Errant," by Maurice Hewlett, and "The Road Builders," by Samuel Merwin, at 75c., "Knock at a Venture," by Eden Phill-

potts, at 50c., and "Dorothy Vernon," by Charles Major, at 25c.

The latest addition to the York Library of George Bell & Sons, London, is "Transformation, or the Romance of Monte Beni," by Nathaniel Hawthorne, formerly published as "The Marble Faun." This story has taken rank as a classic along with "The Scarlet Letter," and it needs no introduction. The convenient edition in the York Library will be welcomed. (Cloth, 2s., leather, 3s. net).

Frederick A. Stokes Company, New York, published early this month a new novel by Frank Danby, author of "Pigs in Clover," entitled "The Sphinx's Daughter." The novel is calculated to arouse much discussion because of its attitude toward the punishment of crime and conventional morality. The reformation of a Bohemian lawyer by the unselfish love of a good and beautiful woman is the theme of the book. (Cloth, \$1.50).

Karl Edwin Harriman, whose clever bit of fiction, "The Girl and the Deal," proved so popular last year, has just brought out another love story entitled "The Girl Out There." This is a tale of country life, breathing the freedom and freshness of the open, and bringing in some of the best known types of rural characters, such as the country store-keeper, the village doctor, the wily old miser, the bluff but kind-hearted farmer, the village postmaster, etc. (George W. Jacobs & Co., New York).

H. R. Whates, a well known English journalist, has written a volume on "Canada, the New Nation," which E. P. Dutton & Co. are to bring out in America. It is in two parts, and will be of interest to the settler, the emigrant, and the politician. In Part I, the author attempts to answer the question, Shall I emigrate to Canada? He also endeavors to portray actual conditions in the Dominion. In the second division he gives a definition and analysis of Canadian political thought. The book is the result of experience and observation, and is illustrated.

"The Mummy and Miss Nitocris" is the title of an exciting and mysterious novel by George Griffith, published by Werner Laurie, of Clifford's Inn, London. It is a tale of the reincarnation in present day people of a



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set of characters who thousands of years ago enacted a ghastly tragedy in Egypt. The adventures of Miss Nitocris Marmion, the daughter of one of Europe's most celebrated mathematicians and the five-thousand-year-old mummy, gave Mr. Griffith material for an enthralling story. The book, which is issued in paper for the Canadian demand, has a specially designed cover by Mr. Charles E. Dawson.

	<b>BOOKS OF THE MONTH</b>	
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**BEACH, REX.**—“The Spoilers.” Toronto. The Poole Publishing Co. Cloth, \$1.25. The trickery of some politicians, the prostitution of a court of law and the unconscious agency of a girl, combined, deprive a number of Alaskan gold prospectors of their claims. Among them is the hero—a stalwart American—who leads in a plucky fight for the recovery of the claims. He falls in love with the girl aforementioned, who assists him in the fight and ultimate victory crowns their efforts. The story is well told.

**BINDLOSS, HAROLD.**—“Alton of Somasco.” Toronto. McLeod & Allen. Cloth, \$1.25. This is a well-told romance of ranch life in British Columbia, giving a clear picture of the trials and hardships of the ranchers. It is also an admirable character study of a splendid type—the big-hearted hero—who takes the lead in the struggle of the ranchers against the inroads of capitalists and speculators. His experiences in discovering a lost silver mine occupy the main portion of the book, but there is also a love interest, which fills in the gaps.

**BROWN, VINCENT.**—“The Sacred Cup.” New York: G. P. Putnam’s Sons. Toronto: William Briggs. Cloth, \$1.50. A story of English country life. Margaret Lyson, the heroine, is a very noble and lovable character, but one has some difficulty in deciding who the real hero is. Ostensibly Gilbert Canroys is the man, but one finds more heroic qualities in the little parson, Mr. Ferred, who, having the courage of his convictions, dares to follow the ethics of Christ in a difficult situation rather than the ethics of expediency. A very interesting story of the analytic order.

**CROCKETT, S. R.**—“Kid McGhie.” Toronto: The Copp, Clark Co. Cloth, \$1.50. Mr. Crockett has found his material for this very entertaining book chiefly in the slums of Edinburgh. The Kid is introduced to the reader at the immature age of nine as a lad having a pedigree without patrimony and further handicapped by a vicious parentage and environment, yet possessing a heredity of noble qualities bequeathed by some remote ancestor. His subsequent career, thrust upon him by necessity rather than choice, provided him with a training in vice and association with criminals, influences which he absorbed without assimilating. The instruments of his emancipation are the gentle city missionary, Mr. Molesay, with his gospel of humanity, Lord Athabasca, a colonial millionaire with his industrial reformatory for boys, and Patricia McGhie, whose beauty, wit and bravery charm the fancy and win the heart of the reader. The book possesses interest as a social study and is at the same time a charming story.

**FROTHINGHAM, EUGENIA BROOKS.**—“The Evasion.” Boston and New York: Houghton, Mifflin & Co. \$1.50. A well-written story of American social life. Two young college men of different types are suitors for the favor of the same girl. Under a somewhat strained sense of honor Dick Copeland submits to an injury inflicted upon him by Arthur Daventry, whereby not only his own career but also the happiness of the girl he loves are wrecked. Finally Nemesis overtakes the wrongdoers and virtue is rewarded. The characters are well drawn and the ac-

tion is lively, so that the interest of the reader is never permitted to flag.

**GRANT, ROBERT.**—“The Law Breakers.” New York: Charles Scribner’s Sons. \$1.50. The short stories comprised in this book are delightful as stories and interesting as studies. Mr. Grant discourses with a gentle philosophy not unmixed with humor on the inconsistencies of ordinary men and women. A close observer of motives and actions, he shows how often the generous impulse or the heroic spirit overrides cherished theories and well thought out rules of conduct, also that there still exist nobler standards of value than that which prevails in the commercial world. The author brings to his task the mental equipment of a keen yet sympathetic penetration and a sound philosophical judgment.

**GREEN, ANNA KATHARINE.**—“The Woman in the Alcove.” Toronto: McLeod & Allen. Cloth, \$1.25. With her usual skill and ingenuity Mrs. Green has contrived a murder case in which all the clues seem to point to one person, whom the reader knows must be innocent. The elucidation of the mystery then proceeds, and until almost the last chapter the reader is kept absolutely in the dark as to the criminal. Few of Mrs. Green’s detective stories equal this in its boldness of conception and the skilfulness with which it is worked out.

**HORTON, GEORGE.**—“The Edge of Hazard.” Toronto: McLeod & Allen. Cloth, \$1.25. This is the kind of novel that absorbs the reader’s attention, serves to wile away a few hours and yet leaves no very lasting impression. It is a harmless antidote to care and worry. In brief, it narrates the adventures of a clever young American society man, sent to Russia to look after an American store. He gets mixed up with the Japanese police, Russian spies and a charming Russian princess, whom he saves from a horrid fate. There are all sorts of thrilling adventures and the usual happy denouement.

**HOLLAND, RUPERT SARGENT.**—“The Count at Harvard.” Boston: L. C. Page & Co. Cloth, \$1.50. We seem to dip into a new world when we are introduced to the circle of “The Count” and his friends at the historic university. The happy Bohemian life of the fashionable students finds its expression in the sayings and doings of a typical member of their ranks, for the count is merely a somewhat eccentric American college undergraduate. He is apparently purposeless, amusingly curious, witty to a degree; audacious and experienced in all the customs of the university. Yet underneath the mask we cannot help but feel that there is a man.

**LINCOLN, JOSEPH C.**—“Mr. Pratt.” New York: A. S. Barnes & Co. Cloth, \$1.50. No more amusing story-teller than Mr. Pratt, the Cape Cod fisherman, is to be found among this season’s romancers. His humor is irresistible and his repartee so clever that no one dare try wordy warfare with him. By chance he becomes major domo and guardian spirit to two young New Yorkers, who are seeking to live the natural life. They secure a house on a little sandy island, where they consider themselves in paradise. Several other characters are introduced, all as a foil to the redoubtable Mr. Pratt.

**LONG, JOHN LUTHER.**—“The way of the Gods.” Toronto: The Macmillan Co. of Canada. Cloth, \$1.50. Mr. Long has great skill in picturing the love passion in words and in this story of Japan, with its quaint setting and its odd fancies, he has made the

love interest very human. Shippo, the little soldier hero, parts from one love and takes up another with apparent ease. He is impulsive and lowers his caste to marry the girl he loves. Then he repents, but the love of the girl-wife is constant, and in the end it is she who takes his place on the battlefield.

LYNDE, FRANCIS.—"The Quereking." Toronto: McLeod & Allen. Cloth, \$1.25. The story of Thomas Jefferson Gordon, boy and man. The son of a southern iron master, his mother's heart desire was that he should be a minister, but eventually he gives up the church, joins his father in business, and is able to save him in a time of keenest trial. The manner of his change of mind is told with the utmost skill, while his attitude towards the two girls in the story, the good and the bad, is cleverly sketched.

LYALL, DAVID—"The Heritage of the Free." The Copp, Clark Co., Toronto. Cloth, \$1.25. A story of the Disruption times in Scotland. With the simple directness of narrative which characterizes this well known and favorite writer, the struggle between Church and State which culminated in the establishment of the Free Church is clearly and forcibly presented. In the story of the Jardine family and their eviction from the manse, of Adam Howieson and his following in Kirkcubright, and of the Laird of Glencairn and his beautiful, true-hearted wife, we have an illustration of what was going on all over Scotland at a period when religious freedom hung in the balance.

MAC KINNON, A. G.—"Spiritually Fit. A Young Man's Equipment." Edinburgh: Oliphant, Anderson & Ferrier. Cloth, 2s. 6d. We have only words of praise for this admirable book of counsel, advice and encouragement for the young man. To-day, to be physically fit, is considered a great necessity in life's battle. By means of a close analogy, Mr. Mackinnon shows how much more necessary it is to be spiritually fit. This fitness involves the whole structure of the spiritual life and is intimately connected with spiritual growth. How to attain to a measure of its perfection is the theme on which Mr. Mackinnon enlarges.

MEADE, L. T.—"Loveday." Toronto: The Copp, Clark Co. \$1.50. The interest in this pretty story arises out of an extraordinary will and a mistake on the part of a nurse whereby two noble lives are nearly sacrificed. The heroine courageously faces the situation and in the end right and justice triumph. Incidentally the ethics that should regulate the medical and nursing professions come in for a share of attention, a high standard being exacted.

OPPENHEIM, E. P.—"Mr. Wingrave, Millionaire." Toronto: The Copp, Clark Co. Cloth, \$1.50. Through the treacherous conduct of the woman in the case, Sir Wingrave Seton is convicted of man slaughter and sentenced to a long term in prison. When he at length is freed, his mind is so embittered against humanity that he determined to wreak vengeance on every person who comes into contact with him, as well as on the woman who wronged him. He goes to America and becomes immensely wealthy, but he is utterly unable to carry out his evil purpose because of a vein of humanity in him which causes him, to counteract secretly every outward act of wickedness that he does.

MCPHAIL, ANDREW—"The Vine of Simeon." Toronto: The Macmillan Co. \$1.50. Strong, virile, convincing, this book is not so much fiction as history in its most attractive form. Puritanism is presented as

it was in old England at the close of the Protectorate and as it was in New England when transplanted over-seas. Life and vigor inspire the scenes and characters which pass in rapid succession before the mind of the reader in London, on the high seas, in the new colonies and in the wilds of America. Like his own Captain Phineas Pratt, the brave puitan-pirate, the author himself seems to be "a man of infinite resource and invention," and like his hero he has not only a "nice perception of the use of words," but also a wide range of knowledge which enables him to discourse with equal ease of things pertaining to warfare, navigation, the healing art or dialectics. Romance is not lacking. Captain Nicholas Dexter, true knight and true lover, after many adventures wins his lady love after the manner of the times in which he lived. We predict a wide popularity for this admirable book.

POWELL, FRANCIS.—"The Prisoner of Ornith Farm." Toronto: McLeod & Allen. \$1.25. A tale of mystery and crime. Hope Carmichael, a beautiful young girl, is kidnapped and detained a prisoner at Ornith Farm, by Hollis Lannion, a gentleman by birth and culture but a criminal by profession. The young girl finally makes her escape, the mysteries of the establishment are laid bare and the nefarious practices of its owner brought to a close. Quite an unusual book both as to subject and treatment.

PRESTON, SIDNEY H.—"On Common Ground." Toronto: The Copp, Clark Co. Cloth, \$1.25. The scenes and characters of this very readable book, which is written in journal form, are rural. A bachelor a little past the youthful stage and inclined to mild, contemplative ways, retires to the country in the hope of finding Arcadia. After a time ennui assails him, followed by a longing for companionship, and a very pretty love story is evolved. The common ground is reached in the similar experiences of several pairs of lovers of various degrees. There is a touch of humor in many of the situations and the book is distinctly clever.

THORNE, GUY—"First it was Ordained." Toronto: The Musson Book Co. Cloth, \$1.50. This is a novel with a distinct and outspoken purpose. It has been written to attempt to counteract the tendency in modern English society to escape the obligations of child-bearing. With its events transpiring in the year 1910, the author is able to paint a picture of an alarmingly decreasing population. To combat the evil, a society known as the Confraternity of the Holy Ghost is formed and it is with the work of this organization that the story is principally concerned. Among the characters there are many striking contrasts.

WARD, MRS. HUMPHRY—"Fenwick's Career." Toronto: William Briggs. Cloth, \$1.25. In the creation of John Fenwick, artist with the stamp of genius, this distinguished writer has produced a character of a different type from any she has hitherto attempted. Other characters there are of much interest, also descriptions of social life in London and Paris, but all are subordinated to the main study, which is Fenwick himself with his divine gift struggling for expression. His career is in the main a struggle against adverse material conditions. Moral issues are involved through the desertion of his wife, which places him in a false position socially. A moral catastrophe is imminent, from which he is rescued by Madame de Pastourelles, between whom and himself there exists a

platonic friendship. The author's name recommends the book, which is quite equal to any of its predecessors.

**WILLIAMS, JESSE LYNCH.**—"The Day Dreamer." New York: Charles Scribner's Sons. Toronto: McLeod & Allen. Cloth, \$1.25. In this story we are introduced into the atmosphere of the political caucus and the city room of a great daily. The hero is a famous New York reporter. He is assigned to unravel a political tangle in which a fine old aristocrat, General Cunningham, is involved through the machinations of some ward politicians. It so happens that the reporter is in love with Cunningham's daughter, but because of the inequality of their social positions he dare not declare his love. Of course, the plot gives an opportunity for the happy solution of this problem.

**WILLIAMSON, C. N. AND A. M.**—"Lady Betty Across the Water." Toronto: The Musson Book Co. Cloth, \$1.50. This is one of the half dozen outstanding books of the season. It is light and breezy; it gives a faithful picture of life in the American cities, even down to minute details, and its thread of a plot is charming. Few there are who will not fall in love with the pretty, vivacious English girl, who caused such a flutter in New York and Newport, and who will not sympathize with the fine nature of big Jim Britt, with whom she could not help but fall in love, despite his apparent obscure birth and poverty.

**THE COLLINS PUBLICATIONS.**

A RECENT visitor to Canada was Mr. A. B. Glen, representing the Old Country firm of William Collins, Sons & Co., Limited, publishers and stationers, Glasgow, with branches in London, Sydney and Auckland. A representative of Bookseller and Stationer upon calling on Mr. Glen was shown an extensive and interesting line of samples of the many publications put out by this firm. The Collins Company have long been known as publishers of the "International" clear type press Bibles, issued to meet the demand of the public for clear type and well printed Bibles. The Collins clear type press publications, which embrace standard fiction, juvenile literature, pocket classics and poetical works, have been eagerly welcomed by the public. The poetical works especially have made a great hit on account of the splendid workmanship in the printing, etc. Illustrations are numerous and are in black and white and colors, being the work of leading artists.

To those dealers interested in standard pocket classics by such authors as Dickens, Scott, Thackeray and others, the Handy Pocket Editions issued by the Collins Company will be found excellent sellers. Their low price and the clear type and attractive cloth and leather bindings put them within the reach and desire of all. Several new lines have recently been published by the Collins Company which include Bibles with views of the Holy Land, for the use of Sunday school teachers, and dictionaries for use in the schools of the country. This company has an excellent assortment of stationery requisites such as blank books, exercise and scribbling books, and writing pads, all of which are artistically covered. Note papers and papeteries seen among the samples are too well known to the trade to require any words; suffice it to say the lines shown are all excellent.

# BOOKSELLERS

Should stock these for their Summer trade—

## "Isabel Carnaby In Subjection"

By **ELLEN THORNEYCROFT FOWLER**

Author of "Double Thread," etc.

Paper, 75c.; Cloth, \$1.25

## "Fenwick's Career"

By **MRS. HUMPHRY WARD**

Author of "Marriage of William Ashe," etc.

\$1.50

## "A Motor Car Divorce"

By **LOUISE CLOSSER HALE**

Illustrated in color. Paper, 75c.; Cloth, \$1.25

## "How To Prepare For Europe"

By **H. A. GUERBER**

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Limp Cloth, \$2.00 net

## "Wesley and His Century"

By **W. H. FITCHETT**

Author of "How England Saved Europe," "Deeds That Won Empire," etc.

\$1.50 net

## "Purple Robe"

By **JOSEPH HOCKING**

Paper, 25c.

## "When It Was Dark"

By **GUY THORNE**

Paper, 25c.

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**SOUVENIR CANADIAN CALENDARS**

**A** MOST attractive series of Canadian souvenir calendars is being shown by Warwick Bros. & Rutter, Toronto. These goods are to be made up with special views of any desired town or city, in quantities that are within the reach of any stationer throughout the country. They can also be procured in any quantity desired with general Canadian views of renowned interest, such as the Dominion Parliament Buildings, mountain scenes, Niagara Falls views, and many others equally as famous.

This house issued a calendar of this nature last season, and they report that the demand was so encouraging that this year they have a series of some fifteen different styles of these Canadian made goods. The advance orders booked up to date are very satisfactory, and the trade evidently appreciate this line of local holiday goods.

One of the most striking designs is a triangular calendar, of four leaves, with a special view printed on each leaf, and an ornamental color scheme as a border, so designed as to show an effect which is typically Canadian in its coloring and suggestion.

Another most popular number is a four-view drop calendar. This is very artistic in effect, and will retail at a popular price.

Other styles shown are of patriotic designs, printed in tri-color and gold, with the views in colors; a dainty folding calendar, tied with ribbon, and several styles made up with gilt and dark oak frames.

The series deserves the careful consideration of the trade, as they would be most desirable little holiday gifts, especially to be mailed to friends outside of Canada.

These people have also just placed in the hands of their salesmen samples of a new folding Christmas card in different designs, which may be also had with local views printed on same in small quantities.

**A FINE NUMBER.**

**T**HE June issue of the International Studio contains an article on the work of the American pictorial photographers, who form the society known as the Photo Secession. A dozen of the best photographs by the foremost workers are reproduced in illustration. Lela Meehlin contributes an article on the Philadelphia Water Color Exhibition. The recent exhibition of the Minnesota State Art Society is described by Emma E. Beard. T. Martin Wood writes of "The Art of the late Arthur Melville," with illustrations, two of them being reproductions in color of water color paintings. The work of Agustin Querol, the Spanish sculptor, is discussed in an illustrated article by Charles Rudy. Two color reproductions accompany an appreciation of the "Drawings of L. Pasternak," by P. Ettinger. In a preliminary notice of the Royal Academy Exhibition are presented eight full page reproductions of some of the leading paintings and sculpture. Fifteen detailed plans for a week-end bungalow submitted in the studio competition are represented in full page reproductions. The studio talk is rich in material from San Francisco, Philadelphia, and European centres. The inserts besides those mentioned above include a tinted reproduction of the photograph by Eduard J. Steichen, entitled "The Big White Cloud," a colored reproduction of Parker Maun's "Morning Glow," reproductions of etchings by Emil Zorn and Frank Braugwyn and of a painting by Keller-Keutlingen of a street scene in Munich.

**HURD'S HOLIDAY PAPETERIES.**

**T**HE holiday line of papeteries of Geo. B. Hurd & Co., 425-427 Broome street, New York, is a remarkably strong one in every detail. It is considerably larger than it has been in previous seasons, and the general attractiveness of the line also compares more than favorably with any that the house has ever shown.

The line is especially numerous and strong in the boxes to retail at 25c. to \$1. Very many more boxes than ever before are shown at this range, and better values also seem to be available at the particular prices asked. The price at retail extends to about \$10, the variety decreasing, of course, as the price increases.

The particularly noteworthy features about the line, other than those already referred to, are its extreme daintiness and the unique and original thought that is evidenced in a great many of the details. All of these go to add tone and that indescribable something that is always so much appreciated in the Hurd lines.

Two exceptionally striking ideas are shown in some rich oak mission boxes with legs, and in some upright boxes, the sides of which are hinged, and which when let down form a writing pad. In connection with the line the house is also showing in more elaborate form the handsome holly envelopes and cards with which it scored such a big success last year. These are handsomely lithographed, and may be had in the four best selling sizes.

Mr. John N. Morley, assistant to Mr. E. J. Kastner, manager and secretary of the L. E. Waterman Co., of Canada, Limited, Montreal, was married Wednesday, May 9, at Oakland, Cal., to Miss Ella Boletta Goodmundson.

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"ON COMMON GROUND" shows the humor and charm of Sydney H. Preston's earlier works, but his new book contains a longer story and it is marked by a prominent love interest. It centres about a gentle bachelor, who, in the pursuit of happiness, retires to a small farm where he raises chickens and obtains happiness in an unforeseen way. The book is decidedly humorous. **Cloth only, \$1.25**

A Story of Adventure.

## The Mystery of a Motor Car

By William Le Queux

Author of "The Czar's Spy," "The Spider's Eye," etc.

This breathless story of adventure will recall to many Hugh Conway's masterpiece.

Mr. Dugdale, the locum tenens of a country practice in England, is called upon one night to attend the victim of an alleged accident by a motor car, and in the course of a few days finds himself a central figure in one of the most desperate and ingenious conspiracies of modern criminal annals. **Paper, 75c.; Cloth, \$1.25**

Guy Thorne's Latest Book

## Made in His Image

Other books by Guy Thorne:

"When it Was Dark," "A Lost Cause."

"MADE IN HIS IMAGE," Guy Thorne's new book, deals with the struggles of two Oxford graduates for the amelioration of the human race. Hazel believes in the incarnation and sees everything in the light of it, while Bosanquet is the high-minded sceptic. The strong dramatic scenes make the book a vivid and engrossing one.

**Cloth only, \$1.25**

## The Voyage of the Arrow

By T. Jenkins Hains

Author of "Black Barque."

This is another of T. Jenkins Hains' inimitable sea stories, in which piracy, storm and shipwreck are cleverly intermingled with vivid and picturesque descriptions of life at sea. **Paper, 75c.; Cloth, \$1.25**

## Henry Northcote

By J. C. Snaith

Author of "Broke of Covenden."

Like "Broke of Covenden," "Henry Northcote" is replete with novel situations, which make it decidedly interesting and amusing. **Paper, 75c.; Cloth, \$1.25**

## Sea Spray

By Frank T. Bullen

Author of "Cruise of the Cachelot," "Sea Puritans," "With Christ at Sea," etc.

"SEA SPRAY" is a splendid collection of short stories and essays written by Frank T. Bullen.

They have already been published in the "Country Gentleman" and "Daily Mail," where they were so favorably received that the author has been persuaded to publish them in book form.

The following are a few of the 27 subjects: "A memory," "The Lonely Vigil," "The Testing of the Mate," "The Poetry of the Sea," and "The Mystery of Selfishness." **Illustrated, Paper, 75c.; Cloth, \$1.25**

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## THE WESTERN NEWS AGENCY QUESTION

### SOME FURTHER OPINIONS.

SINCE the April number of *Bookseller and Stationer* was published, bringing to the attention of the trade the crying need that exists in the west for a local news agency, several letters have been received from dealers at various points in Manitoba, Alberta and Saskatchewan. Nearly all of these dealers express the opinion that conditions are bad and that the only remedy is the establishment of an agency at Winnipeg. A reference is made elsewhere editorially to this matter, so that here we will content ourselves merely with reproducing some of the letters received.

W. W. Heming, Swan River, Manitoba:—"I feel that the trade are certainly not adequately served by the eastern news companies. Regarding the establishment of a western news agency, I am firmly of the opinion that the time is ripe for the establishment of a western news agency in Winnipeg. As conditions are at present, it's impossible for a dealer to give the public a satisfactory service in magazines."

• • •

D. J. Yonge & Co., Limited, Calgary, Alta.:—"We have had trouble at different times, but under the circumstances we have not very much complaint at the present time. We divide our magazine order between the Toronto and the St. Paul news agencies, and find that it works very well.

"We believe, though, that a great improvement would be made if there was an agency in Winnipeg. At present it takes from two to three weeks to get any change made in our standing orders with Toronto, and this delay could be avoided to a certain extent if our base of supplies were nearer.

"There are a few annoyances which could probably be easily remedied, such, for instance, as the delay in getting the *Delineator* in our hands. This publication is in the hands of subscribers and on the counters of their pattern dealers from three to seven days before we can get it. This tends to take the trade from the news-dealer and give it direct to the publisher. The same thing, though not so bad, exists in regard to Everybody's, and one or two of the others.

"The writer has been dealing with the Toronto News Company for some ten or twelve years, and on the whole their service has been satisfactory. But the time has come when we should have a western branch, as the conditions of the trade in the west demand it. A good deal of the western trade is now going to the United States branches. For instance in British Columbia a great many of the dealers get their supplies from Seattle, and in Manitoba, Saskatchewan and Alberta they draw on St. Paul. All this trade might be saved to the Canadian dealers if the proper steps were taken.

"We are very glad that you have taken this matter up, and we trust that there will be good results caused by the publicity you have given same"

• • •

Robert Sage, Lethbridge, Alta.: We do not think that we are adequately served by the eastern news companies and believe that the establishment of an agency in Winnipeg would be beneficial to the trade.

Pettingell & Van Valkenburg, Limited, Regina, Sask.: Our consignments from the news companies seem to come along all right and we handle a great quantity of them.

• • •

W. H. Hunter, S. Qu'Appelle: The news service in the west is both uncertain and inadequate. Until recently I have had my supply of magazines through eastern news companies, but the delivery of goods was so late that it was a constant menace to trade, and delivery was very uncertain, whereas it was quite useless to re-order lines of magazines which we had cleared out. I have recently made arrangements to have my magazines come direct from New York and in that way hope to have them earlier and at the same time make a considerable saving.

Regarding the formation of a western news company with headquarters in Winnipeg, I do not look on the scheme with any degree of enthusiasm. I do not think the country is ripe yet for such an organization.

To my mind the distribution of magazines should be on a different basis to what it is at present. Wherein does the news company serve the great mass of the news-dealers? Why should I not have a standing order with the publishers of the various magazines I handle? Don't you think that my customers and I would be vastly better served in that case than under the present arrangement?

In this western country there are many whose post-offices are at outlying points and these frequently send for yearly subscriptions. Under the altered arrangements mentioned above this trade would be worth cultivating. I know you may consider this a very radical suggestion, but I think when considered from all sides it has some merit.

• • •

James McKay, jr., Prince Albert, Sask.: I am very glad to hear that something is going to be done about giving us better service in our magazine business. We are certainly getting a poor service from the Toronto and eastern firms. I get the bulk of my magazines from American firms now, and to get real good service I subscribe for them by the quarter—that is, I pay them for three months' subscription.

Keep up the good work, and do your best to get someone to start up in Winnipeg—it will pay. I would double my amount if there was. I get on an average of fifteen and twenty each of 10c. and 15c. magazines. I hope it will be started up in the near future as I am certain it would be most beneficial to all newsdealers.

• • •

The Regina Pharmacy, Regina, Sask.:—"We believe a news agency should be organized in the west. We are not getting the attention otherwise we are entitled to. Regina is the place for it."

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**THE COPP, CLARK COMPANY, LIMITED**

**TORONTO**

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**67, 69, 71 COLBORNE STREET**

**Warehouse:**  
**64, 66 FRONT STREET WEST**

# THE BOOKSELLER AND STATIONER

## and Fancy Goods Review.

Published promptly on the second Wednesday of every month.

### The MacLean Publishing Company, Limited

President, JOHN BAYNE MACLEAN, Montreal.

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Vol. XXII.

JUNE, 1906.

No. 6

*B. G. Nelson & Co., St. John, N.B.—"We find the Book-seller and Stationer a very great trade help and each issue better than the last."*

#### A CANADIAN TABLE.

IT is surprising the number of new novels by Canadians that are appearing this year, as well as novels which have a Canadian setting. Most of these books rank with the best in contemporary English and American fiction. They are issued in editions as handsome as it is possible to produce for the money and they are quite as salable as the average modern novel.

To push the sale of these Canadian productions we would advocate "a Canadian table." Let this table be placed well to the left in the shop and arrange a series of cards over it, which will direct the passer's attention to the fact that the books are Canadian.

Let us select a few of the books that may be placed on this Canadian table. We will not attempt to give a list of all of them, but just a dozen or so that come to mind at the moment. First is Sydney Preston's "On Common ground," an admirable Summer book; then Arthur Stringer's "The Wire Tappers," Dr. Andrew Macphail's "Vine of Sibmah," Frank Lillie Pollock's "The Treasure Trail," Cy Warman's "The Last Spike," Harold Bindloss' "Alton of Somasco," and Anna Chapin Ray's "Hearts and Creeds." Of more serious import we have Rev. John Mackay's "Religion as Friendship With God," Albert G. MacKinnon's "Spiritually Fit," and W. L. MacKenzie King's "The Secret of Heroism." In history there is William Wood's "The Fight for Canada," while that admirable reprint, "Wacousta," by Major Richard-

son, must not be overlooked. We might go back a few months and include Mrs. Yeigh's "Specimen Spinster" and R. E. Knowles' "St. Cuthbert's."

There are enough books in this list to make a good showing as a special exhibit, and we bespeak the attention of Canadian dealers to this important department. Let us do our best for these Canadian authors, who have shown themselves worthy of our support.

• • •

*The Special Fall Number will be published as usual in August.*

• • •

#### A SIX MONTHS' QUEBEC TRAVELERS' TAX.

A FURTHER amendment to the sliding scale tax on foreign commercial travelers doing business in the Province of Quebec, in the form of a six months' license, has not received adequate publicity, and the full import of the change is, as a consequence, not appreciated.

The sliding scale which took effect last March provided for the abandonment of the straight three hundred dollars yearly tax on all foreign travelers except those soliciting for liquor firms, and the substitution of a tax of one hundred dollars yearly on travelers selling only to the wholesale trade, two hundred dollars for those calling upon both wholesale and retail, and four hundred dollars for those selling consumers. The six months' privilege, in effect since May 1, provides for a license from 1st May to 1st of November, or from 1st of November until the 1st of May following, by paying one-half the amount of the full yearly tax. Thus a traveler for a firm outside of Canada calling on the wholesale trade in the Province of Quebec, instead of paying \$100 pays only \$50 for a six months' license, and a traveler calling upon the wholesale and retail pays \$100, while one selling consumers pays \$200, instead of \$200 and \$400 respectively.

This latter provision is decidedly more equitable as it practically cuts in half the obnoxious tax. To avoid taking out more than a six months' license foreign travelers must arrange their trips so as not to overlap the dates mentioned. Thus a traveler might enter the province in October and stay after the 1st of November, which would necessitate him securing another license good until the 1st of May following. Even where the retail trade is called upon dry goods travelers never spend as long as six months in the province. While the principle of the tax, as has been pointed out in these columns many times, is in restraint of trade, the amendment which really halves the tax has been received with favor, because it points in a measure to the final repeal of this revenue-making tax.

Foreign commercial travelers still make strenuous objections to the tax, but the Provincial Revenue Department is closely watching its collection, and evasions, which were at first effected, are now impossible. When interviewed in Montreal, the collector of Quebec provincial revenue outlined clearly the exact interpretation of many dubious points. For instance, a firm outside of Canada desiring to send a traveler to work the Province

of Quebec, to avoid paying the tax must have a bona fide place of business in the province at some centre where stock is carried and books kept. A favorite form of evasion, which is useless in this respect, is for a foreign firm to establish an agent in either Montreal or Quebec. While the resident agent has not to take out a license, a traveler from the headquarters of the firm, or any of its foreign branch offices, coming to the province to call on the trade with the agent, must pay the tax.

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*Advertisers should not neglect the opportunities afforded by the Special Fall Number.*

• • •

#### QUITE A SCHEME.

A DEALER in books and stationery living not very far from Toronto has a very simple way of overcoming heavy express, freight or mail charges on consignments of books. He acts as his own expressman, and the way he does it is this. Once a month he takes a trip to the city and makes the rounds of the publishing houses, picking up a few copies of each of the books which he considers salable. These he conveys home himself, thus obviating heavy charges for carriage.

Of course it may be urged that his railway fare more than equals the charges on the books. But the merchant in question considers that his railway fare is more than compensated for by the new ideas he gathers in his visits to the wholesale warehouses, and consequently holds that he takes the books home free.

While this scheme is out of the question for most booksellers, still it illustrates the working out of an idea that deserves emulation. There is too little originality in the bookselling business, too little effort to better existing conditions. No obstacle is too high to be surmounted by a little ingenuity and originality.

• • •

*Never tell all you know; for he who tells everything he knows often tells more than he knows.*

• • •

#### GOLD IN BOOKS.

AT the recent banquet of the American Booksellers' Association at New York, F. Hopkinson Smith, the author, gave his opinions about the value of books. To his mind the nearer a story came to human truth, the greater popularity it would achieve. Human truth was the gold in the crucible of story production. He lamented a lack of that power in writing which made "David Harum" great, made "Trilby" emotionally powerful, and which thrilled the heart-strings in Thackeray's portrayal of the death of Colonel Newcome.

Booksellers will admit the force of Mr. Smith's remarks. To-day we would gladly welcome a book of the universal interest of "David Harum." True we have a few writers who picture human life as it is and whose books are in general demand, but their number is unfortunately small. As Mr. Smith pointed out, the productions of to-day are more along the line of "The Toothless Muck-Raker," "The Senate on Toast," and so

on. These sell, of course, and sell in large quantities, but after all they picture a phase of life that is not pleasant and that no one cares to have forced on them continually. Humanity wants broader, manlier, and more optimistic treatment of the affairs of life.

• • •

*To business that we love we rise betime and go to't with delight.*

• • •

#### AN UNEQUAL EQUALITY.

JAPAN and the United States have entered into a copyright treaty, which has some peculiar features. The treaty protects the original work of an author of each country in the other country, but does not protect translations. Thus the work of a Japanese author, in its original form, is copyright in the United States, while any person is at perfect liberty to make a translation of it into English and publish it there, the same being true of the work of an American in Japan.

As viewed by the book trade press the American author obtains a slight advantage by this arrangement. The Japanese language is little known and little studied in the United States. Consequently a book in Japanese will have but a small sale, whereas, because of American interest in Japan itself, a translation would be salable.

On the other hand, the Japs are great students of the English language, and they would welcome a book in English, thus giving the copyrighted American book a lift to the advantage of the American author.

• • •

*Many a ruined man dates his downfall from the day when he began borrowing money.*

• • •

#### A CRYING NEED.

JUDGING from the opinions expressed by western dealers, in this number of Bookseller and Stationer, there appears to be no doubt but that there is an urgent call for a western news agency. Two months ago several Winnipeg dealers voiced the needs of the west, and now we have the opinions of others in Calgary, Regina, Lethbridge, etc. With almost unanimous voice they ask for the establishment of a western agency.

It must not be understood that the eastern agencies are at fault in themselves. They are acknowledged to be doing all in their power to give a good service to the west. But they are immensely handicapped by their long distance from the disaffected area. Slow transit adds to the difficulties of the situation.

Under the circumstances the only remedy and the natural one seems to be to have the service performed by an agency located right in the centre of the west. If the eastern agencies can establish branches there so much the better, for with their eastern facilities they would be able to strengthen their branches. But in the event of their failing to give relief at an early date, we believe some independent organization should take up the work and should receive the support of the western dealers.





# LEADING CANADIAN STORES



**CHARLES L. NELLES, GUELPH.**

**I**N the centre of a splendid stone block, located on the upper part of Guelph's main street, is situated the store which Charles L. Nelles has occupied for the past eight years. Its front is much like that of the average store, but once the visitor has entered the door a somewhat striking individuality (if the term may be extended to a store) makes itself apparent. There is a roominess about the place that is characteristically absent from the ordinary book and stationery shop, while at the same time the visitor feels that there is also a completeness there that ensures the satisfaction of all his requirements.

The store presents a long and broad sweep to the

table contains illustrated books and on another are placed a number of sets of books. A fourth is used for the display of fancy papeteries.

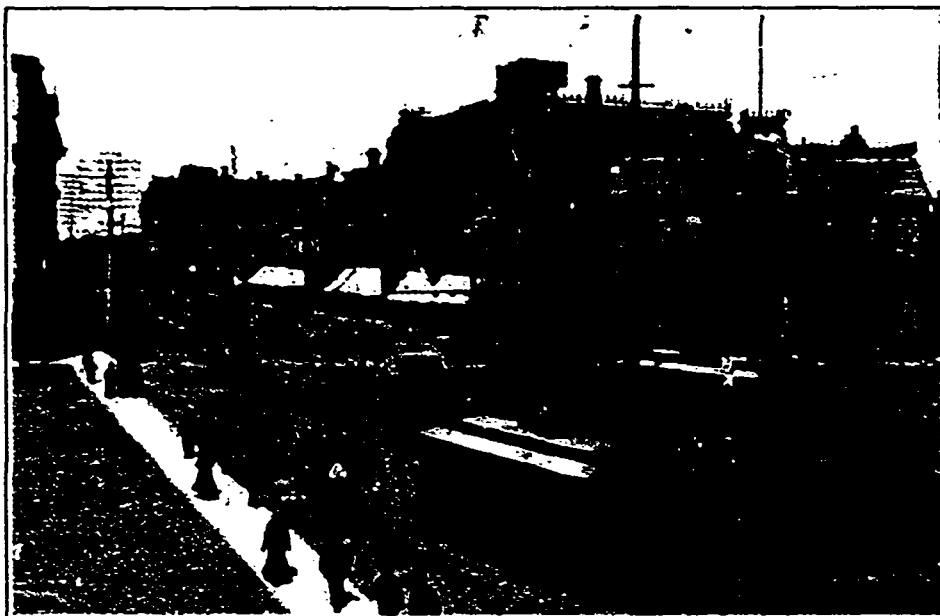
The entire rear section of the store, with the exception of the office, which occupies the right hand corner, is devoted to wall paper, in which Mr. Nelles specializes. Here he keeps the sample rolls, the main stock being stored on the two upper floors. The basement is used as a store room for moldings, curtains and baby carriages.

The business which Mr. Nelles has conducted in Guelph for the past fifteen years was founded by his father in 1878. Originally it embraced a great many different lines, but about every three years, according to

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JUN 18 1906

*W. C. Cramer  
Cut Book 5-1  
Page 64  
W. S. L.*



The Fine Stone Block in which the Nelles store is located.

eye, looking at it from the entrance. It extends back 110 feet, while its average breadth is 23 feet. Only a small section to the right, midway down the store, is fitted up with counters. The balance of the store's equipment, apart from the shelving on both sides, consists of handsome cabinets and big solid display tables, specially designed by Mr. Nelles. These tables can be moved around as required, thus giving variety to the store's appearance.

To the right of the main entrance a large display cabinet contains the stock of fine leather-bound books. The shelving on this side is given over to stationery and school books, while that on the opposite side contains a large stock of medium priced books. At the left of the entrance the first table is covered with the latest paper and cloth fiction. The various volumes are ranged along on racks, presenting an attractive appearance. Another

Mr. Nelles, a department has been dropped. In fifteen years he has cleared out music and musical instruments, sporting goods, toys and games, fancy goods, and the delivery of newspapers. To-day the business embraces merely books, stationery and wall paper.

This diminution in the number of lines carried is not a retrograde movement. On the contrary, Mr. Nelles has found his policy highly successful, and believes that in the larger centres of population it pays to specialize and to gain a name for high-grade goods.

Mr. Nelles is keenly alive to the need of keeping well posted on all matters pertaining to the trade. He visits Toronto wholesale houses at frequent intervals, and reads his copy of *Bookseller and Stationer* every month. He is also a persistent advertiser, believing strongly in the efficacy of printers' ink.

BOOKSELLER AND STATIONER

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JUL 14 1908

cut Books  
page 87.

R.M.



General View of the Interior of the Nelles Store.

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JUL 14 1908

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page 87.

R.M.



Special Book Displays.

BOOKSELLER AND STATIONER

**"WATSON-FOSTER"**

**WALL PAPERS**

**AT**

**FLAT PRICES**

**FOR**

**1906-1907**

## WALL PAPER

AT the present time the manufacturers are very busy with their samples for the next season. The season, according to what can be gleaned at this date, will be replete with novelties of every description. It is promised that the lines placed on the market this coming season will be better and of greater range than any seen heretofore. It is as yet a little too early to go into the matter of samples for the next season, that is to speak authoritatively on them, inasmuch as the manufacturers themselves have not yet completed their plans as to colorings; final decisions as to patterns and other matters still occupy the attention of many. A record season is anticipated on all sides, however, and steps are being taken which will place the trade in a position to fill all demands.

Possibly the outstanding feature of the new samples will be the brighter colorings. A richer coloring scheme is demanded and the mills have turned out already many neat designs. One large manufacturer stated he was convinced that red was a past favorite. Red, which has had such a run in the past, apparently has given way to greens, browns and greys, which are expected to be excellent sellers. Greens and greys are held to be the favored shades by a great many, while others give preference to browns in place of greens.

Flat effects are prophesied for next season, many being of the opinion that they will be largely used. For the high-class trade German characters in fine color effects are being shown, among other lines.

The staple cheap lines do not show any great changes for the coming season. There are the usual number of new patterns and some good designs rather out of the usual will be shown.

### THE FLAT PRICE.

SOME years ago a number of the American wall paper manufacturers formed themselves into a trust known as the National Wall Paper Company. This was followed by the establishment of a second combine, the Continental. The two united in a working agreement to steady prices. In course of time both were dissolved, and the factories again came under independent control. As a natural consequence very strong competition sprang up,



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*page 15-*  
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FIGURE UP YOUR SALES OF

# WALL PAPER

You will find that out of last season's sales you made your biggest profits on the Staunton lines. Two ways to prove it—selling price over cost price, and so little Staunton stock among the "left-overs." Another reason why Staunton Wall Paper is best to carry is that in originating the season's patterns and colorings Stauntons get closest to what the actual demands of the market will be.

## Stauntons' Travellers

will soon be on the road with samples for 1907. Don't place an order until you see their new colorings, new designs and new prices

# STAUNTONS

LIMITED

Wall Paper Manufacturers

Toronto, Ont.

with the inevitable cutting of prices. The purchase of some lines very cheap suggested a new idea to a jobber. It was that of selling border at the same price as side wall and ceiling. Other jobbers took it up, and the operations of their book men forced the retailer to fall in line. Then the manufacturer had to accede to a general demand that he adopt the flat basis. This is, in brief, the history of the new selling method, originating across the line, and only becoming general in Canada this season.

Selling "flat" means that the manufacturer takes his prices on border, ceiling and sidewall and equalizes them, so that he is able to sell all at one price and make the same profit as before. It is simply a re-apportionment of profits, in which the original figure accruing from the individual prices is to remain undisturbed.

Is it a natural or unnatural development? The consensus of opinion seems to weigh heavily on the latter side. Canadian manufacturers fought against it for several years, and not until this year did they feel that

they were warranted in making the change. Defects and disadvantages are apparent, but it is hoped that these will suggest their own best remedy.

Has the flat basis come to stay? There is no division of opinion as to this. It has. The key rests in the price of borders. When they were sold separately the consumer had before him the relationship which the price bore to that of sidewalls and ceilings. Now that it has, apparently, been lowered it will be almost an impossibility to revert to the former system.

One Canadian manufacturer gave the following illustration in support of his contention that the flat basis is a violation of correct principle: "Our sampling cost on a border is just as high as on a sidewall. Let us say that it costs us \$500 for the pattern rollers, design and making up of samples. We sell 10,000 rolls of sidewall, and that returns to us the initial expense. This amount of sidewall will require about 1,100 rolls of border, and this gives us only \$70. It is the wrong way to go about it. Border means greater outlay proportionately, and we should get more for it out and out."

The representative of another manufacturing firm considered that the flat basis would have to be given some time before it could be seen just how it would work out. The adoption of this method was to a large extent forced by demand from the dealers.

One Toronto jobbing and retail establishment has been a strong advocate of the flat basis in past years. The important reasons advanced are that it simplifies the work of the dealer, and regulates the price of border.

Other retailers are not favorably disposed towards the flat price. They say there is a right way and a wrong way to go about everything, and in this case the latter prevails. It is not in accordance with well-established principle to sell border at the same price as sidewall and ceiling. By the new system they figure on the same profits as before.

Of course the fine grade borders, the prices of which run high, will never be sold flat. These are the independents, such as landscape friezes, scenic borders, and those matching ingrain. In this class come hand-made goods.

Under the circumstances the trade should meet the new conditions as speedily as possible. The change will be permanent, and those who are slow to conform to it will give their competitors capital to work on. Papers marked in the old way can easily be placed on the flat basis by figuring out the equalized price.

Manufacturers state there will be no disturbance of quality in the lines which they have been turning out. However, a certain demand will call for one or two new grades at the cheapest prices. A marked increase in the quality of border sold is predicted as the result of the flat system.

#### AN EXQUISITE ART LINE.

**T**HERE is an indefinable something about the art productions of E. W. Savory, Limited, of Bristol, England, which differentiates them from the work of all other publishers. They possess a charm all their own, which makes comparisons with other lines useless. This is not said in any spirit of disparagement of the goods shown by other manufacturers, but merely as a statement of fact.

In looking over the samples for Fall and Christmas, 1906, the pervading note seems to be a delicate and refined treatment of a large number of attractive subjects. There is perfection throughout, the same proportion of care having been bestowed on the cheapest and smallest card as on the large and high-priced one. Even the mounts have been carefully selected as well as the other materials which go into the productions.

From the artist's standpoint, the contributors to the series rank high in art circles. Such names as Archibald Thorburn, Edwin Noble, Tom Mostyn, F. G. Lewin, Will Kidd, C. E. Brock, J. MacWhirter, Alice Manly and Jules Delaroche will be found subscribed to the different creations. They have produced animal studies, figure sketches, landscapes, marine subjects, "Dutch" subjects and humorous pictures in great variety.

In calendars, the treatment is usually carried out on a white mount, tied with rich silk cords in place of ribbons. Among them the ivory miniature style and the hand-colored platinotypes are especially attractive. Turn-over calendars, desk calendars, engagement calendars and the new blotter style are shown in wide variety. Prices range from \$1.20 to \$25.20 per dozen.

Savory's picture publications are principally in carbon, hand-colored platinotype and photogravure. George Wright's sporting pictures are among the most popular subjects. For the convenience of purchasers, various portfolios, each containing four proofs on Japanese vellum, have been prepared. The pictures shown in Canada range in price from 20c. to \$5 each.

As usual, there is a tremendous showing of Christmas cards. These embrace all the Savory subjects in a great many different styles. Cards with relief stamping in bronze effects, etchings, plain and colored, and hand-colored folders are among the choicest productions.

In this department the private greeting card is again prominent. Several new Canadian designs will be found to appeal to the people of the Dominion. These bear the various coats of arms of the provinces, maple leaves and other characteristic emblems. The private greeting cards range from \$5 to \$75 per hundred.

The picture post card is also to the fore. The Savory cards all bear the ear mark of quality and look almost too good to be consigned to the tender mercies of the post office authorities. They include all the subjects to be found in the other lines and sell from \$2 to \$6 per hundred.

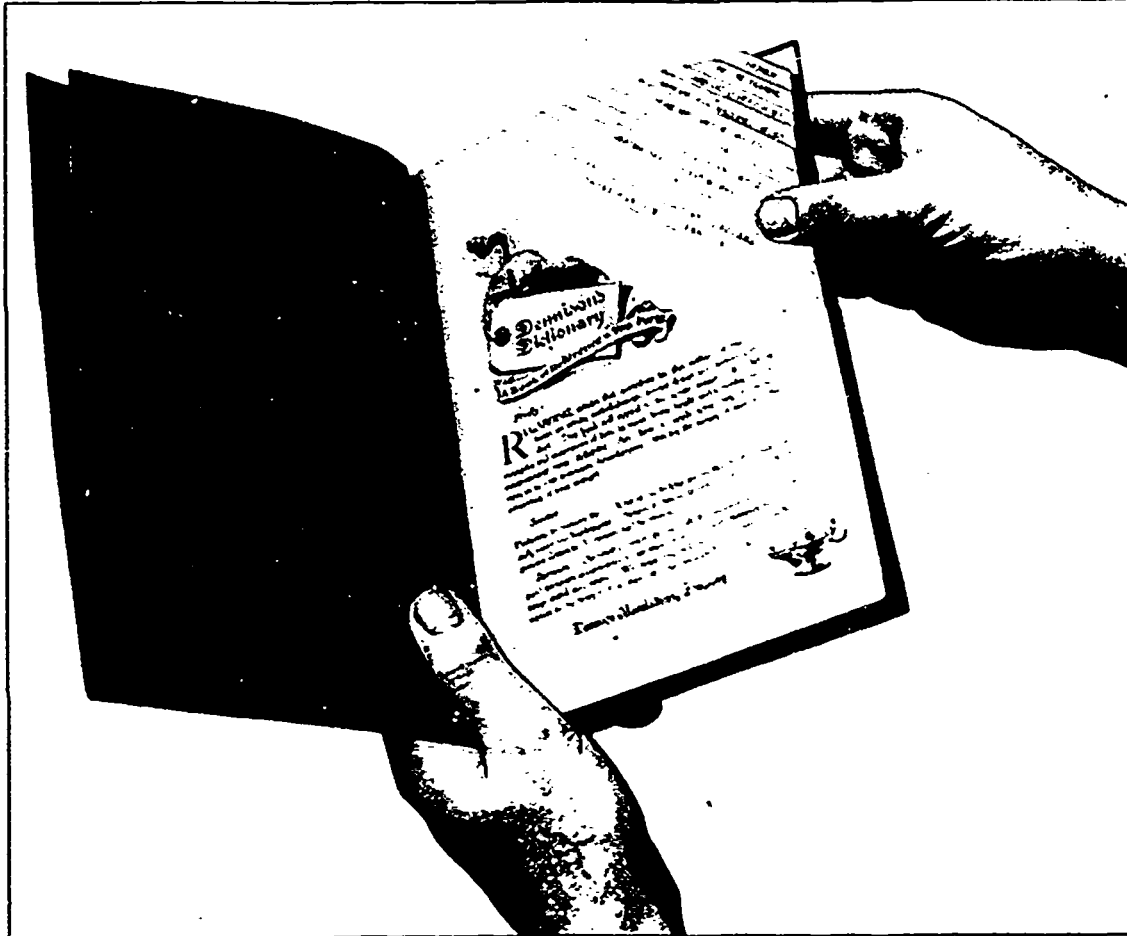
The Savory line is again being shown in Canada by Menzies & Co., of Toronto, sole agents for the manufacturers.

#### CHRISTMAS CARDS.

**W**HEN "Christmas cheer" is no longer understood, when the bright faces and merry laughter of happy children no longer afford us pleasure, when human hearts have ceased to respond to the all-potent power of love, when the anthem sung by the heavenly host on the Bethlehem plain shall find no echo in man's soul, and "Peace on earth, good-will to men" shall fail to inspire us with a sense of our common brotherhood — then, but not until then, will Christmas cards cease to find favor in the eyes of nations.

Who will say what power for good has not been exercised by these beautiful and expressive messengers? Throughout all the civilized world do they go, silent but powerful, bearing proof of friendship, loyalty and affection. From Greenland's icy mountains to India's coral strand, from Africa to Alaska and to every part of the great American continent, glad tidings are conveyed and hearts made happy by these voiceless visitors.

For more than a quarter of a century, Raphael Tuck & Sons have taken a high place as the creators of all that is best and most desirable in the world of reproductive art and nowhere is found more conclusive proof of their well-earned position than in their galaxy of Christmas and New Year cards. Their collection for the season 1905-6 gives but added evidence of their seemingly inexhaustible wealth of resource and unrivalled skill.



## Another Dennison Development

¶ The latest creation from the house of Dennison is Dennison's Dictionary—a book of 17 departments, 232 pages and 460 illustrations. It is pronounced the most remarkable book ever issued for creating more business. An unusual method of indexing directs the reader right to the article desired, for every one of the thousand home and business needs that Dennison supplies. It presents new ideas, original suggestions, hundreds of unusual ways of using Dennison materials.

¶ The illustrations are superbly done in colors; the descriptions are alive with interest. Every page teems with new reasons why the reader should ask for Dennison's Goods.

¶ Dennison's Dictionary is part of the Dennison advertising campaign. It is an expensive book, yet we are distributing it broadcast that you may do more business. Are you ready to reap the harvest?

¶ Every stationer owes it to himself to send for complimentary copy of Dennison's Dictionary. It is truly a revelation in business possibilities. Shall we send you one to-day, prepaid?

**Dennison Manufacturing Co.**  
*The Tag Makers*

BOSTON, 26 Franklin St.  
CHICAGO, 128 Franklin St.

NEW YORK, 15 John St.  
MONTREAL, Carleton Bldg.

PHILADELPHIA, 1007 Chestnut St.  
ST. LOUIS, 413 North Fourth St.

## A VISIT TO A CANADIAN ENVELOPE FACTORY

WHEN one pauses to consider the number of envelopes which are manufactured each day in Canada, it is matter of wonder where they are all used. When one further considers the amount of money that must be expended in paying postage on the great majority of these envelopes, the wonder is considerably increased, while to the visitor, who is so fortunate as to be able to see a big envelope factory in operation, the magnitude of the production is brought home with irresistible force.

In the largest specialized envelope factory in Canada, that of the Barber-Ellis Co., Limited, at Brantford, Ontario, the production approximates 750,000 envelopes per day. There is installed at present equipment for a possible production of a million and a quarter envelopes, but by turning out a lesser quantity the factory is kept in even operation day in and day out. In

envelope completely opened out in all four directions. The machines gum, fold and count out the envelopes.

Of all the ingenious devices invented by man, the envelope machine is one of the most interesting. To the eye of the inexperienced it appears the most complicated aggregation of different shapes and sizes of metal imaginable. But after a little examination the simplicity of the process begins to dawn on the mind of the observer.

Let us follow the process from the beginning: The pile of paper cut to the required shape, as described before, is placed on the machine. Two padded arms, on which glue has been spread by rollers, descend and lightly touch the top piece of paper all around its edge. The paper adheres, and as the arms rise the paper is carried up a short distance. At this point another pair of steel arms reach out from the machine and, catching



General View of the Envelope Machines.

about a year it is hoped to raise the average daily production to the million mark.

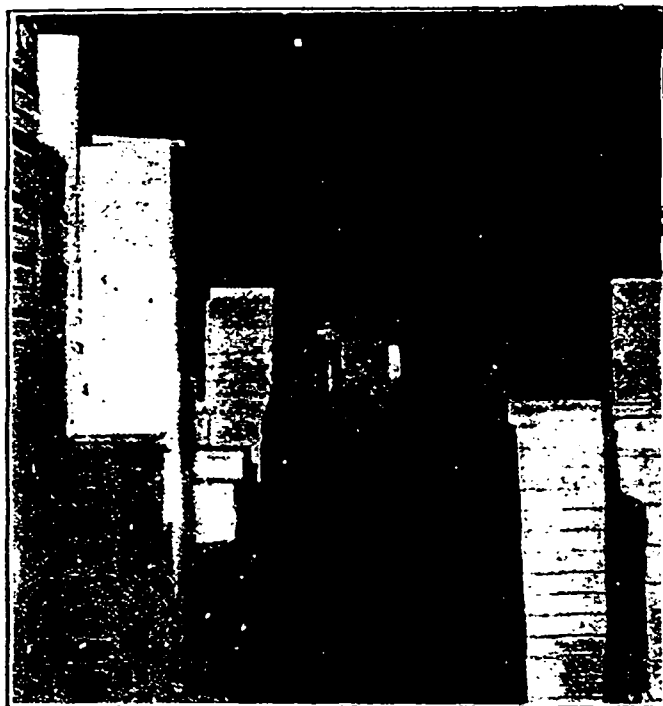
This heavy production of envelopes necessarily occasions a great consumption of paper. In the cutting room one hundred and fifty reams are used each day for all purposes. Much of the paper is imported direct from Scotland, though a good deal is provided by Canadian mills. The paper on arrival in cutting room is divided into reams, and each ream is cut up into the required shapes by means of dies and power machines. The die is placed in position on top of the pile of sheets, the automatic weight comes down and the die is driven clean through the pile. This process is continued until the paper is completely cut up. Of course there is considerable waste, all of which is baled and shipped back to the paper mills. The paper is now ready to pass through the envelope machines. Each piece is in the shape of an

the paper, draw it horizontally into the centre. Thereupon a piece of metal, shaped just the size of the folded envelope, drives down on the paper and carries it through an opening into which it just fits. This gives the proper fold to the paper. Almost simultaneously arms descend from three sides and bring three of the flaps together. A fourth arm gives a fold to the upper flap, which forms the open end of the envelope. The completed envelope is slipped over on a moving chain, which carries it round to the operator. By the time it reaches her the gum is dry and the envelopes are ready to be done up in packs of twenty-five.

The process on the machine just described is used in the case of all the standard envelopes, each machine being capable of turning out one size only. But there are in the Barber-Ellis factory several machines operated on a somewhat different principle, which admit of adjust-

ment for various sizes. In these machines the paper, instead of being lifted up into the machine, is sucked in by means of compressed air and carried through on rollers. Otherwise the process is much the same.

These machines, then, can turn out envelopes either open-end or open-side, up to a size measuring 7 inches by 10½ inches. For larger sizes recourse has to be had



Section of the Stock Room.

to hand manufacture. A department is devoted to this special work, and the girls who make these hand-made envelopes attain a wonderful degree of skill in their production.

Ten machines are kept constantly at work on the standard commercial sizes, Nos. 6, 7, 8 and 8½, while new designs are constantly being added. A large stock, amounting to 20,000,000 envelopes, is always kept available for immediate shipment in the extensive store rooms.

In addition to the manufacture of envelopes the Barber-Ellis Co. have facilities for printing envelopes with great rapidity. Their machines print the envelopes before they are folded, thus enabling purchasers to have printing done on both front and back of an envelope at minimum cost. This phase of their work is receiving careful attention, and will be considerably developed in the future.

In their factory they also produce a line of standard-priced papeteries, which they turn out at the rate of 1,000 per day, as well as a full line of tablets. These goods have long been known to the trade. Their plant includes ruling and embossing machinery for this particular work. A close proximity to the factory of the Brantford Box Co. ensures them of a constant supply of paper boxes for boxing up their envelopes and papeteries.

Located close beside the main line of the Grand Trunk Railway, and just on the outskirts of Brantford, the company enjoy excellent shipping facilities and splendid working conditions. Shipments are made bi-weekly to Winnipeg and almost daily to Toronto and Montreal.

the active service of eight travelers throughout the Dominion keeping things moving.

When Barber & Ellis decided to rebuild their factory and warehouse in Brantford, after the fire in Toronto, instead of in the latter place, many shook their heads and doubted the wisdom of the move. Time has, however, justified the foresight of the company. To-day they find Brantford quite as central as Toronto, material can be shipped in just as cheaply, and the finished goods shipped out just as promptly, while in the matter of labor a great saving has been effected. Ever since the factory started operations in July, 1904, it has continued to expand.

The factory and warehouse at Brantford are in charge of Mr. F. M. Ellis and Mr. Charles G. Ellis, through whose kindness *Bookseller and Stationer* was able to inspect the factory.

UNITED STATES OUTPUT OF PENCILS.

THE number of pencils used in the United States annually, if divided evenly, would leave only two for each one of its population. A pair of pencils a year would be a small allowance for those requiring them every day. Yet, at this rate, when the total of about one hundred and sixty million for the whole country is calculated, one cannot help wondering how it is possible to consume such a vast number of pencils. Some of the pencils are "made in Germany," but of the entire number that Americans use nine-tenths are of home manufacture. A considerable quantity of this article is also exported as well as imported. The pencil factories of the United States employ upward of two thousand people, paying them about \$700,000 in wages every year. America's annual output of pencils is worth \$2,000,000.

The wood most commonly sought for making pencils is Virginia or red cedar, which grows abundantly in the south, especially in Alabama and Florida. Europe, having nothing as good among its own trees for pencil covering as Virginia cedar obtains its supply of this material from the United States. But the American manu-



The Hand Folding Room.

facturer is compelled to go abroad for the graphite contained in pencils. Mexico, Bohemia, Ceylon and Siberia yield the best qualities of graphite. The preparation of graphite, of which, with clay, pencil lead consists, is an important industry in itself, and it has its home in Germany.



**MONTHLY REPORTS  
FROM TRADE CENTRES**

**MONTREAL.**

Merchants Busy With Tourist Trade—Stationery Selling Freely—Art Books in Demand in Some Sections.

Office of BOOKSELLER AND STATIONER,  
222 McGill Street, Montreal.

June 12, 1906.

**M**ONTREAL bookstores report having had a better month's business for May than for April. Trade generally seems to be improving. The tourist trade is occupying the attention of the booksellers at present, and all preparations for it are now complete. Some of the larger stores are devoting one large table specially to the needs of the tourist. Guide books, views of Montreal and vicinity, and books dealing with Canada generally occupy places thereon. This table is stood in a place where it cannot miss the eye of anyone entering the store, and consequently is a good medium through which to bring different articles to the notice of the traveling public.

• • •

Pictorial post cards are having an excellent sale. Those lines showing Canadian Summer scenes are very much in demand, as indeed are all cards depicting views of this nature. Comic lines are also controlling considerable trade.

• • •

Not many new books have appeared in Montreal during the month. Such few as have been offered, however, are selling very well. Mrs. Humphry Ward's new book, "Fenwick's Career," is one of the new novels and has sold remarkably well since publication. The sequel to "Pam," a book entitled "Pam Decides," has also secured a firm place in the ranks of the good sellers. A new book received the latter part of May is "The Vine of Salmah," by A. Macphail. This is expected to please the public.

• • •

E. M. Renouf, Limited, is the name by which hereafter the business carried on by E. M. Renouf will be known. A joint stock company has been formed with a capitalization of \$50,000. Speaking of the formation of the company, Mr. Renouf stated that the idea was not to raise outside capital, as none of the shares of the company had been sold, but rather to reward those who have been in his employ so long, and to bring about a closer association of those in the employ of the house. The officers of the new company are: President, E. M. Renouf, and secretary-treasurer, M. Poole. There is a provisional board of directors, four in number. E. M. Renouf, M. Poole, J. G. Oliver and Thos. Sanderson. Business in all departments will be carried on just the same as formerly, the forming of the company not making any difference in the management.

• • •

As the Summer season is now on, business in paper covered novels is very much better than it has been for the past couple of months. Paper editions of nearly all the latest fiction are obtainable at varying prices, 65c being about the average figure asked. A paper edition of Oppenheim's new book, "The Malefactor," has been published under the name of "Mr. Wingrave, millionaire,"

and has sold quite freely. "Nancy Stair," by E. M. Lane, is another paper covered novel which is frequently asked for. Other popular books include "Vivien" and "John Chilcote," both obtainable in paper.

• • •

There has been, according to some of the uptown booksellers, a run on art publications. Magazines treating of art in its different branches have sold very well and inquiries for books on the same subject have been numerous.

• • •

The agency for the F. A. Davis Company, of Philadelphia, has been secured by E. M. Renouf, Limited, for the Province of Quebec only.

• • •

A T. Chapman has commenced the work of enlarging his store and carpenters are now hard at work on the alterations necessary.

• • •

J. M. Motte, of Edinburgh, has joined the staff of A. T. Chapman's bookstore

J. J. G.

**TORONTO.**

Summer Trade Begins—Reductions in Book Prices—Some Window Displays—Picture Post Cards Booming.

Office of BOOKSELLER AND STATIONER,  
10 Front Street East, Toronto.

June 7, 1906.

**G**ENERAL trade keeps up satisfactorily. The leading stores seem to be well patronized and there is a good demand for Summer goods. Families going to their Summer homes are laying in supplies of stationery and other requisites.

• • •

There is a noticeable influx of publishers' left-overs. The W. A. Murray Co. recently filled a window with a number of paper-covered books such as "Tommy and Grizel," by J. M. Barrie, "The Mystery of June 13th," by Melvin L. Severy, and several other titles, regular 75 cent books, which they offered at 22 cents. The Robert Simpson Co. at the same time showed four \$1.50 novels, originally published two or three years ago, which they offered at 33 cents.

• • •

This sort of thing plays havoc with the regular trade, and, as one dealer remarked, it is no wonder that publishers find orders for their new books falling off. From the retail standpoint an occasional clearance such as this is a good thing.

• • •

The English six-penny paper-covered novels are being sold in large quantities by the department stores at 11 cents each.

• • •

The Harold A. Wilson Co. had a window full of Robert Barr's new novel, "The Rock in the Baltic." The sale of this book at 75 cents has been large.

• • •

The picture post card meets the eye on every hand and in each block some store is sure to carry a stock. The varieties are multitudinous. Demand still calls for the view card in preference to the comic.

W. A. C.

BOOKSELLER AND STATIONER



# C. F. Rump & Sons

Established  
1850

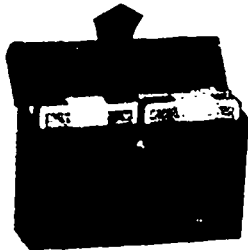
MANUFACTURERS OF

## FINE LEATHER GOODS

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

PHILADELPHIA, U.S.A.

New York Salesroom: - - - 683 and 685 Broadway



Bridge Whist Sets



Collar Rolls

## YEARS OF EXPERIENCE

in catering to the most exclusive trade enables us to give our customers an exceptionally strong line, including a large variety of handsome papers in ream goods, wedding invitations, cards with envelopes matching, a large variety of staple and novelty papeteries, also tablets and everything required by a first-class stationer.

Write for samples of our celebrated fabric finished papers, Highland Linen, Berkshire Linen Fabric and Twotone Linen in the latest sizes.

EATON-HURLBUT PAPER CO.,  
Pittsfield, Mass.

HAVE YOU SEEN OUR REPRESENTATIVES  
WITH OUR FALL LINE OF

## School Supplies

STRICTLY NEW DESIGNS OF

### Scribbling and Exercise Books

ASK FOR QUOTATIONS AND SAMPLES

Our **Souvenir View** of your town is a new proposition, and a **good one**.

Something to retail at 10c with a handsome profit.

WRITE US FOR A SAMPLE

**McFARLANE, SON & HODGSON**

Manufacturing Stationers MONTREAL

## 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.

# HERE AND THERE AMONG THE JOBBERS

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

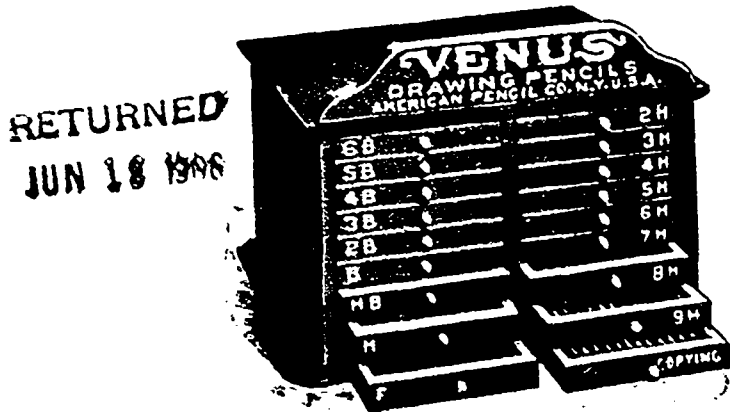
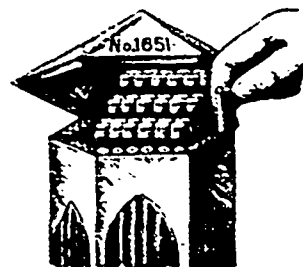
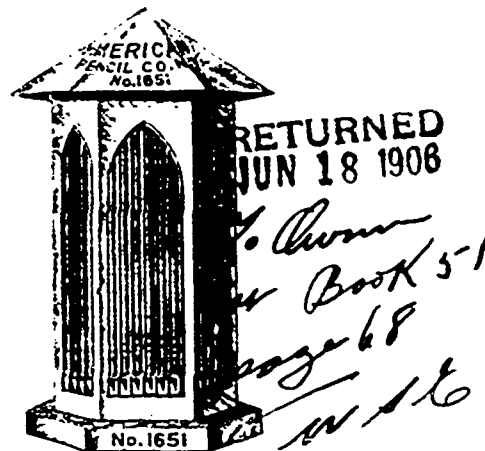
SCHOOL business is excellent. All the jobbers in school supplies are well pleased with the volume of trade. Orders have been coming in splendidly from all parts of Canada. In general trade, dealers seem to be buying generously, indicating a plentiful supply of money. Preparations for Christmas trade are also going forward briskly, import business being exceptionally good.

All the new designs in scribblers and exercise books are now in stock at the warehouse of The Copp, Clark Co. The season's offerings include some very pretty productions, all made by the company themselves. The Old English Oak scribbler is a truthful facsimile of a polished oak board. The Lizard Skin looks exactly like the real leather, while the basket pattern cover represents with much exactitude the weave of a basket pattern.

The Venus pencil is a pencil for particular people. It is made in seventeen different grades, ranging from the very softest to the hardest known, from one extreme to the other without a sign of grit or variance of quality, also the Venus copying pencil with bone tip. W. J. Gage & Co. are carrying a full assortment of this new pencil, and state they are the best lead pencils ever handled and have established a new standard of excellence for that description of goods. The pencils are hexagonal in shape

number of papers of this class which have been put on the market, the sale of Holland linen goes on increasing. The reason is not hard to find, as it is solely on account of the excellent finish and writing qualities of this paper. It is now recognized by the trade as a standard of excellence in correspondence stationery.

Herewith is shown a picture of the new Dome display stand of lead pencils. It contains one-half gross of 5c.



and finished in reddish brown with a faint green water line running through it.

Shown herewith is a very handsome cabinet made to hold a full range of Venus pencils. This cabinet is made of polished wood, size 11x8½ inches, and 8½ inches high with 15 drawers, each printed in gilt with grade of pencil contained inside. This cabinet will be supplied by Gage & Co. free with a reasonable sized order, or can be purchased with the contents of 1½ gross Venus pencils—a dozen each of the 18 kinds—at a special low price for introduction.

W. J. Gage & Co. call attention in this issue to their justly celebrated line of correspondence stationery, Holland linen. They say that notwithstanding the large

pencils in fancy finishes, all with gilt rubber tips. The box makes a handsome display on the counter and can be refilled as desired. This line is shown by W. J. Gage & Co., who are also offering to the trade several other new assortments of pencils and penholders. Among them we noticed penholder assortment No. 1625, "The Iridescent." This contains three dozen assorted styles of fancy penholders to retail at 5c. each, and is a very cheap and attractive box. W. J. Gage & Co. are also showing the following new assortments for the school opening. No. 193, "The Checkerboard," which consists of one-half gross of good 5c. pencils put up in a regular hollow-folding checkerboard, such as retails at 25c., the idea being that the dealer instead of throwing away the box when empty as is customary with ordinary assortments, sells it and the price obtained is extra profit. Another new assortment shown by this firm is No. 359, "Gypsy" assorted box of pencils, containing six dozen thin memo pencils in assorted colors and finish to sell at 5c. each, a particularly nice way to get a small lot of this kind of pencil.

It would be hard to name a single item in the many lines that go to make up what are termed school supplies, that is not carried by The Copp, Clark Co. From maps to slates, from scribblers to pencils, through the whole list, not an item is lacking.

• • •

W. J. Gage & Co. with their usual timely enterprise had prepared and put on the market while the Canadian champion athlete was on his way home, a series of exercise and scribbling books in different styles of paper called "The Olympic." Gage & Co. secured the exclusive right to publish these books, and the handsome cover design shows the entrance to a Greek temple, with laurel wreaths and maple leaf border, and a full length portrait of Sherring. On the back page of the cover is given a graphic description of the race from the pen of one of our cleverest Canadian writers. In addition to the other features of special excellence of this line of school blanks the prices are made from 10 to 15 per cent. below what is usually asked for this class of goods, making them a particularly attractive and profitable line to handle.

• • •

A range of some fifty different kinds of papeterie boxes for staple and holiday trade is now being shown by Warwick Bros. & Rutter. These boxes retail at all prices, from ten cents each up to \$1.50 each.

Many of the new numbers are made up with odd-shaped, hand-cut envelopes, and paper to match. These are specially suitable for gifts, the boxes having been made with the object in view of having them used for other purposes when the contents have been exhausted.

Several new designs of holly boxes are included in this series, one especially attractive line being made up with a bunch of holly, tied with ribbon, on the top of the box. As a holiday number, this is one of the most attractive boxes yet put out.

Several of these are made up with hand-painted designs in fancy shapes. The cloth-finished paper is the most popular stock that is being used, although some of the numbers contain other odd effects in the way of paper and envelopes. Many of these boxes retail at twenty-five cents, but the better lines have not been overlooked.

• • •

One of the most original and striking lines of writing tablets being offered the trade has just been put out

by Warwick Bros. & Rutter, Toronto. This is called the "Pieturo" tablet, and is made up in two sizes, the 8vo. and 4to. Each size contains an assortment of six different pictures in the package. They are reproductions of well-known subjects, and as the tablets retail at five and ten cents each they will undoubtedly have a very large sale.

• • •

Warwick Bros. & Rutter report the demand for school blank practice books, and kindred lines, this season to be considerably larger than any previous year. This house gives special attention to producing a series of such lines as scribbling books, exercise books, etc., with cover designs that are particularly pleasing and attractive to the scholar. These covers are all printed in their color process, and are reproduced from original paintings, which gives them a very expensive effect.

Among the new numbers for this year a particularly attractive cover is "The Willow." This design, as the name implies, is reproduced from a willow basket, and is entirely new and original in effect.

The small-size book, known as the cap 4to., is made up with several new covers, especially noticeable being "La Petite." This cover is printed and embossed in gold on dark red stock, which makes an exceedingly attractive book.

In the oblong notebooks, royal 8vo. books, crown 4to. books, and other sizes, which are in constant demand, their series of new styles is complete. The stock is now being made up in their factory, so that the orders will be shipped in ample time for all school purposes.

Several new numbers, such as map drawing books, music dictation books, practice drawing books, etc., have also been added to their series, and no doubt will have a steady and continuous sale.

Other lines for school trade, such as school bags, pencil boxes, etc., are being shown in new patterns, a series of black leather school bags being particularly noticeable. These are made up in different sizes and styles for boys and girls, and may be had at any price desired.

Mr. N. S. Sinclair, of Warwick Bros. & Rutter, Limited, Toronto, paid a visit to New York recently in order to keep his firm in touch with the trade there. He reports business there excellent.

## The People

of your city will come back to you for stationery if they are pleased, but what a difference if you sell them unsatisfactory goods. You not only lose their trade, but they advertise against you, for they will not only not recommend your store, but advise their friends to go elsewhere. Most merchants like to please their patrons. In correspondence and wedding papers, etc., you will always please if you sell the goods with "Hurd's Name on the Box," for they are the best quality, correct in style and perfect in manufacture, and low in price when these facts are considered.

Aberdeen Plaid continues one of the leading novelty papers. If your customers ask for something new, you should have this attractive paper.

GEO. B. HURD & CO.

Fine Paper Manufacturers

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



## TRADE ACTIVITIES OF THE MONTH

THE VICTORIA PRINTING & PUBLISHING CO., Victoria, B.C., have just issued an unique advertisement of Victoria's scenic attractions, the "Booster Package" of stationery. Both paper and envelopes are embellished with artistic cuts of beauty spots in the city. The "Booster Package" is specially designed for advertising Victoria's charms, and is an excellent medium for the purpose for which it is designed.

The Merrittton Paper Mill Co., Limited, have obtained a charter.

George Bayley, fancy goods dealer, Calgary, has made an assignment.

The Permanent Ink Co., Limited, Hamilton, have obtained a charter.

Nash Bros. will open a book and stationery store in Kingston on July 1.

Osborne Bros., who have been in business in Calgary for some months, are now selling out.

Bayley's Fair, of Calgary, made an assignment for the benefit of their creditors on May 15th.

F. I. Weaver & Co. have bought out W. H. Becker & Co., Berlin, and will continue the business.

The premises of the Methodist Book and Publishing House, Toronto, will be considerably enlarged.

C. H. Routledge & Co., booksellers and stationers, Ridgetown, are advertising their business for sale.

Mrs. J. Loane & Co., dealers in fancy goods, and Miss S. L. Turner, stationer, Woodstock, N.B., were burned out in a fire which occurred there on May 31.

The Newbigging Cabinet Co., Limited, have been incorporated at Hamilton, to manufacture, buy, sell and deal in house, store and office fittings, furnishings and furniture.

The Canadian Bank of Commerce is suing the Library Supply Company, Limited, Toronto, for \$3,961.86, on what is claimed to have been an overdrawn account amounting to that sum.

S. S. McClure, New York, has acquired all the interests formerly held by J. S. Phillips in McClure, Phillips & Co., and in the S. S. McClure Co. Mr. Phillips will probably start a new magazine.

Business in Woodstock is good, according to Mr. J. Sutherland, who was met by Bookseller and Stationer's man in his brother's store at Brantford. His particular complaint is the lateness of the closing hour in Woodstock.

Two new Miehle presses, especially adapted for color work, have recently been installed by Warwick Bros. & Rutter, Toronto, to enable them to keep up to their orders for picture post cards. They now have eight Miehle presses constantly running on this kind of work.

To such an extent has the business of the Musson Book Co. grown during the past season that the company intend on August 1 to increase their facilities by taking in another storey of the building they now occupy in Publishers Row, Richmond street, Toronto.

A. H. Stratton & Co., Peterboro, have received a prize of \$5.00 from the Ridgway Thayer Co., publishers of Everybody's Magazine, for their increased sales of the magazine. This is the third prize Stratton & Co. have recently received for increased sales of magazines.

The store of Garrett Byrne, bookseller, stationer and

fancy goods dealer, at St. John's, Nfld., has been greatly improved. He formerly occupied two adjoining stores. The removal of the partition between them has made a splendid big store, with far better facilities for showing goods.

The identity of the Berkshire Typewriter Paper Co., which has been run as a branch of the Eaton-Hurlbut Co., of Pittsfield, Mass., for the past three years, has disappeared, and the business is now running as the "Typewriter Paper Department" of the Eaton-Hurlbut Paper Co.

Linton Bros. have made some extensive improvements to their store in Calgary during the past year. This firm report that they have had the biggest wall paper business in their history during this Spring. Bert Pearson, well known to the trade in Vancouver, is now with this firm.

In this number of Bookseller and Stationer a good business is offered for sale. It is located in a live-manufacturing town. Its present proprietor has built it up into splendid proportions. It is a good chance for some one with a little capital to get a start. Fuller particulars are given in the advertisement.

A charter has been granted to R. R. Cromarty, Henry O'Brien, E. F. B. Johnston, H. L. Dunn and Kathleen Marie-Cromarty, of Toronto, constituting them the Canada Law Book Co., Limited, and empowering them to acquire, buy, sell, deal in, print and publish books, law books, etc. Capital, \$200,000.

According to reports from a correspondent in Calgary, business in Alberta during the past year has been exceptionally good. Calgary itself is becoming quite a trade centre, no fewer than six travelers for English houses, carrying books, stationery and fancy goods, having called there this Spring for the first time.

To show how the west is developing, a shipment of three-carloads of goods from London, England, for Clark Bros. Co., Limited, Winnipeg, is pretty good evidence. Most of the shipment, we believe, consists of books and stationery, the former being sent by the Macmillan Co., for whom Clark Bros. are distributing agents in the west.

A small and dainty catalogue, showing some of the high-grade European novelties in leather goods imported by C. F. Rupp & Sons, Philadelphia, has been issued. These goods include a great many different lines of interest to fine stationery, fancy goods, jewelry, and kindred trades. They are now being exhibited at 683-685 Broadway, New York, where import orders will be taken.

A look into Stedman Bros.' store at Brantford shows clearly that the magazine business pays. Judging from the piles of magazines and Sunday papers, this firm seem to have completely cornered the trade in Brantford. They have also a line of picture post cards of their own, which consists of twenty-eight views in and around the city. Their enterprise also extends to a souvenir book of Brantford views.

The child's heart would be delighted even with the descriptive booklet that tells about the Ives miniature railway system, let alone the genuine article. The booklet possesses a brightly lithographed cover showing a little boy playing with his train. Inside all the equipment of locomotives, cars, tracks, stations, bridges, etc., is illustrated and described. Dealers should all be supplied with this booklet.

## BOOKSELLER AND STATIONER

Bookseller and Stationer had quite a long chat with Mr. James Sutherland, of Brantford, recently. Mr. Sutherland has nothing to complain about business, his Spring trade having been especially good. In his wall paper department he has had a splendid season and the demand still keeps up. Mr. Sutherland has a large store and his stock is varied and extensive. He goes in largely for high class fancy goods, including cut glass, brass goods, etc.

A new and complete catalogue has been issued by the New York office of A. W. Faber, containing a price-list of the firm's lead and colored pencils, penholders, rulers, rubber bands, erasers, etc. A few changes are to be noted in prices, which went into effect on May 15. Discounts on all lines excepting erasive rubber remain as before. The catalogue is strongly bound in cloth and is embellished with numerous colored inserts, showing the various articles made by A. W. Faber.

Mitchell Kennerley, the founder of the Reader Magazine, and the sole proprietor and editor of that magazine up to the time of its sale to the Bobbs-Merrill Co., has commenced business in New York as a publisher of books. Mr. Kennerley's first connection with publishing in this country was when, in 1896, he came over from London to open the American branch of John Lane—now the John Lane Company—whose business he managed for three years. Since then he has been interested in promoting various successful magazine ventures, which he has abandoned to become a book publisher. He will publish books by American authors and also import some English books. His headquarters are at 116 East Twenty-eighth street.

The Permanent Ink Company, Limited, have been incorporated at Hamilton, with a capital of \$40,000, and with William Marshall, Richard Alan Lucas, Albert Edgar Carpenter, John Thomson and Frederick William Watson, as directors. Their charter empowers them to carry on the business of manufacturing, buying, selling, dealing in and distributing inks, writing fluids, paste, mucilage and office supplies and requirements of all kinds, writing machines, typewriters, typewriter materials, appliances and inventions, typewriter ribbons, carbons and all materials, supplies and articles connected with or in anywise relating to the manufacture, sale or

use of writing machines and typewriters, office furniture, fixtures, fittings, supplies and requirements of all kinds, with incidental and subsidiary powers.

D. J. Young, of Calgary, who has conducted a book and stationery business in that city for the past three years, has turned his business into a joint stock company, the new shareholders being A. H. Eseh and E. S. Kennedy. Mr. Eseh has been with Mr. Young ever since the business was started in Calgary, and Mr. Kennedy recently arrived from Toronto, where he had been in the piano factory of Gerhard Heintzman for some years. Mr. Young will manage the business as heretofore, while Mr. Eseh will have charge of the store, and Mr. Kennedy will look after the musical part of the business. Miss Bothwell, who has been with the firm since it started, will still look after the book and stationery customers. Mr. Young was in business for seven years in Kaslo, B.C., and both there and in Calgary the firm have built up one of the best businesses in the west. They control several valuable agencies, among them being the Gerhard Heintzman pianos, Morris pianos, Cecilian piano players, Monarch typewriters, Berliner and Victor talking machines, Edison phonographs, and several others. They do a big retail business in Calgary and a good jobbing business throughout Alberta.

Mr. John Downing, of Birmingham, manufacturer of inkstands and stationers' sundries, is now in Canada calling upon his customers, in company with Mr. Hector Prenter, his Canadian representative.

Ralph Connor, (Rev. C. W. Gordon), Winnipeg, paid a flying visit to his publishers, the Westminster Co., Toronto, early in the month in connection with the publication of the first installment of his new serial, "The Doctor."

Lord Northcliffe (Sir Alfred Harmsworth) will sail from England for Canada on June 16, visiting Newfoundland en route. The activities of his Canadian branch, and the plans being laid for extensive publishing ventures in America, are given as the reason for his visit. This information was handed out exclusively to Bookseller and Stationer by Mr. C. H. Murray.

## We Have Everything in Pictorial Post Cards

Everything that will pay a dealer to have in his stock, can be procured from us

A Great Line of Comics, \$5.00 per 1,000

Fancy Cards, Extremely Fine, 9c. per Packet

Cameo Cards, Plain \$5.00, Colored \$6.50, Tinselled \$7.50 per 100

Leather Cards, the Finest Line ever shown, \$3.50 per 100

Bamforth Photographic Comics and Song Series, \$3.00 per 100

Real Photo, Hand Colored Cards of all Canada, \$4.00 per 100

**Post Card Albums**

**Post Card Racks**

**Post Card Frames, Etc.**

**Every Dealer's Attention is Called to Our All-Canada Assortment  
of Beautiful Post Cards**

These Come in a Cabinet—Cabinet Containing 1,000, \$12.00; Cabinet Containing 2,000, \$22.00

ORDER NOW

**W. G. MacFARLANE,**

"Canada's Greatest Post Card House,"

65-67 Front Street West

**TORONTO, ONT.**

# The Rotary Photographic Co. Limited

Works: West Drayton

12 NEW UNION ST. LONDON, ENG.  
MOORFIELDS

PUBLISHERS OF

## Finest Real Photo Picture Post Cards

### 2d. POST CARDS

#### Black and White Matt Cards

Actors, etc.  
Actresses, etc.  
Actors and Actresses in  
their Motor Cars  
Alphabetical Sets  
Animals  
Authors and Poets  
Celebrities  
Crowned Heads  
Figure and Landscape  
Series  
Judges and Counsel  
Ministers of Various De-  
nominations  
Musicians  
Painters  
Royalties  
Statesmen, Generals,  
Admirals, etc.  
Vocalists

### 2d. BROWN GLOSSY CARDS

Actors  
Actresses  
Alphabetical Set  
Animals  
Authors and Poets  
Birds  
Celebrities  
Celebrated Theatrical  
Sisters  
Children Series  
Christian Name Series  
Correspondence Series  
Cricketers  
Days of Week  
Distinguished Theatrical  
Couples  
Fivefold Series, Actresses  
Floral Thoughts Series  
Football Teams  
"Greetings from Towns  
with Municipal Arms"  
Landscapes  
Ministers  
Miscellaneous Greetings  
Months  
Musicians and Vocalists  
"Old Master" Series



MISS PHYLIS DARE

Any of these can be had Hand Tinted in 3d. line  
Hand Painted, Jewelled or Pearl Beaded  
are published at 4d. each  
Art Relief Series, published at 3d. each  
Hand Painted, 4d. each  
Hand Painted, Jewelled and Sequined, 6d. each

Send for Samples, together with  
our 48 page Price List

12 New Union Street, - London, E.C., Eng.

### 2d. POST CARDS

#### Brown Glossy Cards

*Continued*

Parade Series, Actresses  
Question Series,  
Actresses  
Royal Navy  
Royalties  
Seasons  
Song, Motto and Comic  
Cards—  
Sacred Verse Cards  
Hunting Scenes  
Children  
Animals  
Landscapes  
Comic and Mirthful  
Love and Sentiment  
Domestic and Senti-  
mental  
Miscellaneous  
Statesmen, etc.  
Sunbeam Series  
Triple Series

### 2d. ALUMINIUM BROMIDE

Christian Names

### 2d. RED CARBOTYPES

Actresses

### 2d. BLUE CARBOTYPES

Actresses

### 2d. GREEN CARBOTYPES

Rough Seas

### 2d. BROMIRIS

Actresses

### 6d. GIANT SERIES

Brown Glossy  
Size 10 x 5½  
Actresses

### 1d. PANEL SERIES

Brown Glossy  
Size 5½ x 1½  
Actresses  
Animals  
Royalties

**ONLY FOR WHOLESALE DEALERS**

## Post Card Albums

Largest Selection (choice) of the Latest Designs, at all prices.  
**Sample Consignment, consisting of 20 different Albums - - \$4.00**

## Post Card Frames

50 Modern Designs in different styles.  
**Sample Consignment, consisting of 50 different Frames - - \$1.20**

## Photo. Mounts

400 Designs of the Latest Style, which have not been offered in such variety and excellence by any other firm.  
**Sample Consignment - - - \$4.00**

---

Catalogue free upon application. If a larger order is given upon receipt of samples, half the amount which has been paid for the samples will be credited.

Apply at once to the  
**Leipziger Buchbinderei-Aktiengesellschaft**  
 (FORMERLY GUSTAV FRITSCHE)  
 LEIPZIG - - - GERMANY.

Selling Agents for Canada  
**THE MONTREAL IMPORT CO., Montreal**

## Imperial Series Postcards

---

### To the Trade:

Write Quick for Samples and Prices.

**WE LEAD IN**  
**Black and White**  
**Our Colored Cards**  
**STAND ALONE**

MONTREAL    TORONTO    QUEBEC  
 OTTAWA    HISTORIC    SPORTING  
 FISHING    HUNTING  
 NORTHWEST SCENES

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

---

## The Picture Postcard Co.

P.O. Box 334, OTTAWA, ONT.

## SOUVENIR CARDS

### SMALL SAMPLE LOTS

Small Price—Big Variety.

100 Comics, 75c.	12 Flying Butterflies, \$1.20
100 Canadian, 50c.	
100 Beautiful Cards, \$1	100 Odds and Ends, 70c.
100 Tag Postals, \$2	50 Photo Cards, \$1.50
25 Leather Postals, \$1	100 Name Cards, \$3.30
100 Actresses, \$3	100 Fancy Cards, \$1.50
	100 Toronto, \$1

Add 10c. postage each lot when order is under \$5. We pay carriage over \$1.

**W. R. ADAMS, 401 Yonge St., TORONTO**

## PICTURE POST CARDS

**BIENAIMÉ & DUPONT**  
 COLLOTYPE PRINTERS

PRICE AND SPECIMENS FREE BY POST.      REIMS (France)

The Special Fall Number of The Bookseller and Stationer will go to press on August 1st. Post Card Manufacturers and Dealers should reserve extra space at once.

## The Two Best Display Stands!



There must be a Best in everything. I claim that the

## DISPLAY STANDS

manufactured by me are the most practical, best constructed and most ornamental stands made.

*I can offer these to jobbers at the right prices.*

200 Designs of Comic Cards  
 100 Designs of Hand Painted Leather Cards

For the jobbing trade

## Alfred Holzman

CHICAGO, ILL.

Canadian Representatives:  
 McLEOD & ALLER, 37 MELISSA STREET  
 TORONTO





**PICTURE POST CARDS**

**POST CARD DISPLAY STANDS.**

THE accompanying illustration shows a new post card suspension hanger which is being shown by Warwick Bros. & Rutter, Toronto. These little sections may be made into strips of any desired length, the most popular size being ten sections. Each strip of ten is supplied with two swivel rings, from which they may be suspended to revolve conveniently, to show the cards in any position. A small bracket is also made to go with this hanger. These may be nailed to the wall, and hold the hangers in the proper place.

This house is also showing a new revolving post card stand, three feet in height, which shows forty-eight different cards, the price of which is \$3.75 each. These

tire face is almost covered with very fine colored beads. This gives a most pleasing and artistic effect to the picture.

Another series of heads and figures are made up with a tinsel effect, using colored beads in place of the ordinary sparkle which has been shown for some time. These may be had in some forty different subjects.

One of the most noticeable series is called the "Iridescent." This contains twenty different poses of female figures, with different color effects, and is perhaps the newest design in the way of fancy post cards.

Several series of staple country scenes have been added to the range of post cards made by this house. These are put up one hundred cards in a box, some twenty to fifty different subjects in each box.

A new range of leather post cards is also being shown. These are particularly suitable for making into pillow tops, and will be supplied with the name of any particular town burned on each card, and retail at five cents each.

A new shipment of the royal cards, containing the King, Queen, etc., embossed and jewelled, have just been received, and are being distributed among the trade by Warwick Bros. & Rutter.

Samples of any of these new series will be mailed to any stationer who would like to see the newest lines on the market.

**NATURAL COLOR PHOTOGRAPHY.**

IT has long been the aim of scientific photographers to invent a process by means of which it would be possible to take pictures in natural colors. Experiments and research in this direction have been carried on unceasingly, but up to the present time without any very great degree of success. A process has, however, been invented in England by the Rotary Photographic Co., Limited, involving the use of what is termed "Rotary Carbon Stripping Films," which has given surprising results and has brought color photography to a state of practical perfection. At the St. James Studio, The Corner, 45 Old Bond street, W., London, portraits are now being taken by the new process. Great interest has been aroused as nothing like this studio has ever before been opened.

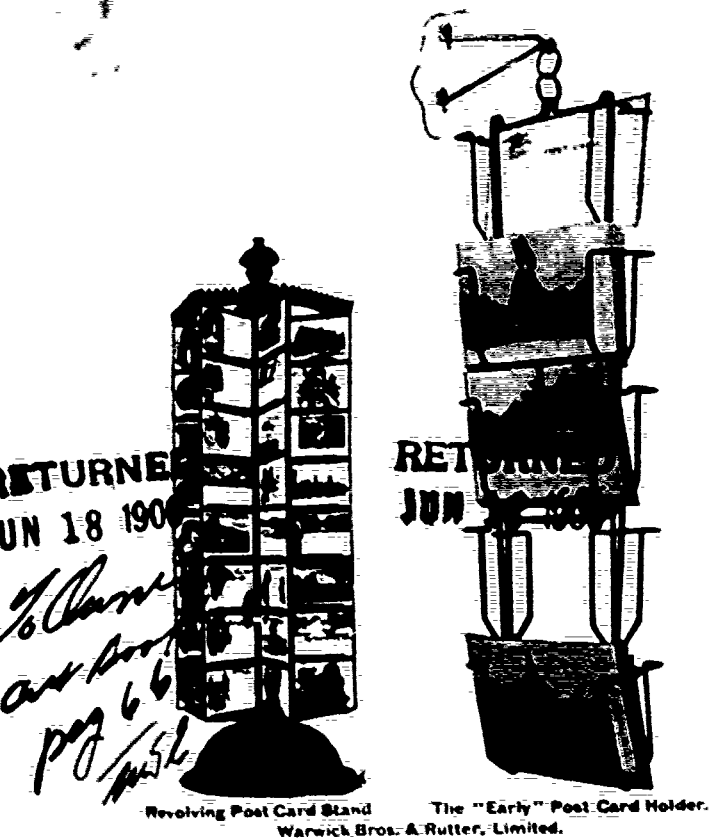
The basis of the whole process is that "light," as we know it, is composed of red, orange, yellow, green, blue and violet, or as it is more familiarly known—the colors of the rainbow. These colors in their turn are blended from the primary color-sensations of blue, green and red, which have also their complementary tints of yellow, pink and blue.

It follows, therefore, that if three sensitized plates are exposed to "light," behind three colored glasses, or as they are technically known, "filters," respectively blue, green and red, we have three records which should contain all the colors of nature. So far so good; but to the ordinary eye these records, or negatives, are simply black and white, and we are apparently no nearer obtaining a photograph in colors than before. The next step, therefore, is to print from the three negatives in some way that will restore the tints to their original combination.

**SOME NEW DESIGNS.**

THE post card department of Warwick Bros. & Rutter, Toronto, have just placed on the market a number of new series of fancy foreign post cards, which retail at five and ten cents per card. There seems to be no limit to the demand for these novel features in the way of fancy post cards. Several of these series are made up with from twenty to fifty different designs in a box of one hundred cards.

Among the new features are cards of which the en-



RETURNED  
JUN 18 1906  
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are post  
page 66  
msk

stands are well worth the price they cost, as they assist very much in the selling of picture post cards.

This is where the Rotary Co.'s films are in service. The negatives taken through the original filters are now printed separately on their respective films, which consist of pigments, suspended in gelatine, of the depth of yellow, pink and blue, which the spectroscope has shown to be the correct complementary tints.

Even now we have three separate pictures on thin films, the colors from which it is obvious must be on a paper support before the picture is finished, thus, in fact, is what is done. The yellow film first is squeezed down on to a paper support, and its celluloid base then stripped away, leaving the pigment color on the paper, the blue film is then placed on top of this, and lastly the red, each in turn having its base stripped away, so that nothing but the actual color is left on the paper. Now we have what is truly described as a photograph in colors, which is nothing more not less than a carbon print, which is acknowledged to be the only absolutely permanent photograph known.

**MORE GERMAN SAMPLES.**

**B**OOKSELLER AND STATIONER has again been favored with a number of samples of the work produced by W. Neumann & Co., of Berlin. Among them is a set of views of Nanaimo, B.C., made for S. B. Sutton of that place. They are deep-toned glossy surface photo cards, sharp in every detail, and excellent reproductions of the originals.

Another set of photo cards in a dull finish depicts scenes in and around Quebec. These cards have a softer effect. Among the others are varieties of hand-colored cards which faithfully reproduce the lights, shades and coloring of the originals. Then, too, there are cards in various tones. Neumann & Co. have a great many processes, each of which is particularly suited to some special kind of work. They are prepared to take orders for dealers' own cards.

In referring to the post card creations of this firm in earlier issues a regrettable mistake was made. They were credited to Gustav Ferd Schacht & Co., of Leipzig. This firm does not make picture post cards, it merely acts as an advertising agent for Neumann & Co.

**VISITING EUROPE.**

**W.** G. MACFARLANE is at present in Germany. While abroad it is his intention to secure the most up-to-date ideas in post cards and familiarize himself with foreign markets. All this is going to benefit his customers. Late advices from Mr. MacFarlane state that post cards are only in their first stages in America and that future sales will be enormous. This is a cue for dealers generally. One thing that dealers should do, as advised by this house, is to place orders early. The tremendous volume of business being handled by manufacturers necessitates certain delays in filling orders which cannot be overcome. All publishers are experiencing this and it is well for dealers to know it. This refers more particularly to contract work.

**SOME FINE FRENCH WORK.**

**S**OME samples of the work produced by J. Bienaime & R. Dupont, of Reims, France, have been received, together with an illustrated catalogue, giving prices of the various lines. This firm make a specialty of printing cards for customers and, judging by the character of the work shown, they are capable of turning out the very finest cards.

Three kinds of cards are produced, the ordinary

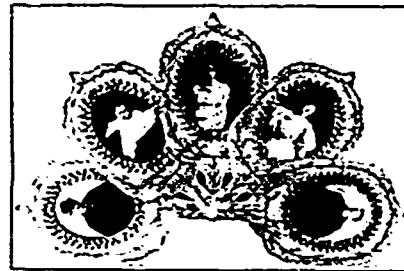
black and white, the colored and the double tone. The groundwork in all these varieties stands out with a clearness and sharpness that is lacking in so many reproductions, while in the colored and double tone varieties the added effect of the shading makes the cards extremely realistic.

In the firm's original work are to be found several series of comic photographs, actresses, children, and other designs. These come both black and white and colored.

The work of J. Bienaime & R. Dupont can be recommended to those who wish to have local views reproduced in the finest style.

**A PHOTO FAN.**

**A**S a decoration the photo-fan is quite pretty. It is used for the display of photographs or picture post cards, giving to each an attractive setting. It can either be hung on the wall or set up on the piano, mantelpiece or table. Made of the best mat board, decorated with silk ribbon, it comes in several shades, viz., green, mottled green, chocolate brown, ruby red, pearl grey and mahogany. It can be sold for 25 cents. The makers are the Monarch Novelty Manufacturing Co., 182 Dearborn street, Chicago.



**A CANADIAN BRANCH LIKELY.**

A visitor in Toronto late last month was Mr. H. L. Woehler, the fine art publisher of Buffalo, who is contemplating establishing a Canadian branch. Mr. Woehler showed Bookseller and Stationer some samples of his view cards, which are certainly excellent specimens of high-grade work. The Canadian trade will welcome his advent, as it will bring to their doors a source of supply for the better class of work. Mr. Woehler was accompanied by Mr. Frank E. Thomas.

**THE CONVENTION IN NEW YORK.**

At the Hotel Astor in New York City will be held on June 19, 20 and 21 the annual meeting of the National Association of Stationers and Manufacturers of the United States. There will be present at this meeting merchants from all over the United States, and many will attend from Canada. Several Montrealers have signified their intention of going, among them being E. J. Kastner, H. H. Hebb, J. N. Marley and C. F. Dawson. Many others no doubt who make an annual trip to New York will go in June this year in order to be present at this meeting, as questions will there be discussed which are of interest to all engaged in the stationery trade.

Mr. W. H. Arthur, of Port Arthur, was noticed in Toronto recently. Energetic as ever, he is said to have called on several firms at such an early hour as to find nobody around.

# 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

# GREETINGS FROM ENGLAND

J. BEAGLES & CO.

## Real Photo Post Cards

GLOSSY BROMIDE SERIES

Famous Actresses in Latest Characters.  
The Most Up-to-Date and Largest Collection in England.  
Royalty, Clerical, Theatrical, Musical, Literary  
and other Celebrities.

- |                            |                          |
|----------------------------|--------------------------|
| NEW Scarlet and Gold Cards | NEW Lime-Light Cards     |
| NEW Novel Spangle Cards    | NEW Luminous Pearl Cards |
| NEW Jewelled Cards         | NEW Bas-Relief Cards     |
| NEW Hand Color Cards       | NEW Cat Cards            |
| NEW Motto Cards            | NEW Song Cards           |
| NEW Name Cards             | NEW Greeting Cards       |
| NEW Xmas Cards             | NEW Birthday Cards       |

Our representative, Mr. COSANS, now visiting Canada, will be pleased to wait upon customers in due course, on receipt of post card, at any of the following addresses:

Russell House Hotel, Ottawa      Royal Hotel, Hamilton  
King Edward Hotel, Toronto      Tecumseh House, London

Wholesale and Export Manufacturers and Publishers  
9, 10 and 11 LITTLE BRITAIN, LONDON, E.C.

## PROFITABLE POSTCARDS!

To introduce our Parcels of Picture Postcards we offer the following for a short time only:

**SPECIAL SAMPLE PARCEL, \$3.00; Retail Value, \$15.00**

This sample parcel contains all the latest cards, selling at 2 cents and 5 cents each.

Send a Money Order and Judge for yourselves.

ALL ORDERS PROMPTLY EXECUTED.

1000 Cards printed from your own Photograph, in finest quality Collotype, for \$4.00.

**WILLIAM HADDON, Publisher**  
BURNT TREE, TIPTON, STAFFS, ENGLAND

## MORE PICTURE POST CARDS

- Feather Bird Cards—\$7.50 per 100, retail 25c each.
- Paris Beauties, Celluloid Finish—\$5.00 per 100.
- Tuck's Extra Choice—\$1.50 per doz. pkgs.
- American Skyscrapers—\$1.50 per 100.
- Indians, Beautifully Colored—\$1.50 per 100.
- Toronto, Unsurpassable—\$1.00 per 100.
- Puzzle Cards—\$7.50 per 100.
- Burnt Leather Cards—\$4.00 per 100.
- Embossed and Tinselled Trains—\$3.50 per 100.
- Stereoscopic Views—\$3.60 per gross.

**C. R. PARISH & CO.,** 304 Yonge Street. **TORONTO**  
PHONE M. 8128

# GEORG GEIER & GARKE

Art Printers and Publishers

NUERNBERG (BAVARIA)

Exquisite Novelties of

- SUN AND MOONSHINE CARDS
- REPRODUCTIONS OF GREAT PAINTERS
- NATURE AND ART CARDS
- ANGEL AND RELIGIOUS CARDS
- BRILLIANT CARDS

Cards with English wording can be had if desired.

Full sample assortment up to \$4.00.

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.

**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.

**THE WAVERLEY  
SERIES OF PENS**

Imported by all the Leading Stationers

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

Dealers make money in stocking the "Boons and Blessings." They are popular Pens throughout Canada. They are advertised and they are asked for. They are irreplaceable in quality and give satisfaction to customers. They are asked for again and again.

We make pens to suit every hand—turned-up, turned-down, indented, oblique, square and round points.

Sample Cards and Trade Price Lists sent by return mail.

**MacNiven & Cameron, Limited**  
Waverley Works, EDINBURGH

**MUCILAGE AND LITHOGRAMS**

Acme Cleansing Powder takes the place of Conc. Lye for cleaning Type, Machinery, Floors, &c., and is much cheaper and harmless. Coal Saving and Smoke Consuming Compound, Mucilage, Lithograms and Composition. Prices Right. Send for quotations to

**AULD MUCILAGE CO., MONTREAL, QUE.**

**PERSONAL PARAGRAPHS.**

Mr. H. S. Hallman, of Berlin, visited the trade in Toronto a few days ago.

Mr. Henry L. Lyman, manufacturers' agent, Montreal, was noticed in Toronto recently.

Mr. Richard Brown, the veteran president of the Brown Bros., Limited, Toronto, is at present absent in England.

A fashionable wedding took place at St. Paul's Church, Toronto, on June 5, when Miss Alice Rutter, daughter of Mr. A. F. Rutter, vice-president of Warwick Bros. & Rutter, was married to Mr. Arthur Theodore Bell. A pretty feature of the wedding was the presentation to each guest of a beautifully printed booklet containing the entire service.

Mr. Frederick G. Steinberger, of the Steinberger, Hendry Co., dealers in school supplies, Toronto, passed away on May 8. Mr. Steinberger was fifty years of age. He commenced business in Toronto fifteen years ago as the Toronto representative of the firm of Rand, McNally & Co. In 1897 he took into partnership with him Mr. Geo. M. Hendry, and the name of the firm has since become well known throughout the country.

**CONDENSED OR "WANT" ADVERTISEMENTS.**

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

Contractions count as one word, but five figures (as \$1.00) are allowed as one word.

Cash remittance to cover cost ~~must~~ accompany all advertisements. ~~No~~ **NO CASH** can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

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

**AGENT WANTED.**

**AGENT WANTED** to represent and travel for a well-known firm of English manufacturers of Christmas cards, menu cards, ball programmes and all fancy stationery. Apply Box 102, MacLean Publishing Co., 88 Fleet street, E.C., London, Eng. (1f)

**BUSINESS FOR SALE.**

**BOOKS, stationery, wall paper, toys, games, china, souvenirs, leather goods, pictures, sporting goods, post cards, nearly 600 Toronto papers daily, several hundred American Saturday papers, large magazine list; great chance for a hustler with \$1,000 to invest; busiest town in Ontario; no empty stores; town of 6,000, good business for a partnership; no opposition except wall paper; doing a splendid wall paper trade; this is a chance in a thousand to get a sure thing. The assistant manager of this business would buy it, but cannot handle it alone; he is anxious to enter into partnership if business is not sold to an individual. Box 107 BOOKSELLER AND STATIONER, Toronto.**

**NEWS and stationery business for sale, by G. S. Butterfield, Sault Ste. Marie, Ont.**

**"ROB ROY"**

**PENS**

SOLD BY  
ALL STATIONERS  
in 6d., 1/- and  
Gross  
Boxes



Registered

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, Eng.**

OUR PORTRAIT GALLERY

E. M. RENOUF.

INDUSTRY, perseverance and strict honesty are always rewarded by success, and this is amply demonstrated in the case of E. M. Renouf, president of E. M. Renouf, Limited, Montreal. From a small, unassuming bookstore in which Mr. Renouf began business in 1888



Lieut.-Col. E. M. Renouf.

has sprung the present seven-storey structure occupied by the firm. More effort and plodding than is put forth by every merchant has placed him in the position he now holds in the book and stationery trade of Canada.

E. M. Renouf was born in St. John's, Newfoundland, where he spent the younger days of his life. Educated at Fielding's College, St. John's, he early entered commercial life, becoming one of the staff of C. F. Chisholm, a bookseller in the town where he was educated. This town was his home until 1880, when he came to Montreal. His idea was to better his position, and, as it turned out, this was a wise move on his part.

On September 18, the first day he was in Montreal, Mr. Renouf secured a position with John M. O'Laughlin, who, at that time, ran a bookstore on St. James street. With O'Laughlin he remained until May, 1881, when he entered the employ of Dawson Bros., who also had a store on St. James street. His ability was recognized by them and he was, in 1882, given the management of their uptown branch on St. Catherine street.

Mr. Renouf may be said to be one of the pioneers of the book and stationery trade on St. Catherine street, as at that time this thoroughfare was not such a busy part of the town as it is to-day. Always energetic and full of ideas, he successfully managed the uptown store for some six years until 1888, when he took over the store on his

own account. Since that year Mr. Renouf has been indeed successful. Starting with two assistants and occupying nine hundred feet of floor space, to-day he gives employment to eighteen, and requires six thousand feet of floor space. It was found necessary in 1903 to have larger quarters and then it was that the present seven-storey fireproof structure was erected, being occupied May 1, 1901. Many of those in the employ of Mr. Renouf have been with him for years, and in order to reward them for their services and to promote closer relations between those working for the firm, he recently formed a joint stock company with a capital of \$50,000, of which he is president. In forming this company Mr. Renouf again showed his business ability, and no doubt the business of the house will be greatly increased.

While a hard-working business man, E. M. Renouf finds time to devote to other things, as he is well known in military circles. He has but lately been promoted to the rank of lieutenant-colonel of the 2nd Artillery, although the appointment has not yet been gazetted.

FRANK LILLIE POLLOCK

MR. POLLOCK is the latest addition to the ranks of Canadian novelists. His book, "The Treasure Trail," which has just been brought out by L. C. Page & Co. in the United States and McLeod & Allen in Toronto, is a genuinely good story of the same type as "Wings of the Morning." Though born in Tennessee, Mr. Pollock considers himself to all intents and purposes a Canadian, as he came to this country at a tender age and was duly naturalized. He spent most of his life up to a recent date in Toronto, where he was connected at various times with the *Globe*, the *News* and the *Mail* and



Frank Lillie Pollock.

empire. Much of his spare time was taken up with journeys to the north, shooting, fishing, and knocking about generally. These trips gave him many of the ideas which he has so skillfully worked into his book. At present he divides his time pretty evenly in the south, in New York and in Canada, never staying longer than four or five months any place.

RETURNED  
JUN 21 1906

*Curran*  
*at Book 51*  
*page 72*  
*MSB*



# 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

### ENCOURAGE HOME MANUFACTURES

We make the **BEST** Mucilage, Lithograms and Litho. Composition, Acme Cleansing Powder, and Coal Saving and Smoke Consuming Compound.  
Prices right. Send for quotations to

AULD MUCILAGE CO., Montreal, Que.

## The Belleville Business College, Limited

Business firms get the best results by applying to us 10 days before vacancies occur in their employ.

See Catalogue pages 21, 27, 33, 41.

J. A. Tousaw } BELLEVILLE, { J. Frith Jeffers, M.A.  
Secretary. } ONTARIO { President.

**WESTERN** Incorporated 1851  
**ASSURANCE COMPANY.**

**FIRE AND MARINE**

Head Office Capital - \$ 1,500,000.00  
Toronto, Assets, over - 3,460,000.00  
Ont. Income for 1905, over 3,680,000.00

HON. GEO. A. COX, President.

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

C. C. FOSTER, Secretary.

## BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, \$850,000.00.

TOTAL ASSETS, \$2,119,347.89.

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

HEAD OFFICE, - BRITISH AMERICA BUILDING.

Cor. Front and Scott Sts., Toronto.

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

## Successful Advertising—How to Accomplish It

By J. ANGUS MacDONALD

A volume of 400 pages packed full of good stuff for advertisers. Price \$2.00.

Best post paid upon receipt of price.

TECHNICAL BOOK DEPARTMENT

MacLEAN PUBLISHING CO. LIMITED, TORONTO.

## Distinctive Signs, Price Tickets and Show Cards

give character to your store. A sort of Trade Mark, as it were. Why not adopt as nearly a perfect style as possible?

We are specialists in this class of work and our ideas are free to anyone meaning business.

Our folder, WHY SIGNS PAY, can be had for the asking.

THE MARTEL-STEWART CO., LTD.  
MONTREAL, CANADA

## THE METROPOLITAN BANK

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

### GENERAL BANKING BUSINESS

We Solicit Your Account

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

### SAVINGS DEPARTMENT

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

# Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

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

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

## Confederation Life ASSOCIATION

W. H. BEATTY, President.

W. O. MACDONALD, ACTUARY.

J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

## GOOD ADVERTISING

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

### SPRING WALL PAPER ADVERTISING.

BY ARTHUR CONRAD.

AS I was looking through an advertising journal the other day, I came across an article purporting to outline a campaign for a wall paper dealer. Realizing that to many of the readers of Bookseller and Stationer the wall paper department is a profitable branch of business, I paid some attention to the article.

In the first place, the writer of this article premised that "the majority of dealers who sell wall paper only take care of what trade comes to them voluntarily." That is to say, as I understand it, few wall paper dealers advertise. This may be the case in the country where that writer resides, but I believe Canadian dealers are pretty free users of advertising space.

To prove this I picked up at random some sixteen newspapers, nearly all of them currently called "country weeklies," and published in towns and villages. In a dozen of these papers were to be found special wall paper advertisements, the largest running six inches double column. Of course these were not all booksellers' or stationers' advertisements. They averaged up fairly equally, one druggist and one general dealer to one book-seller and stationer.

Resuming my reference to the article quoted, the writer laid emphasis on the attractiveness and completeness of stock as the strongest point of argument, leaving price talk to a secondary place. Let us see how this applies to the campaigns conducted by our Canadian dealers.

George Porter, of Goderich, in a neat five-inch single-column advertisement, says: "We are showing in great variety very artistic 'Imported' wall paper, for drawing room, library, hall and dining room, also a number of select designs for bedrooms in dainty stripe and floral effect, etc. Several new and very pretty designs in French and English washable tiles for lavatory, bathroom and kitchen, etc." The general atmosphere of this advertisement certainly tends to impress the reader with the attractiveness of the stock.

In W. J. Stephenson's advertisement in the Wetaskiwin newspaper is to be found merely an announcement, neatly composed it is true, but not making any particular statements about the beauty of the goods.

C. B. Scantlebury, of Belleville, in his advertisements has taken up the greater portion of the space with an announcement of his ability to do paper hanging and decorating. The reference to wall paper itself is very brief.

Ebert's Bookstore, at Port Elgin, takes up three inches double column to invite customers to drop in and see the latest designs and beautiful patterns in wall paper. As an announcement card this is all right, but again there is an absence of any elaborate description of the paper.

Knowles & Co., of Windsor, N.S., insert a breezy advertisement in their local paper "Room, room, still room and lots of rooms that should have their bare and

unsightly walls covered. We can help you do the job and make these rooms a thing of beauty, if not a joy forever; do you doubt it, then hasten to our paper emporium, and see what an up-to-date and natty stock of room papers and borderings we have selected from the output of one of the best manufacturers. We have them in all patterns, and in colors from the blush of Spring to the deepest tints of Fall. Keep the rolls a-rolling."

S. R. Rudd, of Arnprior, says: "Our wall paper for Spring, 1906, surpasses anything we have shown in variety, designs and colorings, bought right from the largest

**New  
Wall Paper**

---

**WE** are showing in great variety, very artistic "Imported" Wall Paper, for

**Drawing Room,  
Library,  
Hall and Dining Room**

also a number of select designs for Bedrooms, in dainty stripe and floral effect. These Papers are all borderless and range in price from 15c to \$1.00 per single roll.

Several new and very pretty designs in FRENCH and ENGLISH

**Washable Tiles**

for Lavatory, Bathrooms and Kitchen. Price per single roll 35c.

**Canadian Wall Papers**

Large shipment just arrived, choice patterns, ranging in price from 5c per roll up to 25c.

---

Telephone **GEO. PORTER**  
No. 100  
Court House Square, Goderich.

A SAMPLE FROM GODERICH.

manufacturers in Canada and the United States" This might be all right if we knew what sort of stock Mr. Rudd had before.

I haven't space to refer to the other advertisements. They nearly all are merely announcements.

The result of this brief review shows us that Canadian dealers are beginning to take space in their local papers, but that they have not got very far forward in skillful ad-writing. Next season I hope they will do something towards interesting the public in their wall paper designs.

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during May, 1906.

Queen Victoria Post Card. Herbert C. Tindling, Hamilton.

Fenwick's Career. By Mrs. Humphry Ward. Book. William Briggs, Toronto.

Buster Brown and Tige and the Bold Bad Burglar Laughed. Pictures. The Canada Newspaper Syndicate, Limited, Montreal.

Tres Honorable Sir Wilfrid Laurier. Buste. Vincent Carli, Montreal.

Belles of '76. March Two-Step. By Chauncey Haines. Jerome H. Remick & Company, Detroit.

A Catechism on Canada for Confederation Day. For use on June 3, July 1 or 2, 1906. Published in Toronto News, Brantford Expositor, Hamilton Herald, Brockville Recorder, Guelph Herald, Ottawa Free Press, Montreal Herald, Winnipeg Free Press, Vancouver Province, St. John Times, and Halifax News. Frank Yeigh, Toronto.

A Vision of Immanuel. By Rev. John Johnstone. Book. Rev. John Johnstone, Winnipeg.

Vest Pocket Bookkeeper. Booklet. The Home Bank of Canada, Toronto.

The Makers of Canada, Bishop Laval. By A. Leblond De Brumath. Book. Morang & Company, Limited, Toronto.

First Legislature, 1906, Saskatchewan. Photo. Edgar C. Rossie, Regina, Sask.

The Canadian Girl. Song. Words and music by Wilson Macdonald. Pugsley, Dingman & Company, Limited, Toronto.

The Geisha Girl. Song. Words and music by Wilson Macdonald. Pugsley, Dingman & Company, Limited, Toronto.

Rose. Song. Words by Jerome P. Fleishman. Music by L. Frank Miller. Jerome H. Remick & Company, New York.

Nugent's Up-to-Date Dictionary. Livre. Librairie Beauchemin (a responsabilite limitee), Montreal.

Wacousta. A tale of the Pontiac Conspiracy. Revised edition, with foot-notes, and with illustrations, illustrated initials, end-paper design and cover design by Charles W. Jeffreys. By Major Richardson. Book. The Historical Publishing Company, Toronto.

Silver Slipper Waltz. By Arley Wentwith. A. Cox & Company, Toronto.

Courtship and Wedding. (1) Meeting. (2) Courting. (3) Discomfort. (4) Proposal. (5) Confirmation. (6) The Bride. (7) Bachelor Supper. (8) Wedding. (9) The Feast. (10) Alone at Last. (11) The Stork's Visit. (12) Happiness. Photos. Arthur Lawrence Merrill, Toronto.

Mr. and Mrs. Turtle-dove's New French Cook (1) You Sweet Thing. When Did You Arrive? (2) Now Don't be so Shy. (3) Oh My! But You Are Lovely. (4) Sh! Sh! I Hear My Wife Coming. (5) Heavens! What Does She Mean. (6) Well, I Am Caught Sure Enough. (7) She Must Leave This House at Once (8) Mr. Turtle-dove Trying to Get Out of the Difficulty (9) Mr. Turtle-dove Making Promises to be Good. (10) Darling, I Love You More Than Ever. (11) Mr. and Mrs. Turtle-dove's Next "French" Cook. (12) Photos. Arthur Lawrence Merrill, Toronto.

The King of Diamonds. A Tale of Mystery and Adventure. By Louis Tracy. Book. McLeod & Allen, Toronto.

By Wit of Woman. By Arthur W. Marchmont. Book. McLeod & Allen, Toronto.

Apices Juris and other Legal Essays. In Prose and Verse. By Charles Morse, D.C.L. Book. Charles Morse, Ottawa.

Melody at Twilight. Intermezzo. By Fred S. Stone. Jerome H. Remick & Company, Detroit.

Dixie-Doodle Girl. By C. Powell. Music. Jerome H. Remick & Company, Detroit.

Fascination. By C. Powell. Music. Jerome H. Remick & Company, Detroit.

Evening Shadows. By C. Powell. Music. Jerome H. Remick & Company, Detroit.

The Wave. Intermezzo. By Oreste Vessella. The John Church Company, Cincinnati.

Hunts on How to Teach the New Canadian Geography. By William Scott, B.A. Book. W. J. Gage & Company, Limited, Toronto.

Bill McLennan—His Yarns. Which is now being preliminarily published in separate articles in the Canadian Graphic, of Toronto. Frederick Rogers, D.C.L. Book. Temporary Copyright. Frederick Rogers, Sault Ste. Marie.

Vancouver's Buoy. Print. The Bond Sing Company, Vancouver, B.C.

High School Physical Science. Part 11. Revised edition. By F. W. Merchant, M.A., D.Paed. Book. The Copp, Clark Company, Limited, Toronto.

Famous Canadians. Consisting of Champlain, Jogues, Wolfe, Carleton, Vancouver, Mackenzie, Laura Secord, Tecumseh. Book. The Copp, Clark Company, Limited, Toronto.

Off the Rocks. By W. T. Grenfell. Book. The Sunday School Times Company, Philadelphia.

Salute to Williamsport. March. By C. E. Duple. Arr. by F. H. Losey. The Vandersloot Music Publishing Company, Williamsport, Penn.

Nuptial Waltzes. By Harry J. Lincoln. The Vandersloot Music Publishing Company, Williamsport, Penn.

The Air Rupture Cure. By John Joseph Gibbons. Book. John Joseph Gibbons, Toronto.

Halton, Waterloo and Wellington Counties Directory, 1906. The Union Publishing Company of Ingersoll, Ingersoll.

The Old Fort at Toronto. 1793—1906. By Jean Earle Geeson. Book. Jean Earle Geeson, Toronto.

A Dream of Pearls. Waltzes. By John T. Hall. John T. Hall Music Publishing Company, Inc., New York.

Canadian Nationality: The Cry of Labor, and other Essays. By W. Frank Hatheway. Book. W. Frank Hatheway, St. John, N.B.

Laval Valse. Par Wilfrid Beaudry. The Canadian-American Music Company, Limited, Toronto.

Marche Funebre. By J. T. Field. The John Church Company, Cincinnati.

Prelude in F. On a Pedal Base. Music. By J. T. Field. The John Church Company, Cincinnati.

Old Glory Evermore. Song. Words and Music by Thomas H. Chivers. Jerome H. Remick & Company, Detroit.



BOOKSELLER AND STATIONER

Iola Intermezzo By Chas. L. Johnson Whaley, Royce & Company, Limited, Toronto

The Ottawa Driveway, Near Bank Street, Showing the Cedars on Canal Bank of the Rideau Post Card G. R. Lancefield, Ottawa

Wesley and His Century A Study in Spiritual Forces By Rev. W. H. Fitchett, B.A., LL.D. Book. William Briggs, Toronto

Ingersoll Post Card. George W. Wood, Ingersoll

Interim Copyrights.

Premier of Canada—Speech Regarding the G. T. P. Railway National Transcontinental Railway. Resources of the country between Quebec and Winnipeg along the line of the Grand Trunk Pacific Railway. Compiled from authentic sources of the Geological Survey, by Harvey Roy. Book. Harvey Roy, Ottawa.

Dowler's Guide to the City of Calgary and Suburbs. Map. Leo Dowler, Calgary, Alta.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

CALGARY.

1. "The Spoilers," by Rex E. Beach. Poole.
2. "Lady Baltimore," by Owen Wister. Macmillan.
3. "Karl Grier," by Louis Tracy. McLeod.
4. "The Jungle," by Upton Sinclair. McLeod.
5. "The House of One Thousand Candles," by M. Nicholson. McLeod.
6. "Cowardice Court," by G. B. McCutcheon. Briggs.

CHARLOTTETOWN.

1. "Fenwick's Career," by Mrs. Ward. Briggs.
2. "The Marriage of William Ashe," by Mrs. Ward. Briggs.
3. "The Clansman," by Thomas Dixon.
4. "Ben Blair," by Will Lillibridge. Briggs.
5. "The Jungle," by Upton Sinclair. McLeod.
6. "The Mystery of June 13th," by M. L. Severy. Briggs.

COLLINGWOOD.

1. "A Son of the People," by Baroness Orczy. Briggs.
2. "The Deluge," by D. G. Phillips. McLeod.
3. "The Corsican Lover," by C. F. Pidgin. Copp.
4. "The Girl from Tim's Place," by C. C. Munn.
5. "Alton of Somasco," by Harold Bindloss. McLeod.
6. "The Jungle," by Upton Sinclair. McLeod.

GUELPH.

1. "Lady Baltimore," by Owen Wister. Macmillan.
2. "The Portreeve," by Eden Phillpotts. Macmillan.
3. "Fenwick's Career," by Mrs. Ward. Briggs.
4. "Karl Grier," by Louis Tracy. McLeod.
5. "The Jungle," by Upton Sinclair. McLeod.
6. "The Opal Serpent," by Fergus Hume. Briggs.

HALIFAX.

1. "Alton of Somasco," by H. Bindloss. McLeod.
2. "Karl Grier," by Louis Tracy. McLeod.
3. "The Gambler," by K. C. Thurston. Revell.
4. "Kid McGhie," by S. R. Crockett. Copp.
5. "Lady Baltimore," by Owen Wister. Macmillan.
6. "When It was Dark," by Guy Thorne. Briggs.

HAMILTON.

1. "The Scarlet Pimpernel," by Baroness Orczy. Briggs.
2. "The Golden Greyhound," by Dwight Tilton. McLeod.
3. "Alton of Somasco," by Harold Bindloss. McLeod.
4. "Fenwick's Career," by Mrs. Ward. Briggs.
5. "Lady Baltimore," by Owen Wister. Macmillan.
6. "The Dawn of a To-morrow," by F. H. Burnett. McLeod.

KINGSTON.

1. "Fenwick's Career," by Mrs. Ward. Briggs.
2. "The Wheel of Life," by Ellen Glasgow. Musson.
3. "Saints in Society," by Mrs. Saunders. Copp.
4. "The House of One Thousand Candles," by M. Nicholson. McLeod.
5. "The Angel of Pain," by E. F. Benson. Lippincott.
6. "Barbara Winslow, Rebel," by Elizabeth Ellis. Musson.

MONCTON.

1. "Fenwick's Career," by Mrs. Ward. Briggs.
2. "Lady Baltimore," by Owen Wister. Macmillan.
3. "The Scarlet Pimpernel," by Baroness Orczy. Briggs.
4. "Alton of Somasco," by Harold Bindloss. McLeod.
5. "A Son of the People," by Baroness Orczy. Briggs.
6. "Cowardice Court," by G. B. McCutcheon. Briggs.

MONTREAL.

1. "Fenwick's Career," by Mrs. Ward. Briggs.
2. "Pam Decides," by Baroness Von Hutton. Musson.
3. "Lady Baltimore," by Owen Wister. Macmillan.
4. "First It was Ordained," by Guy Thorne. Musson.

5. "The Opal Serpent," by Fergus Hume. Copp.
6. "Mr. Wingrave, Millionaire," by E. P. Oppenheim. Copp.

PETERBORO'.

1. "Lady Baltimore," by Owen Wister. Macmillan.
2. "Fenwick's Career," by Mrs. Ward. Briggs.
3. "Alton of Somasco," by Harold Bindloss. McLeod.
4. "Karl Grier," by Louis Tracy. McLeod.
5. "The Jungle," by Upton Sinclair. McLeod.
6. "The Garden of Allah," by Robert Hichens. Briggs.

PORT ARTHUR.

1. "The Jungle," by Upton Sinclair. McLeod.
2. "Karl Grier," by Louis Tracy. McLeod.
3. "My Friend the Chauffeur," by Williamson. Musson.
4. "The Pillar of Light," by Louis Tracy. McLeod.
5. "Dearlove," by Frances Campbell. Copp.

SARNIA.

1. "Giant Circumstance," by John Oxenham. Copp.
2. "Kid McGhie," by S. R. Crockett. Copp.
3. "Mr. Wingrave, Millionaire," by E. P. Oppenheim. Copp.
4. "The Scarlet Pimpernel," by Baroness Orczy. Briggs.
5. "A Rock in the Baltic," by Robert Barr. McLeod.
6. "Fenwick's Career," by Mrs. Ward. Briggs.

STRATFORD.

1. "Lady Baltimore," by Owen Wister. Macmillan.
2. "My Friend the Chauffeur," by Will amson. Musson.
3. "My Sword for Lafayette," by Max Pemberton. Copp.
4. "St. Cuthbert's," by R. C. Knowles. Revell.
5. "Dearlove," by Frances Campbell. Copp.
6. "Lady Betty," by Williamson. Musson.

TORONTO.

1. "Fenwick's Career," by Mrs. Ward. Briggs.
2. "If Youth but Knew," by A. and E. Castle. Macmillan.
3. "Lady Betty," by Williamson. Musson.
4. "Lady Baltimore," by Owen Wister. Macmillan.
5. "Peter's Mother," by E. de la Pasture. Dutton.
6. "The Brothers," by H. A. Vachell. Dodd.

VANCOUVER.

1. "The Wheel of Life," by Ellen Glasgow. Musson.
2. "The Spoilers," by Rex E. Beach. Poole.
3. "Silas Strong," by I. Bachelier. Poole.
4. "The House of Mirth," by Edith Wharton. McLeod.
5. "The Pathway of the Pioneer."
6. "Vivien," by W. B. Maxwell. Appleton.

VICTORIA.

1. "My Friend the Chauffeur," by Williamson. Musson.
2. "Divine Fire," by May Sinclair. McLeod.
3. "The House of One Thousand Candles," by M. Nicholson. McLeod.
4. "When it was Dark," by Guy Thorne. Briggs.
5. "Fenwick's Career," by Mrs. Ward. Briggs.
6. "The Conquest of Canaan," by Booth Tarkington. Poole.

WINNIPEG.

1. "When it was Dark," by Guy Thorne. Briggs.
2. "Barbara Winslow," by Elizabeth Ellis. Musson.
3. "The Spoilers," by Rex E. Beach. Poole.
4. "Lady Baltimore," by Owen Wister. Macmillan.
5. "The Truth about Tolna," by Bertha Runkle. Musson.
6. "The Jungle," by Upton Sinclair. McLeod.

CANADIAN SUMMARY.

	Points.
1. "Fenwick's Career," by Mrs. Ward.....	80
2. "Lady Baltimore," by Owen Wister.....	75
3. "The Jungle," by Upton Sinclair.....	39
4. "Alton of Somasco," by H. Bindloss.....	35
5. "Karl Grier," by Louis Tracy.....	35
6. "The Spoilers," by Rex E. Beach.....	25

**PAYSON'S INDELIBLE INK**



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

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

**Standard Commercial Works.**

**Matté's Interest Tables.**

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

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

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

**Hughes' Interest Tables and Book of Days combined.**

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

**Hughes' Supplementary Interest Tables.**

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

**Hughes' Interest Tables.**

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

**Hughes' Savings Bank Interest Tables.**

At 2½, 3 or 3½ per cent. (each on separate card), on the basis of one month, being 1/12 part of a year; by CHARLES M. C. HUGHES. Price, \$1.00.

**Buchan's Sterling Exchange Tables.**

Converting sterling into Canadian currency, and vice versa, advancing by Sths and 16ths, with other useful tables; by EWING BUCHAN. Second edition. Price, \$4.00.

**Buchan's Sterling Equivalents and Exchange Tables.**

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

**Buchan's Par of Exchange (Canadian).**

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

**The Importers' Guide.**

A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a FLANNEL TABLE, from 20 to 100 shillings per piece of 46 yards; by R. CAMPBELL and J. W. LITTLE. Cloth, 75c.; leather, \$1.00.

**The Canadian Customs Tariff.**

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

**MORTON, PHILLIPS & CO.,**  
PUBLISHERS,

735 and 1757 Notre Dame St., MONTREAL

The BROWN BROS., Limited, of Toronto, carry a full line of our publications in stock

**LEGAL CARDS**

**ATWATER, DUCLOS & CHAUVIN**  
Advocates, Montreal  
Albert W. Atwater, K.C., Consulting Counsel  
of City of Montreal Chas. A. Duclos, Henry  
S. Chauvin

**WM. A. McLEAN,**  
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Branch Office, Acton, Town Hall.  
Corporation, Solicitor, Etc.

**ROBINSON & GREEN**  
Barristers, Solicitors, Etc.  
John A. Robinson, John R. Green, Solicitors for  
the Imperial Bank of Canada, the Southern  
Loan & Savings Co., St. Thomas, Ont.

**LOUGHEED & BENNETT**  
Barristers, Solicitors, Advocates, etc., Calgary,  
Can. Cables, Lougheed, Calgary, Solicitors for,  
Bank of Montreal, Canadian Bank of Commerce,  
Bank of Nova Scotia, Merchants Bank of Can.

**ACCOUNTANTS AND AUDITORS**

**JENKINS & HARDY**  
Assignees, Chartered Accountants, Estate and  
Fire Insurance Agents, 151 Toronto St., Toronto.  
465 Temple Building, Montreal.

**PEROY P. DAVENPORT,**  
Chartered Accountant and Assignee,  
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**The Topaz Pencil**

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

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

— AND —

**Indelible Copying.**

Write for Samples to  
**Warwick Bros. & Rutter, Limited**  
Wholesale Stationers, TORONTO.

**SPENCERIAN  
STEEL PENS.**

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

Works, **BIRMINGHAM, ENGLAND**

Imported by all the  
leading Stationers in

**TORONTO and MONTREAL**

**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. McNICOL, 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 steamer wharves, 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 Laraha Streets  
GEORGETOWN, DEMERRARA.  
Cool and airy Bedrooms. Excellent Cuisine. Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage Solicited. Managers, E. COTTAM.

**VICTORIA LODGE**  
HAMILTON, BERMUDA  
Mrs. J. E. SMITH, Proprietress.  
Opposite Victoria Park and Cedar Ave.  
Private Board \$12 to \$14 per week.  
Open Nov. 1 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.,  
21 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.

WHEN WRITING ADVERTISERS  
PLEASE MENTION  
**THE BOOKSELLER AND  
STATIONER**

BOOKSELLER AND STATIONER

CLASSIFIED LIST OF ADVERTISEMENTS.

**Books and Magazines.**

Baker's Book Shop, Birmingham, Eng.  
 Higgs, William, Toronto  
 Collins, William, & Son Co., Glasgow and London.  
 Copp, Clark Co., Toronto  
 Macmillan Co., Toronto  
 Morton, Phillips & Co., Montreal  
 Musson Book Co., Toronto.

**Blank Books.**

Brown Bros., Toronto  
 Buntin, Gillies & Co., Hamilton  
 Collins, William, & Son Co., Glasgow and London  
 Copp, Clark Co., Toronto.  
 Warwick Bros & Rutter, Toronto

**Calendars—Cards.**

Copp, Clark Co., Toronto.  
 Delgado, G., London, Eng  
 Geier, Geo., & Garke, Nuernberg  
 Menzies & Co., Toronto  
 Raphael Tuck & Sons Co., New York.

**Commercial Works.**

Morton, Phillips & Co., Montreal.

**Copying Presses.**

Smart Mfg Co., Limited, Brockville.

**Educational.**

Belleville Business College, Belleville, Ont.

**Erasers.**

Faber, A. W., New York.

**Fancy Goods.**

Brown Bros., Toronto.  
 Copp, Clark Co., Toronto.  
 Kelk-Sutcliffe Co., Toronto.  
 Warwick Bros & Rutter, Toronto.

**Financial Institutions and Insurance.**

British American Assurance Co., Toronto  
 Confederation Life Association, Toronto  
 Metropolitan Bank, Toronto.  
 Western Assurance Co., Toronto.

**Flags.**

Kelk-Sutcliffe Co., Toronto.

**Fountain Pens.**

Brown Bros., Toronto.  
 Copp, Clark Co., Toronto  
 Gage, W. J., Co., Toronto.  
 Warwick Bros & Rutter, Toronto  
 Waterman, L. E., Co., Montreal.

**Gloss, Paste and Mucilage.**

Auld Mucilage Co., Montreal.  
 Carter's Ink Co., Montreal.  
 Copp, Clark Co., Toronto.  
 Dennison Mfg. Co., Boston and New York.  
 Higgins, Chas. M., & Co., Brooklyn.

**Inks—Indelible.**

Brown Bros., Limited, Toronto.  
 Carter's Ink Co., Montreal.  
 Payson's.

**Inks—Writing.**

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

**Leather Goods**

Brown Bros., Limited, Toronto.  
 Rumpp, C. F., & Sons, Philadelphia.

**Loose Leaf Ledgers, etc.**

Opalla, A., Chicago, Ill.  
 Sheppard, C. G., & Co., New York.

**Magazines.**

Busy Man's Magazine, Toronto.  
 My Weekly, Toronto.

**Papeteries.**

Brown Bros., Ltd., Toronto.  
 Buntin, Gillies & Co., Limited, Hamilton.  
 Copp, Clark Co., Limited, Toronto.  
 Eaton Hurlbut Paper Co., Pittsfield, Mass.  
 Gage, W. J., & Co., Toronto.  
 Hurl, Geo. B., & Co., New York.  
 Warwick Bros & Rutter, Toronto.

**Pens.**

Brandauer, C. & Co., London, Eng.  
 Brown Bros., Toronto.  
 Copp, Clark Co., Toronto.  
 Esterbrook Pen Co., New York.  
 Heath, John, London.  
 Hinks, Wells & Co., Birmingham, Eng.  
 MacNiven & Cameron, Edinburgh and Birmingham.  
 McFarlane, Son & Hodgson, Montreal.  
 Spencerian Pen Co., Birmingham, Eng.  
 Warwick Bros. & Rutter, Toronto.

**Pencils.**

Brown Bros., Limited, Toronto.  
 Copp, Clark Co., Toronto.  
 Gage, W. J., & Co., Toronto.  
 Warwick Bros. & Rutter, Toronto.  
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