

BOOKSELLER & STATIONER

and
Canadian Newsdealer

Official Organ of the Canadian Book, Stationery and Publishing Trades Association
and for Twenty-Four Years the Recognized Organ of the Book, Stationery and Fancy Goods Trades of Canada.

MONTREAL, 701-702 Eastern Townships Bank Bldg. TORONTO, 10 Front St. E. WINNIPEG, 511 Union Bank Bldg. LONDON, ENG. 88 Fleet St. E.C.

PUBLICATION OFFICE: TORONTO, JUNE, 1909

"Underwood's Inks last as long as the Paper"

Get A Trial Box

1/4 Gross, 5 oz. Bank or Egyptian

INK.



10c. package.

We manufacture everything in Writing Inks,
Carbon Papers and Ribbons, Mucilage, etc.
A reputation of over 100 years behind our
name.

ASK THE WHOLESALE TRADE.

JOHN UNDERWOOD & Co

90 Richmond St. East

NEW YORK

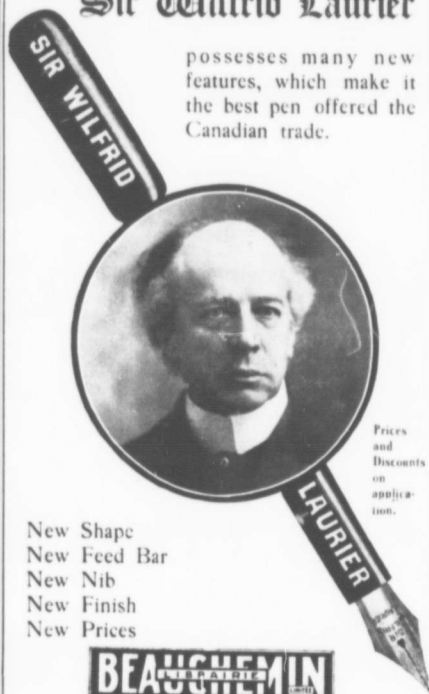
TORONTO.

LONDON, ENG.

THE NEW MODEL

Sir Wilfrid Laurier

possesses many new
features, which make it
the best pen offered the
Canadian trade.



Prices
and
Discounts
on
applica-
tion.

New Shape
New Feed Bar
New Nib
New Finish
New Prices

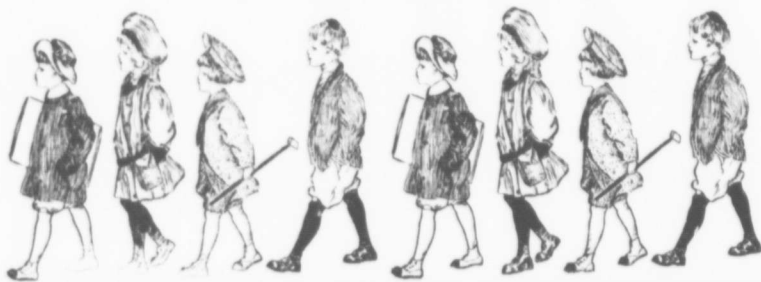
BEAUCHEMIN

79 St. James St. 26 St. Gabriel St.
MONTREAL.

Wholesale Books and Stationery

Established in 1842

BOOKSELLER AND STATIONER



For School Opening Time

Map Drawing Competition

In connection with the Canadian Art Series of School Practice Books—
Our 1909 Specials

We are this year offering to the school children of Canada as prizes, 250 Boys' Own Annuals and 250 Girls' Own Annuals, valued at One Thousand Dollars, for the best finished map of the Division of Canada in which the pupil resides.

So that all may compete on equal terms the Dominion is divided into three divisions (1) The West, comprising Manitoba, Saskatchewan, Alberta and British Columbia; (2) The Middle, comprising Ontario; (3) The East, comprising New Brunswick, Nova Scotia and P. E. I.

A drawing sheet is given free with each copy of the Canadian Art Series of School Practice Books and on this sheet maps must be drawn.

The covers of the series are reproduced from original paintings by four of Canada's most famous artists, as follows:—"Sweet Peas" by Mary H. Reid, A.R.C.A.; "Mount Hugabee," by F. M. Bell-Smith; "Cape Blomidon," by C. M. Manly, and "Queenston Heights," by C. W. Jefferys.

Write for full information about the competition and
lay in an adequate supply of the practice books

We are Headquarters for everything in School Supplies

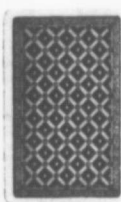
Warwick Bros. & Rutter, Limited
Toronto

BOOKSELLER AND STATIONER



Goodall's
Playing Cards
are sold
by the Leading Wholesale
Books, Stationery
and Fancy Goods
Firms
20 New Designs just issued

A. O. Hurst, 24 Scott St., Toronto



PAUL E. WIRT

The "Wirt" is the oldest Fountain Pen manufactured in the world.

Safety Fountain Pens



Can be carried in any position in Pooket, Valise or Trunk.

No Valves No Springs
No Soft Rubber

Unconditionally Guaranteed

Vest Pocket Size, 3½ inch
Regular Size, 5½ inch



The gold pens are of the very best that can be made to suit any hand.

The cases or reservoir holders are of the purest and most highly finished hard rubber—strong and beautifully made.

The mountings, where used, are of the best, and in designs from the hands of the most skilled artists

The pen is *durable*; it is *practical*. It will *work* one time as well as another and *work* always.

BROWN BROS., LIMITED

CANADIAN AGENTS,

51-53 Wellington Street West, TORONTO

Something New!

CARTER'S SPREADER TUBE

Filled With

Photolibrary Paste

A new paste tube which is sealed with a pin—no threads to become clogged. Has a unique spreader to distribute the paste. Work all done with one hand and that hand kept clean.



Nos. 275 and 275½—"The Tube With the Tongue."

MADE IN TWO SIZES

No. 275, - - - 3 Oz.
No. 275½, - - - 1½ Oz.

Both packed one doz. in display box.

Write for prices

HAS ALREADY MADE A HIT

The Carter's Ink Co.

BOSTON NEW YORK CHICAGO MONTREAL

DAVID'S CELEBRATED INK

Unsurpassed for Quality and Value

Electro-Chemical

BLUE BLACK FOUNTAIN PEN CARMINE

Manufactured by Thaddeus Davids Co. New York. Established 1825

BROWN BROS.

Limited

Canadian Agents, Toronto



Pens You Can Absolutely Rely On

UNDER YOUR OWN IMPRINT



Autopen



Gold or Silver Filigree

There is nothing that a man can be fooled on easier than a fountain pen. It is easy to manufacture a *handsome looking* fountain pen, but it's the *wear* that tells the true story. Sanford & Bennett's fountain pens are always reliable. They are made to wear for years. They are all solid 14k gold and iridium pointed. As nothing but the highest grade material is used in their make-up they're bound to last—they simply can't help it—even under extra heavy usage. But besides their extreme durability S. & B. fountain pens have good looks. You won't find a handsomer or more attractive or more convenient pen made. They have got to be. The business which we do with the largest jewelry and stationery houses on the continent demand these qualities. We do the largest imprint fountain pen business in America.

SANFORD & BENNETT CO.



Manufacturers of Fountain, Stylographic and Gold Pens for foreign and domestic trade
 Patentees of the "Autopen" (Self Filler), the "Gravity Stylo Pen" and the "Commercial Fountain Pen."
 JEWELERS' COURT, 51-53 MAIDEN LANE. NEW YORK



DAIL'S SECTIONAL CABINETS

FOR

Post Cards Magazines Tablets



Patent Pending

DAIL'S POST CARD CABINETS

No. 8—176 Pockets	\$ 6.50
No. 101—204 " "	7.50
No. 102—256 " "	10.00
No. 100—300 " "	12.00
5 Other Sizes	



Patent Pending

No. 20 MAGAZINE CABINET

300 Magazines on 28 inch space.
Price \$15.00.

No. 24—Holds 150 Magazines.
Price \$7.50

The most practical fixtures ever devised for the retailer. They economize space and make a great big attractive display that will double your sales. Thirty-five different sizes and styles for magazines, post cards, tablets, dime novels, newspapers, music, etc. Dail's Cabinets are built with Continuous Steel Pockets, no joints or solder. No other construction will stand the weight or strain.

Write for Catalogue. It will interest you and furnish valuable suggestions.

THE GIER & DAIL
 MANUFACTURING COMPANY
 220 Grand St., Lansing, Mich.

Raphael Tuck & Sons HOLIDAY LINE FOR 1909

Calendars

To attempt to describe in so limited a space our **Wonderful Collection of Calendars** is only to succeed in giving it scant justice. From beginning to end the line is brimful of Striking Novelties, resplendent in richness, and altogether unique in its comprehensive attractiveness.

Christmas and New Year Cards

Upwards of two thousand new designs each, alike artistic and effective, and sure to shed additional luster on the long famous "TUCK CARDS," the most prominent features being the

- "Christmas Autograph Stationery,"
- "Ye Merry Christmas Bell" Series,
- The "Stained Window Glass" Series,
- The "Pastel Parchment,"
- "Hand-colored Photogravure,"
- The "Art Canvas" Series,
- The "Famous Luminous Celluloid Cards," etc., etc.

Christmas and New Year Post Cards

A line consisting of over one thousand new subjects, replete with Novelties of the highest artistic merits, issued at the most moderate prices. The resplendent "Glistening Dew" Post Cards, the demand for which so far exceeded our most sanguine expectation, last season, are represented by a collection of infinite variety, and are destined to achieve a much greater popularity this year.

Our travelers are now pursuing their regular journeys, and will call upon the trade in due time.

Full and comprehensive catalogues will be sent on application.



Raphael Tuck & Sons Co., Ltd.

9-17 St. Antoine St., Montreal

LONDON

PARIS

BERLIN

NEW YORK

BOOKSELLER AND STATIONER

A. W. FABER'S THE FINEST IN EXISTENCE
16 Degrees-6B to 8H

"CASTELL"

PENCILS



Unequaled for
Purity, Smoothness
Durability or Grading

A. W. Faber, Newark, New Jersey, U.S.A.

A. W. Faber's
"Castell" Copying Pencil

Manufactory
Established 1761



FACTORY
STEIN, GERMANY
GEROLDSORUEN
NOISY-LE-SEC
NEWARK, N. J.

A.W. FABER.

ESTABLISHED 1761.

RUBBER WORKS

ELASTIC BANDS ERASIVE RUBBER



HOUSE
STEIN, GERMANY
NEWARK, N. J.
LONDON
PARIS
BERLIN

41 - 47 DICKERSON STREET AND 68 - 88 HECKER STREET

NEWARK, N. J., U. S. A.



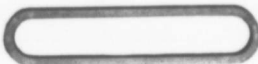
51



20



7080



50 X



5



83



7085

School Bags

NOW IT'S THE "RUGBY"

Absolutely



Waterproof

The name "Rugby" in its ordinary use at once calls to our mind that sturdy character, Tom Brown, and in its application here the same qualities hold good—RELIABILITY, STRENGTH.

LIGHTER THAN LEATHER and MORE DURABLE
 SOFT and PLIABLE WILL NOT HARDEN and CRACK LIKE LEATHER
 CAN BE CLEANED WITH SOAP and WATER
 WILL NOT SCRATCH, TEAR or PEEL
 THE OUTSIDE SURFACE PRESENTS A PEBBLE BLACK APPEARANCE; INSIDE LINING IS
 SOFT AS MOLESKIN and DOES NOT RUB OR SOIL THE CONTENTS

MADE IN SIX SIZES

No. 21	Size, 9 inches wide	per dozen, \$1.75	No. 24	Size, 12 inches wide	per dozen, \$4.20
" 22	" 10 "	" 2.75	" 25	" 13 "	" 4.50
" 23	" 11 "	" 3.60	" 26	" 14 "	" 4.80

The Busy Man's

STYLOGRAPHIC PENS

The Varsity



Pen and Pencil
Combination

A Staunch Friend to a Busy Man

Fluid Ink
Pencil



A Student's Special

These favorites have created for themselves a steady demand. \$3.60 per dozen

THE COPP, CLARK CO., Limited, TORONTO

Dennison's

FAST COLOR
NAPKINS
 Doilies and Lunch Sets



Have You Seen the New Designs?

We've had them ready for some time. The Paper Napkin Season is almost here and we advise dealers to stock up early and be prepared for the summer demand.

Dennison's Paper Specialties have won a world-renown for quality, beauty of design, fast colors and general refinement. But we are not content to rest on our laurels. The new designs in Dennison's Fast Color Napkins, Doilies, Lunch Sets and Decorated Paper will surprise even dealers, that such quality, beauty and utility could be combined in articles of paper.

The illustration shows a few of the new designs in Dennison's Fast Color Napkins—and, be assured, they are FAST COLORS—a feature possessed by no other make. These napkins are now automatically counted and separated into dozens by printed slips—a hygienic precaution, a time-saver for the salesman and a money-maker for the dealer. Moreover, full count is guaranteed.

We also show one of the new Lunch Set put-ups, with the new single-piece table cover in damask effect, 63 x 84 inches. The only one of its kind made. These Lunch Sets have proved wonderful sellers wherever shown.

Our new sample books show samples of Dennison's new Fast Color Napkins—also the new Decorated Papers. Designs for every Holiday or Special occasion. Say the word, and we will gladly forward.

Dennison Manufacturing Company

The Tag Makers.

Makers and Maintainers of the Paper Art.

BOSTON
 26 Franklin St.

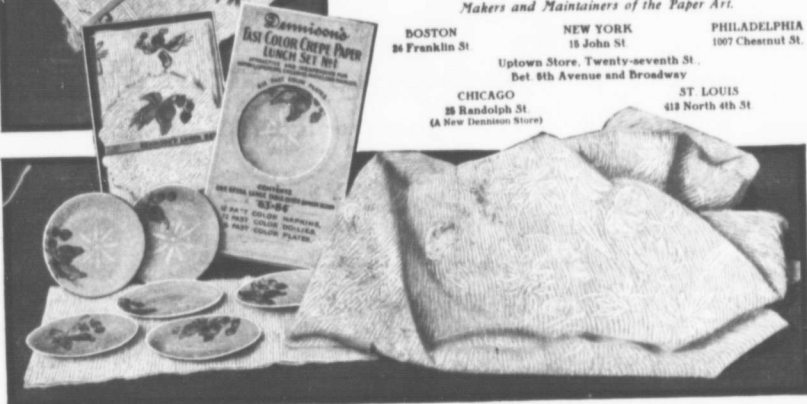
NEW YORK
 15 John St.

PHILADELPHIA
 1007 Chestnut St.

Uptown Store, Twenty-seventh St.
 Bet 8th Avenue and Broadway

CHICAGO
 23 Randolph St.
 (A New Dennison Store)

ST. LOUIS
 418 North 4th St.



MADE IN ENGLAND OF
BEST MATERIALS ONLY
BY SKILLED LABOR

ITS
STRONG
FEATURE

LONG FOR THE HAND-COMFORTABLE WRITING
SHORT FOR THE POCKET, PURSE, OR
LADY'S WRISTBAG

THE LINE FOR A GO-AHEAD STATIONER

SIZE A \$1.00

Closed for
pocket.
Length,
2½ ins.



Made in Black, Tan, or Mottled Vulcanite. Open for use. Length, 4½ ins.

SIZE B \$1.50

Closed for
pocket.
Length,
3½ ins.



Larger holder with greater ink capacity, closing into small compass for pocket or purse. Open for use. Length, 5½ ins.

"LONGSHORT" STYLOS

Are exactly what the public have been waiting for, and no dealer can consider himself up-to-date who does not carry a stock. They have "caught on" and are selling like "hot cakes" in Europe and the East.

GIVE YOUR CUSTOMERS A CHANCE AT THEM!

Each "Longshort" is fitted with very smooth, durable point and gold spring needle

WRITES PERFECTLY—ALWAYS AND INSTANTLY

Made and Sold by the Makers of "Swan" Fountpens.

WRITE US
TO-DAY—NOW!

MABIE, TODD & CO.

Manufacturers of "Swan" Pens and Ink
Stylos, Gold Pens, Pencils, etc.

MANCHESTER, PARIS, BRUSSELS, NEW YORK,
CHICAGO and SYDNEY

79-80 High Holborn,
LONDON, Eng.

124 York Street,
Toronto

FOUNTPEN POINTS for CANADIAN STATIONERS

Cheap Lines Sell

till a cheaper is brought out.—
What then becomes of your
stock?

Cheap Buyers

are fickle customers. High-class
buyers are loyal, and only demand
that you give them
RELIABLE GOODS.—Satisfaction
is more to them than price.

Now, with Fountain Pens

sell a cheap one and it comes
back, or your customer learns
that through you he has thrown
money away. But sell a

“SWAN”

and he is satisfied—recommends
it—and buys more for presents.

TALK FOUNTPENS

SELL FOUNTPENS

SHOW FOUNTPENS

TALK “SWAN”

—The Double Feed Reliable,
Simple Fountainpen.

WRITE US TO-DAY FOR
LISTS and TERMS



Mabie, Todd & Co., 124 York St., Toronto

Manufacturers of "Swan" Pens, Stylus, "Swan" Ink, Gold Pens, Pencils, etc.
79 and 80 High Holborn, - London, Eng.
And at Manchester, Paris, Brussels, New York, Chicago and Sydney

ART SUPPLIES

Winsor & Newton's Oil Colors
 " " Water Colors
 " " Canvases
 " " Papers
 " " Brushes
 " " Boxes

All kinds of goods for artists. Crayons, Oils, Mediums, Enamels, Studios, &c.

SEND FOR CATALOGUE

A. Ramsay & Son Co.,
 MONTREAL

Agents for WINSOR & NEWTON, London

Copying Presses In All Sizes

ALSO SCHOOL FURNITURE



The James Smart
 Mfg Co., Limited

Brockville, Ont.,
 and
 Winnipeg, Man.

SEND FOR CATALOGUE

National BLANK BOOKS



TRADE

MARK

MADE in all sizes, rulings and bindings to meet every requirement of the accountant. They contain paper of extra fine quality—the best products of the Holyoke Mills being used for the purpose.

The National Line also includes a wide variety of Loose Leaf Ledgers, Price Books and Memorandums.

National Blank Book Co.

HOLYOKE

MASSACHUSETTS

"SUPERIOR"

Paper Fasteners



Superior
 Because

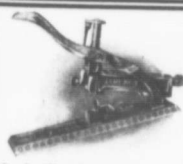
They have two points which pierce the paper. The papers cannot pivot. They are inexpensive.

Samples and quotations furnished the trade upon request.

Patented July 14, 1900

For sale by all leading stationers.

Superior Manufacturing Co., Sidney, Ohio



A Modern Device

The Acme No. 2 Binder

This is a machine that drives a flat staple that holds. It penetrates the thickest and toughest paper and will not tear the thinnest. Easy and convenient to work and will not get out of order, because it is simply made. The price is moderate and is one of the least inducements that will sell it to the busy office worker.

Staples (No. 18) 5,000 in a box, per 1,000, 30 cents



Ask your jobbing house about it.

Acme Staple Company, Limited

112 North Ninth St. Camden, N.J., U.S.A.

SCRIBBLERS | EXERCISES | NOTE BOOKS | BLANK DRAWING BOOKS | SCHOOL SLATES | LOCK BOXES | CRAYONS

Buy Your School Supplies Now

and stock up while the selection is good. We have a large and choice assortment of standard school goods in a splendid variety of styles and designs. Our stock of

Scribblers, Exercise Books, Note Books, Drawing Books, Slates, Crayons, Maps, School Bags, Black Boards, Pencils

will particularly interest you as they have been carefully selected with the exact requirements of the trade in view. Our lines are reasonably priced and we can promise you early shipments. Your orders, whether large or small, will receive our best consideration.

CLARK BROS. & CO., Limited

WINNIPEG, MANITOBA

MUCILAGE | GLUE | PENCILS | DICTIONARIES | PAINTS | SCHOOL INKS | SCHOOL BAGS

BLACK BOARDS | SCHOOL MAPS

FOOLSCAP | PEN HOLDERS

Crayograph! Crayograph! Crayograph!



is the name of the newest and most useful colored drawing Crayons yet produced. Work can be done with these not possible with ordinary Crayons, hence scholars and teachers once using them, want them continually.

MAKE PROFIT AND FRIENDS BY HAVING

CRAYOGRAPH CRAYONS FOR NEXT SCHOOL OPENING.

Obtainable from Wholesale Houses.

Makers: **THE AMERICAN CRAYON CO.**

CONDITIONS

A DISCRIMINATING PUBLIC
A PROGRESSIVE STATIONER

RESULT

A DEMAND FOR

RELIANCE INKS

MADE IN WINNIPEG.

RELIANCE INK CO., Ltd., - Winnipeg

CRAYONS

The "Standard" for quality, quantity, variety, economy, and satisfaction. Can be had only of

The Standard Crayon Mfg. Co.
Danvers, Mass.

Higgins' Drawing Board and Library Mucilage



IS everywhere admitted to be the most desirable adhesive, for the uses intended, ever put upon the market. It is a semi fluid, of great strength and body, specially prepared for mounting paper on the drawing-board, for repairing and labeling books, and for wood cloth and leather work generally. Librarians have found it exactly suited to their needs, and it has become recognized as THE ONLY ADHESIVE FOR LIBRARY WORK THAT GIVES PERFECT SATISFACTION. For use as an ordinary mucilage or paste it may be diluted with 25 to 50 per cent. of water.

This article should be carried by every progressive dealer.

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.

OUR NEW LINE

of **SCRIBBLERS, EXERCISE & NOTE BOOKS** for **SCHOOL OPENING** is now in the hands of our travellers.

THEY will stand comparison.

both for value and appearance.

SMITH, DAVIDSON & WRIGHT, Limited
WHOLESALE STATIONERS and PAPER DEALERS.

Vancouver, B. C.

Subscribers' Free Advertising Service

WITH the intention of assisting those of our subscribers who either because of want of time or lack of knowledge cannot attend properly to their advertising, BOOKSELLER and STATIONER is willing to undertake this service for them.

As previously pointed out, many retailers require help in the preparation of their advertising copy if it is to achieve the right results. How to make the retailer's copy increase in "pulling" power is our object.

By a close, thoughtful analysis of those qualities which make for good advertising, and applying the successful methods discovered to their own work our advertising men are enabled to produce copy containing the most effective ideas. Influential and persuasive, it helps to create new trade.

A thorough knowledge of the practical resources of the printing offices enables us to obtain results not possible to one who does not understand typography.

For those services there is no charge. The only condition is that you must be a paid-up subscriber. Write us giving a complete description of your requirements.

William G. Colgate,

Manager Copy Department.

BOOKSELLER AND STATIONER
10 Front St. East TORONTO, CANADA

VICTOR INKSTANDS

"Just enough ink to ink the pen"

Small
Cut
Shows
Our
No. 25

Retail
Price
75c.



Large
Cut
Shows
Our
No. 35

Retail
Price
\$1.25

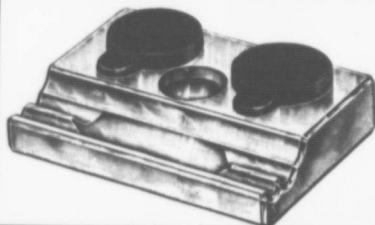
Victor Inkstands keep ink clean and liquid, having an extra large capacity with only a very small exposure to the air. Easy to clean and fill - cannot upset; covers move so easily that they can be opened and closed with the pen point.

LIBERAL TRADE DISCOUNT
Sold by all Canadian Wholesalers

C. H. Numan Dept.—

354 BROADWAY

NEW YORK, U.S.A.



Every Man with a Fountain Pen

NEEDS THE

Klymax Klip



The Show Card sells it
at sight

The only clip that gives
entire satisfaction

One dozen
on a card.

German Silver,
10 cents

Rolled Gold,
25 cents



Discount to the Trade on
application.

Consolidated Safety Pin Co.

183 Farland St.,

Bloomfield, N.J.

Stationery Salesman

who calls on **JOBGING TRADE**
in **CANADA**, wanted to carry a
high class Manufacturer's Line of
United States made

Post Cards

Line consists of Bright, New and
Snappy Numbers. Also Display
Stands.

Address **Box 211**
BOOKSELLER AND STATIONER
TORONTO

P.S.—Advertiser will be in Toronto for
a few days shortly.

“Sports” Playing Cards

The Best
Value
in the
Market

One
of
Many
Varieties



LACROSSE DESIGN

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
Coated Litho. and Book Papers

FOR SAMPLES AND PRICES APPLY

**CONSOLIDATED LITHOGRAPHING AND MANU-
FACTURING CO., LIMITED**

Successors to The Union Card and Paper Company, Montreal.

Everybody Buys VALENTINE'S

SERIES

OF

Canadian View

POST CARDS

WHY?

Because they are the post cards
of perfection and the line
is the largest and
most varied.

Send for Sample Order
100 Assorted, Price \$1.00

THE
Valentine & Sons
Publishing Company

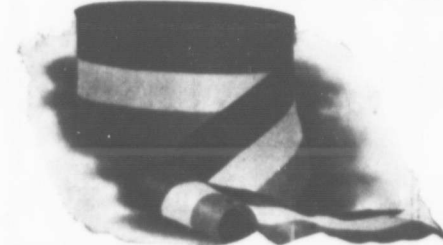
Limited

77 Bay Street
TORONTO

1 Coristine Building
MONTREAL

BOOKSELLER AND STATIONER

Paris Tri-Colored Ribbon Crepe Paper



The Newest and Best Article for Window and Carnival Decorations

Also Paris Holly and Paris Plain Ribbon Crepes

All three inches wide, one hundred feet to the roll, three rolls to the box.

Christmas Holly Wrapping and Box-Covering Papers

All Big Sellers. Put them in your next list.

The Tuttle Press Co.

Manufacturers

Appleton, Wis.

Standard Commercial Works

Matta's Interest Tables

At 4, 5, 6, 7, 8 and 10 per cent per annum by N. MATTA, 3d Edition. Price, \$1.00

Matta's Three Per Cent Interest Tables

By the same author. On fine heavy paper and strongly bound. Price, \$1.00

Hughes' Interest Tables and Book of Days Combined

At 3, 4, 5, 6, 7 and 8 per cent per annum. By CHARLES M. C. HUGHES. Price, \$1.00

Hughes' Supplementary Interest Tables

Comprising a Special Interest Table for daily balances, showing interest for one thousand days on any amount, rates from 1/2 per cent. to 3/4 per cent. inclusive. Also a table showing interest for one thousand days at 5 per cent by means of which its connection with Comparative Tables interest for one thousand days can be obtained at any rate from 1 per cent. to 10 per cent. inclusive, and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from 1 per cent. to 10 per cent. inclusive, on the basis of 360 days to the year in 1/2 per cent. rates. By CHARLES M. C. HUGHES. Price, \$1.00

Hughes' Interest Tables

At 6 and 7 per cent., per annum (on the basis of 360 days to the year), for one, two, three and four months and days of grace, for use in Discounting and Borrowing Promissory Notes. By CHARLES M. C. HUGHES (on folded card) H. A. P. strongly bound. Price, \$1.00

Hughes' Savings Bank Interest Tables

At 7 1/2, 3 or 3 1/2 per cent. (each on separate cards) 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 rate and dollar, with other useful tables. By ERWING BUCHAN. Second edition. Price, \$1.00

Buchan's Sterling Equivalents and Exchange Tables

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

Buchan's Par of Exchange (Canadian)

Giving sterling into dollars and cents and vice versa, from \$1 upwards, also sterling equivalents, Canada into New York and vice versa. By ERWING BUCHAN. Price in sheets, each, 25c.; mounted (on boards), each, 50c.

Import Costs

Showing "land-draw" costs, from one-eighth of a penny to one thousand pounds, with advance on sterling costs from five per cent. to fifty per cent. calculated at the Canadian per cent. of Exchange, advancing by two and a half per cent. rates. A separate table for each rate. By H. H. MARTIN. Price, \$1.50. Full bound leather (imp. New

The Importers' Guide

A hand-book of advances of sterling costs in decimal currency from one penny to 1,000 pounds, with a PLANNED TABLE, from 20 to 100 shillings per piece of 40 yards. By E. CAMPBELL and J. W. LITTLE. Leather, 2s.

The Canadian Customs Tariff

Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty rates of the Canadian Customs Act, Sterling Exchange, Prices of Canadian Rawwax at Canadian business values, also a table of the value of France in English money. Harbor Dues, etc., etc. F. Cap. 87c. cloth. Price, 35c.

MORTON, PHILLIPS & CO.,

PRINTERS

115 and 117 Notre Dame St., West, MONTREAL.

The BROWN BROS., Ltd., Toronto, carry a full line of our publications.

HOTEL DIRECTORY.

WINDSOR HOTEL

HAMILTON, BERMUUDA

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. M. Nicol, Prop.

TOWER HOTEL

GEORGETOWN, DEMERARA

BRITISH GUIANA

This first-class hotel is most conveniently situated in the coolest and healthiest part of the summer stalling, and near to all principal public buildings, Civil and lofty bedrooms. Spectacular dining and ladies rooms. Billiard room. Electric light throughout.

VICTORIA LODGE

HAMILTON, BERMUUDA

Mrs. J. F. SMITH, - - Proprietress

Opposite Victoria Park and Cedar Ave.

Private Board \$12 to \$14 per week.

Open November Closes in May

WINTER RESORT

QUEEN'S PARK HOTEL

Part-of-Spain, Trinidad, B.W.I.

JOHN M. EWEN, - - Manager

For rates, etc., apply

TRINIDAD SHIPPING & TRADING CO.

29 Broadway, New York.

THE GRAND UNION

The most popular hotel in

OTTAWA, ONT.

JAMES K. FAISLEY, - - Proprietor

HALIFAX HOTEL

HALIFAX, N.S.

COLLECTIONS, ETC.

THE

MERCHANTS MERCANTILE CO.

300 St. James St., Montreal

MERCANTILE REPORTS AND COLLECTIONS

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1285

PAYSON'S INDELIBLE INK



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

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

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY

Accountants, Chartered Accountants, Estate and Fire Insurance Agents.
154 Toronto St. Toronto. 465 Temple Bldg. Montreal.

The Topaz Pencil

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

HB, H, with rubber tips,
HB, H, 2H, 3H, 4H, B; 2B
without rubbers.
INDELIBLE COPYING
Medium and Hard.

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

Our Special Fall Number

SEPTEMBER 1st, 1909

MANUFACTURERS AND AGENTS OF
ALASKA YUKON PACIFIC EXPOSITION

BADGES
 ANGLES
 UTTONS
 ROOCHES
 OOKLETS

FOBS
 PINS
 POSTCARDS
 FOLDERS

AND OTHER EXPOSITION NOVELTIES.

Goods shipped promptly. Send 50 cents for samples which retail for \$1.00 to \$1.50

HONIG STATIONERY CO.

516 Pacific Block, SEATTLE, Wash., U.S.A.

133 Hastings Street East, VANCOUVER, B.C.

Blaisdell Paper Pencils

Crayons in 9
 Leading Colors



CUT BETWEEN HOLES AND UNWIND

To sharpen, cut one thickness of paper between the holes, as indicated, and unwind.

None of the lead is cut away and the consumer is thus enabled to use the entire crayon. Will last three times as long as the same lead put up in wood.

For Sale by the Leading Wholesale Trade in Canada

**BUILDING UP A
 BUSINESS**

There is no greater factor than advertising in building it up but advertising alone will not do it. The right medium must be selected and the announcements made in a catchy, bright, effective manner. By advertising in

**BUSY MAN'S
 MAGAZINE**

you have selected the right medium. It circulates largely in every province among intelligent, prosperous and progressive readers. All the firms who used Busy Man's last year have increased their space this year. Many new ones have come in. Continued and more generous patronage is the best evidence of appreciation. Results tell. All we ask is a fair trial. For rates and full particulars apply to nearest office.

Busy Man's Magazine
 Montreal Toronto Winnipeg

5,000 Facts About Canada



FRANK YEIGH
 Compiler of 5,000 facts about Canada

THE
 1909

edition is selling well all over Canada.

It has a splendid cover page for the counter.

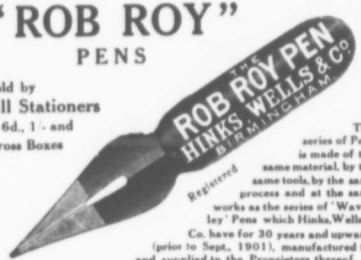
We supply attractive window hangers and will help to make a window display.

ORDER FROM YOUR DEALER OR

The **Canadian Facts Pub. Co.**
 667 Spadina Ave., Toronto.

"ROB ROY"
PENS

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



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

HINKS, WELLS & CO. BIRMINGHAM, ENGLAND

HAVE YOU TRIED THIS ONE?

JOHN HEATH'S PENS

Supplied by leading Wholesale Houses in Toronto and Montreal.

London (Eng.) Export Agency:
8 St. Bride St., London, E.C.

6275 TELEPHONE PEN. Reg. in Canada

The TELEPHONE PEN
REG. IN CANADA



WESTERN ASSURANCE COMPANY. Incorporated 1851

FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

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

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

British America Assurance Company
A. D. 1833
FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Gen. A. Cox, President W. R. Brock, Vice President
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,
D. B. Hanna, Augustus Myers, John Hoskie, K.C., LL.D.,
Frederic Nicholas, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

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

CAPITAL \$1,400,000.00
ASSETS 2,162,753.85
LOSSES PAID SINCE ORGANIZATION, 29,833,820.96

INVALUABLE TO THE AD. WRITER

THE CANADIAN PRINTER AND PUBLISHER is the authority on typography in Canada. It will be found very helpful to the advertiser in giving him information on how to arrange ads, to the best advantage and showing him examples of fine work. A subscription costs \$2 per annum. Write for a sample copy and subscription blank.

THE CANADIAN PRINTER AND PUBLISHER
Montreal Toronto Winnipeg

SPENCERIAN STEEL PENS.

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

THE BEST

Works: BIRMINGHAM, ENGLAND
Imported by all the leading stationers in Canada.
Proprietors: Spencerian Pen Co., New York

IMPORTANT

Dear Mr. Stationer,

Please take note that the renowned Waverley Pen—the Boon and Blessing—can now be obtained as a Fountain Pen, with massive 14 ct. gold Waverley nib, iridium pointed. Trade prices and illustrated lists sent on application, per return mail.


Faithfully yours,

Waverley Works, **MACHIVEN & CAMERON,**
Edinburgh Limited

The most popular pens are

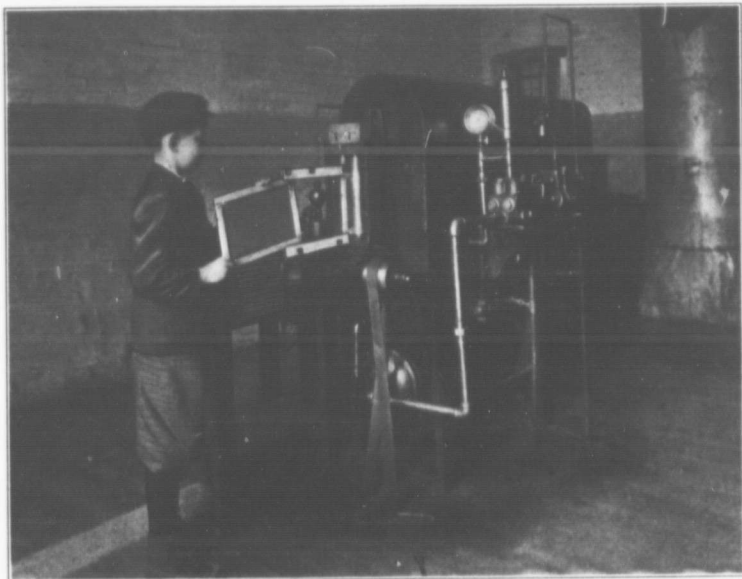
ESTERBROOK'S

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.



HOW WE DO IT

Adopted by the
Board of Education
of Toronto

NAT'L SCHOOL SLATE COMPY
GERM PROOF
SLATINGTON PENNA USA

They cost no more than
the common kind
and are guaranteed

This trade-mark on a slate is a guarantee that it is really
GERM-PROOF.

It is the only germ-proof or sanitary slate made, because it is the only one that is chemically treated.

Germ-Proof Slates are not only the safest and most sanitary slates to use, but they are also the best workmanship, the nicest finish and the smoothest writing surface.

FOR SALE BY ALL LEADING JOBBERS

National School Slate Company

Slatington, Penna.

U. S. A.

J. D. Ferguson, Hamilton, Ont., Canadian Representative

Dealers are Not Mules

H. M. Montgomery in *Printer's Ink*.

I THINK the trade papers are going through the same evolution that magazines went through years ago—educating advertisers to see the business value of spending time and thought talking to readers.

Dealers are not a lot of mules, as some advertisers seem to think. They are alive to good, new merchandise, and it is merely a business-like deference to their intelligence to advertise to them first. After distribution has been fairly well established, then the campaign to consumers will both move the goods faster and help to stock in other dealers.

The trade paper advertising makes it a safer risk for the jobbers to take hold, and thus the new product is skidded along to success in quick, safe grooves without the bumps that are frequently given to new products by over-enthusiastic but premature advertising.

I have known of manufacturers being spoiled for all time as advertisers by the unintelligent persuasions of some advertising agent whose lack of knowledge of merchandising conditions made him incapable of comprehending the costliness of his impracticable advice to jump into a campaign to the public the very next month.

One case I know of was that of a manufacturer in the textile line, who had practically decided to spend a large sum advertising his goods, according to a plan laid before him by an inexperienced advertising agent.

When he told his plans to a seasoned veteran in trade-paper textile advertising, it didn't take long to point out how utterly impractical it was to begin on the consumer at once, with the season, style and distribution conditions as they were.

Naturally, when the advertising agent's plans were temporarily set aside, he was angry, and desired to warn the advertiser that, if he didn't look out, the trade papers would "hog" all his money. But in this case it is safe to say that the trade paper advertising saved that advertiser to the magazines by safely solving his dealers' and distribution problem, the lack of which was pretty certain to have spelled failure.

Probably there are trade papers which would endeavor to "hog" an advertising appropriation, but the responsible ones are not so narrow; neither are responsible advertising agents.

Gage's "Centric" Loose Leaf System (Patented 1909) For Schools and Colleges



The Best, Simplest, and Cheapest series of Loose Leaf Note Books in the market. Made in Cloth extra, Imitation Morocco, and American Russia bindings and in a variety of sizes. Open End and Open Side.

These have an easily adjusted "Centric" Binder that can be opened or closed by simply partly turning a button.

Each book contains a filler of 100 leaves, including color subject-dividing sheets.

Separate fillers supplied for all sizes.

You will want these for your school opening trade.

W. J. Gage & Co., Ltd.

Manufacturing Stationers

82-94 Spadina Avenue, - - TORONTO

Paper Mills at St. Catharines

Our 25th Anniversary

Bookseller and Stationer

CELEBRATES ITS SILVER JUBILEE

BORN

BOOKSELLER AND STATIONER—At Toronto,
August 1, 1884, to the Canadian Booksellers and
Stationers, a live trade paper.



HIS year marks the twenty-fifth anniversary, or silver jubilee, of Bookseller and Stationer, the oldest trade paper in Canada. ¶ It has a long record and a useful one. Practically the same advertisers which it had with its inception it still holds to-day, showing that its success as an advertising medium has been built upon the solid basis of *results.*

¶ To commemorate its quarter-century birthday there will be issued a special number, gotten up in appropriate and lavish style. Both from a literary and typographical standpoint it will be away ahead of anything we have yet attempted in this line. There will also be a special cover designed, the theme of which will appropriately signify the nature of the event.

¶ Every bookseller and stationer in Canada will receive a copy of this issue, which means that there will be a number of extra copies sent out to those who are not on our subscription list.

¶ There will be no increase in rates for this issue and position will be allotted in order of receipt.

¶ Forms close September 1.

¶ If you have anything to offer the Canadian field this will be an exceptionally strong number for your announcement, as it will cover the entire trade throughout the Dominion from coast to coast.

Address Advertising Department

Bookseller and Stationer, 10 Front St. E., Toronto, Can.

Bookseller and Stationer

and Canadian Newsdealer

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

W. A. CRAICK
Editor

Subscription: One Dollar a Year
Single Copies - - Ten Cents

Vol. XXV.

TORONTO, CANADA, JUNE, 1909

No. 6

Contents for This Month

Editorial Comment	<i>Editor</i>	23
Punish Illegal Failures	24
Booksellers' Association Campaigns	25
Publishers Grant Concessions to Retailers	26
Advertising for the Tourist Trade	<i>W. G. Colgate</i>	28
W. J. Gage Honored by Employes	30
Why Not Rent Picture Puzzles?	<i>A Contributor</i>	33
An Opportunity for the Jobbers	<i>A Bookseller</i>	33
Personal and Trade Items of Interest	34
Notes From the United States	34
Fort William News	35
Montreal News	<i>Ed. Michael</i>	35
Vancouver News	<i>S. Wellwood</i>	36
Berlin Notes	36
Toronto News	37
What Manufacturers and Jobbers Offer	38
Important Move by Pitman & Sons	42
Ottawa Newsdealers' Display	42
Phonographs, Gramaphones and Music	44
Book Gossip of the Month	<i>W. A. C.</i>	50
The Illustrator of Drummond's Books	<i>H. Somerville</i>	52
What the Publishers are Providing	55
Provisions of New U. S. Copyright	56
Canada's Literature	<i>Bookseller</i>	59
Activities in the Canadian Literary Field	57
Canadian Folk Lore Society	<i>G. B. F. B.</i>	58
Brief Reviews of Some Recent Publications	59
Best Selling Books for May	62
Copyrights	63

Published by **MACLEAN PUBLISHING COMPANY, Toronto, Canada**
 New York Chicago Winnipeg London, England Vancouver



VACATION CIRCULARS
 WITH ATTRACTIVE COVER DESIGN, LIKE THIS, IN
 COLORS, WILL BE SUPPLIED TO DEALERS
 IMPRINTED WITH NAME IN THIS SPACE.

Maintaining a Stock of



is a sure and safe investment in a standard line, which, being fully guaranteed and maintained at uniform retail prices, sell steadily throughout all seasons with equal satisfaction to purchaser and dealer.

Dealers should write us for our Stock Maintenance Plans in order to be fully posted on the best profits and co-operative interests.

Summer Months

are always active in the sale of this popular line. We will gladly work with any dealer, offering sales suggestions and aids to receive the best local results of our extensive advertising. *Write today.*

W. & A. Waterman Company, Limited.

NEW YORK

LONDON

136 St. James Street
 MONTREAL

PARIS

"KOH-I-NOOR"

IS THE NAME STAMPED ON THE BEST

PENCILS

EVER MADE OR SOLD IN ANY MARKET.

17 Degrees

FROM EXTRA SOFT AND HEAVY
 TO VERY HARD AND FINE.

TO ASSIST dealers who desire to increase their sales and profits, by attractive and convenient display, we will supply a Handsome Expanding Show Case, fitted as illustrated below. This case measures 11 inches long, 8 inches high and 8 1/2 inches deep when closed, and is finished in polished wood, gold lettered, and divided into compartments to enable the assorting of the best grades for retail sales. The case is included with an assortment of 21 dozen KOH-I-NOOR Pencils, which yield a handsome profit to the retailer and the greatest satisfaction to customers.



THE DISPLAY CASE IS FREE.

The assortment of Pencils contained
 costs \$21.15 net.

Hardtmuth Manufactures are staple the world over. Complete illustrated catalogue showing all lines sent to dealers upon request.

Bookseller and Stationer

and Canadian Newsdealer

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

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

Vol. XXV.

TORONTO, CANADA, JUNE, 1909.

No. 6.

EDITORIAL COMMENT.

At length some definite action has been taken in the school book fiasco. The trade has now an opportunity to act and, if it fails to act, it will have only itself to blame if no good result is forthcoming. Vigorous protests from all over Ontario, not only from booksellers, but from every retail merchant, should certainly show the Government that they have made a mistake in sacrificing the interests of thousands of retailers to the cupidity of one big department store. In the strongest terms we would urge every reader of this paper to join in the chorus of protest, and not only to do this himself but induce every other merchant in his town to do likewise. It is not a matter of interest solely to the merchants of Ontario. There is danger of a repetition of the scheme in other provinces, and if merchants all over Canada will only join in and help the men of Ontario, they may prevent any such contingency taking place. Do not put off this important matter. You can surely afford a couple of stamps

• • •

The recent visit of yet another British publisher to Canada and the establishment of a depot for his firm's publications in Toronto is a sign of the increasing interest of Old Country houses in the Dominion. While we do not like to see them increase in number too rapidly for the sake of established interests, yet when they come as specialists in a particular field, as in this case, they are entirely welcome. One who knows advises us that, if only the generality of British publishers would listen to the requests of Canadians and produce their books in a more attractive dress in order to make them compete on even terms with American books, there would be a marked increase in the sales of British books here. As it is practically every novel published by the leading United States houses is known in Canada, whereas the percentage of purely English novels (i.e. novels published only in England) seen in Canada is very small. They are not advertised here and their merits are unknown.

We have decided to resume the publication of the half-yearly list of Canadian books, which was discontinued about a year ago. The first installment will be published in our July number and will embrace all books published between January 1 and June 30 of the present year. It will be impossible to guarantee a complete list of all Canadian publications for the reason that there are several books issued by private individuals of which no mention is made in the daily press and of which we can get no trace. But so far as the publications of recognized publishers are concerned, the list will be accurate. Booksellers should make it a point to preserve copies of the July number, as the information will be valuable, particularly in view of the fact that so much attention is now being directed to copyright matters. If it is thought advisable, the complete list for 1909 will be issued in separate form at the end of the year.

• • •

A suggestion, that will commend itself to up-to-date stationers, is contained in the article in this number on renting picture puzzles. One objection raised by a leading stationer to handling these puzzles was that the price was too high to make them popular with the masses. This contention is quite true, if we omit the smaller and cheaper puzzles, which after all can never be as "good fun" as the more elaborate ones. The idea of renting them out, just as you would a novel, is a good one and should help to solve the difficulty. After all when a person has once solved a puzzle, interest in it wanes and the purchaser would be pleased to take it back to the store and exchange it for another at a moderate charge. The trade are urged to give this proposition careful consideration and, if it commends itself to them, to try it out.

• • •

The advantage of illustrating advertisements in an attractive and appropriate way has been demonstrated in the case of one of the school book advertisements in

our May number. This advertisement had along its upper edge a row of school children and was one of the most striking ads. in the number. Did it attract attention? If we are to judge by the requests we have received for duplicates of the cut used, it certainly did. Readers admitted that the ad. caught their attention and they reasoned, that if it interested them it would also interest the public. They are quite right and all we can say is that we recommend all booksellers to brighten up their ads. in a similar way.

* * *

A British contemporary refers in a recent number to the question of a wholesaler's liability to a retailer in the event of goods ordered for a certain occasion arriving too late. There may be a useful hint to Canadian stationers in what was decided. The Newsagents', Booksellers' and Stationers' National Union obtained counsel's opinion as to the position of the stationer who received from a publisher private greeting cards too late to be of use. A particular case having been stated, counsel said: "We have carefully considered the matter, and we are of opinion that not only need the stationer not pay for the cards, but that he is entitled to the loss of profit which he would have made had the cards been received in time. We would suggest that retailers, when ordering cards, should add the following words—"This order is given upon the condition that the goods be received here not later than the — day of ——"

* * *

Tuesday, September 7, is the date fixed for the publication of the new Church of England hymnal. An effort is being made in the trade to have the retail price absolutely fixed and to have a settled discount, so that nobody can sell at less than that price. This idea was carried out successfully in the case of the Presbyterian hymnal, and the movement to have the same policy adopted with the Church hymnal should have the hearty support of all the trade.

* * *

It Doesn't Pay to Wait.

A NEWSPAPER in a town of about 2,000 population, recently conducted a heart-to-heart talk with the "knockers who are not satisfied with spending every cent in Toronto, but who also act as bargain-day missionaries, representing our merchants to be a lot of unenterprising, unprincipled extortioners whose stocks of shoddy are sold at famine prices." The newspaper went on to say that, "some of these knockers don't even know the prices charged here, and have frequently paid more for inferior goods in Toronto, but they have had the ardent satisfaction of helping a stranger rather than their own immediate neighbor, and an outside town rather than the town in which they live. The merchants of this town are not as enterprising as they should be. They are not, as a class good advertisers. Many of them have put on their

shelves fine stocks of goods but they never tell the public a word about it through the local papers. They wait for Providence to send customers instead of compelling them to come in as Eaton and Simpson do by the liberal use of printers' ink. Nevertheless they have in the various stores splendid stocks of goods, and it is possible to buy anything here that any housekeeper requires. The statement that there is no 'choice' here is only a fiction of the bargain fiend."

It would appear appropriate to remark here that in these days of close competition, the assistance of Providence is most liberally bestowed upon the man who has most conscientiously and diligently helped himself. That the merchants of this town are not as enterprising as they should be and are not good advertisers as a class, means that the "knocker," so-called, has not been properly educated. If merchants are indifferent in the matter of publicity, if they fail to employ available means for promoting and protecting their own interests, it is hardly to be wondered at if there is a heavy out-of-town business. It is also up to the newspaper man to impress persistently the importance of advertising, to show the merchant, as far as possible, how to advertise, to assist him in the preparation of copy, to urge the value of wise supplementary schemes, and to bring home to him the significance of results in other places. In many towns, where it is felt a weekly newspaper service is not sufficient the merchants employ a bulletin or circular system by which they describe in detail attractive shopping features. A plan that has been widely adopted in the West makes use of the Eaton catalogues. These are kept in conspicuous places in the stores and shoppers may, by reference and consultation with salesmen, have first hand proof of the possibilities of the local store. The merchant is thus converting to his own use, the instrument which would otherwise do his business considerably greater hurt.

* * *

Punish Illegal Failures.

RECENT failures in Montreal have aroused the comment that, after all, the majority of our laws are made by lawyers in Parliament and that the interpretation of laws is also pretty well in the hands of lawyers. Montreal courts have not been so sharp and severe with certain manufacturers as creditors could desire. While bankruptcy laws are stringent enough, there is naturally no absolute protection against dishonesty.

One of the favorable points which has been recently made is that a written record must be kept of all transactions and books must be produced to prove where assets have been disposed of.

No doubt the lack of sufficient capital has caused most manufacturing failures, although there are many prosperous clothing and garment firms to-day that started on the hand-to-mouth basis, with little capital. Hard work often took the place of funds.

The bad failures cause strict credit, and sometimes the hampering of the business of legitimate concerns.

BOOKSELLERS' ASSOCIATION CAMPAIGNS AGAINST School Book Contract—A Member of the Trade in Every Centre in Ontario Given Opportunity to Organize Local Trade in Chorus of Protest—Failure to Respond Means Serious Loss of Influence.

Toronto, June 9.—Copies of the circular reproduced on this page were sent out during the first week of June to a representative bookseller (or, in the absence of a bookseller, a general merchant) in one thousand communities in Ontario.

This gives the trade an opportunity to do something to counteract the blow which was dealt them when the Ontario Government gave the reader contract to the T. Eaton Co.

The Association now expects every man to do his duty. Failure to act promptly will give the Government the impression that the trade have no real grievance. This will create a worse situation than ever.

It is advisable that all protests should take the form of letters, written in the first person. The cards provided are to be used only in case of emergency, when for some good reason the protester is unable to write personally.

Those protesting are not limited in any way as to what they should say or what reasons they should give for condemning the Government's action. The more arguments they can produce the better.

Remember, the more letters of protest that are written the better. It is a matter in which the business and professional men of every community are interested.

WHY YOU SHOULD PROTEST AT ONCE.

To the Retail Merchants of Ontario :

Every retail merchant in the Province of Ontario should feel it a duty to join the Great Chorus of Protest against the action of the Ontario Government in awarding the contract for publishing the Ontario Readers to the T. Eaton Company, Toronto, for the following reasons :—

(1) The T. Eaton Company took the contract at a low figure just for the sake of the advertisement. Their name will appear in the books as publishers and the books will go into practically every home in Ontario.

(2) A discount of 20 per cent. is given to all purchasers, be they retailers or school children. The retailer gets no advantage.

(3) The Public, when ordering other goods mentioned in the Eaton catalogue. This is just what the Eaton Company are after.

(4) The Ontario Government apparently went into the contract without considering the injury they would cause the retail trade.

(5) The Eaton Company are not publishers and should never have been considered as such.

(6) Unless vigorous opposition is aroused other provinces will make similar arrangements with the Eaton Company and will thus strengthen the position of the big company.

Protest to your member and the Hon. Dr. Pyne, Minister of Education, Toronto, at once or not later than June 10. Send a letter preferably, otherwise a post card.

If you receive no reply within a week be sure to write again and let them know you mean business.

The onus of the work falls on the man to whom the appeal has been made in each community. Only one man has been written to direct and, if he fails to act, the campaign in that place is a dead letter.

If any reader of this page has not been informed of the proposed campaign, it is because somebody in his village or town has not felt it worth his while to act, or, for some other reason has allowed the matter to drop. Any such lapse should be investigated carefully.

The date, June 10, referred to in the circular as the final day for protesting is merely nominal and was so arranged as to bring in a mass of protests all about the same date. Anyone who has not protested yet, can do so as often as he likes and as late as he likes,—the oftener the better.

If no reply comes from the Minister of Education or the local member, protesters are urged to write again, asking for attention to their previous letters. This will show that the trade mean business.

Let all who read this use their influence to have as many individuals write letters as possible.

It is not a little side issue affecting booksellers only. It is a far-reaching scheme to attract all sorts of business to the Eaton Company. That is why they contracted. The hardware man is as much affected as the bookseller and the dry goods man is certainly quite as much interested.

Letters should point out the unfairness of the contract and the loss which the retail trade will suffer. They should pray the Government to do all in their power to protect the interests of retail merchants. They should ask if it is not possible to compel the Eaton Co. to keep their name off the books and to insert the Government's name as publisher. They should ask for a guarantee that no such action, detrimental to the merchants, be ever again considered by the Government. They should demand concessions to make up for the loss they will suffer.

PUBLISHERS GRANT CONCESSIONS TO THE RETAIL Trade—Cheap American Reprints of Certain Copyright Novels May be Freely Imported so far as Canadian Publishers are Concerned—Action Being Taken at Ottawa to Reserve Restrictions.

In April an article appeared in *The Bookseller* and Stationer directing attention to the manifest unfairness of a copyright system, which prevented booksellers from securing American editions of books, no longer to be procured in the copyrighted Canadian editions.

We have since then addressed letters to the various Canadian publishers, whose books have been re-published in cheap American editions, asking them to indicate which of their books are out of print and which of them they would permit to enter the country.

It must be clearly understood that this step is taken in pursuance of Section 24 of the Copyright Act, which provides for a work being out of print, and is not in any way intended to weaken Canadian copyright. **The rights of copyright holders must be respected in all cases and booksellers are urged in ordering books to make sure beforehand that no violation of copyright is involved.**

So far as the Canadian publishers are concerned the cheap American reprints of the following may now be freely imported by Canadian book sellers.

Title.	Author.	Publisher.
Two Van Revels	Booth Tarkington	Briggs
Nedra	G. B. McCutcheon	Briggs
My Friend Prospero	Henry Harland	Briggs
Market Place	Harold Frederic	Briggs
Dash for a Throne	A. W. Marchmont	Briggs
Di and I	I. Bachelier	Briggs
Eben Holden	I. Bachelier	Briggs
The Cross Triumphant	F. M. Kingsley	Briggs
Beverly of Granstark	G. B. McCutcheon	McLeod & Allen
Castle Craneyarow	G. B. McCutcheon	McLeod & Allen
Granstark	G. B. McCutcheon	McLeod & Allen
House of a Thousand Candles	M. Nicholson	McLeod & Allen
Lightning Conductor	C. N. and A. M. Williamson	McLeod & Allen
Puppet Crown	Harold MacGrath	McLeod & Allen
Secret Orchard	A. and E. Castle	McLeod & Allen
Sherrods	G. B. McCutcheon	McLeod & Allen
Spenders	H. L. Wilson	McLeod & Allen
When Knighthood was in Flower	C. Major	McLeod & Allen
Arms and a Woman	Harold MacGrath	McLeod & Allen
By Snare of Love	G. W. Marchmont	McLeod & Allen
By Wit of Woman	G. W. Marchmont	McLeod & Allen
A Career of Fortune	G. W. Marchmont	McLeod & Allen
Princess Passes	C. N. and A. M. Williamson	McLeod & Allen
When I was Czar	G. W. Marchmont	McLeod & Allen
Helmet of Navarre	Bertha Runkle	Copp, Clark
Her Mountain Lover	Hamlin Garland	Copp, Clark
Prisoners of the Sea	F. M. Kingsley	Copp, Clark
Andrey	Mary Johnston	Morang
Christian Conqueror	Hal Caine	Morang
Dorothy Vernon	Gertrude Atherton	Morang
Eternal City	Charles Major	Morang
Hound of the Baskervilles	Hal Caine	Morang
Baskervilles	A. Conan Doyle	Morang
Resurrection	Leo Tolstoy	Morang

Sea Wolf	Jack London	Morang
Tekla	Robert Bar	Morang
To Have and To Hold	Mary Johnston	Morang
Wolfville	A. H. Lewis	Morang
Lane That Had N Turning	Gilbert Parker	Morang
Prodigal Son	Hal Caine	Morang
Soldiers of Fortune	Rièhard Harding Davis	Morang
Return of Sherlock Holmes	A. Conan Doyle	Morang

Bookseller and Stationer has received most courteous letters from all these publishers, stating their willingness to waive their copyright control of these titles.

Letters have been written to the Copyright Branch, Department of Agriculture, Ottawa and to the Department of Customs, directing their attention to the matter and there is very little doubt but that all these titles will now receive free entry into Canada.

Meanwhile we append extracts from several correspondents who have written to us about this matter since the article appeared on the subject in our April number.

Views of the Trade.

Members of the trade, both publishers and booksellers were asked to express their opinions on this important subject. From a number of letters received we select a few dealing concisely with the situation. It is evident that the trade are anxious to see the matter cleared up satisfactorily. Among the booksellers who have been importing the cheap reprints there is a unanimous desire expressed for a reform in the copyright law or an arrangement whereby the books can come in without being held up by the customs.

The American View.

Grosset & Dunlap, who are the principal publishers of the cheap reprint editions in the United States, state their position in the following terms:—"As far as our own business is concerned, we welcome any arrangements or revision of the Canadian copyright law which would permit of the importation into your country of such Canadian copyrights as are no longer kept in print by your local publishers. We have no wish to encroach upon the rights of any other publisher in the marketing of our books, and earnestly desire to avoid anything of that sort. We do think, however, that it is a great injustice to not only the Canadian bookseller, but the Canadian consumer if a situation is allowed to continue whereby he is unable to take advantage of the issue of popular priced editions in the United States of such books as have been allowed to run out of print by the Canadian publisher, thus depriving him of the privilege of selling or purchasing even the higher priced editions."

The English Standpoint.

H. Button, manager of the Canadian Branch of Cassell & Co., writes: "Your plea seems to be one for the Canadian bookseller and two for the American publisher, or publishers. If cheap editions of books are not published by the Canadian publisher, the chances are that the English publisher would have a cheap edition which the

Canadian bookseller could handle to good advantage. Why not think of the English publishing houses when such appeals are contemplated? Have not the Canadian booksellers been choked with American stuff? It is lamentable that agitations should be invoked just as soon as an American publisher is likely to come under the gullotine of the law.

"The law as it stands is, to my mind, absolutely fair. If Canada were not an integral part of the British Empire the snafu taken would possibly command one's sympathetic attention. If the ea'l from the Canadian trade is such as to warrant the publication of a cheap edition of a particular work and the Canadian publisher refuses to publish same, and the English publisher refuses to publish same, a remedy can be found in Section 23 of the Copyright Act, to which you referred in the April issue of *The Bookseller and Stationer*.

"If the Minister is as concerned in Canadian matters as his colleague in the Post Office Department, then he will fall a victim to the weeping and wailing of our friends across the border, so aptly performed by their intermediaries. I hope he will see through it all."

George F. Abbott, Ottawa.

"It certainly seems ridiculous that when a copyright book is out of print in Canada and the publisher has no intention of reprinting that we cannot import an American edition.

In the case of fiction especially it would be a great benefit to Canadians if an amendment was made to the copyright law allowing works of fiction after being out of print for six months to be imported."

R. O. Smith Co., Orillia.

"We are heartily in favor of having the copyright law amended in some way or other. Although not put out by this to any great extent, we believe that it would certainly be in the interest of the book sellers generally to have it so arranged that extinct copyrights might not bar saleable books. We wish to thank you for the interest which you are taking in the various phases of the bookselling trade and assure you we appreciate it."

Russell, Lang & Co., Winnipeg.

"Your article in the April *Bookseller and Stationer* re the injustice to the Canadian book trade through the working of the present Canadian Copyright law, is a clear and concise statement of the case. Many times have we taken the matter up with the agent at this port of entry, and, while acknowledging the justice of our contention that books formerly copyrighted in Canada and not now obtainable, should be allowed entry, still, as the act now stands he was sorry he could not go against the provisions of the act. We feel that this matter should be energetically taken up and the grievance put right. We think the Department could easily settle it by sending a notice to all holders of copyrights in Canada requesting them to promptly state if they are able to supply the trade with books or music for which they hold copyrights. In case of non-reply or a negative answer the Department could then declare the copyright lapsed and furnish customs collectors with a list of such expired copyrights. As it stands at present Canadian booksellers and book buyers certainly have a grievance which is daily growing more burdensome."

From a Bookseller.

"The subject of copyright has been such a vexed one for so many years that it is almost impossible to enact any statute that will govern it satisfactorily, but I must say there is no earthly reason why the retail trade should bear all the worry of keeping up a list that is such a dead letter. If the book business is of such small account

that it is not worth the while for the publishers in Canada to have catalogues with their copyrights starred so that the trade may know what they can import, or better still, even know where a book can be procured in Canada, then the Department of Agriculture should allow the retailer to bring in at least two copies and not more than 5 of any reprint at any time.

"But my strong point is that the owners of a copyright should yearly renew said copyright and be compelled on such renewal to have at least 25 copies in stock at the time, the publisher to pay a nominal fee of say \$1.00 for such registration at Ottawa, then the Department could print a list of all renewals and new copyrights for the last 12 months and sell them or give them gratis to the retail trade who could govern themselves accordingly. We know when we can procure a book in England or the U.S., the publisher considers it the main bulwark of his business to have a complete catalogue; but in Canada, whether they cannot afford it or more important on the present question of copyright they do not intend to carry 10 per cent. of their publications for a year, they do not consider it worth while, the fact remains that the trade send hundreds of orders to New York when they would go to a Canadian publisher if there was such a thing as a catalogue or annual list of books that they could know where to procure them. The question is so great that the retailers must go on and suffer in the meantime, but I for one have no intention to worrying my mind with all the books that are supposed to be copyrighted in Canada."

THE CANADIAN LIST.

Montreal, May 22, 1909.

Editor *Bookseller and Stationer*.—In a late issue you asked if the semi-annual list of Canadian publications was desired by the booksellers. Personally, I value such a list very much indeed. It is very difficult to locate a Canadian book; much easier to find a little pamphlet published in an out-of-the-way corner of the U. S. A. or of England. The Toronto publishers lose a lot of business this way. I know we often order a book from the United States that we could have obtained quicker and cheaper from Toronto had we known. The constant improvement of *The Bookseller and Stationer* is quite remarkable, and anything in the way of better cataloguing of Canadian publications would be much appreciated by yours sincerely,

A. T. CHAPMAN.

NOVEL SELLING SCHEME.

Among the schemes which booksellers in the United States have run with success was a competition to select the most popular book. The patrons of a certain book store were presented with a catalogue containing the titles of about fifty popular holiday books, and were invited to send in a guess as to what ten books among those listed would have the largest sale at their store between October 1st and January 1st. Several cash prizes were offered for the best guesses, with the condition that each contestant must purchase a book at the store in order to have his guess considered. A great increase in business resulted. Another enterprising stationer attracted considerable attention by his original window-dressing scheme. One novel idea was to dress two dolls, one representing a woman leaning against a board, and the other a man throwing pens at her, after the manner of the circus "knife thrower," familiar to all. Holders and pens were stuck in the board around the woman doll, and crowds gathered to see this novel window display.

ADVERTISING FOR THE TOURIST AND OUTING Trade—Filling the Demand for Summer Goods—Impetus Given to Trade in Reasonable Stock by Large Traveling Public—Means to be Adopted to Attract Business—The Importance of Fresh Copy and Original Window Displays—The Demand for Photographic Supplies, Out-door Goods and Travelling Requisites—By William G. Colgate.

As vacation time draws near the tired and jaded office, shop and factory worker begins to look longingly toward the green fields and lily padded pools of the

States come to Canada annually in search of health, rest and recreation. It is estimated that over a quarter of a million roam new Brunswick, Nova Scotia and Prince Edward Island, while another quarter of a million visit the Pacific Coast and the far-famed Rockies. Fully half a million come to Ontario and Quebec.

The liveliest months are June, July and August, although the season usually extends, if climatic conditions are favorable, until the end of September.

What the total sums of money spent in Canada yearly by tourists would amount to in the aggregate it is impossible to estimate, but it is safe to venture that it is several millions of dollars. Of this large amount, outside of what is devoted to legitimate traveling expenses, the dealers in holiday requisites obtain by far the largest share.

From the indoor amusements of the winter, the traveler and stay-at-home alike turn eagerly to the strenuous and more exciting pleasures of summer. The devotee of the great out-doors makes large, and for a time, continuous demands upon the stock of the trade—cameras, photographic supplies, sporting goods, fishing tackle, flags, bunting, hammocks, writing portfolios, fountain pens, souvenir goods, summer fiction, magazines, picture post cards, etc., all receive a share of profitable attention.

The dealer who has a fair chance to develop a good

For the Stay-at-home

who usually loves to lounge and take things easy just as much as those who go on a regular vacation, there is nothing more comfortable or restful than a hammock. A nice, roomy hammock with a couple of cushions, swung in a cool, shady verandah, with a couple of good magazines, make a combination which gives to the home-stayer the fresh air and rest of travel without any of its drawbacks.

Now that you are near to drop in and see our excellent line of hammocks, which have been specially priced from \$1.00 to \$5.00. As for summer reading—well, we keep all the latest fiction and magazines on hand, and you'll surely find something to suit your taste.

Frederick Thornton & Son
Books and Fancy Goods
Bridgetown - - - Ontario

country where the soft summer zephyrs and clear sunny days help him to forget for a while the bustling, noisy turmoil of the city. The free library of the railway and steamboat offices, consisting of handsomely illustrated pamphlets and other interesting literature devoted wholly to the subject of recreation, is enjoying a large if transient popularity among a constantly increasing circle of readers.

Greatly improved hotel accommodation and better traveling facilities have been the means of increasing yearly the number of tourists and pleasure seekers. Also most people firmly believe that money and time spent on a holiday or vacation are well invested and bring profitable returns, physically and mentally.

Summer visitors are generally persons with money to spend. They are not stingy if they receive fair value and are accorded reasonable attention. But if any centre, and business men particularly, wish to reap the fullest advantage from this profitable traffic some special effort to cater to its varied demands should be manifested.

An off-hand estimate shows that there were forty-five million passengers carried on the twenty-five thousand miles of Canadian railways last year. What number were tourists it is impossible to tell, but so far as can be learned from the various transportation companies, probably a million people from the United

"Going Fishin'?"

Fishing time has arrived and the enthusiastic angler is preparing to go out on his annual fishing excursion. Have you got all your tackle complete? Isn't there something you need? It may be a new rod, a set of flies, some lines, hooks, net or something else which should be obtained before you start on your trip.

No matter what your fishing requirements may be we feel certain we can help you. In the matter of price and quality you will find us in every way satisfactory. Let us fix you up for your outing.

Fishing Rods from 5 cents to \$15.00

WALTER F. SALMON
14 Water Street Salt Creek

tourist trade and neglects it is very foolish indeed. To do so does not require any great effort. Newspaper advertising and window displays should be kept season

able. The summer months do not call for "heavy" looking advertisement and displays any more than they demand heavy wearing apparel. Have plenty of white space in your announcements. Don't crowd your reading matter. Have your ads look cool and attractive looking. Don't smile. You can make your printed matter seasonable just as easily as you can your stock.

"Take a Kodak"

Do you remember last summer when you took your vacation you kept wishing you had taken a camera along with you so that you might have reproduced and retained in permanent form some of the beautiful scenes which impressed you on your trip?

Of course you are going to take a camera along with you this time. You are not going to let anything mar your pleasure this year. Have you decided on the make yet? Drop in and let us show you some. We will be pleased to explain the various processes of photography, and, as we have an expert in charge, he will be able to give you some valuable hints on how to obtain the best results.

Prices range from \$1 to \$75

WM. HAMILTON & CO.
Wilson Ave. - Eden

Don't let your copy get stale. Keep changing it regularly. Use plenty of illustrations if it is possible to get them. Don't be too lazy to make an effort to get cuts. You can get them if you really want them. Any of the manufacturers will be glad to help you along this line. And it usually won't cost you anything but return postage. As they will increase the effectiveness of your ads anywhere from fifty to a hundred per cent. they are certainly worth using.

Regarding window displays avoid the common error of trying to put too much into your designs. Take one trim and devote it solely to baseball goods, the next to fishing requirements, followed by tennis supplies, then verandah or lounging accessories and so forth. Always study carefully the quality and class of your lines and how they may be arranged to the best advantage, so that they may have their attractive or striking features appeal to the observation of the passerby. Observe closely the best dressed windows in your locality and elsewhere and you will find that goods are simply and invitingly arranged and all seemingly studied effects are carefully avoided.

The value of advertising lies in the power of suggestion. There is nothing that will suggest better the merits of your goods than attractive window displays. When attractively arranged and properly ticketed, a good window display will bring customers into a store. It will create favorable talk about your business. People will take an increased interest in your window and there will be gradually acquired a number who will regularly look for your displays, saying: "I wonder what Blank has got in the window to-day."

Window display advertising is mighty effective publicity at all times. The dealer should not forget, however, that special seasons require special treatment, and

in dressing his window should be particular to emphasize the seasonable qualities of his goods.

TWO UNIQUE BOOKLETS.

L. & C. Hardtmuth, the English agents for Waterman's Ideal fountain pen, and proprietors of the Koh-I-Noor pencils, are, like their American compeers, great believers in advertising. They have just got out two effective booklets, one evidently intended for the public and the other for the trade.

The first, "London's Landmarks," has a striking cover design—an array of pencils arranged vertically and reproduced in natural colors. Its contents are scenes in London, adapted to advertise the pencils. Thus the tower bridge is supported by pencils and beneath is a verse to the effect:

Up the Tower Bridge swings to welcome
Ships from many a foreign shore.
And it works as well and smoothly
As the famous Koh-I-Noor.

The tower itself has pencils for its towers, its buttresses and its gums. The facade of the Royal Exchange is built of pencils. Pencils form the columns of the Bank of England and the Mansion House. Cleopatra's needle is in pencil, as well as Nelson's column. In fact, the Koh-I-Noor pencil is shown to be universally useful.

The second booklet, "A Tell-Tale Volume," is made in the shape of two volumes, one Waterman's Ideal and the other, Koh-I-Noor. Its contents are illustrations and descriptions of the various devices in the way of win-

A Fountain Pen is all right only When it Writes Right

There is nothing more annoying, to the traveller particularly, than a fountain pen which, through some fault in construction, refuses to write when it is needed. There is nothing about a "Wright" Fountain Pen which can go wrong. It has a double feed and this assures at all times a clean writing point and a steady, regular flow of ink. It is a feature not found in any other make of pen.

When travelling take one with you. Do not depend upon the hotel or boarding house for a writing pen, where if it is supplied it is usually impossible to get it when you want it. You can be absolutely independent at a small price. Two dollars purchase a Wright Fountain Pen and a guarantee of satisfaction.

JOHN F. BROWN & CO.
Stationers
Wolfax St. - Pottsburg

down-cards, sample cards, signs, etc., supplied to members of the trade by L. & C. Hardtmuth.

John Henry, western book traveler for the Copp, Clark Co., reached headquarters in Toronto on May 20, looking hale and hearty. The spring trip to the coast seems to agree with Mr. Henry. He reports business fine out west with everybody banking on a big tourist trade to the Seattle Exposition.

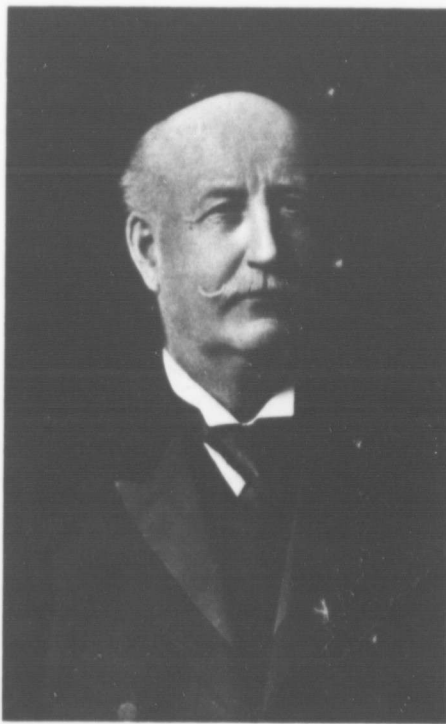
W. J. GAGE HONORED BY THREE HUNDRED EMPLOYEES—Head of W. J. Gage & Co., Toronto, Receives an Illuminated Address—Full Account of the Presentation and Speeches—Firm Celebrates Completion of Sixty-Five Years of Successful Business.

Toronto, June 7.—Over three hundred employes of W. J. Gage & Co., wholesale and manufacturing book-sellers and stationers of this city, gathered this afternoon on one of the spacious floors of the company's warehouse and factory, Spadina Avenue, to do honor to the president of the company, Mr. W. J. Gage, and to mark the rounding out of 65 years of successful business. The occasion was a memorable one. Amid tasteful decorations, surrounded by hundreds of contented employes, the man who for thirty-five years has been the active head of the big business and whose largeness of heart has gone out beyond the walls of his warehouses to alleviate the sufferings of consumptives throughout Canada, was shown in what honor and esteem he is held by those associated with him in business. A beautifully engrossed address, accompanied by a special copy of the artistic booklet issued by the firm in honor of the sixty-fifth anniversary, was presented to Mr. Gage by W. P. Gundy, general manager and treasurer. The address, as read by Mr. Gundy, was couched in these terms:—

The Address.

W. J. Gage, Esq., President, W. J. Gage & Co., Limited, Toronto:—

Dear Sir:—We have thought that it might be of interest to your family and to yourself if a copy of the handsome booklet which our house has just published to mark the termination of sixty-five successful years in business were bound in more permanent form, and accompanied, not only by the signatures of the executive officers of the company and of the heads of the departments, but by an expression of our high esteem and good will



W. J. GAGE

President W. J. Gage & Co.

As with active step and cheery word you move among us, it is difficult to realize that for over thirty-five years you have been at the head of this business, and have carried such heavy responsibilities, and we wish now to give an expression of the cordial relations that have always existed between yourself as the head of the company, and everyone connected with the house.

May we take this opportunity also of giving utterance to the pride we have felt in the self-sacrificing work you have for so many years carried on in founding and maintaining the first Sanitariums for Consumptives in the Dominion—institutions which have brought hope to so many Canadian homes, and blessings to so many of our suffering humanity.

With sincere assurances of our high esteem, we beg to subscribe ourselves,

Yours faithfully,

Mr. Gage's Reply.

Mr. Gage, who was evidently much affected,

replied as follows:—

"Mr. Gundy and friends,—I want to thank you, Mr. Gundy, and all our friends for this very beautiful tribute of your good will. I wish I could rightly put into words my appreciation—my full appreciation—of the kindness and the thoughtfulness that has led to this expression of your esteem. Like every person else I value success in business, and like the rest of you I value the good will and kindly regard of friends and neighbors. I want to tell you there is something else that I prize more highly than any of these things—next to the love and affection of those in my household, I prize the loyalty and affection of those I am meeting with from day to day in the close relationship of business—some of you for ten years; some twenty years; others, I am grateful to say, for the full thirty-five years. I think if I were called upon to make a confession—one that I

BOOKSELLER AND STATIONER

would not be ashamed of—I would say that right here I would look for some of my closest friends in life. Out in the world friends and neighbors sometimes misjudge us and put a wrong estimate on us. No mistake of this kind could occur here where for ten or twenty years we daily meet together, facing the problems and the perplexities, the work and the worry of business. Here our lives become an open book. The very secrets of our hearts are known to each other; our full measure is taken.

"Is it any wonder then, that under such conditions, under such a test, your kindly regard as now expressed, and your good opinion are so highly valued?"

"You have been good enough to refer to the Sanitarium work. I have already had my reward in knowing that under a kind Providence the lives of some of our best and most valued people have been spared to us through the help of one of these institutions.

five thousand dollars, provided a satisfactory plan can be worked out to secure this desired object. It will lie with you whether this can be done.

"Again I wish to thank you, Mr. Gundy, and all the other friends associated with us, for this beautiful tribute of your kindly regard. There is no money in Toronto that could buy it."

Mr. Spence's Tribute.

Mr. George Spence, vice-president of the company, followed. He said:

"Mr. Gage,—I don't know, that I can add anything further than to say that the address which we have just given you is only a small expression of the very high esteem in which you are held by everyone in the establishment. Those who are closest and nearest to you are those in whose affection and esteem you stand highest. I think from the highest to the lowest in the es-



Offices, Warehouse and Factory.

"We form, I believe, a unique combination in this house where there are so many young men and young women, heads of departments and those occupying positions of responsibility who have worked their way up to a place of trust and confidence. This recognition of your faithfulness and a knowledge on your part that if success comes to the business you share in that prosperity, has helped to make work more pleasant and our lives a little happier.

"For several years a large number of those connected with our company have shared in its annual profits. I have at times considered how an increased benefit could be given in a more permanent way. I know of no better means of doing this than to assist you in forming some kind of a Benefit Fund for those who may be sick and a Pension Fund for those who may grow old in the service of the House. To this end I would be pleased to place at the disposal of a committee selected from the different departments of the house the sum of

tablishment they are an army of faithful workers, nearly every one of whom has the interest of the firm at heart and is working to advance the interests of the firm as well as their own. I happen to be your senior, by, I think, about a year, so that when I get pensioned off you will come after me very soon. I want to express for myself, and I know for Mr. Gundy, the satisfaction we have had in working with the heads of the various departments all through the house. I know something of the relations that exist between those engaged with other firms and I know of no institution in which the relations all through are as happy as they are here. It is not needful for me to say, Mr. Gage, that you have the cordial best wishes of everyone in the establishment from the top to the bottom.

"There is just one other thing I wish to say, that is, in regard to Mr. Gage's work in connection with the Sanitarium. No one has received more benefit in this regard than the person now talking."

BOOKSELLER AND STATIONER

Mr. Kent.

Mr. Kent, superintendent of the company, spoke briefly: "I do not know that I can add anything further to what Mr. Gundy and Mr. Spence have so well



GEO. SPENCE
Vice-President W. J. Gage & Co.

expressed, but I wish to assure Mr. Gage of our loyalty. We always want to do what is right by the old house. I will take upon me personally to see that the committee is formed to look after the \$5,000 and will now close by expressing to Mr. Gage our good wishes."



W. P. GUNDY
General Manager and Treasurer.

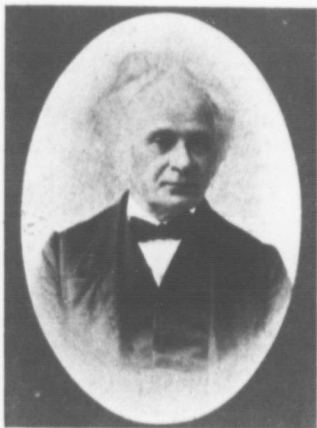
Mr. Knox.

Mr. Joshua Knox, who has been with the house for 37 years, said: "Mr. Gage and friends—All I have to say is that I thought my age was possibly going to excuse me from being called upon. However, I can only

add my testimony to what has already been said as to the kindly relations and kindly feelings that have always existed, and I think will continue to exist between all the members of this happy family. I would also like to add in, I think it was Daniel's words, 'Oh! King, live forever!' I hope you will be spared many years to continue the happy relations that have always existed between us."

Description of Address.

The handsome address, which was presented to Mr. Gage, was engrossed by A. H. Howard, R.C.A. of Toronto, on vellum. The initial on the first page, was cleverly designed from the doorway of the warehouse and on the second page was worked out in the form of a Geneva Cross, thus illustrating Mr. Gage's interest in the care for consumptives. It might be pointed out in this connection that Mr. Gage initiated the sanitarium movement in Canada. He traveled for months in Europe studying systems of treatment there and as a result



ADAM MILLER
Founder of the Business.

of his inquiries he founded at Muskoka, the first institution of its kind in the Dominion. He enlisted the sympathy and help of others until to-day a group of sanitariums are doing splendid work in Ontario. From the Free Hospital no patient has ever been turned away from inability to pay for treatment.

The souvenir booklet is a handsomely designed and printed book, giving a history of the firm from the day it was established in 1844 by Adam Miller, down to the present day. Portraits of the officers of the company and the heads of departments appear, together with pictures of the various sections in the warehouse and factory. A tour of the house is described in detail. Appended is an illustrated account of the Kinleith Paper Mills at St. Catharines, operated by the Gage Company.

Joseph Taylor, who conducted a book and stationery business at 288 Queen St. West, Toronto, for the past 40 years, died on May 18 after a long illness. He was 69 years of age.

WHY NOT RENT PICTURE PUZZLES? —Picture Puzzle Exchanges Prove Successful in the United States—Stimulates Business and Preserves Interest in the Pastime—The Way to Run the Ex- change.

A circulating library of puzzle pictures is the latest scheme to add to the profits of the stationery store according to the American Stationer. The renting of these puzzles is being carried on successfully in other lines of business, so why not among stationers? Dealers might raise the objection that if they rented puzzles their sales would diminish. But this is a mistaken idea. As a matter of fact, a rental department would be the means of stimulating the sale of picture puzzles in a great many instances. And then, too, the constant renting of the puzzles would finally bring in more actual cash for each puzzle than if it were sold outright.

It is easy to see why this is so. People who care enough about the fad to want to work one puzzle will, of course, buy new ones, but they will buy only about so many, which, after they are through with them, are exchanged with friends. They will lose interest after a while, if the pursuit of this pastime means a constant drain on their pocketbooks. Of course, twenty-five or fifty cents for a puzzle is not very much, but the man or woman who solves a puzzle in a few hours finds that the purchase of new ones at that rate soon amounts to a considerable sum.

If these same people could take a puzzle to an "exchange" in your town—say at your store—and by paying a few cents could get another one, it would not be long before they had spent more in rental without feeling the expense than if they had bought only an occasional puzzle.

A Good Way of Advertising.

A "puzzle exchange" would mean a novel form of advertising for your place of business. If people learned that you rented as well as sold them puzzles it is very probable that during frequent trips to the store they would see among the various articles displayed on the counters something they wanted. And doubtless a number of persons who have not become sufficiently interested to buy puzzles might be induced, on seeing how popular was the fad, to rent one in an experimental way.

The enthusiasm for this form of diversion has reached such an advanced stage that it is no uncommon thing for a man or woman to send a puzzle from Maine to a friend in California or vice versa, after it has been solved in the household of the purchaser. With such a universal interest in these toys it is quite evident that an exchange in a town would prove an additional source of income to stationers.

Some Examples.

On the boardwalk at Atlantic City, N.J., a man not long ago opened such a renting establishment, and it has proved very profitable. Another case is that of a tea room in Fifth avenue, New York. The "puzzle club" in that place now numbers over a hundred members, and the membership is increasing rapidly. Anyone can become a member in one of three ways. First, by paying an initial fee of one dollar; second, by contributing to the exchange one puzzle of a hundred pieces or more, complete and in good condition, together with a fee of fifty cents; or third, by contributing two puzzles of one hundred pieces or one of three hundred pieces without additional deposit. The puzzles remain the property of the exchange. When a member brings back a puzzle not wholly complete in all its pieces or otherwise damaged he may substitute another one instead of paying for it. But

in the case of a stationery store conducting an exchange this would practically mean the purchase of another puzzle on the premises.

In the matter of rental, the tea room has this plan. A member is entitled to take out puzzles one at a time, as often as desired by paying fifteen cents for any puzzle containing not more than one hundred pieces; twenty cents for a puzzle containing not more than one hundred and fifty pieces, and a proportionate increase of five cents for every additional fifty pieces or less. A puzzle may be kept for one week. For a longer period a charge of two cents a day, or not over ten cents a week, is made. Of course more can be charged, according to the size of the puzzle. This exchange started with twenty-five puzzles, and there is no telling where the membership will stop.

AN OPPORTUNITY FOR THE JOBBERS —Correspondent Suggests a Means of Meeting Eaton's Competition in School Books—Some Sacri- fices are Required, but Results will Justify Means.

Editor Bookseller and Stationer.—There can be only one way of fighting the Eaton Company in this school book matter and that is for the jobbers in Toronto and the booksellers throughout the province to make a seeritree and sell these books to the public at twenty per cent. off. They would then go Eaton one better.

Here is the situation. A customer can purchase a reader from the T. Eaton Co. at 20 per cent. off. If he or she buys at the same time \$25 worth of goods from the departmental store, the goods are delivered carriage free. Otherwise the customer will have to pay postage on the book, which will advance the cost a few cents.

A bookseller, in buying books from the T. Eaton Co. gets the discount, but pays the freight charges. He makes a mere trifle, when he sells the books at the retail price and, if he sells them at the Eaton price, he loses quite a bit. He can't very well meet the Eaton competition without some help.

The jobber has everything to gain by stepping in and helping the retailer. He already sells him school supplies. It is to his interest to see this school supply business supported. If the public gets into the habit of buying supplies as well as books from the department store and, if, as is to be presumed, the department store goes heavily into the manufacture of school supplies, then it is all up with the jobber's business.

Let the jobber buy the books from the Eaton Company, paying cash for them as required, and let him ship the books, carriage free, to the retail trade along with other school supplies. The retailer will then be in a better position to sell the books at the Eaton price. He won't make any money, but he will lose very little. He won't have to pay cash for the books. He will retain the school supply business; for no one is going to send to Toronto for what they can buy cheaper at home.

The Eaton Company are laughing at the retailer. They say, "We can sell the books to the public legally as cheaply as we can sell them to you. You can't meet our competition."

Let the retailers be put in a position to laugh at the Eaton Co., and say, "We certainly can meet your competition, we will sell the books at your price, and our customers won't have to pay postage."

Who will be the first jobber to issue a circular that will gladden the hearts of the booksellers, by offering to supply them with the books, carriage paid, twenty per cent off?

BOOKSELLER.

PERSONAL AND TRADE ITEMS OF SPECIAL INTEREST

—Several Items from West—M. G. Hay of St. Thomas Sells Out—Succeeded by R. A. J. Little, formerly of Oshawa—Doings of the Travelers.

M. J. Gaskell, managing director of the Thomson Stationery Co., Vancouver, was in Toronto recently.

F. I. Weaver, bookseller, Berlin, has been elected secretary of the Retail Merchants' Association of that city.

Harold Clarke, of Clarke & Stuart Co., Vancouver, took in a two-weeks' shooting and fishing trip last month.

W. A. Pollock, formerly with G. S. Forsyth & Co., now manages the book department of the Thomson Stationery Co., Vancouver.

C. L. Nelles of Guelph was in attendance at the Woodbine Races in Toronto. He was handsomely disguised with a new Vandyke beard.

R. M. Pitts, of R. M. Pitts & Co., Cornwall, was in Toronto recently en route to Manitoba, where he has a farm, which he intended to inspect.

A. A. Perry and Mrs. Perry of Welland came across the Lake to Toronto not so long ago. Rumor has it that Mr. Perry found the passage rather rough.

R. A. J. Little, St. Thomas, successor to M. G. Hay, has secured the services of Mr. Gundy, formerly with Thomas Wheatley of Sarnia.

G. S. Salmund, formerly manager of the Canada Drug & Book Co., Regina, has opened up a book and stationery store of his own in that city.

The Standard Stationery Co., Victoria, of which Huxtable Bros. are proprietors, have recently enlarged their premises twofold by taking in an adjoining store.

Peter Lamont, manager of the Canada Drug & Book Co., Nelson, B.C., has returned from California, where he spent the winter. He is reported to be looking well.

John Doherty has resigned his position as clerk in McMurray & Co.'s book store, Fredericton, N.B., and has gone west to Regina where he has secured a position.

Fire did damage to the book and stationery store of G. V. Strong, Port Hope, on May 30. The whole interior was more or less damaged by smoke and water, and much stock was destroyed.

Congratulations are in order to I. L. Hobden, of the Munson Book Co., Toronto, who is the proud father of a baby boy, born while he was away on his eastern trip. It has been suggested that this will be another "High Hell."

F. E. Grafton & Sons, Montreal, recently issued a new edition of "Sights and Shrines of Montreal." Many spots of historical association are fully described, also many early legends in connection with the founding of the city.

B. Toon has accepted the position of manager of the book department of Spencer Limited's store in Vancouver. He was formerly with the T. Eaton Co., Toronto and later with the Thomson Stationery Co., Vancouver.

George Stewart of the Oxford Press and J. B. Hay of Eaton, Crane & Pike Co. went tandem in their trip

to the Maritime Provinces this spring. One of the bright spots in their tour was a day's fishing at Lake Annis in company with E. J. Vickery, the Yarmouth bookseller.

M. G. Hay, St. Thomas, has disposed of his book and stationery business to R. A. J. Little, formerly of Oshawa, but late of Edmonton. Mr. Hay is one of the best known booksellers in Canada, always taking an active interest in trade affairs. He is a member of the executive of the Booksellers' and Stationers' Association. Mr. Little, who succeeds him, is also a popular member of the trade, who will be welcomed back to Ontario. Mr. Hay will continue to reside in St. Thomas.

An act of heroism lies to the credit of Lorne D. Graham, city traveler for Buntin, Gillies & Co., Hamilton. A horse attached to a carriage in which a lady was driving became frightened at a street car and made a sudden bolt. The lady jumped out, and before any damage was done Mr. Graham grabbed the reins and soon brought the horse to a standstill. There was quite a crowd around at the time, but no one was cool enough to act until Mr. Graham got on the job.

Notes From the U. S.

The Chadwick Copying Book Co., of Springfield, Mass., have assigned and the National Blank Book Company of Holyoke, Mass., have purchased their stock, machinery, book accounts and all other assets. The Chadwick specialties will be continued as before.

The Sam'l. C. Tatum Co., Cincinnati, held their fiftieth anniversary on the afternoon of June 10, marking the occasion by an inspection of their new plant at Colerain and Monmouth Avenues. Those who have, in the past, visited their old location on Water Street in Cincinnati, where they have been doing business for half a century, will appreciate the changed conditions of the new plant, with ample floor space, exceptional fire protection and light, and a beautiful park in front to make business hours pleasant.

The Year Book of the National Association of Stationers and Manufacturers of the United States, containing the official verbatim report of the Fourth Annual Convention, held at Boston in 1908, makes quite an imposing volume of over 200 pages. A great deal of valuable material comes out at these conventions, which it is only right should be preserved in permanent and serviceable form. In addition to the report, the volume contains portraits of the past presidents of the Association. Copies can be obtained from H. W. Rogers, secretary, Box 1121, New York City, at the nominal price of \$1.00.

The "2 in 1" Man.

There is a big jovial stationery man, by name, "Bill" Smellie, who hails from Toronto and travels for George B. Hurd & Co., New York. Just about everybody in the trade knows him, for it's not so many years since he used to "hit the road" for Gage's, Toronto. Ever since a memorable day last summer "Bill" has been known among his intimates as the "2 in 1" man.

Now, he didn't get this name on account of his size.

It is really a memento of the 1908 golf season. "Bill" is an ardent devotee of the royal game. In fact, so attached is he to the sport that during his lengthy summer vacation, he moves his household goods from his winter mansion in Parkdale right out beside the Mississauga Golf Links on the banks of the Credit River.

One notable day there was a tournament on the links and "Bill" was drawn against a redoubtable player named Dr. Webster. The match was to be played somewhat late in the afternoon. To put in the intervening time, "Bill" suggested having a friendly game with George McLeod, the publisher, who is also mildly addicted to golf in the summer. The pair went round the course in record time, with Smellie a winner. Then came the match game with Dr. Webster.

When the pair holed out on the last green, and set out for the clubhouse, there was quite a gathering on the verandah, all eager to learn the result. "Bill" marched along chestily in front, with the Dr. some paces in the rear. Somebody called out to know who had won. "Bill" jerked his thumb over his shoulder and replied, "Ask the Doctor." Then, as he passed into the clubhouse he proudly held up two fingers and proclaimed, "Two in one day!" And that is how the epithet still clings to him.

CALGARY.

Calgary, June 2.—Recent purchases of Eighth avenue blocks have necessitated other deals. D. J. Young and company, whose present stand was recently acquired by the Molsons bank, have secured 25 feet just west of Hurd's store on Eighth Avenue west, and will put up a two-storey brick block, which will be devoted to their book and stationery business. The sale was negotiated by Graveley and O'Neill, and though the figure is not obtainable, it is believed to have been a good sum. The congestion of business in the Eighth Avenue blocks has necessitated an extension of the area, and the block in which Mr. Young has acquired property is now undergoing a complete transformation, owing to the numerous business houses which are being put up.

FORT WILLIAM.

Fort William, June 5.—Trade conditions during May have been ideal. All stationers report an extra busy month. The tourist trade has started in earnest, and souvenir leather goods are in great demand. There is a want of a better class of souvenirs than in former years. The 24th made things lively for the trade, and nearly all our bookstores were sold out of fireworks when the morning of the 25th dawned. Post cards are selling well—better than ever—local views being the best sellers. Books are not selling very well at present, but a number of the late copyrights are still selling. There has been a large trade in office supplies this spring, and it is still keeping up. Generally speaking, the merchants are very much elated over the spring trade, and are very optimistic regarding the rest of the year.

Mr. Thompson, of the firm of Stewart & Thompson, was married on Thursday, June 3. Mr. and Mrs. Thompson left that same day for a honeymoon in the west.

John Hill, the new proprietor of the Central Bookstore, has settled down to business, and says trade is excellent.

Stewart & Thompson have installed an up-to-date soda fountain, and are doing a big business in the ice cream line already.

MONTREAL.

Montreal, June 9.—Most of the large Montreal book-sellers and stationers, situated mainly on St. Catherine Street West, reported a big picking up in trade during the past month. The fine summer weather prevailing throughout the latter part of May served to brighten up things generally and sales were away ahead of those of April. At the time of going to press retail book-stores had just about started their extensive preparations for the large tourist trade usually transacted during the summer months. Some prominent booksellers advertise the fact that they have English specialties for the American public and American specialties for the English people.

Novelties in picture postcards are selling well. Quite a number of merchants are complaining of the way in which the view post cards are being sold, and state that price cutting has spoilt this trade somewhat. As views of various towns are always in demand certain merchants cannot see why this line should retail at 1 cent when there would not be the least trouble in selling them at 3 for 5 cents. The sale of comic cards is about the same as usual.

In current fiction, "The Three Brothers," by E. Phillpotts, published by Macmillan, is having a steady sale just now. Musson has two good books in "Mariage a la Mode" and "Set in Silver." The former is written by Mrs. Humphrey Ward and the latter by C. N. and A. M. Williamson. "The Actress," by L. C. Hale, published by Harpers is also prominent as a seller in Montreal bookstores. Two other recent publications of this house are "Katrine," by E. M. Lane, and "The Spell," by W. D. Orcutt. There is a steady demand for these two last mentioned books.

One bookseller reports a steady sale for "The Trail of The Lonesome Pine," notwithstanding the fact that it has been some time on the market. One of the best selling books at the present writing is "The Bronze Bell," by Louis Joseph Vance, published by Briggs. Another work published by this house and which is active is "The Girl and The Bill," by B. Merwin.

Now that the summer months are at hand paper covered novels are prominent in window displays, and many booksellers have already started bidding for this trade. A special sale of 75c English copyright paper covered novels was noticed at 25 cents.

Other book stores during the present month are pushing the sale of stationery lines for the convenience of the public who enjoy living in the country during the summer.

Personals.

Chapman's Book Store, Montreal, recently issued their special list of cheap reading for summer months.

Harold Copp, of the Copp Clark Co., Toronto, was at the Windsor early in June with summer lines of new books.

Thos. Allen, of McLeod & Allen, Toronto, was in Montreal towards the end of last month on a short visit. Mr. McLeod, his partner in business, has not yet returned from England.

F. E. Phelan, bookseller, St. Catherine St., Montreal, finds that his business has increased so enormously that more space has become an actual necessity. The store is now being rebuilt with business going on during alterations as usual.

Seroggie's have gone out of books and stationery and have made arrangements for the use of some of the top floors in the Cambridge Corporation building next door to clear out their stock. Any of their customers

who want books and stationery are referred to the Cambridge Corporation or Renouf Limited. The last mentioned firm is building quite a large annex.

Roy McDougall, manufacturer's agent, Toronto, Mr. Hay, with Eaton, Crane & Pike, and Mr. Smellie, with Geo. B. Hurd Co., were all in Montreal late last month showing lines of Christmas goods. Mr. Moir, for Brown Bros., was also here looking after the pocket diary business. All reported good sales and tried to live up to the rosy hues of the new dining room at the Windsor Hotel.

H. H. Hebb, with the L. E. Waterman Co. Ltd., Montreal, left early in the month, on his annual three months' trip to the coast. F. T. Waterman, president of this company, passed through Montreal towards the latter end of May previous to his journey to Vancouver and Seattle. At the latter place the L. E. Waterman Co., New York, have a large and modern exhibit of their various lines at the exhibition.

—◆—
VANCOUVER.

Vancouver, June 1.—Business has improved during May. The visit of the Japanese warships created much interest, and retailers did a good trade in flags and decorations. Some excellent postals were quickly placed on the market and met with a ready sale. The Prince Rupert townsite sale also attracted a large number of visitors to the city.

White & Bindon have added to their stationery stock a full line of the high-grade English "Wellington" series of plates, papers and photographic materials.

On May 22 negotiations were completed whereby certain changes were made in the personnel of the Thomson Stationery Co., Messrs. M. P. and J. A. Thomson retiring. The name of the company will not be altered nor its place of business changed, although new interests are in. The president of the new company is E. B. Morgan, and M. J. Gaskell, present manager becomes vice-president and managing director. E. F. Odium, who for six years has been secretary to the company, will take up the position of secretary-treasurer. Other members of the company are Prof. E. Odium, R. L. Reid, and A. Stabler, who has been superintendent of the printing department. The business will hereafter be run as a limited liability company, and the new owners have taken possession. Messrs. Thomson established their store in Vancouver about 21 years ago. Their business has been conducted with ability and enterprise and has met with marked success. It is almost exactly 28 years ago since they started business in Portage la Prairie, and coming west had stores also in Calgary and Nelson. These interests have been previously disposed of.

S. W.

—◆—
OTTAWA.

Ottawa, June 7.—Ottawa booksellers are not experiencing any rush now, rather the contrary. Of course there is a general trade for books and magazines, but so many new books are being published there is just at this time not much specific demand for particular volumes. "The White Sister" is naturally being asked for, but as this writer's works are considered more of the standard than of the passing variety, the immediate sale is not large. It was remarked by one bookseller to-day that these numerous publications would be more welcome at some other season of the year than the present.

Tourists and holiday seekers, another pointed out, do not as a rule purchase the higher priced novels, but rather buy the cheaper editions, as books thus bought are usually left at the stopping places. One of the most prominent of literary men and lecturers in Ottawa and in fact this section of Canada, Dr. John Francis Waters, dropped dead at his office last week.

C. H. Thorburn has an attractive display of the Swan Fountain Pen in his window. He has secured the agency for this writing utensil and anticipates a favorable demand for the same.

A new Tourist Guide Book of the City of Ottawa will shortly be issued by Geo. F. Abbott, of James Ogilvy's. Mr. Abbott has designed his book to especially meet tourist requirements and the specimen sheets exhibited auger well for an interesting and instructive little volume.

At the recent meeting of the Royal Society of Canada, a very important and scholarly lecture on the Copyright Law was delivered by Dr. Roy of the Archives Department.

Basil Reid has in publication a map of the city, corrected to date. All the important places are well noted on the drawing and even the lots are numbered. The map will shortly be issued from the press of the Mortimer Co.

A free distribution of Harmsworth's Red Magazine is being made with the object, of course, of increasing its sales.

J. G. Kilt has moved into new premises which are considerably larger than his former store in the Corry Block, and books and literature of all kinds are arranged to the best of advantage for the buyer.

—◆—
BERLIN.

Berlin, June 1.—At the annual meeting of the Retail Merchants' Association of Berlin, F. I. Weaver of Weaver's Bookstore, was elected secretary, succeeding S. A. Brubacher who has filled the position for six years. This association has been a source of much benefit to the merchants of the town, the concerted action of the members resulting in considerable legislation in behalf of the retailers being put through the town council. One of the greatest benefits is the credit reporting department operated in connection with the organization. This has resulted in bringing in a lot of old debts many of which the merchants had despaired of ever collecting. A list of "bad pays" is regularly furnished the members and the existence of this list is known to the public, inspiring many people to pay their debts, who would not otherwise have done so.

Tendering for the annual school contract has come to be considered a sort of a joke among the trade here. The figuring has got down so fine that it is now a question whether the man who gets the contract is not more fortunate than the tenderer who is awarded the contract. The margin of profit after taking into consideration the freight is less than 5 per cent. This year the successful tenderer is M. Cressman, who has a stationery department in his general dry goods store. The only other tenderers were J. P. Bender & Co., and the Telegraph Printing Co. The German Printing and Publishing Co., F. I. Weaver & Co., and Douglas Bros., who figured in former years did not consider it worth while to tender at all this year. In addition to blank books the School Board is now buying pencils, holders, pen points, chalk, and ink by contract as a result of which the sales of school supplies in the bookstores has greatly diminished.

BOOKSELLER AND STATIONER

While playing a game of football J. C. Jaimet had the misfortune to break his right arm. Mr. Jaimet is manager of the branch store of F. I. Weaver & Co., in Waterloo.

TORONTO.

Toronto, June 5.—There was great elation around the Methodist Book Room last month when it became known that their tender for the Ontario Government printing had been accepted. The contract includes everything except blank books and ruling and is for five years. With their huge plant, they will be able to make light work of the job.

man & Sons, London, to Toronto, Henry Button, of Cassell & Co., gave an informal luncheon party in his honor at the St. Charles. Among those present were H. L. Thompson, of Copp, Clark Co.; Wm. Tyrrell of Wm. Tyrrell & Co.; E. W. Walker, Methodist Book Room; J. E. Robertson, Westminster Co.; George H. Locke, Public Librarian; Henry Brophy, Toronto News Co., and W. A. Craick, Bookseller and Stationer. All joined in wishing Mr. Power a safe voyage home and a speedy return to Toronto.

The Sutcliffe-Edmission Co. have sold their stock and fixtures at 76 York Street to their predecessors, F. and E. W. Kelk, and will now devote their attention exclusively to an import business. Their new address is



A HANDSOME TROPHY

Presented by Chas. Goodall & Sons to the Lawn Bowlers of Toronto.

Work on the new factory of the Copp, Clark Co. is progressing satisfactorily and the firm expect to be able to occupy the building in the early autumn.

A fire did \$10,000 worth of damage to the stock and premises of the Peerless Carbon Co., 176 and 178 Richmond St. West, on May 18. The loss is partially covered by insurance. Eighteen employes were temporarily laid off, but these have since resumed work and orders are being satisfactorily filled. A large shipment of cloth and paper which the concern had in customs at the time of the fire helped them materially to resume business shortly after. The damage done was principally to the stock and building. The machinery was only slightly affected.

During the visit of A. D. Power, of Sir Isaac Pit-

Nordheimer Building, York Street, and the firm style is The Sutcliffe Co.

The handsome trophy illustrated on this page is unfortunately not offered to the bookselling trade in Canada for feats of agility in selling goods. It would be a nice thing if it were. This particular trophy figures in the bowling arena and has been offered by the firm of Charles Goodall & Sons, London, the playing card makers, through their Canadian representative Aubrey O. Hurst, to the principal lawn bowling clubs of Toronto for contests in Scotch doubles. Mr. Hurst is himself an ardent lover of the game and his interest in this matter has delighted Toronto bowlers. The trophy was on exhibition for some time in one of the big show windows of the W. A. Murray Co., Toronto.

WHAT MANUFACTURERS AND JOBBERS OFFER— More About School Lines—Germ Proof Slates to the Fore—Steel Die Stamped Holly Cards—Pictures for Stationers.

Slates—Then and Now.

Not so very many years ago slates were used exclusively in the junior classes of schools, and in many instances, in the higher grades as well. Gradually, however, paper superseded slates, and to-day it is paper that is most used, even in the lower grades. What caused the change? Possibly the banishment of the slate came about, indirectly, through the efforts of the teachers. It was said that the noise from the slate pencils was nerve-racking.

It is doubtful if the question, "Is a slate more sanitary than any other writing surface?" ever presented itself; but it is just this question that is bringing the slate back again to its rightful place in the schoolroom. It has been proven by the medical fraternity of London, England, that slates are "more sanitary," and, furthermore, that the glare from paper not infrequently impairs the eyesight of the children. The London School

Prominent in London Department Store.

One of the most attractive departments in the newly opened London department store of Selfridge & Co. is that devoted to paper art work, under the direction of artists from the Boston store of the Dennison Manufacturing Co. Though crepe paper has been known for many years in England, it has never reached the perfection of manufacture and development shown by Dennison papers, and Selfridge & Co., recognizing this fact and seizing every opportunity to present to the London public up-to-date and interesting goods, have enlisted the active support of this American firm.

An endless amount of Dennison merchandise is, besides, used throughout the store. The new Selfridge shipping tag is Dennison make, a beautiful specimen of green sunk letter work. Dennison's pin tickets, folding tickets, gummed labels, merchandise tags and boxes are being used extensively in the various departments, while



Board are, therefore, using slates exclusively in the junior classes.

The slate of yesterday was good; the slate of to-day has in every way proven itself superior. Mention might be made particularly of America's Best Slate, as hygienic and sanitary. Made of the highest grade slate, with frame of selected hardwood, and corners joined by the triple tenon joint—two tongues interlocking into three tongues, so that no cracks or crevices are evident, it eliminates the possibility of disease-germs adhering to the slate or accumulating in the corners. The question in the schools to-day is one of sanitary conditions and the risks run from the danger of contagion. The solution of the question is in the use of America's Best Slate.

Oxford Picture Books.

According to a statement made by S. B. Gundy, manager of the Oxford University Press, Canadian branch, the series of picture books being published this year by Henry Frowde in conjunction with Hodder & Stoughton, is being received with great favor by the trade in Canada. Mr. Gundy points out that these goods can be bought at prices, which give the trade a big profit and enables them to meet the prices of the department stores. The books, as shown to Bookseller and Stationer, are certainly remarkable value. They are issued in a number of series, ranging in price from 10 cents up.

the stationery and photographic departments, as well as the art, are well supplied with Dennison fast-sellers.

To maintain the high quality of this paper art work after the return of these Boston artists, workers at the Dennison London house are being educated, and Cooper, Dennison and Walkden, 7 and 9 St. Bride Street, are confidently expected to carry paper development in England to the grade of excellence so universally acknowledged in America.

Housekeepers' Waxed Paper.

The above illustration shows a package of housekeepers' waxed paper, sold by Buntin, Gillies & Co., of Hamilton. The many uses of this handy package make it indispensable to every housekeeper, especially during the summer season. A sample package will be sent on request.

Binders for Note Books.

The W. J. Gage Co. have secured a stock of new loose leaf binders to be used on school note books and memorandum books. This is considered a great improvement upon anything ever before introduced upon the market. It is called "Gage's Centric" Loose Leaf System. It is very simple and convenient to operate. The book is opened or closed by simply turning the button quarter way around, thus locking it or unlock-

ing it in a moment. The books will be made in a great variety of styles including every kind of a book from a memorandum book to a quarto scribbling book in a variety of bindings. There should be a good demand for this convenient system as it is something that will be appreciated by almost anyone who has occasion to use these books.

Gage & Co.'s Slates.

W. J. Gage & Co., Toronto, are now taking orders for the new Germ Proof slates, in all styles. The new process of manufacturing slates so as to render them sanitary and proof against germs, which has been put into effect by the National School Slate Co., is undoubtedly the greatest improvement made, so far, in this indispensable school article. Every teacher and pupil will be glad to know that such a slate can now be obtained, and at the same prices as have been paid for the ordinary common slate. In addition, these Germ Proof slates, as sold by W. J. Gage & Co., are all stamped "First Quality" as the slates and frames are the best grade that can be made. Dealers are advised to look for the stamp "First Quality" when buying their stock of Germ Proof slates, as this style is also made in a cheaper quality. W. J. Gage & Co., Limited, will be glad to supply dealers with any information desired in regard to these new slates.

Harcourt's Lines.

Ontario copy books and Quebec copy books, five numbers at 3c each, are what the E. H. Harcourt Co. Toronto, are offering the trade. In Quebec the retailers who buy in gross lots will get a discount of from 10 to 20 per cent. from this company. In school scribblers they have a large assortment of special designs which are almost sure to please. Among the assortment are the following titles, printed in a number of colors. "Zouave" is a design which will be particularly suited to the Lower Provinces, showing on the cover a French Flag in the back ground with the figure of Zouave in front in full military costume. It makes a very striking cover. "The Wood-Picker" is the title of a book that should prove popular. It shows the wood picker busily engaged on the bark of a tree; the tree reproduced in natural colors, forming the cover. Another cover which should have a good run is "The Beaver," which is made to represent birch bark and is a very close imitation indeed. The cover shows the Beaver as the centre piece and is printed in a sepia tint. In "School Days" the reproduction of the school bag forms the entire cover with the inscription "School Days" neatly lettered. "Red Squirrel" is a rather elaborate design of a squirrel on a blue background with fir cone border. "Bull Frog" as the title indicates, is a scene showing a frog jumping into a lily padded pond. An interesting little subject is called "Little Dutch," showing a girl going to market with farm produce. There is a companion cover to this showing a little Dutch boy. "Spring Time" is an allegorical scene representing this joyous season of the year. These are a few of the new ones which E. H. Harcourt Co. are showing. They are specially made up for this season's trade. They are a little above the ordinary in the line of school covers. "Caroline"—a new one showing a very life-like representation of a pretty white cat on a blue back ground. "Tower" is a companion cover showing a pug dog on a blue back ground. These are now ready for delivery. E. H. Harcourt Co. are also carrying a special line of books for the jobbing trade including Christmas books and scribblers. They are entirely new and claim that nothing like them has

ever been on the market before. The prices, considering quality, are marked down very low.

Steel Die Stamped Holly Cards.

Little steel die stamped holly cards constitute one of the best selling novelties for stationers during the holidays on the market. The die stamped cards have the advantage of sale over the printing press embossed and lithographed ones inasmuch as they appeal to the better class of trade. Hundreds of thousands of these little cards are sold every year, it having become a custom with the refined class of trade to enclose such a card with all presents. The immense sale for these little cards enables them to be made in such quantities and under such conditions of economy that they are sold to dealers at a price which enables them to sell readily at a good profit. The most extensive line of such goods is made by the Chas. H. Elliott Co., Philadelphia.

Pinwheel Assortment.

The Pinwheel is a new style of assorted box of penholders, which revolves on centre pivot. It is furnished with 3 dozen extra quality holders, cork, rubber and other style tips, assorted, all of which retail at 5c. The



assortment is stocked in Canada by W. J. Gage & Co., who also show a number of other interesting lines.

Photograph Albums.

The Copp, Clark Co. offer an attractive and useful line of kodak albums for amateur photographers, who at this season of the year are looking for something in which to preserve the summer's anticipated product of the camera. One line is of carbon black paper with "Photographs" embossed in white on the cover leaf, 4 sizes, 32 pages each, 80c, \$1.20, \$1.50 and \$2 per dozen.

The "Scenes by the Way" assortment are very artistic, especially the two larger sizes. One bound in padded leather cloth, with real gold lettering; another in padded art vellum with gold lettering. Over 100 openings on assorted color mounts. \$12 and \$6 per dozen, respectively.

There are also two cheaper lines in colored art cambric, lettered "Scenes by the Way," and holding 24 different shapes. \$3.25 and \$1.75 per dozen.

The "Centric" System.

Probably the most interesting production of the season in the department of school supplies is the adaptation of the loose-leaf system to note books. This has been accomplished by W. J. Gage & Co., Toronto. The "Centric" note book is composed of cover and back of

strongly made linen-covered boards, equipped with an attachment, whereby sheets can be rapidly inserted or withdrawn. The cover is hinged to turn back flat, so that the note book can be conveniently held on the knee or placed flat on a desk.

The beauty of the "Centric" system is that only one book is needed, for the sheets can be removed and filed away under various headings. Sheets can be taken out and destroyed without damaging the book. Teachers are able to examine the sheets without having to carry the whole book. It saves the waste of partly used books.

"Gloy."

"Gloy" is a vegetable adhesive, not affected by atmospheric contact. A special brush and cap are provided with each bottle. In the 5-oz. size the bottles come at



A Good Sticker - Copp, Clark Co.

\$1.75 per dozen; in 10-oz., at \$2.75, and in the gallon size at \$2 each.

Real Germ-Proof School Slates.

The National School Slate Company reports very satisfactory results from their advertisement in the May issue of this publication. They show in this number, "How They Do It" and from the photo shown and the information of the Canadians who have visited the works of the company, it is apparent that they really have something new and better than the common slates to offer to the trade. The process to make a slate really germ-proof is said to be a rather elaborate one, requiring the use of complicated and expensive machinery. The makers of germ-proof slates claim that within a short time the common school slate will be a thing of the past. These goods are for sale by all leading jobbers.

New Paint Box.

The Copp, Clark Co. show a new box, No. 4008, containing brush and eight colors in water-color paints. It



New Paint Box - Copp, Clark Co.

is an exclusive line, suitable for art work in schools, \$2.65 per dozen.

A New Office Punch.

The Mutat punch illustrated herewith fills the growing and insistent demand for a single 1/4-in. round hole punch. It is mounted on an iron base 3 1/2 x 5 1/2 inches,

handsomely finished in maroon. The varied uses of loose-leaf sheets have developed the call for a inexpensive punch capable of punching one or more holes in varied



Mutat Punch - Sam'l. Tatum Co.

positions. Mutat punches are of the same high "Tatum" quality as other goods made by the manufacturer, the Samuel C. Tatum Company, Cincinnati, Ohio.

Pictures for Stationers.

Catalogue No. 7 of the Gubelman Publishing Co., 801 Third Avenue, New York City, contains miniature reproductions of several hundred attractive prints made by these publishers. The subjects range from the more serious work of the old masters to the lighter work of modern artists. Among the sporting pictures are several Canadian scenes by Megargee. It would be well worth the while of our readers to send for this catalogue and put some of the prints in stock. They would undoubtedly draw custom.

Handy Paste Jar.

The handy paste jar of white paste, offered by the Copp, Clark Co. has brush and water reservoir. It is suited for office and household uses.



Handy Paste Jar - Copp, Clark Co.

The Wirt Safety Pen.

Only those who have used a good non-leaking fountain pen can appreciate its advantages. Each year has emphasized the necessity of a fountain pen that the business man, ladies and the traveling public may carry in any position, in the hand bag and in the trunk. The Wirt safety is made in two lengths, vest pocket, 3 3/4-in., regular, 5 1/2-in., and in four sizes, carrying No. 2, 3, 4 and 5 pens, respectively. Their claim of superiority is simplicity, durability, no valves, no springs and no soft rubber. Every part is as indestructible as the hard rubber. They have combined with safety and convenience a fountain pen by which the individuality of hand-writing is maintained. Simply place the cap over the gold pen end, screw properly to place and you have sealed the ink in the barrel. The pen is unconditionally guar-

anted, which means your money back when not satisfied. The Brown Bros. are Canadian agents for all the pens made by the Paul E. Wirt Co.

New Line of Display Fixtures.

Occasionally some one gets up an article that everyone seems to be waiting for, and it meets with demand as soon as it is offered for sale. The line of sectional display cabinets manufactured by the Gier & Dail Mfg. Co., of Lansing, Mich., seems to have met a need of retail stationers and newsdealers. These cabinets have been on the market less than a year and over 7,000 of them have been sold throughout the United States, Canada and foreign countries.

These fixtures are built upon a very simple invention of pressing a continuous strip or series of pockets from one piece of steel, without joints or solder, in such a way as to make a perfect receptacle for holding magazines, post cards, tablets, bound books, dime novels and sheet music.

They solve two great problems for the retailer—



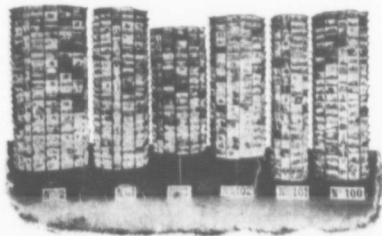
No. 22, Tablet Cabinet.

No. 20, Magazine Cabinet.
(Gier & Dail Mfg. Co.)

economize space and effectively display goods. As an example of the advantage of these fixtures in economizing space the No. 20 magazine cabinet shown occupies

only 28 inches floor space, but displays 64 different magazines and carries a stock of over 300. It would require a table 25 feet long to show this number.

The No. 22 tablet cabinet is one of the most practical fixtures they build, because the sale of tablets de-



Six Sizes of Floor Post Card Racks—Gier & Dail Mfg. Co.

pends so much on the display the dealer can give them and this fixture makes a most attractive way of displaying the line. It can be seen by every one entering a store and if a customer is in need of a tablet at home they cannot help but think of it when they see this display.

A most complete line of post card racks are put out by this concern; they have fourteen sizes of floor racks, counter and suspended racks, to suit the conditions of any store.

Every retailer will find suggestions from this line that will prove practical and inexpensive for him to adopt. By writing to the main office of the Gier & Dail Mfg. Co., Lansing, Mich., a catalogue can be secured that describes the thirty-six different sizes and styles of cabinets and explains the uses of these steel pockets for filling up blank wall space, window display, etc.

Victor Kremer Co., Chicago, have an exceptionally good thing in "Moon Beams and Dreams of You." It is still selling well although on the market for some time. Another is, "Like the Rose, You're the Fairest Flower."

THE BEST OF MATERIALS

can be spoiled in the making. Good paper badly cut, carelessly folded, improperly marked and slowly delivered is good material wasted. From first to last, from the rags and the water to the cases in which shipped, every process in the manufacture of our papers is in accordance with the highest principles of paper making and manufacture. Every detail is under strict, expert supervision. This means consistent and even quality, correct styles and quick and accurate service and no disappointments to dealer or consumer.

IF YOU NEED A WEDDING ORDER IN A HURRY, WE CAN ALWAYS ACCOMMODATE YOU. OUR QUALITIES AND SIZES ARE CORRECT

GEO. B. HURD & CO.
Fine Paper Makers

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



IMPORTANT MOVE BY PITMAN & SONS —English Publishers arrange for Extensive Developments of their General Lines in this Country.

Mr. A. D. Power, the London manager of Sir Isaac Pitman & Sons, 1 Amen Corner, who has recently paid a visit to Toronto, informed a representative of The Bookseller and Stationer that his house, which during the last few years have added general publishing to their other departments, intend to extend very considerably the scope of their business in this direction in Canada, and that an announcement to this effect will shortly be made.

Interviewed by The Bookseller and Stationer, Mr. Power explained that he had visited Canada five years ago, on a round-the-world trip for Hutehinson & Co., shortly after which he had joined his present firm.

"What are your expectations with regard to Canadian business?" he was asked.

"We are hoping for great things," replied Mr. Power, "we wouldn't go in for this big scheme if it wasn't the case. We are not so foolish as to expect that every book we publish will appeal to Canadians. But on the other hand there are many of our books, which are of interest all over the world—the Makers of National History, Countries and Peoples Series, and the All-Red Series, for instance, and such books should sell well."

"What is the scope of your publications?"

"Originally they were limited to books on stenography and typewriting. Then the firm took up the publication of commercial texts and elementary educational books, and five years ago they bought out the general publishing business of Ishister & Co. and became general publishers. Speaking generally, our publications fall under four heads,—shorthand books, commercial and business books, educational books, and general literature. We publish fiction too,—just three or four books a year, but no juveniles. It may interest you to know that we are the English publishers of the Canadian story, "Anne of Green Gables," which is selling well in England.

"One of our notable publications is the All-Red Series, in which volumes on Australia and New Zealand have already appeared and one on Canada is soon to be published. In the Makers of National History Series, we are preparing to issue a "Biography of General Wolfe" by Edward Salmon, managing editor of the "Saturday Review."

These are a very few of our leading publications. As in the past, the exclusive agency for the Isaac Pitman shorthand and typewriting publications will be controlled by the Commercial Text-Book Company, and the Copp, Clark Company Limited, of Toronto."

Mr. Power left Toronto for New York on May 31 and sailed for England on June 5.

AN OTTAWA NEWSDEALER'S DISPLAY —E. W. Martin Features a Magazine—Sales Increased thereby by 100 Per Cent.—Mechanical Windows are Favored.

E. W. Martin, Bank Street, Ottawa, believes in the trade-drawing qualities of a good window display. The fact that his place of business is not just in the downtown district, renders it all the more necessary to use such means to attract trade. A month or two ago Mr. Martin decided to feature Everybody's Magazine in his

window. The central object was a wind-mill driven by electric power and supposed to be grinding out copies of



W. E. MARTIN
The Ottawa Newsdealer.

the magazine for the public. The work of dressing the window was done by Oliver Combridge, who makes a specialty of such work and achieves striking results. As it was, the window was considered so good by the publishers of the magazine as to merit a prize of \$7.00.

Mr. Martin states that the sale of Everybody's increased fully one hundred per cent. as a result of the



A Unique Display of Magazines.

special display and other magazines shared in the increased sales.

"WELLINGTON"

PLATES, PAPERS, AND FILMS
PHOTOGRAPHIC SPECIALTIES.

SHOULD BE STOCKED BY ALL STATIONERS DURING THE SEASON.

A GREAT SIDE LINE, WITH A DEMAND ALREADY MADE.

OUR ADVERTISING CARDS ARE THE FINEST KNOWN.

(WELLINGTON AND WARD) WARD AND CO., 13 St. John St., MONTREAL.



The Uniformity of Peerless Carbon Paper

Peerless Carbon is uniform. The first essential to uniformity is experience on the part of the makers. The other essential of uniformity is excellence of the raw material. We could buy colors for 40c a pound. We prefer to pay \$4—to get the best—to make sure of uniformity. The price is a minor consideration but you will find it right. Let us quote you on ream lots. Do you want a complete set of samples, free?

Peerless Carbon and Ribbon Mfg. Co., Ltd.
Factory, 176-178 Richmond Street West, Toronto

The Patent "Interleaf" Post-Card Album

The most perfect album ever published! Requires only to be seen to be appreciated. Best British Manufacture—Holds either 4 upright or sliding Cards all on one page. No Corners of Cards protrude on either side of leaf but are perfectly protected. Published in five different Bindings, to hold 300, 400 and 500 Cards respectively, and retailing from 75c to \$5.00. Specially suited for use on Shop-Counters for exhibiting Picture Post Cards.

Full particulars and terms, etc., post free on application.

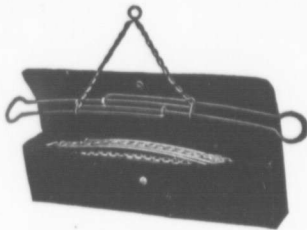
Inspection Invited. Sample Album will be forwarded on receipt of 4s Carriage extra. Published exclusively by

The Patent "Interleaf" Album Co., Limited
13, New Street, Covent Garden, London, W.C., England
Tel.: Berghoff, London. Code: 5th Edit. A.B.C.

MAY BE HAD OF ALL WHOLESALES AND EXPORTERS

Tourist Leather Goods

WE MAKE A LARGE COLLECTION
OF ARTICLES FOR TRAVELLERS



COAT AND TROUSER HANGERS IN CASES
SEND FOR NEW ILLUSTRATED CATALOG

Manufactured by

C. F. RUMPP & SONS

 **PHILADELPHIA**

NEW YORK SALESROOM—683 and 685 Broadway (Cor. 3rd St.)

Before School Closes

Send us the name of your art teachers, and we will send you and them samples of the finest school water colors and crayons manufactured. We will help you to get them to decide on what they will use next term, and will arrange to let you handle the line exclusively, and show you a good profit and a well satisfied teacher. Write at once for samples and prices.



We are wholesale dealers in everything
that a school needs. Write for discounts.

The Geo. M. Hendry Co., Limited
20 Temperance St., Toronto, Ont.

GOOD PROSPECTS FOR A MUSIC DEPARTMENT—The Advent of Moving Picture Theatres with their Illustrated Songs is Tending to Build Up Sheet Music Business—Some of the New Pieces.

Canada is rapidly developing into a music centre. Within the past three years music halls and moving-picture shows with illustrated songs have cropped up from one end of the Dominion to the other. Small towns, which could not support theatrical companies are now to the fore with music halls and each evening sees the music-loving public parting with their five and ten-cent pieces in each of these towns, enjoying the moving pictures and illustrated songs to as great an extent as a party in a larger town when he or she goes to a theatre.

Montreal, admitted as being the most important centre in Canada, outside of supporting ten theatres, is at the present day, honored to the extent of over seventy-five music halls and moving-picture shows. Other large centres such as Halifax, St. John, Quebec, Ottawa, Toronto, etc. are also well equipped with this form of amusement.

Mr. Bookseller, the above facts mean that the sheet music business never had a finer outlook. Stores now selling music are doing a good business and profits are all that can be desired. The progressive merchant who stocks in small quantities at first will do well. He can fill any order, if song is not in stock within a day or so, direct from the publisher with whom he is doing business.

Music halls are one of the best means of popularizing a song and as this form of amusement is growing daily the merchant who starts in a small way now and corners what trade there is to be had will not be sorry five or ten years hence.

Two songs which are making good on this side, published by Jos. W. Stern, New York, are "Under the Maples with Molly O." and "Sweetheart Won't you come With Me to Dreamland."

Fred Fischer's "In Sunny Italy" promises to be even a bigger hit than his big success, "My Brudder Sylvester." Another song by this well-known writer, is "Honey Moneysuekle Baby." Both are published by Fred Fischer Music Pub. Co., New York.

"You Have Always Been the Same Old Pal," and "You Can't Stop Your Heart From Beating for the Girl you Love," are two songs making good here. The name of the publishers, Witmark & Sons, New York, is a guarantee by itself.

"I Wish I Had a Girl" and "Let's go Home," a comic song, both published by Jerome H. Remick & Co., Detroit are proving big hits on this side. This firm have many big hits on the market and others under way.

A new song by the writers of "In Dear Old Sweetheart Days," entitled "Strolling," written by Al Murray and Ed Michall, and composed by Otto Zimmerman comprises a pretty, catchy melody with suitable words and promises to be far the biggest hit on this side this year. "O Canada" now recognized as Canada's national song should be in the hands of every Canadian who loves his country. Both of the above are published by The Delmar Music Co., Montreal.

Madden and Morse's "Down in Jungle Town" is selling exceptionally well. "Won't You be My Honey," although old, is still a good seller. Both are published by F. B. Haviland Pub. Co., New York.

The Yock Music Co., New York, have two good selling songs in "Smarty" and "You're Just the Girl for Me." Both are worth stocking.

"I Wish I had a Girl," by Kahn & Le Boy, is still selling well in Canada. "I Used to be Afraid to go Home

in the Dark," etc., by Williams, Van Alstyne & Burt, is also among the favored.

"When I Marry You," by Bryan & Gumble, is not only making a hit in New York, but is also prominent in the Dominion. A song which has sold exceptionally well in the past is "Rainbow," by Bryan & Wenrich. It is still very much in the market. Williams & Van Alstyne have a good thing in "Golden Arrow." All of the above are published by Jerome H. Remick & Co., Detroit and New York.

"Just Some One," by Will Anderson, published by M. Witmark & Sons, New York, continues to sell well notwithstanding the fact that it has been some months on the market.

"Meet Me in Rosetime, Rosie," by Jerome & Schwartz, published by Cohan & Harris, is well worth stocking.

"When My Ship Comes Home," "My Every Thought is of You," and "Strolling," are recent publications, published by the Delmar Music Co., Montreal. If you are at all interested in the music business do not fail to secure copies. "Strolling" is by the authors of "In Dear Old Sweetheart Days," one of the biggest waltz success two years ago.

Phonographs in June.

June brides, June fishing trips, June camping parties—in fact, so many June things require "musical accompaniment" that it is difficult to mention them all in our limited space. Speaking of fishing trips and camping parties, do you know of any more enjoyable form of entertainment for such outings than a phonograph?

After a good day's sport, a good supper, than a good old-fashioned camp fire and an hour of soft music, some of the good old-time pieces that bring you back to boyhood's happy days, drives away all care, and makes you ready for that kind of peaceful sleep that makes you rise in the morning with a mind like a "morning glory" in its freshness and a whirlwind in its strength.

Did you ever hear "Come Where the Lilies Bloom" (quartette), reproduced by a phonograph on, or by, the water's edge? Well, sir, it's worth going to camp for a week or two, just to hear that. If you know of anybody who isn't feeling just right, and you want to make them think this world in general, and your camp in particular, is about the best place in creation to be in, just have them visit you in the evening, and when the moon reflects his silvery sheen between you and yonder, play that record. Be your companion man, woman or child, it will fill the heart with a true love of the surroundings; nature will seem different, life will put on a different aspect. It will make it one of those "events" that mark the milestones of life, in years to come it will be referred to as, "Do you remember the nights you played 'that piece' on the phonograph?"

At any time these pieces are pleasing, but it is truly wonderful how soul-reaching they are on such special occasions.

To the dealer who looks after the camp business in phonographs, there is a harvest of business, and he will be looked upon as a benefactor by these customers. It was told this week of a spot in Canada that it will be isolated for some time to come, so far as supplies are concerned. Before roads become impassable, a phonograph was taken in. The first night the owner played it he was offered two hundred and fifty dollars, in fact, coaxed to take that amount for it, but would not sell. Well, not many people would, if they couldn't replace their outfits. Let us be thankful most of us can have these delightful entertainers at so moderate a sum.



Victor
"His Master's Voice"

**Victor Gram-ophones
AND RECORDS**
Are sold by hundreds

of book and stationery dealers. Why do you not make a try at it? Absolutely clean and safe goods to handle, no losses from bad stock, small investment, large profits, constant demand, no price cutting.

Write to us for catalogs, dealers' prices, etc.

The Berliner Gram-o-phone Company
OF CANADA, LTD.
MONTREAL, CANADA.

Wall Paper Bulletin, No. 1

Season 1909-10 STAUNTONS LIMITED June 15, '09

THE new Wall Paper Season for 1909-10 **opens July 5th, 1909.** Simultaneously in all parts of Canada the Staunton travelers will be on the ground as early as the first.

¶ Booksellers and Stationers engaged in the handling of Wall Paper or who intend to take on the line this year will find among the samples many superb examples of styles that sell especially well to the trade which patronizes the book-store wall paper department.

¶ The demand for White Blanks—forming the backbone of your trade—will be met with an equipment which stands in first place—bar none.

¶ The Staunton Specials in Plain and Printed Velours and Oatmeals, Silks, and "Dubl-Print" Flats in fabric effects will find ready sale in even the store where previous demand for good papers has been light. These Specials are priced "way down"—they are "leaders" in every way—lending an atmosphere to the stock of which they form a part which can be capitalized and made to bear high profit-interest.

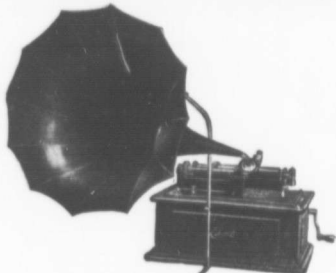
Don't be hurried into ordering before seeing this line—you can't lose by waiting for the "best ever."

STAUNTONS LIMITED,
MANUFACTURERS OF WALL PAPER.
933 Yonge St., TORONTO, Ont.
[Watch for next Bulletin in Bookseller.]

W

Large Profits—Easy to Sell

*Edison
Phono-
graphs*



*Edison
Improved
Records*

DID you ever stop to consider the profit the dealer makes in handling this popular and well advertised make of phonograph? If not, can you realize that his profit is from 45% to 60%? In addition he turns his investment from 3 to 10 times in a year. Imagine his profit! If there is not a dealer in your town, you can control the sale of them by arranging at once.

SEND FOR CATALOGUES AND PARTICULARS

The WILLIAMS & Sons Co. Limited **WINNIPEG, MANITOBA**
R. S. TORONTO, ONTARIO

W

BOOKSELLER AND STATIONER

CLASSIFIED LIST OF ADVERTISEMENTS

Artists' Materials.

Ramsay, A. & Sons Montreal.

Art Publishers.

Clark Co., Toronto.

Books and Magazines.

American Code Co., New York.
Baker's Book Shop, Birmingham, Eng.
Briggs, Wm., Toronto.
Boy's Man's Magazine, Toronto.
Cassell & Co., Toronto.
Clark Bros., Winnipeg, Man.
Canadian Facts Publishing Co., Toronto.
Copp, Clark Co., Toronto.
Farm, Field and Fireside, London, Eng.
Hobbes Limited, London, Eng.
Smith's Publishing Co., London, Eng.
Morton, Phillips & Co., Montreal.
Nimmo, Hay & Mitchell, Publishers, Edin-
burgh.
Gage, W. J. & Co.

Blank Books.

Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton, Ont.
Clark Co., Toronto.
National Blank Book Co., Holyoke, Mass.
Smith-Davidson & Wright, Vancouver, B.C.
Warwick Bros. & Rutter, Toronto.

Carbon Paper.

Peerless Carbon and Ribbon Mfg. Co., To-
ronto.
Carter's Ink Co., Boston, Mass.
Mittag & Volger, Park Ridge, N. J.
Underwood, John. & Co., Toronto.

Christmas Cards, Calendars, Labels.

Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Copp, Clark Co., Toronto.
Dentonon Mfg. Co., Boston, Mass.
Moxies & Company, Toronto.
Tuck, Raphael & Sons, Montreal.

Crepe Paper, &c.

Dentonon Mfg. Co., Boston, New York,
Montreal.
Tuttle Press Co., Appleton, Wis.
Wheeler, Walter G. & Co., London, Eng.

Fancy Goods—Novelities.

Brown Bros., Toronto.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Clark Bros., Winnipeg, Man.
Copp, Clark Co., Toronto.
Smith-Davidson & Wright, Vancouver, B.C.
Sutcliffe-Edmondson Co., Ltd., Toronto.
Warwick Bros. & Rutter, Toronto.

Financial Institutions and Insurance

British American Assurance Co., Toronto.
Western Assurance Co., Toronto.

Fountain Pens.

Brown Bros., Toronto.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Copp, Clark Co., Toronto.
Librairie Beauchemin, Ltd., Montreal.
Warwick Bros. & Rutter, Toronto.
Waterman, L. E. Co., Ltd., Montreal.

Fountain Pen Klips.

Consolidated Safety Pen Co., Bloomfield,
N. J.

Waterman, L. E. Co., Ltd., Montreal.

Glue, Paste and Muclage.

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

Glue Pencils.

Carter's Ink Co., Boston.

Gramophones.

Bellinger Gramophone Co., of Canada, Ltd.,
Montreal, Que.

Ink Stands.

C. H. Numan Co., New York.

Inks—Writing.

Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Copp, Clark Co., Toronto.
Carter's Ink Co., Montreal.
Davids, Thaddeus Co., New York.
Higgins, Chas. M. & Co., Brooklyn.
Mable, Todd & Co., High Holborn, Lon-
don, W. C.
Payson's.
Reliance Ink Co., Winnipeg, Man.
Smith-Davidson & Wright, Vancouver, B.C.
Underwood, John. & Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Gage, W. J. & Co.

Leather Goods.

Brown Bros., Ltd., Toronto.
Rumpp, C. F. & Sons, Philadelphia, Pa.

Letter Presses.

Jas. Smart Mfg. Co., Brockville, Ont.

Paper Fasteners.

Superior Mfg. Co., Sidney, Ohio.

Paper.

Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Ltd., Hamilton.
Hurd, Geo. B. & Co., New York.
Gage, W. J. & Co.

Pens.

Brown Bros., Toronto.
Buntin, Gillies Co., Hamilton, Ont.
Copp, Clark Co., Toronto.
Festerbrook Pen Co., New York.
Heath, John, London.
Hinks, Wells & Co., Birmingham, Eng.
Librairie Beauchemin, Ltd., Montreal.
Mable, Todd & Co., High Holborn, Lon-
don, W. C.
MacIven & Cameron, Edinburgh and Birm-
ingham.
Sanford & Bennett Co., New York.
Smith-Davidson & Wright, Vancouver, B.C.
Spennerian Pen Co., Birmingham, Eng.
Warwick Bros. & Rutter, Toronto.
Waterman, L. E. Co., Ltd., Montreal.

Pencils—Crayons—Erasers.

American Crayon Co., Waltham, Mass.
Blaisdell Paper Pencil Co., New York, N.Y.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Copp, Clark Co., Toronto.
Faber, A. W., Newark, N.J.

Librairie Beauchemin, Ltd., Montreal.
Mable, Todd & Co., High Holborn, Lon-
don, W. C.
Ramsay, A. & Son, Montreal.
Smith-Davidson & Wright, Vancouver, B.C.
Standard Crayon Co., Danvers, Mass.
Warwick Bros. & Rutter, Toronto.
Gage, W. J. & Co.
Waterman, L. E. Co., Ltd., Montreal.

Phonographs

Toronto Phonograph Co., Toronto.
Williams, R. S. & Sons, Co., Ltd., Toronto.

Photographic Supplies.

Ward & Co., Montreal.

Playing Cards, Games, etc.

Buntin, Gillies & Co., Hamilton.
Consolidated Lithographing & Mfg. Co.,
Montreal.
Copp, Clark Co., Toronto.
Goodall, Chas. & Sons, London.
Hurd, A. O., Toronto.
Warwick Bros. & Rutter, Toronto.
Gage, W. J. & Co.

Post Cards

Holzman, Alfred & Co., Chicago, Ill.

Post Card Albums.

Patent Interleaf Album Co., London,
W. C. England.

Rubber Type.

Fulton Rubber Type Co., Elizabeth, N. J.

School Supplies.

Buntin, Gillies Co., Hamilton.
Clark Bros., Winnipeg, Man.
Copp, Clark Co., Toronto.
Harcourt, E. H. Co., Ltd., Toronto.
Hendry, Geo. M. Co., Ltd., Toronto.
National School Slate Co., Slatington, Pa.
Smith-Davidson & Wright, Vancouver, B.C.
Warwick Bros. & Rutter, Toronto.
Gage, W. J. & Co.

Souvenir and Picture Post Cards.

Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Copp, Clark Co., Toronto.
Katio Leder, Saxon, Germany.
Warwick Bros. & Rutter, Toronto.

Stapling Machines.

Acme Staple Co., Philadelphia.

Stationers.

Honig Stationery Co., Vancouver, B. C.

Telegraph Codes.

American Code Co., New York.

Toys, Games, Etc.

Sutcliffe-Edmondson Co., Toronto.

Typewriter Supplies.

Carter's Ink Co., Montreal.
Peerless Carbon & Ribbon Mfg. Co., To-
ronto.
Mittag & Volger, Park Ridge, N. J.
Underwood, John. & Co., Toronto.

Wall Papers.

Stauntons Limited, Toronto.

INDEX TO ADVERTISERS.

Accountants and Auditors	42
Acme Staple Co., Ltd.	40
American Code Co.	16
American Crayon Co.	11
Baker's Book Shop	65
Bellinger Gramophone Co.	15
Blaisdell Paper Pencil Co.	16
Box 211	13
British American Assurance Co.	13
Brown Bros., Ltd.	13
Buntin, Gillies & Co. outside cover and	4
Boy's Man's Magazine	15 and inside cover
Canadian Press Clipping Bureau	59
Canadian Facts Pub. Co.	2
Carter's Ink Co.	2
Cassell & Co.	46
Clark Bros. & Co.	16
Consolidated Lithographing & Mfg. Co.	13
Consolidated Safety Pen Co.	11
Copp, Clark Co.	6
Davids, Thaddeus Co.	2
Dentonon Mfg. Co.	7
Festerbrook Pen Co.	16
Faber, A. W.	11
Farm, Field and Fireside	46

Gage, W. J. & Co.	19
Gier & Dall	3
Goodall, Chas. & Sons	1
Heath, John	15
Hendry, Geo. M. Co., Ltd.	43
Higgins, Chas. M. & Co.	43
Hinks, Wells & Co.	16
Hobbies, Ltd.	48
Honig Stationery Co.	14
Hotel Directory	14
Huebsch, B. W.	43
Hurd, Geo. B. & Co.	41
Jenkins, Wm. R. Co.	43
Lemcke & Buechner	43
Librairie Beauchemin, Ltd. outside front cover	
Mable, Todd & Co.	5
MacIven & Cameron	16
Mark Lane Express	48
Mittag & Volger outside back cover	14
Morton, Phillips & Co.	43
National Bank Book Co.	10
Nimmo, Hay & Mitchell, Publishers	12
Numan, Dept. C. H.	12
Patent Interleaf Album Co.	43

Payson's Indelible Ink	14
Peerless Carbon & Ribbon Mfg. Co.	40
Ramsay, A. & Son Co.	10
Reliance Ink Co.	11
Rumpp & Sons, C. F.	43
Sanford & Bennett Co.	2
Smart, Jas. Mfg. Co.	11
Smith-Davidson & Wright	11
Smith's Publishing Co.	48
Snelder, Robt. Co.	32
Spennerian Steel Pens	14
Standard Crayon Co.	11
Stauntons Limited	45
Superior Mfg. Co.	46
Tuck, Raphael	4
Tuttle Press Co.	11
Underwood, John & Co. outside front cover	
Valentine & Sons	13
Ward & Co.	43
Warwick Bros. & Rutter inside front cover	and 14
Waterman, L. E. Co., Ltd.	22
Wells, A. Mfg. Co.	14
Western Assurance Co.	16
Williams, R. S. & Sons, Co., Ltd.	45

Condensed or "Want" Advertisements

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

PERIODICALS.

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

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

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

BUSINESS FOR SALE

FOR SALE—Good book and stationery business in growing city of Wetaskiwin, Alta. Sta. stock all new, bought since January. Business established 5 years ago. Stock about \$5,000, fixtures \$800; turn over last year over \$16,000; practically all cash business done, very little credit. Exclusive control of many good lines. Will accept cash payment of \$2,000, balance on good security. Am selling because leaving Alberta. This is worthy of investigation if looking for A1 opening. W. J. S. Ephson, Wetaskiwin, Alta.

BOOKS FOR SALE.

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

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

MAPS, GLOBES AND ATLASES.

C. S. HAMMOND & CO. 142 Fulton St., New York, Atlases, School Maps, Road Maps, Globes. (11-09)

BOOK PLATES (EX LIBRIS)

ROBERT SNEIDER CO., 143-145 FULTON ST., New York. Designers and engravers of book plates (ex-libris), heraldic and monogram dies, pearl inlaid stamping, for stationery. (12-09)

BOOKS ON HORSES, CATTLE, &c.

WILLIAM R. JENKINS CO., 851 and 853 Sixth Ave. (cor. 48th Street), New York. The literature of the world concerning horses, cattle, dogs, &c. (18-09)

BOOKS WANTED.

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

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

BOOKS IN FOREIGN LANGUAGES

LEMCKE & BUECHNER, 11 EAST 17TH ST., New York. (All foreign books) (12-09)

LEMCKE & BUECHNER, 11 East 17th St., New York. Best facilities for supplying books in all languages.

WILLIAM R. JENKINS CO., 851 and 853 Sixth Ave. (cor. 48th Street), New York. French and other foreign languages. (18-09)

AGENTS WANTED.

AGENTS WANTED for sale of Christmas cards (printed, pressed and loose autograph) by leading English manufacturers. No risk. Good profits. Samples free. Midland Publishing Co., Leamington, England. (8)

A FIRM of Bavarian pencil manufacturers are desirous of securing agents in Canada. Address Box 209, **BOOKSELLER AND STATIONER**, Toronto. (1f)

MEN selling on commission, or men whose time is not fully employed, should become our agents. The Canadian Grocer, Dry Goods Review, Hardware and Metal, Printer and Publisher, Bookseller and Stationer, Plumber and Steamfitter, Canadian Machinery and Power House are all well known and highly regarded trade papers with a large circulation throughout Canada, United States and Great Britain. The circulation must be maintained and increased. We pay large commissions to men who push for new subscribers. If you can do anything in this way write the Circulation Department, giving references. The MacLean Publishing Co., Toronto.

WANTED—A firm of wholesale agents in Cape Town wish to communicate with Canadian dealers in retail stores. Box 210, **BOOKSELLER AND STATIONER**. (1f)

WANTED—INDUSTRIAL AGENT for thriving western town. Must be a capable organizer, able to inspire big commercial ventures and to write literature that will attract attention. A newspaper man would be preferred, but only high class applications will be considered. Salary \$2,500 to start, \$3,000 second year, and there is practically no limit to the money provided the man can "make good." Answer in confidence, "G.H.," care the MacLean Publishing Co., Montreal.

SITUATIONS VACANT.

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

FOR SALE—Book and Stationery store; our old established Canada street branch terms easy. Bailey Bros. Co., 540 Granville St., Vancouver, B.C. (7)

WANTED—Young man for stationery and office supplies department. Must have good education and be able to take charge. Attracting references and salary. Box 213, **BOOKSELLER AND STATIONER**.

WANTED—in every town and village, a representative to take charge of the circulation of our various publications: Hardware and Metal, Canadian Grocer, Financial Post, Plumber and Steamfitter, Dry Goods Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery, and Busy Man's Magazine. Good financial standing and business connection a strong recommendation. Just the position for a retired business man for his spare time. The **MACLEAN PUBLISHING COMPANY** Limited, Toronto. (14)

WANTED—Position as Canadian salesman to retirement paper mill or manufacturing stationer, S. N., care **BOOKSELLER AND STATIONER**. (7)

MISCELLANEOUS

AN EXTRA 1 PER CENT PROFIT—A National Cash Register will earn at least an extra 1 percent profit for any retail merchant. The National Cash Register Co., F. E. Mutton, Canadian Manager, cor. Yonge St. and Wilton Ave., Toronto, Ontario.

DICTATING to the DICTAPHONE saves 50 percent. We will prove it to you if you will send us a post card for full particulars. Toronto Phonograph Co., Ltd., Dictaphone Dept., 40 Melinda Street, Toronto. (1f)

ELLIOTT-FISHER Standard Writing-Adding Machines make toll-free. Elliott-Fisher Limited, 513 No. 70 Craig St. W., Montreal, and 12½ Hay St., Toronto.

KEEP AN ACCURATE ACCOUNT of your employees' time. The **BUNDY AUTO-GRAPH TIME RECORDER** is the ideal Time Recorder for retail merchants. It is the only machine where one employee cannot register for another, as each employee signs his name and the employer knows the signatures of his men. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for illustrated catalog, INTERNATIONAL TIME RECORDING CO. OF CANADA, Limited, Office and factory 13 Alice Street, Toronto. (1f)

SAVE 50 PER CENT OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling, and greatly facilitates the loading of cars, drays, etc., and for handling goods in and about the warehouse and factory reduces the cost of labor because far less warehouse help is required. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Ter-auley St., Toronto. (1f)

THE PERRY PICTURES—EXTENSIVELY advertised. Millions sold. Very popular. Every one should have them. Send 4 cents in stamps for illustrated catalogue and prices to the trade. The Perry Pictures Co., Box 440, Malden, Mass. (12-1)

DIARIES

B. W. HUEBSCH, 225 FIFTH AVE., N. Y., announces and perpetual year books; a general diary. (12-09)

INFORMATION WANTED.

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

British Magazines and Periodicals

The proprietors of the under mentioned British publications solicit the assistance of Canadian Booksellers and Newsdealers in promoting circulation in the Dominion and request that the trade keep well supplied with their various publications. Bookseller and Stationer may be referred to for further information.

ESTABLISHED 1884

"GREAT THOUGHTS" contains extracts from the MASTER MINDS of all countries and all ages.
BIOGRAPHICAL SKETCHES AND INTERVIEWS—Articles on Literary and other subjects by the foremost writers of the day.
1d. weekly, p. at free 8s. 6d. per annum, 6d. monthly, post free to Canada for 7s. per annum.

SMITHS PUBLISHING CO., Ltd., Temple House, Tallis St., London, Eng.

Sells wherever shown

Farm Field & Fireside

Enjoys an enormous sale in the United Kingdom. The features of this journal's contents embrace everything associated with life in the country, and is the ideal weekly farming journal for the Canadian agriculturist.

The selling price is 4 cents per copy

Application for specimen copies of both these journals, which will be sent free, should be addressed to William A. May, Offices: 3 Wellington Street, Strand, W.C., London, England.

Annual prepaid subscription post free to Canada \$4.10. To the trade a discount of 33 per cent.

The "CHRISTIAN AGE," a religious journal for the house. Containing sketches and portraits of religious workers, a sermon by a well-known preacher and many illustrations.


One penny weekly, 8s. per annum post free. Monthly parts 6d. Post free to Canada 7s. per annum.

SMITHS PUBLISHING CO., Ltd., Temple House, Tallis St., London, Eng.

The
Mark Lane Express
Agricultural Journal
and
Live Stock Record.

Annual Prepaid Subscription post free to any part of the Dominion, \$4.25. Special discount to the trade of 33 per cent.

The Oldest Agricultural and Live Stock publication in the British Isles Est. 1832. Well illustrated and full of valuable information concerning Agriculture and Pedigree Stock Raising. The Farmers business journal, published every Monday. Gives fullest market prices. A valuable help to Canadian agriculturists.



An Illustrated Magazine for Men and Women

Price 1d.

Large sheet of working drawings given away with every number. HOBBIES Fretwork Designs are known all over the World. Illustrated articles upon all sort of Hobbies including Carving, Metal Work, Fret cutting, Live Stock, Stamps, Coins, Electricity, Turning in Wood and Metal, Ladies' Work, Gardening, Chess and Draughts, Furniture, Puzzles and Tricks, Photography, Cycling, Camping Out, Leather Work.

Hobbies can be obtained through all news agents. Specimens will be sent on application to

Hobbies Limited, 12 Paternoster Square, London, Eng.

Canadian Authors and Publishers

Authors and publishers desiring complete sets of reviews and notices of their books appearing in the Canadian newspaper press, can be supplied promptly and satisfactorily by us, at reasonable rates. Write for full particulars.

The Canadian Press Clipping Bureau
232 McGill St., MONTREAL 10 Front St. East, TORONTO

People's Library

100 Titles Now in Stock
20 More Expected July

Sixpenny Novels

NEW TITLES NEW COVERS
BEST SELLING LINE
NO DEAD TITLES.

NOW is the time to order
"Chums' Annual"
Unable to fill the demand last Fall.
Moral—ORDER AT ONCE.

Have you seen the
"New Magazine"?
Latest Addition to our list
THREE EDITIONS necessary to fill orders for first number, just out.

Write for Sample and Prices.

Catalogues, Circulars on Request.

Cassell & Co., Ltd.

42 Adelaide St. W., Toronto, Ont.

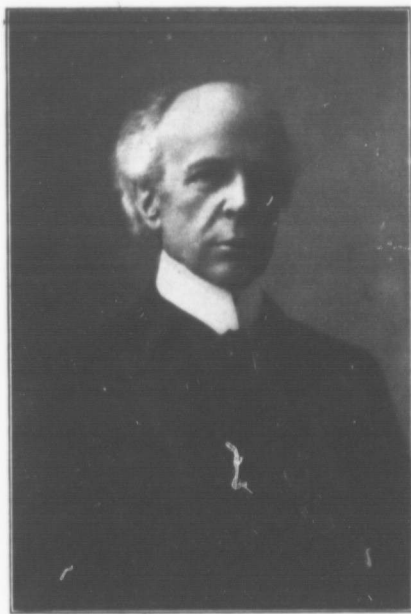
The Canadian Bookman

A Monthly Review of Contemporary Literature Devoted to the
Interests of Canadian Bookbuyers

Volume I No. 6

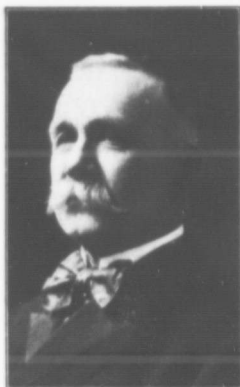
June, 1909

10c per copy, \$1.00 per year



SIR WILFRID LAURIER

A Volume of whose Speeches may be published this year.



THOS. O'HAGAN, M.A., Ph.D.
Author of "Essays, Literary and Historical,"
just published by Wm. Briggs.

GOSSIP OF THE MONTH.

The fact that Arthur Stringer has duplicated the title of another novel published some years ago in the case of his last book, "The Gun Runner," demonstrates how easy it is to fall into this trap, when the number of publications is so enormous and titles are so soon forgotten. Apropos of this a writer in a London book paper suggests a fresh source of supply of titles. After referring to a novel shortly to appear with the name, "Much Ado about Something," he says: "This idea of what may be described as the amended Shakespearian title seems capable of a certain amount of profitable development. 'The Merry Husbands of Windsor,' 'As You Don't Like It,' 'The Summer's Tale,' 'The Two Ladies of Verona,' 'The Tragedy of Errors,' and 'A Midwinter Night's Dream,' for example, are all awaiting appropriation, and would make undeniably effective items in circulating library catalogues. Nor need the application of the idea be limited, of course, exclusively to Shakespearian titles; have we not just had, by the way, a novel called 'Katherine the Arrogant'—an obviously punning echo of the name by which the first of Henry the English's half-dozen Queens is known in history?"

It is gratifying to find that due prominence is given to books relating to Canada in the catalogue of at least one Public Library,—that in the city of St. John, N.B. In the bulletin of March, 1909, issued by this library, Canadians are listed on the first six pages, a representative showing of these books being made. This is a procedure which might well be adopted by every library in Canada, for it tends to bring to the attention of the library's patrons just those books which should be commended to their careful consideration. A knowledge of the country, its history, its resources, its makers, is essential to the proper upbringing of its citizens and where else can these things be found save in books relating to Canada.

The new United States copyright act will be of some assistance to Canadian authors, who are contemplating American editions of their books. Instead of having to arrange for simultaneous publication in both countries to secure the privilege of American copyright, they are

granted thirty days grace before registering and another thirty days before publishing. This is a contingency, however, which is not likely to arise, because Canadians who want to enter the American market usually arrange for primary publication there. Still some author may produce a book here, which he finds is taking so well that an American edition is advisable. By the new act he is given sufficient leeway to make it possible for him to secure copyright at Washington after his book is on the market here.

It is good news to read in the report of the recent meeting of the Royal Society at Ottawa, that the president, Dr. Roy, dealt with copyright in his presidential address. I have not yet been privileged to see his address but, whatever policy he advocated, all who are brought into contact with our copyright laws, will agree that some change is advisable and the more agitation there is the better. The anomalous position occupied by Canada is matter for regret. Even the working out of the details of the present law gives room for improvement, as witness the present situation, when an importer is prohibited from bringing in books, which cannot even be procured in Canada. Copyright must protect something; it is absurd to conceive of its protecting nothing.

Speaking of British fiction in Canada, one wonders how many Canadians have read or even heard of Arnold Bennett's "Old Wives' Tale," published some months ago in England. This is one of the best books of the year. It has been commended mightily by all thoughtful critics. Yet we poor Canadians don't know about it. Who's fault is this? The blame attaches largely to the British publisher, who has failed to make the book known out here. We hear a great deal about American fiction because American publishers are careful to keep all classes of people on this continent posted on their publications, but the average British book is practically unknown.

If I am rightly informed it was The Bookman of New York which originated the idea of listing the six best-selling books in the leading cities of the Union and from the lists received compiling a national summary. Their list has been running now for a good many years and has been regarded as authoritative. One disadvantage it possessed was that the books referred to were all novels. To obviate this change the Bookman has now



ELINOR GLYN

Whose "Elizabeth Visits America" has just been published.



THE PREMIER'S RESIDENCE IN OTTAWA

Which contains a Library much enjoyed by Sir Wilfrid in his leisure hours.

arranged for the publication of two supplementary lists, one dealing with books of general literature and the other with juveniles. This step is surely commendable. More attention should be directed to books of solid worth.

The British book trade are much convulsed at the present time over the publication of sevenpenny copyright novels in cloth. It seems that some publishers have been issuing the sevenpenny reprints of six shilling novels, so soon after the original publications, that the sale of the latter has been seriously interfered with, while, even apart from this consideration, the advisability of issuing such cheap editions at all is in question. At a recent meeting of publishers a resolution was passed to the effect that it was inexpedient to issue at less than one shilling in cloth any 6 shilling novel within less than 5 years from the date of its first publication in book form.

Statistics are usually dry reading but a few figures concisely put oftentimes prove illuminating. I have just been glancing at the customs returns of the United States for the month of March, and under the heading of books and other printed matter, I see that we Canadians imported from across the border a value of \$230,608. This is over \$58,000 better than March, 1908, or in other words an increase of twenty-five per cent. As an indication of returning prosperity, this is a hopeful sign, for the purchases of books are a reliable indicator of the welfare of a nation. Canada is of course the largest purchaser of literature from the United States, Uncle Sam's second customer being the United Kingdom, which buys a little more than half as much as Canada.

W. A. C.

It has been announced that the publisher has just put on the press a further edition of 10,000 copies of "Songs of a Sourdough" making the round total of copies issued 40,000. This seems to indicate that our native writers do produce books that sell, and when we consider that this enormous sale is of a book of poetry

then indeed are we compelled to admit that Canadians do appreciate the work of their writers when those writers ring true. Another indication of the confidence of the public in Mr. Service's work is the fact that advance orders for his new book of poems, to be issued shortly, under the title of "Ballads of a Cheechako," already amount to over 13,000 copies.

We venture to say that no book of poetry issued either in Great Britain or the United States during the last two years can show such a sale. The fact has also to be taken into account that Canada's population of only seven millions is placed against the 40 millions of Great Britain and the 80 millions of the United States.



MRS. HEWES OLIPHANT

The Toronto lady who won the prize for the best essay on a Canadian Navy.



DREAMLAND

A fantastic drawing in the edition of Edgar Allen Poe, illustrated by F. S. Coburn.

—Reproduced by courtesy of G. F. Putnam's Sons

The Illustrator of Drummond's Habitant Books

The Young Canadian Artist who worked
in Conjunction with Dr. Drummond.

By H. S. Somerville.

"Canada has no artists," so said Sarah Bernhardt. It is always painful to flatly contradict a lady, but in this instance, it must be done. Canada is yet young. Her men have been busy, blazing the trails for future progress, and developing the most obvious resources of the land. This is the inevitable history of every new country, and these tasks keep its inhabitants well occupied. The fine arts are products of a time in the history of a nation, when its people can think of something else besides the necessity of building up for absolute needs. The garret-room genius is something of a myth. The best work, the work for which the world is better, is done under favorable conditions. A full stomach helps a lot. Wealth, culture and refinement may develop the aesthetic tendencies. This fact renders it impossible to compare a young country with an old country.

Despite this assertion, however, Canada has already gone far afield. In Bernhardt's own sphere, there is a galaxy of Canadian stars—Margaret Anglin, James K. Hackett, May Irwin and Maud Allan. An untimely death cut off Franklin McLeay from a brilliant career. At the time of his death he was playing Cassius to Tree's Antony and Waller's Brutus in London, in an all-star cast. He unfortunately died before he had grasped fully the fruits of his genius.

In literature, there are many names splendidly shining, among them Barr, Drummond, Parker, Roberts, Carman and Campbell.

Have we any sculptors? The works of Hebert and Hill answer this query, to say nothing of that master of anatomy, Dr. Tait Mackenzie. They are three superlative types of Canadian artists. Hebert's and Hill's works adorn our public squares. The old noblesse of France finds expression to us, of the present day, through the

work of the former. The latter has treated, in a virile way, the achievements of later day Canadians fighting for the flag in foreign countries.

Of painters, black and white men and cartoonists, such names as Matthews, Julien, Bengough, Racey, Harris and Coburn stand out prominently. After all this, the divine Sarah must have been wrong. Her vision was dimmed, perhaps, by the glitter of her box office receipts.

Some years ago a professional man, a doctor of medicine, wrote some charming verses, concerning the humble habitants of the Province of Quebec. This volume was redolent of good will, sympathy and heart's interest. It laid bare in a delightful way the customs, habits and foibles of these people. Human nature, as only a physician can know it, was set forth in its pages.

The author was the late Dr. W. H. Drummond. Naturally he wanted an illustrator to help him in his work. The nature of the book made a Canadian essential from a sentimental, if not from a technical, standpoint.

Into this gap stepped Frederick Simpson Coburn, and the foundations of the fame which he enjoys in Canada were laid through this connection. How this was accomplished is best told in Mr. Coburn's own words. "It was while calling on the late Mr. S. C. Stevenson, in Montreal, just prior to leaving for Europe in 1896, that he happened to mention Dr. Drummond's work, which the doctor had just then decided to publish, and he introduced me to the author of the 'Habitant' as a possible illustrator. I spent about three months down below Quebec studying types and scenery before undertaking it, and the work I brought back evidently pleased the doctor, because he gave me the manuscript, and carte blanche to go ahead. This began an association that has exercised

an enormous influence on me and my work, not only in a personal way, but because he gave me my first real confidence in myself."

Mr. Coburn was born at Upper Melbourne, Quebec, March 20, 1871, and received his education chiefly at St. Francis College, Richmond. His boyhood and youth were those of a normal Canadian boy. He early showed talent in an artistic direction. After leaving Richmond he came to Montreal, and commenced his art studies under the late Samuel Stevenson. His first serious work was undertaken in New York at the Carl Hecker School of Art, and from there he went to the Royal Academy of Berlin, Germany, subsequently studying in Munich and Paris. It was in the latter place that he was brought under the influence of the great Gerome, and he also gained the honor of a scholarship there.

Like many other great and good men, he had a good mother, and it was during this sojourn in Europe that his greatest sorrow came to him in the loss of her whom he had left scarcely a year before in apparently the best of health. After graduating in Paris, he came home, and it was then that he undertook the illustration of Dr. Drummond's first volume of poems, "The Habitant."

The succeeding year he went to London, and School of Fine Art. From London he crossed to Antwerp, and graduated from there after winning a scholarship and first rank in the class. Subsequently he illustrated Dr. Drummond's other books, "Johnnie Corbeau," "The Voyageur," "Philorum and His Canoe," "Madeline Verberes," and editions of Edgar Allan Poe's works; Dickens' "Crocket on the Hearth" and "A Christmas Carol"; Washington Irving's "Rip Van Winkle."

Mr. Coburn has taken up his residence in Antwerp, where he has a studio. He divides his time between illustrative work and painting. Needless to say, it is upon the latter that he hopes to build his reputation. When asked what his best illustrations were, he said, "I consider my best work was the illustrations made for the Eleanor edition of Edgar Allan Poe's works, and some of the later illustrations of Goldsmith, for which I spent some time in Ireland last summer."

In speaking of some of his earlier struggles, he mentioned a disastrous four months which he spent in Montreal, vainly endeavoring to establish an artistic connection, and remarked that the memory of them made him shudder.

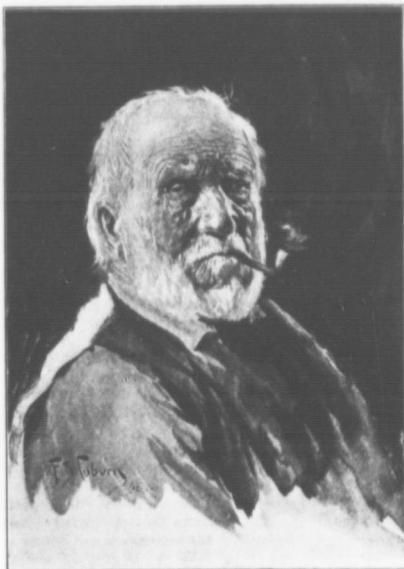
Every other year he leaves his studio in Antwerp, and comes home to visit his father, sister and brothers, and an aged grandmother. He enjoys, as only an artist can enjoy, the natural beauties of the Eastern Townships, and goes back recuperated and ready for the further pursuit of his chosen profession.

At the time of publication of Dickens' "Christmas Carol," "Literature," which was then published as a supplement by the "London Times," spoke in a very eulogistic strain of his work. "In discussing the various artists who have illustrated the "Christmas Carol," it said "The pictorial quality is best of all shown by Mr. Coburn. More than that, he has read his Dickens with care, and has more than the usual literary appreciation. His drawing of the light-hearted vagrant, stooped down at Serogee's keyhole to regale him with a Christmas carol, is worthy of the best traditions of American (Canadian) penwork. The picture of Serogee in 'The Tank' is very real, the figure of the skiffint with his dip is a very powerful drawing. The fiddler is a very real type, and no one of the illustrations other than delight the most exacting art critic. If only Mr. Coburn will lose himself entirely in his subject, he is one of the most promising of modern Dickens' illustrators. The interest

that always belongs to the efforts that, from time to time, have been made to secure for a classic work of literature a fresh interpretation from an artist of individual imagination is ever present in the work we have somewhat cursorily reviewed."

"More than the usual literary appreciation," That is the secret. The fact that Dr. Drummond said to him, after the first proofs were submitted, "Fred, you and I must go together in this work," showed how much Dr. Drummond appreciated his ability to interpret the requirements of the book.

Not only once, but always, does he do this. It is doubtful if any one else could have seen into the habitant's heart, and translated its throbs so faithfully as this young Canadian. Not a thing that marks them with their own individuality has escaped his notice. Of Mr.



THE HABITANT

As portrayed by F. S. Coburn.

Reproduced by courtesy of G. P. Putnam's Sons.

Coburn's latest works little can be said, as comparatively few of his paintings have been seen here.

There were, however, a few on exhibition in Montreal during the early winter. They all displayed his delicate interpretation and treatment of his subject. Some were marines, and some portraits. Among the latter one was particularly striking. It was the portrait of a woman standing near a window, where the strong lights and shades of such a position were most effectively shown. To the layman, who committed the cardinal sin of approaching too closely, there appeared to be a big splash of pigment rolled up in bundles on this woman's skirt where the sun struck full. When too close, it looked like the spot on the wall inside a paint shop where painter mechanics try out their brushes. At an artistic distance, the seemingly meaningless stroke brought out, in an alluring way, the sheen of the rays of light falling



"DE NOTAIRE PUBLIQUE"
A characteristic glimpse of Habitant life.
Reproduced by courtesy of G. P. Putnam's Sons.

across the folds of her skirt, and then nothing but wonder and admiration came over one for the art and skill of the painter. Frederick Simpson Coburn may not be a great painter, and may never become such. One thing, however, is sure, if the ability to make cold canvass appeal, to speak, to stir something in one's heart, then he is already a great artist, and will enjoy all the emoluments of success.

To criticize the fine arts is to tread on dangerous ground. The impressionistic cult impresses perhaps by its daring, but its influence is fleeting. There are some simple pictures, simple in treatment perhaps, simple in subject, simple in coloring, that ring true, and in an unacknowledged way maybe, tell an old story. It is more than a conjecture that, whatever fame the artist Coburn achieves in the future, he will be remembered longest in Canada by his connection with Dr. Drummond and his books. This, perhaps, is only natural, as the work of both strikes near home. To know that the artist did his part well, one has but to look at the illustrations in any one of these books. He went to the fountain head, to the plain people, and he has delicately delineated the characters he has met, and lived among, in French Canada. He has run the gamut of variety. Nothing has escaped him. War, scenery, portraiture and domestic life are faithfully depicted, and woven into the warp and woof of the doctor's stories.

Drummond and Coburn have accomplished a national work, and posterity will be grateful to them. History holds many examples of men being born who dovetail into one another's lives. In this way good results are compounded.

Of the artist's private life, and his personality, little can be said. One of the strongest traits of his character is his aversion to anything which savors of personal advertising. He has no objection to people discussing his work, because he knows this part of him is for the public. He believes that honest criticism, from any source, may be valuable. He is a severe and relentless critic

of his own work, and invites it from all, as all men of talent do. It is hardly necessary to say anything regarding his personality, because the keen observer will find it reflected in his work. The future is difficult to estimate, but if success depends upon the force of the old adage that "true art is the expression of man's joy in his work," then the future holds the greatest success for the Canadian artist—Frederick Simpson Coburn.

TITLE DUPLICATED.

Toronto, May 26, 1909.

Editor Canadian Bookman.—I thought it might interest you to know that Arthur Stringer's recent book, "The Gun Runner" bears the same title as a book written by Bertram Mitford, "The Gun Runner: a Romance of Zululand,"—a story of 1878-9, and published in 1893 by Chatto, England, 3s. 6d., and Fenno (N. Y.) \$1.25. An odd coincidence. Yours truly,

WALTER R. NURSEY.

BOOK ON THE CIVIL WAR.

Books on the Civil War still continue to be issued. The latest is one entitled "The War Time Journal of a Georgia Girl," written by Eliza Frances Andrews. This is the actual diary kept during the terrible years of '64 and '65 by a girl of intense Southern sympathies. The book is altogether different from other journals of this period which have been published, as the heroine had nothing to do with the great figures and events of the period. Her diary intended solely for her own eyes gives the most intimate picture of the intensity of Southern feeling, and of the diversions in which Society sought to forget the continual tragedy through which they were passing. William Briggs is supplying the trade in Canada with this volume.



"JE T'AIME TOUJOURS"
Habitant lovers charmingly pictured by Mr. Coburn.
—Reproduced by courtesy of G. P. Putnam's Sons.

What the Publishers are Providing for Canadian Readers

Spring Lists are Now Almost Complete—Attention is Being Directed to the Fall Trade.

F. Marion Crawford's last novel "Stradella" will be issued by the Macmillan Co. in the fall.

Rex Beach's next novel will be entitled "The Silver Hoard," and will be published in the fall by the Musson Book Co.

There is to be a new novel by the American Winston Churchill in the fall. It will be published by the Macmillan Co.

"The Red Saint" by Warwick Deeping is now in stock with Cassell & Co. It is one of the best of their spring publications.

"The White Mice," Richard Harding Davis' new book of adventure in South America, was published last month by McLeod & Allen.

McLeod & Allen publish on June 15 "The Making of Bobby Burnit," by George Randolph Chester, author of "Get-Rich-Quick Wallingford."

"Actions and Re-actions" by Rudyard Kipling, which includes "With the Night Mail," will be published by the Macmillan Co. about October.

"The Chippendales," by Robert Grant, has been well received in Canada. The publishers here, the Copp, Clark Co., are pleased with the sales.

"The Chrysalis" by Harold Morton Kramer and "The Glory of the Conquered," by Susan Glasell are recent publications of McLeod & Allen.

Cassell & Co. have received their Canadian edition of "Faith" by the Bishop of Durham, who by the way is reported to be about to visit America.

The Canadian edition of "Round the Fire Stories," by A. Conan Doyle, to be published by the Copp, Clark Co. will be on the market early this month.

It can at length be definitely stated that the Russian novel, "A Flight from Siberia," by Vaelaw Sieroszewski, will be published early this month by the Copp, Clark Co.

A new story entitled "The Marriage of Hilary Carden," by Stanley Portal Hyatt, author of "A Little Brown Brother," will be issued in August by the Macmillan Co.

The Musson Book Co. report large advance orders for "Little Sister of the Snow" by Frances Little, author of "The Lady of the Decoration," which they will publish in the early autumn.

Cassell & Co. can now supply "Royal Academy Pictures, 1909," in both serial and book form. There are 5 serial parts selling at 20 cents each. The entire work may be had in paper at 90c, and cloth \$1.50.

"Parenthood and Race Production" by Dr. Saleeby, (\$2.25) is a recent publication of Cassell & Co. They have also issued a cheap edition of "Household Cookery," originally published at \$2.25, but now to be had at \$1.00.

"A Certain Rich Man" is the title of William Allen White's new story to be published by the Macmillan Co. at the end of this month. The same house will also publish in July "The Veil," a story of Tunis, by a new authoress.

The Macmillan Co. announce for fall publication, "A Life for a Life," by Robert Herrick, author of "To-

gether," "The Key of the Unknown," by Rosa Nouchette Carey, "Calvary," by Rita and "Antonio" by Ernest Oldmeadow.

The sixpenny paper-covered novels, so popular in England, are stocked extensively in Canada by the Copp, Clark Co. They announce the arrival of an additional consignment, containing many attractive titles by noted authors. For summer reading these series are admirable.

Towards the end of the month the Macmillan Co. of Canada will publish "The Bride of the Mistletoe," by James Lane Allen. They are issuing at once "Spies of the Kaiser," by William le Queux; "Romance of a Plain Man," by Ellen Glasgow and "Retribution" by Guy Thorne.

Quite a list of novels have been published by the Musson Book Co. during the last two weeks. They include, "Marriage a la Mode," by Mrs. Humphrey Ward, "Red Horse Hill" by Sidney McCall, "The Kingdom of Earth," by Anthony Partridge; "Old Lady No. 31," by L. Forsslund.

The death of George Meredith has quickened popular interest in the works of the great novelist. In this connection it should be remembered that the Copp, Clark Co. are agents for his books in Canada. They direct special attention to the pocket edition in cloth and leather bindings.

The Masterpieces in Color Series published by T. and E. C. Jack, for whom the Copp, Clark Co. are agents in Canada, continues to be in good demand, according to a report received from the publishers. The latest additions to the series are volumes dealing with Burne-Jones and Holbein.

The Canadian Facts Publishing Co. of 667 Spadina Ave., Toronto, report continued satisfactory sales for their 1909 edition of "Five Thousand Facts About Canada." Orders have recently been received from Dawson City, Norway House, Cape Breton and Japan. Its circulation is indeed empire as well as world wide.

Publication of "Sins of Society" by Cecil Raleigh has again been postponed by the English publishers and the Canadian edition to be brought out by the Copp, Clark Co. will be correspondingly delayed. It is now announced for publication about August 1. The play of the same name, which is being presented in Chicago has created quite a sensation there.

Henry Frowde has published in special Canadian editions the following novels: "A Fair Refugee," by Morice Gerard, "The Magic of Love," by Annie S. Swan; "The Compact," by Ridgwell Cullum; "Rose of the Wilderness," by S. R. Crockett; "The First Stone," by Mary Stuart Boyd. In format these books are much superior to the average English novel.

For the early autumn, Henry Frowde will have ready Canadian editions of "The Lady of Blossholme," by Rider Haggard, "A Merry Heart," by J. J. Bell, "The King's Signet," by Morice Gerard, "That Cypher" by E. L. Haverfield, "The One Who Came After," by David Lyall; "Great Heart Gillian," by John Oxenham, "The Fortunate Prisoner," by Max Pemberton; "Inheritance," by Annie S. Swan; a new novel by

Harold Begbie, and a sequel to "The Saint" by Antonio Fogazzaro.

Books giving designs for monograms have hitherto been few and expensive. Some fews ago there was issued a large collection designed by A. A. Turbayne, and a new edition of this work is now announced at about an eighth of the original price. This move on the part of the publishers will place a collection of the latest designs within the reach of the most moderate purse, and a large sale is ensured among artists, designers and draughtsmen of all kinds. The book will be exactly as originally published as regards contents. The Copp, Clark Co., Toronto, are agents for Canada.

Robert Culley, 36 Paternoster Row, London, E.C., has commenced the publication of a new shilling library, that is intended to cover a wide field of popular and entertaining literature, including books of history, travel and adventure, biography, poetry, missionary enterprise and social subjects. So far six volumes have been issued,—"Four Thousand Miles Across Siberia," by C. Wenyon, M.D.; "Through Two Campaigns," by A. H. Male; "Wesley's Veterans" (2 volumes) edited by J. Telford, B.A.; "The Great Chinese Awakening," by A. R. Kelley and "Wesley's Journal" (abridged). Other volumes are in preparation. In press work, binding and general get-up, these attractive little volumes leave nothing to be desired and there should be a large popular demand for them.

PROVISIONS OF NEW U. S. COPYRIGHT.

The new United States Copyright Act to amend and consolidate the acts respecting copyright has one or two provisions, which, should be of interest to Canadians.

The old restriction compelling the owner of copyright to set up and print his book in the United States is retained in the case of books in the English language. Books of foreign origin in a foreign language are, however, excepted from the typesetting clause.

A concession is made to the English author to this extent. He can obtain an interim protection by filing one complete copy of the foreign edition not later than thirty days after its publication abroad, which shall secure to the author or proprietor an ad interim copyright until the expiration of thirty days after such deposit. Certain formalities have to be observed in connection with this registration; but if it is carried out in accordance with the Act, and within this interim protection, the book is published from type set in the United States, as is essential under the former section, then the United States copyright can be obtained. This gives a slight advantage to English books, but the advantage is so slight that in the majority of cases—in the case of those books of sound literary value which do not attain popularity till some years after their publication—this short allowance is useless. Moreover, there is an additional hardship which will not only affect English, but also United States authors—namely, that every registration for copyright must be accompanied by an affidavit duly made by the person claiming the copyright, or his duly authorized agent or representative in the United States, or by the printer who has printed the book, which must set out certain details as to the printing or process of reproduction in the United States. It is also essential that an assignment of copyright executed in a foreign country must be acknowledged before a consular officer or a secretary of legation of the United States. This latter provision is another handicap, but ought to make it clear that no English author who desires his book to be produced in the United States should assign his copyright.

Under the new law copyright is secured for twenty-eight years from the date of first publication, with a further term of twenty-eight years upon application, which has to be made in the manner prescribed by the Act. This is an important increase on the present law of the United States; but it is very unsatisfactory and very short-sighted for the United States in this matter, as in other matters, to omit to come into uniformity with the Berne convention and the methods of European countries. In nearly all European countries the term is for life and a certain period. The Berne convention has set down life and fifty years, and it was understood that the United States in their alteration of the copyright law would also strive for a similar period.

There is quite a wide latitude allowed to importers of foreign editions. When these are imported for use and not for sale, and not more than one copy of any such book in any one invoice by or for any society or institution incorporated for educational, literary, philosophical, scientific or religious purposes, or for the encouragement of the fine arts or for any college, academy, school, or seminary of learning, or for any state, school, college, university or free public library, they may be imported free.

The Act was approved on March 4 and goes into effect on July 1, 1909.

CANADA'S LITERATURE.

Editor Canadian Bookman.—It has been said many times that Canada has no literature of its own. A few weeks ago a distinguished writer, now resident in Toronto, in giving a lecture on Literature, prefaced his remarks by stating that he would not make any reference to the so-called Canadian literature, as it was generally conceded by literary men that there was no such thing as a Canadian literature. This statement is one which is certainly made in absolute ignorance of the facts. Canada to-day is producing writers whose output will compare favorably with the best work now being produced in Great Britain and the United States. In poetry we are pre-eminent; the work of such writers as Campbell, Lampan, Carman, Frederick George Scott, Roberts, Service, Isabella Valancy Crawford, Ethelwyn Wetherald, and Helena Coleman bearing comparison with any being produced on the continent of America.

In philosophy she has taken a foremost place with Crozier, Blewett and Watson as the outstanding figures. Historians occupy no mean place in Canada's list of writers, such names as Kingsford, Dent, Roberts and Laut occupying a high place in the list of native historians.

In fiction Canada is steadily forging her way to the front with such writers as Ralph Connor, Nellie L. McClung, L. M. Montgomery, Marian Keith, R. W. Knowles and many others whose work is on a par with that being put out in either the United States or Great Britain.

To take a concrete instance, showing the appreciation of the Canadian people for one of their native writers, we point to the extraordinary sale of Mr. R. W. Service's "Songs of a Sourdough," which although issued less than two years ago by an altogether unknown writer has already reached the enormous sale (for poetry) of 30,000 copies.

Canada has a literature notwithstanding what may be said to the contrary by supercilious critics who fail to find good in anything colonial.

Toronto, May 8, 1909.

BOOKSELLER.

Activities of the Month in the Canadian Literary Field

All Departments of Literature Represented—Several New Titles.

The record of "Canadiana" continues to be one of progress, new publications being announced at frequent intervals. Under practically every department of literature, Canadian authors are showing activity.

Fiction.

Sir Gilbert Parker's new book is to bear the title "Northern Lights." It is to be a volume of short stories dealing with Canada. Publication is announced for the middle of September and the Canadian edition will be issued by Sir Gilbert's regular publishers, the Copp, Clark Co., Toronto.

Several months ago William Briggs announced a volume by Alice Ashworth Townley, under the title of "The Way Out." Mrs. Townley has decided to change the name of her volume which it is expected will be ready very soon to "The Opinions of Mary." This volume is likely to be one of the big hits of the summer. The author is a very clever writer, and has, in this volume, given us a humorous work which we think will be well received in Canada. The volume is somewhat after the style of Jerome K. Jerome's works, and will make a popular summer holiday book.

The Musson Book Co., Toronto, have made arrangements to publish a story by Dr. O'Donald of Winnipeg, which is said to have delighted the few favored ones who have seen the manuscript.

"The Fair Rebel," William Wilfrid Campbell's novel of the War of 1812, is announced for publication by the Westminster Co. about the middle of June.

Poetry.

W. M. MacKeracher, whose volume entitled "Canada My Land and Other Poems," was so successful, has just issued a new volume which he entitles, "Sonnets and Other Verse." Mr. MacKeracher is connected with one of the large wholesale firms in Montreal, but he finds time to cultivate their use. One of the leading literary critics of Canada has called Mr. MacKeracher "the poet laureate of the Dominion," stating that there are no more patriotic verses written than those which have appeared from his pen. This volume is issued by William Briggs, who published Mr. MacKeracher's former volume.

Dr. J. D. Logan, editor of the Toronto Sunday World, will shortly publish through the press of William Briggs "Songs of the Makers of Canada and other Homeland Lyrics," with an essay on "The Distinction of Canadian Poetry."

"Pebbles and Shells," by Donald A. Fraser, is to be issued about the middle of June from the press of William Briggs. This volume will comprise poems which have appeared in the leading periodicals of both Canada and the United States, and which Mr. Fraser has collected for publication in this volume. Mr. Fraser is a resident of Victoria, B.C., where he is engaged on the public school teaching staff. He comes from Ontario where his father, the late Rev. Donald Fraser, was formerly stationed at Port Elgin and Mt. Forest. This is Mr. Fraser's first venture into the book world, and from the success which followed the publication of his fugitive verse in the various magazines we predict a good

demand for this volume from his friends and from the public generally.

In our last number an announcement was made of a new book which is being issued by William Briggs, under the title of "The Empire Birthday Book." Since that announcement was made the author has decided to change the title, and the book is now to be known as the "Imperial Anniversary Book," by Harold Saxon. This book promises to be a very good seller as a gift book and as a souvenir book for visitors. Under each date there appears a number of interesting entries in connection with events relating to British history, and a selection from one of the poets of the empire, in which Canadian poets figure largely.

The tremendous demand for "Songs of a Sourdough," by Robert W. Service, has induced the publisher to put on the press another edition of 10,000 copies. Included in this run will be a special edition which the publisher thought it would be well to issue as a special souvenir edition in small form suitable for the pocket. This book is very tastily and daintily gotten up, and the publishers expect a very large demand from the trade.

Description.

There is to be a volume on Canada in Sir Isaac Pitman & Sons' new "All Red" British Empire Series. The name of the author has not yet been divulged, but Pitman & Sons state that the work of compilation is in most capable hands. The first volume of the series, "The Commonwealth of Australia" by Hon. Bernard Wise appeared recently and is pronounced by the critics to be admirable in every respect.

"The People of the Plains," by Amelia M. Paget, which is issued this month by William Briggs, comes from the press at an opportune moment. Since the native tribes of the Dominion have commenced to dwindle in number the people are taking more interest in them and the volume from the pen of Mrs. Paget is sure to secure a welcome from the Canadian people. It is to be well illustrated and Mrs. Paget has the advantage of being able to write at first hand on this subject. The Canadian publishers are finding that any book dealing with the Canadian West is sure of a considerable sale. One of the leading features in connection with this is the fact that orders for books on the Canadian west are being received largely from the United States and Great Britain. There is no doubt a desire on the part of the people of both Great Britain and the United States to learn something of the "last great West."

In "Sunset Playgrounds," F. G. Aflalo, a famous English fisherman and writer on sporting topics gives an account of a recent visit to the United States and Canada in the course of which he tells of pleasant days he passed with rod and reel at various points along his route. (Scribner's, \$2.25).

Anson A. Gard is probably the most prolific writer in Canada. He has at least a dozen books to his credit and may be counted on to produce still more. Of late years Mr. Gard has been writing about the Cobalt district. His last book, "The Gateway to Silverland" is dedicated to the Board of Trade of North Bay and contains a history and description of that interesting town. Bound in with this book, under the same cover is to be

found Mr. Gard's 1908 publication, "The Real Cobalt," running to 128 pages and "Silverland and its Stories," a third book of 140 pages. The entire volume throws most interesting light on the Cobalt region. Mr. Gard has the faculty of ferreting out all manner of anecdotes and tales of the early days and his book is full of bright paragraphs. It is published by the Emerson Press, Toronto at \$1.50, and is well illustrated.

Essays.

There has just been issued from the press of William Briggs a very interesting work by Thomas O'Hagan, M.A., Ph.D., which is entitled "Essays: Literary, Critical and Historical." The essays comprised in this volume are as follows: A Study of Tennyson's Princess; Poetry and History Teaching Falsehood; The Study and Interpretation of Literature; The Degradation of Scholarship; The Italian Renaissance and the Popes of Avignon. Dr. O'Hagan was very successful with his first volume of essays, which was issued under the title of "Canadian Essays," and this volume is now out of print. His "Studies in Poetry," "Dreamland" and "Songs of the Settlement" were also very well received by the critics. One or two of the essays in the present volume are likely to cause a good deal of discussion.

"British Columbia Problems" is the title of a small book by J. C. Harris, of New Denver, dealing with political questions. It is published by the Thomson Co. of Vancouver.

Rev. Dyson Hague, M. A., Rector Memorial Church and Canon St. Paul's Cathedral, London, Ontario, has published through the Church Record S. S. Publications, Toronto, two interesting booklets, one on Cranmer and the other on Wycliffe, both being in the nature of historical studies. The former contains 14 pages and the latter 69 pages and both are paper-covered. It is Canon Hague's intention to republish these studies later on in England with copious notes (all quotations and references, etc. verified) and they will then be extended to 120 and 150 pages respectively.

Biography.

A biography of General Wolfe by Edward Salmon, managing editor of the Saturday Review of London, England, is announced for early publication by Isaac Pitman & Sons, London. It is particularly apropos in view of the fact that the present year completes the century and a half since Wolfe died so gloriously on the heights of Abraham. Wolfe's name, in September next, will be even more on people's lips than it was last year when the founding of Quebec was celebrated. Mr. Salmon's book will place all who are interested in possession of the latest fruits of research. He has made many discoveries of important slips in previous "lives," has found in general histories important facts of which no previous biographer has been cognizant, and has had the advantage of handling two of Wolfe's letters which have never been published.

In "The Apostle of Alaska," John W. Aretander tells the story of William Duncan of Metlakatla, who was for fifty years a missionary among the Indians of British Columbia and Alaska. The book is published by the Fleming H. Revell Co. (\$1.50 net).

History.

"The Romantic History of the Selkirk Settlement," by Dr. George Bryce of Winnipeg, is announced for publication early in August. The Musson Book Co., Toronto, who are paying more and more attention to the publication of Canadian books, are to be the publishers and the book will sell at \$1.25.

Miscellaneous.

Dr. Barton, physical instructor at the University of Toronto and a noted authority on physical culture, has written a book on this theme, which is to be published on or about September 1, by the Musson Book Co., Toronto.

"Canadian Civics" by R. S. Jenkins, is a book of elementary instruction for school children in the science of Government. A separate volume is being issued for each province, the chapters on national affairs being the same in each. The book is published by the Copp, Clark Co.

Canadian Folk Lore Society

A New Organization Being Formed to Collect Folk Songs and Folk Lore.

The popular superstitions or legends—the traditional beliefs—of a people are always interesting and it is pleasing to note that an application has been made to Parliament to incorporate the Canadian Folk Lore Society. The number of folklorists in Canada may not be large, but they are enthusiastic. They are anxious to see a collection of the folk songs and folk lore of all the different nationalities of the Dominion collected. The inaugural meeting of the society will take place in October next in the library of Victoria University, Toronto, when the Chancellor, Rev. Dr. Burwash, will deliver an address. The library of the University has been placed at the disposal of the society for the gatherings that they will hold from time to time. At a recent meeting of the executive the following were present: Alexander Fraser, president; J. S. Carstairs, first vice-president; T. W. Waugh, second vice-president; W. G. Wintemberg, secretary; Miss Helen M. Merrill, assistant secretary, and Miss J. McCallum, treasurer; Mrs. J. H. Thompson, of the Ontario Historical Society; Prof. Keyes of Toronto University; Messrs. M. Robinson, Oliver, and others.

The feature of the evening was an address by Miss Blanche McDonnell, the widely-known Canadian authoress, who was secretary of the Montreal Folk Lore Society when it was in existence. Miss McDonnell explained that it was founded in 1896 and lasted six years. It was a branch of the American Folk Lore Society, with which organization it was affiliated, and had started with a large membership. Meetings were held once a month at the home of some of the members, but she feared it was the social side that had undermined its existence, too many joining for the pleasant associations and companionship, and not from a love or admiration for the object in view. Several papers read had been published by the authors, but not as members of the Folk Lore research. She explained that some of those in the Province of Quebec would likely unite with the Toronto society.

Miss McDonnell was appointed a corresponding member of the society for Quebec. Several suggestions were offered for the good and welfare of the organization, and it was urged that purely ornamental membership be avoided, that classes be formed to instruct the members in the collection of material and that the word lore be studied along with the history of common words, their application and the names of places connected with peculiar ideas.

Brief Reviews of Some Recent Publications

Fiction Predominates Among Current Books—A Few Good Novels —Several Miscellaneous Books.

At length the tide of fiction begins to show some signs of abatement and from now until September, the reader will be given sufficient respite to catch up with the flow of spring publications. As usual, we give some concise summaries of the leading books of the past few weeks.

Fiction.

GRANT, ROBERT. *The Chippendales.* Toronto: The Copp, Clark Company Limited, 1909. Cloth \$1.25.

The Chippendales are an old Boston family, full of tradition and governed by "the New England conscience," Blaisdell, a modern, hustling man of business grows richer and richer, changes the business world of Boston, buys the Chippendale family mansions, works himself into the charmed circle by means of his wife's step-sister, also of old family, and finally rules the financial world through "electric coke," the invention of a blue-blooded Bostonian.

HARLAND, HENRY. *The Royal End.* Toronto: Musson Book Co. Cloth, \$1.25.

Mrs. Harland wrote the concluding chapters of this book after the death of her husband, the author of "The Cardinal's Snuff-box," etc. A very rich American girl is introduced travelling with friends in Venice and the Val d' Arno. Many suitors long for the hand of this original, independent girl. The scene shifts to a colonial mansion in New England, and the life and nature of man in the old and the new world are cleverly contrasted. The girl remains true to the love she confessed early in the story under the sunny skies of Italy.

RICE, ALICE HEGAN. *Mr. Opp.* By the author of "Mrs. Wiggs of the Cabbage Patch," etc. Illustrations by Leon Guipon. Toronto: William Briggs. Cloth, \$1.25.

The happy touch of the author of "Mrs. Wiggs of the Cabbage Patch" makes real to us Mr. Opp, the man of two natures, one vain, weak and devoted to gorgeous raiment and seal rings, the other wholly unselfish, who devoted himself body and soul to a mentally weak little step-sister. Mr. Opp becomes editor and proprietor of a typical village newspaper, and in it teaches some needed truths. His chief assistant is a character and his love story is refreshing.

WARNER, ANNE. *In a Mysterious Way.* Toronto: Musson Book Co. Cloth, \$1.25.

The heroine is a strangely exalted creature yearning for self-sacrifice. She thinks she loves a prominent man she has only seen a few times, and when he is frightfully hurt and disfigured in an accident plans to marry him and nurse him. She buys a little house in a secluded village and is hysterically happy in making it ready for the bridegroom. The other characters are a natural young girl and a civil engineer working in the village, between whom a warm love grows up. In the background is the loquacious village postmistress—as original and funny as anything the author of "The rejuvenation of Aunt Mary" has given us.

CRAWFORD, F. MARION. *The White Sister.* New York: The Macmillan Company, 1909. Toronto: The Macmillan Co. of Canada. Cloth, \$1.50.

Prince Chiaromonte, the head of an old Roman family and a devout son of the church, refused on marrying to obey a law of the new Italian government that civil ceremony alone makes a marriage legal. He is married only by the religious ceremony, and dying suddenly his only daughter Angela is pronounced illegitimate and turned out of her old home utterly penniless. She finds a refuge with her former governess. A young Italian officer who desires to marry her remains faithful in spite of her loss of fortune and social position. They are shortly to be married, when he receives orders to proceed at once to Africa. In six weeks it is reported that the whole party has been killed. Angela broken hearted takes the veil. The ending is quite unexpected.



Illustration from "A Gentleman of Quality,"
by Frederic V. Dey. (L. C. Page & Co.)

DEY, FREDERIC VAN RENSSELAER. *A Gentleman of Quality.* Boston: L. C. Page & Company. Cloth, \$1.50.

Another story of a man with a double and like most stories of this class very diverting. The author seems to have invented an entirely new plan for utilizing the dual personality and his hero is brought into a situation, for which there is apparently no conceivable explanation in reason. The problem is solved in a unique and wholly satisfactory manner in the last chapter. The story can be recommended as an ingenious and entertaining tale.

ORCZY, BARONESS. *The Old Man in the Corner.* Illustrated by H. M. Broek. Toronto: William Briggs, 1909. Cloth, \$1.25.

The clean author of "The Scarlet Pimpernel" has departed a little from the vein of her previous tales and in this new book enters the field of criminal mysteries. The little old man in the corner is an habitue of a London restaurant, with whom a woman reporter strikes

up an acquaintance and from whom she gets the solution of many of the murder mysteries convulsing London. It is in reality another Sherlock Holmes book, without the great detective, and many of the stories are equally engrossing.

WILLIAMSON, C. N. and A. M. *Set in Silver*. Illustrated. Toronto: The Musson Book Company, 1909. Cloth, \$1.25.

The story opens with Audrie Brendon, pretty, twenty-one, and a teacher of singing in Madame de Maluret's finishing school, setting out for England to pose as the real Ellaline Lethbridge before the latter's guardian, Lionel Pendragon, who has never seen his charge and who has come all the way from Bengal to intercept, unconsciously, her impending elopement. It was a beautifully laid plan to deceive him, but the Mock Dragon proves a most attractive Britisher after all, and it wasn't very hard for him to induce Audrie to become one of his party on an eight weeks' motor tour through the highways and byways of old England. Especially when the real Ellaline could, meanwhile, be pursuing her lover's plans!

DAVIS, RICHARD HARDING. *The White Mice*. Illustrated by George Gibbs. Toronto: McLeod & Allen, 1909. Cloth, \$1.25.

Mr. Davis again resorts to South America for the scene of his new novel. *The White Mice* are an organization of young Americans pledged to succor and save people in distress. Two of them Roddy Forrester and Peter de Peyster go to Venezuela, the former as an employee of his father's construction company and the latter as a looker-on. They become interested in a political prisoner, General Rojas, who is being slowly done to death in a dungeon of the castle at Porto Cabello. The white mice determine to save him and the story tells of their brave effort. A pleasing love story is woven in, as well as political complications, ending in a brief sharp revolution. The story is artistically perfect.

VORKE, CURTIS. *Mollie Deverill*. London: John Long. Boston: Dana Estes & Company. Cloth, \$1.50.

Mollie Winthrop, to please her father, marries Dorian Deverill. She does not wish to marry—least of all Dorian. Dorian himself does not wish to marry—least of all Mollie, whom he regards as a mischievous, irresponsible sprite, not at all his "style." How the two work out their destiny, amidst the gradual dawn of affection, to an end of happiness forms the main current of the story; and there are highways and bypaths of interesting and amusing happenings.

PHILLIPOTT, EDEN. *The Three Brothers*. New York: The Macmillan Company, 1909. Toronto: The Macmillan Co. of Canada. Cloth, \$1.25.

Vivian, Nathan and Humphrey Baskerville, three brothers and members of an old and honored Dartmoor family, are the chief characters in this book. Divided into three parts, the first and second parts end with the death of the two elder brothers, while the third sees the regeneration of the youngest, who is earlier characterized as a misanthrope. Numerous other characters are introduced and each is clearly depicted. Over the whole story there broods the somewhat gloomy atmosphere of Dartmoor. It is a powerful book, artistically conceived.

HOCKING, JOSEPH. *The Sword of the Lord*. Toronto: Cassell & Co. Cloth, \$1.25.

A stirring romance of the time of Martin Luther. The hero is sent on a secret mission to Germany by

Henry VIII, with instructions to bring to England a German princess, daughter of an English mother, who is being held almost a prisoner by her German relatives. He must discharge his mission without safeguard or authority from the King. He finds Germany in a ferment over the teachings of Luther and has many exciting adventures in carrying off the young lady. The author has succeeded in making the period seem very real.

ANDERSON, ADA WOODRUFF. *The Strain of White*. Toronto: Musson Book Co. Cloth, \$1.25.

A tale of the Pacific Northwest. The "Strain of White" is in the blood of a beautiful half-breed girl, the daughter of a Yakima woman and an American army officer. The story opens with the girl going to the chief of the Yakimas to learn who her father is. Before she finds her father and is acknowledged by him, a great many interesting and exciting events take place in which soldiers, settlers and Indians figure. All these incidents help to a conception of what frontier life was like in the early days.

SETON, ERNEST THOMPSON. *The Biography of a Silver Fox, or Domino Reynard of Goldur Town*. Toronto: Coppl, Clark Co. Cloth.

The author states that his purpose is to show the man world how the fox world lives,—and above all to advertise and emphasize the beautiful monogamy of the better-class fox. He tells the story from his cut-throat to his splendid prime of that aristocrat of foxes, Domino Reynard, and of his wild, free, happy life among the Goldur hills. The volume contains over one hundred drawings by the author.

STRINGER, ARTHUR. *The Gun-Runner*. New York: B. W. Dodge & Co. Toronto: Thomas Langton. Cloth.

Wireless telegraphy, which Mr. Stringer has taken as his favorite field of action, is again a prominent feature of his latest book. His hero is the wireless operator on board the tramp steamer, *Laminian*, bound from New York to West Indian ports. The tale records how the operator thwarts the plans of Ganley, the "Gun-Runner," who makes a business of smuggling powder and guns for the revolutionists in a South American town. The heroine, who is also on board the *Laminian*, aids the operator in defeating the schemes of Ganley.

CABOT, OLIVER. *The Man Without a Shadow*. Toronto: McLeod & Allen. Cloth, \$1.25.

A story of lost memory. The hero, Morton, succeeds his father as head of the Morton-Dugdeley shipbuilding concern. Dugdeley quarrels with him and hits him on the head. He loses his memory and is put by Dugdeley in an asylum. At length he escapes and is pursued by Dugdeley. He has many strange experiences before his memory returns.

MASON, CAROLINE ATWATER. *The Mystery of Miss Motte*. Boston: L. C. Page & Company. Cloth.

A clever picture of church life in a big American city, illustrating the intermingling of religion and worldliness in the clergy, whose congregations are made up of wealthy people. The heroine, who is introduced as an assistant to one of these clergymen, is surrounded with a mystery, which is duly evolved as the story proceeds.

Gift Books.

THOUGHTS OF MARCUS AURELIUS ANTONINUS. Edited by Dana Estes, M.A. Boston: Dana Estes & Co. The Noble Thought Series.

A choice little edition of the wisdom of the great

Roman Emperor, handsomely bound in limp leather, with photogravure frontispiece.

CARSON, BLANCHE M. From Cairo to the Cataract. With many illustrations from original photographs. Boston: L. C. Page & Company. Cloth

The reputation of the Boston publishers as producers of the finest descriptive and travel books in America is well maintained by the appearance of this handsome volume. With appropriately designed cover and many admirable full-page illustrations in sepia, it makes a

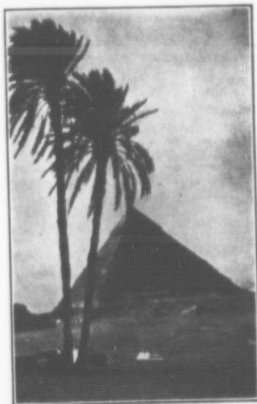


Illustration from "From Cairo to the Cataract," by Blanche M. Carson. (L. C. Page & Co.)

choice gift-book. The author treats her subject with much wisdom, knowledge and enthusiasm, giving a concise descriptive and historical narrative.

Miscellaneous.

FROM ZOROASTER TO CHRIST. An autobiographical sketch of Rev. I-hanjibhai Nauroji, the first modern convert to christianity from the Zoroastrian religion. With an introduction by Rev. D. Mackiehan, D.D. Edinburgh and London: Oliphant, Anderson & Ferrier. Cloth, 2s.

A collection of reminiscences culled from the memories of a long and notable life.

THE MANUFACTURE OF PAPER. By R. W. Sindall, F.C.S. London: Archibald Constable & Co. Toronto: Copp, Clark Co. Cloth \$1.80.

An elementary text-book giving an outline of the various stages of manufacture and indicating some of the improvements made during recent years.

THE CHILDREN'S CALENDAR OF SONG, GAME AND VERSE. By Mabel A. Brown. George Philip & Son, Ltd., 32 Fleet Street, London. 3s. net.

This book provides a syllabus designed to afford a seasonal series of songs, games and recitations for every month of the school year. Each month has an original song with music specially composed, a game based on the song, a recitation and appropriate occupations, together with outlines for nature-study lessons, etc., and quotations from the poets—all on the same seasonal basis.

HUMAN PHYSIOLOGY. An Elementary Text-Book of Anatomy, Physiology and Hygiene. By John W. Ritchie. Yonkers-on-Hudson: World Book Company. By mail 96 cents.

This is a well-made text-book on an important subject. The author is professor of biology, in the College of William and Mary, Virginia. He introduces a valuable chapter on germ diseases, which is something new in a book of this kind.

Canadian Books.

HERRINGTON, W. S. Heroines of Canadian History. Toronto: William Briggs, 1909. Copyright. 78 pages. 5 1/4 x 7 1/4 inches. Cloth, 30 cents.

The publisher is doing a great service in producing such a book as this, which is so admirably adapted for supplementary reading in our schools. The sketches in the book, numbering ten, were originally prepared by Mr. Herrington in the form of an address to the Lennox and Addington Historical Society. They include the stories of such noted heroines as Laura Secord, Abigail Becker and Sarah Maxwell. A frontispiece shows six of the heroines. The book is well printed and strongly bound.

O'HAGAN, THOMAS, M.A., Ph.D. Essays: Literary, Critical and Historical. Author's edition. Toronto: William Briggs, 1909. Copyright. 112 pages, 5x7 3/4 inches. Cloth, \$1.

Contains five essays, one of which, "The Degradation of Scholarship," is a fearless attack on the education system of Ontario. The others are sympathetic studies of Tennyson's "Princess," "The Italian Renaissance," and "The Interpretation of Literature," and an essay on "Poetry and History Teaching Falsehood."

NIMMO'S MINIATURES

1/- Net Velvet Calf Binding 1/- Net

NEW VOLS. READY.

- 26. Dickens' Christmas Carol
- 27. Poems of Herrick
- 28. Lyrics of Byron
- 29. Hood Grave and Gay
- 30. Poems of Lowell
- 31. Shakespeare's Merchant of Venice
- 32. Shakespeare's As You Like It
- 33. Shakespeare's Midsummer Night's Dream
- 34. Poems. By Ella Wheeler Wilcox
- 35. Poems. By Victor J. Daley
- 36. Bush Ballads. Lindsay Gordon } Australian
and others. 1833 to 1876 } Anthologies
- 37. A Message to Garcia. By Elbert Hubbard.
- 38. Friendship. By R. W. Emerson.

These tiny Classics, in their dainty Velvet Calf binding, are having an enormous sale for Christmas, Easter and Birthday Gifts. Send for a sample set, and get the gratis white wood show case. : : : : : : : :

RED LETTER LIBRARY } Ask for
3 6 net } Nimmo's
POCKET AUTHORS SERIES } Velvet
R. L. STEVENSON'S WORKS } Calf
3 6 net } Editions
THIN PAPER CLASSICS }
5/- net }

NIMMO, PUBLISHERS, EDINBURGH
Canadian Agents
METHODIST BOOK ROOM COPP, CLARK CO.

The Canadian Bookman

Being the Literary Supplement of The Bookseller and Stationer of Canada. Published monthly in the interests of Canadian authors, publishers, booksellers and bookbuyers. Edited by W. A. Crick, B.A., Toronto.

\$1.00 per annum

The MacLean Publishing Co., Limited

Toronto New York	Montreal Chicago	Winnipeg London
---------------------	---------------------	--------------------

BEST SELLING BOOKS FOR MAY.

Belleville.

1. Katrine. Elinor Macartney Lane. Musson.
2. Anne of Green Gables. L. M. Montgomery. Page.
3. Special Messenger. R. W. Chambers. McLeod.
4. Mr. Opp. Alice Hegan Rice. Briggs.
5. White Sister. Crawford. Macmillan.
6. Sowing Seeds in Danny. Mrs. McClung. Briggs.

Brantford.

1. Man in Lower Ten. Reinhart. McLeod.
2. Mr. Opp. Alice Hegan Rice. Briggs.
3. Septimus. W. J. Locke. Frowde.
4. Special Messenger. R. W. Chambers. McLeod.
5. Great Miss Driver. A. H. Hawkins. McClure.
6. Sword of the Lord. Joseph Hocking. Cassell.

Calgary.

1. White Sister. Marion Crawford. Macmillan.
2. Tono-Bungay. H. G. Wells. Macmillan.
3. Old Man in the Corner. Baroness Orczy. Briggs.
4. Katrine. Elinor Macartney Lane. Musson.
5. Chippendales. Robert Grant. Copp.
6. Septimus. Wm. J. Locke. Frowde.

Charlottetown.

1. Anne of Green Gables. L. M. Montgomery. Page.
2. Girl and the Bill. B. Merwin. Briggs.
3. Mr. Opp. Alice Hegan Rice. Briggs.
4. Katrine. Elinor Macartney Lane. Musson.
5. Life of James Robertson. Ralph Connor. Westminster.
6. Bridge Builders. Anna Chapin Ray. Musson.

Chatham.

1. Gun Runner. Arthur Stringer. Langton.
2. Elizabeth's Visit to America. E. Glyn. Duffield.
3. Mr. Opp. Alice Hegan Rice. Briggs.
4. Marriage a la Mode. Mrs. Ward. Musson.
5. Man in Lower Ten. Reinhardt. McLeod.
6. Lady of the Decoration. Frances Little. Musson.

Edmonton.

1. Man in Lower Ten. Reinhart. McLeod.
2. Lorimer. Harold Bindloss. McLeod.
3. Red Mouse. W. H. Osborne. Briggs.
4. Songs of a Sourdough. R. W. Service. Briggs.
5. Sowing Seeds in Danny. Mrs. McClung. Briggs.
6. Septimus. Wm. J. Locke. Frowde.

Guelph.

1. Anne of Green Gables. L. M. Montgomery. Page.
2. Elizabeth's Visit to America. Elinor Glyn. Duffield.
3. Septimus. W. J. Locke. Frowde.
4. Joshua Craig. D. G. Phillips. Briggs.
5. Elusive Isabel. J. Futrelle. McLeod.
6. Kingsmead. Baroness von Hutten. Musson.

Fort William.

1. Songs of a Sourdough. R. W. Service. Briggs.
2. Forest. Stewart Edward White. Briggs.
3. Quest. Justus Miles Forman. Harper's.
4. Lewis Rand. Mary Johnson. Briggs.
5. Alternative. G. B. McCutcheon. Briggs.
6. Sowing Seeds in Danny. Mrs. McClung. Briggs.

Hamilton.

1. Royal End. H. Harland. Musson.
2. Man in Lower Ten. Reinhart. McLeod.
3. Katrine. Elinor Macartney Lane. Musson.
4. White Sister. Crawford. Macmillan.
5. Mr. Opp. Alice Hegan Rice. Briggs.
6. Inner Shrine. Anonymous. Harper's.

Kingston.

1. Wood Carvers of Lympus.
2. Katrine. Elinor Macartney Lane. Musson.
3. Inner Shrine. Anonymous. Musson.
4. Peter. F. H. Smith. McLeod.
5. Anne of Green Gables. L. M. Montgomery. Page.
6. Mr. Opp. Alice Hegan Rice. Briggs.

London.

1. Katrine. Elinor Macartney Lane. Musson.
2. Man in Lower Ten. Reinhardt. McLeod.
3. Inner Shrine. Anonymous. Musson.
4. Sowing Seeds in Danny. Mrs. McClung. Briggs.
5. Nancy Stair. E. M. Lane. Musson.
6. Songs of a Sourdough. R. W. Service. Briggs.

Moncton.

1. Man in Lower Ten. Reinhart. McLeod.
2. Mr. Opp. Alice Hegan Rice. Briggs.
3. Loaded Dice. Elbery Clark. McLeod.
4. Septimus. W. J. Locke. Frowde.
5. Special Messenger. R. W. Chambers. McLeod.
6. Hearts are Trumps. A. Otis. McLeod.

Montreal.

1. Message. Louis Tracy. McLeod.
2. Elizabeth Visits America. E. Glyn. Duffield.
3. Inner Shrine. Anonymous. Harper.
4. White Mice. R. H. Davis. McLeod.
5. White Sister. F. M. Crawford. Macmillan.
6. Set in Silver. C. N. & A. M. Williamson. Musson.

Peterboro.

1. Red Mouse. W. H. Osborne. Briggs.
2. Climbing Courvatels. C. W. Townsend. Copp.
3. Mr. Opp. Alice Hegan Rice. Briggs.
4. Trailers. Mason. Revell.
5. Hand-Made Gentleman. Irving Bacheller. Harper's.
6. Together. Robert Herrick. Macmillan.

Quebec.

1. White Sister. Crawford. Macmillan.
2. Mr. Opp. Alice Hegan Rice. Briggs.
3. Bronze Bell. Louis Joseph Vance. Briggs.
4. Katrine. Elinor Macartney Lane. Musson.
5. Joshua Craig. D. G. Phillips. Briggs.
6. Lorimer. Harold Bindloss. McLeod.

St. Catharines.

1. Man in Lower Ten. Reinhart. McLeod.
2. Bronze Bell. Louis Joseph Vance. Briggs.
3. King of Arcadia. Francis Lynde. McLeod.
4. I and My True Love. Mrs. Keays. Briggs.
5. The Inner Shrine. Anonymous. Musson.
6. Set in Silver. C. N. & A. M. Williamson. Musson.

BOOKSELLER AND STATIONER

St. John, N.B.

1. Kingsmead. Baroness von Hutten. Musson.
2. Heart of a Child. Frank Danby. Maemillan.
3. Set in Silver. C. N. & A. M. Williamson. Musson.
4. Mr. Opp. Alice Hegan Rice. Briggs.
5. Message. Louis Tracy. McLeod.
6. Special Messenger. R. W. Chambers. McLeod.

St. Thomas.

1. Anne of Green Gables. L. M. Montgomery. Page.
2. Message. Louis Tracy. McLeod.
3. 54-40 or Fight. Emerson Hough. McLeod.
4. Sowing Seeds in Danny. Mrs. McClung. Briggs.
5. Peter. F. H. Smith. McLeod.
6. Septimus. W. J. Locke. Frowde.

Stratford.

1. Silver Fox. E. S. Thompson. Copp.
2. Bronze Bell. Louis Joseph Vanece. Briggs.
3. Riverman. Stewart White. Musson.
4. Old Man in the Corner. Orey. Briggs.
5. Mr. Opp. Rice. Briggs.
6. Delafield Affair. F. F. Kelly. McClung.

Toronto.

1. Man in Lower Ten. Reinhardt. McLeod.
2. Climbing Courvatsels. C. W. Townsend. Copp.
3. White Sister. Marion Crawford. Maemillan.
4. Inner Shrine. Anonymous. Harper's.
5. Marriage a la Mode. Mrs. Humphrey Word. Musson.
6. Septimus. Wm. J. Locke. Maemillan.

Vancouver.

1. Million a Minute. Hudson Douglas. McLeod.
2. Man in Lower Ten. Reinhardt. McLeod.
3. Mr. Opp. Alice Hegan Rice. Briggs.
4. Girl and the Bill. B. Merwin. Briggs.
5. Princess Zara. E. Beckman. McLeod.
6. Canon in Residence.

Winnipeg.

1. Anne of Green Gables. L. M. Montgomery. Page.
2. Barrier. Rex Beach. Musson.
3. Riverman. Stewart White. Musson.
4. Servant in the House. C. R. Kennedy. Harper's.
5. Man in Lower Ten. Reinhardt. McLeod.
6. Peter. F. H. Smith. McLeod.

Canadian Summary.

	Points.
1. Man in Lower Ten. Reinhardt	79
2. Mr. Opp. Alice Hegan Rice	64
3. Anne of Green Gables. S. M. Montgomery	53
4. Katrina. Elinor Macartney Lane	53
5. Septimus. Wm. J. Locke	46
6. White Sister. Marion Crawford	38

United States Summary.

1. Katrina. Elinor Macartney Lane.
2. Man in Lower Ten. Mary Roberts Rinehart.
3. Bronze Bell. Louis Joseph Vanece.
4. 54-40 or Fight. Emerson Hough.
5. Chippendales. Robert Grant.
6. Story of Thyza. Alice Brown.

COPYRIGHTS.

20868. Evangeline. By Henry Wadsworth Longfellow. Edited with Notes by John Jeffries, B.A. (Book.)

Morang Educational Company, Limited, Toronto, 4th May.

20869. Caesar de Bello Gallico, Books IV and V. Edited, with Introduction, Notes, etc., by E. W. Hagarly, M.A. (Book.) Morang Educational Company, Limited, Toronto, 4th May.

20878. University Endowment Policy. (Book.) John J. Broderick, Cornwall, Ont., 5th May.

20880. Poems of a Pioneer. Canadian Melodies and Miscellaneous Poems. By William Johnston. (Book.) William Johnston, Blanchard Township, Perth County, Ont., 6th May, 1909.

20881. Seven Tales from Shakespeare. By Charles and Mary Lamb. (Book.) Morang Educational Company, Limited, Toronto, 7th May.

20887. Hail Canada! (Poem.) Anna M. L. Schubart, Toronto, 10th May.

20889. Nos Origines Littéraires. Par l'Abbe Camille Roy. (Livre.) L'Abbe Camille Roy, Quebec, 10 mai.

20890. The Marshlands (Third Edition) and the Trail of the Tide. By John Frederic Herbin. (Book.) William Briggs, Toronto, 11th May.

20895. Official Automobile Road Guide of Canada, with Map, 1909. (Book.) James Miln, Toronto, 12th May.

20896. L'Indicateur Commercial de Quebec at Levis, 1909-1910. (Livre.) Lauzier, Deslauriers at Trotter, St. Sauveur de Quebec, 12 mai.

20901. The Elements of Bookkeeping and Business Practice. By W. J. Ross, A.C.A. (Book.) William James Ross, Barrie, Ont., 14th May.

20902. Electrical Conductors. (Book.) Edward F. Sise, Montreal, 14th May.

20903. The Canadian Newspaper Directory, 1909. Sixth Edition. Anson McKim, Montreal, 14th May.

20904. McLaehlan's System of Penmanship. (Book.) Duncan McLaehlan, Chatham, Ont. 14th May.

20925. Cobalt Silver Mines. Second Edition. (Book.) A. E. Osler & Company, Toronto, 21st May.

20926. Lovers of the Horse. (Book.) George M. Rose, Toronto, 21st May.

20927. Blair's Canadian Drawing Series, Book 5 A, Geometrical, Senior Grade. By David Blair. The Copp, Clark Company, Limited, Toronto, 21st May.

INTERIM COPYRIGHTS.

1126. Toronto Program. (Journal.) L. M. Coulter, Toronto, 5th April.

1127. O Canada. By Christopher Knox. (Poem.) L. E. O. Payment, Quebec, Que., 7th April.

1128. Star Towns Ottawa. (Booklet.) Ernest Heaton, Toronto, 16th April.

1129. Star Towns Toronto. (Booklet.) Ernest Heaton, Toronto, 16th April.

1130. The Milling Frolic; or, The Old Highland Home. (Play.) Fred G. Muggah and Thos. W. Publisher, Sydney, Nova Scotia, 16th April.

BOOKS.

Out-of-print books supplied. No matter what subject Can supply any book ever published. We have 50,000 rare books.

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

Telegraph Codes

A B C Code, 5th Edition, English	\$7.00
A B C Code, 5th Edition, Spanish	8.00
A B C Code, 4th Edition	5.00
A I Code	7.50
Morse & Neal Code	5.00
Bedford-McNeil Code	6.00
Large and small codes of all kinds. Send for list. Discount to the trade only	
AMERICAN CODE COMPANY, 83 Nassau St., N. Y. City	

Sure Sellers From The Best and Brightest of Fiction

CLOTH BOUND BOOKS

- | | | |
|--|--|---|
| A Flight from Siberia
By Vaclav Sirozszewski
\$1.25 | The Chippendales
By Robert Grant
\$1.50 | Round the Fire Stories
By A. Conan Doyle
\$1.25 |
| Fraternity
By John Galsworthy
\$1.25 | A King in Khaki
By Henry Kitchel Webster
\$1.25 | Comrades
By Thos. Dixon, jr.
\$1.50 |
| The Biography of a Silver Fox
By Ernest Thompson Seton
\$1.50 | | The Climbing Courvatels
By Edward W. Townsend
\$1.25 |
| | | Told in the Hills
By Marah Ellis Ryan
75 cents |
- Summer Reading - Paper Bound Books—Attractive Covers**
- | | | | |
|--|--|--|---|
| The Four Fingers
By F. M. White | Deep Moat Grange
By S. R. Crockett | The Governors
By E. P. Oppenheim | The Weavers
By Gilbert Parker |
| A Spirit in Prison
By Robert Hichens | The Soul of Dominic Wildthorne
By Joseph Hocking | | The Wild Geese
By Stanley J. Weyman |

PRICE 75 CENTS EACH

A Special Cheap Edition of "The Seats of the Mighty" by Gilbert Parker—Paper 50c.

Books Both Instructive and Interesting

Three volumes by Alfred Noyes, the most noted of the younger English poets, and one of the most gifted and graceful verse writers of the day.

DRAKE—An English Epic
Blue Cloth Binding Gold Lettering
Price \$2.50

FORTY SINGING SEAMEN and OTHER POEMS
Green Cloth Binding Gold Lettering
Price \$1.50

POEMS
Green Cloth—Gold Lettering—Price \$2.50

ESPERANTO FOR THE ENGLISH Contains Grammar, Exercises, Correspondence, Conversations, Vocabulary. An International language for the purpose of intercourse between people of different speech and nationality. Its study has become general owing to the remarkable success of the various International Congresses. Paper, 15c. Cloth, Limp, 20c. Cloth Boards, 30c.

WALSH'S QUOTATIONS
By William Walsh
Author of a "Handbook of Literary Curiosities."

The International Encyclopedia of Prose and Poetical Quotations from the Literature of the world under one alphabetical arrangement.
Cloth, \$3.00 Leather, \$5.00

HOYLE An Encyclopedia of Games, including all the indoor games played at the present day with suggestions for good play, a full code of laws, and a brief statement of the doctrine of chance as applied to games.
By R. F. Foster, Author of "Foster's Whist Manual," etc.
Paper, 50c. Stiff Boards, 75c.

The Bride's Cook Book
Recipes proportioned for two—with instructions for enlarging—full information on all subjects pertaining to the dining-room and kitchen—expressly arranged to serve the needs of the bride. Especially appropriate as a gift. Bound in silk finish cloth, chased in gold, Patent Thumb Index and attractively Boxed. Price, \$2.00

CUSHING'S MANUAL
of
Parliamentary Practice
Rules of proceeding and debate in deliberative assemblies,
By Luther S. Cushing.
Many additional notes by Albert S. Bolles, including the Declaration of Independence and the Constitution of the United States
Prices—Cloth 96c. Leather 75c.

HOW CANADA IS GOVERNED
By Sir J. G. Bourinot, K.C.M.G., LL.D., D.C.L.
A short account of its Executive, Legislative, Judicial and Municipal Institutions with an historical outline of their origin and development.
New Edition Price \$1.00 net.

THE COPP CLARK CO., LIMITED, 64-66 Front Street West

WALL PAPER BULLETIN No. 1

Season 1909-10

STAUNTONS LIMITED

June 15th, '09

THE New Wall Paper Season for 1909-1910
OPENS JULY 5th, 1909

simultaneously in all parts of Canada. The Staunton travellers will be on the ground as early as the first.



BOOKSELLERS and STATIONERS engaged in the handling of wall paper—or who intend to take on the line this year—will find among the samples many superb examples of styles that sell especially well to the trade which patronizes the book store wall paper department.

¶ The demand for White Blanks, Tapestries and Gilts—forming the backbone of your trade—will be met with an equipment which stands in first place, bar none.

¶ The Staunton Specials in Plain and Printed Velours and Oatmeals, Gilts and "Dubl-Print" Flats in fabric effects will find ready sale in even the store where previous demand for good papers has been light. These Specials are priced "away down"—they are "leaders" in every way—lending an atmosphere to the stock of which they form a part which can be capitalized and made to bear high profit-interest.



Don't be hurried into ordering before seeing this line — you can't lose by waiting for the "best ever."

STAUNTONS LIMITED

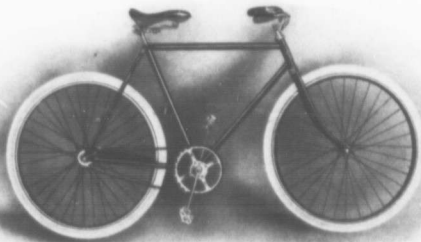
MANUFACTURERS OF WALL PAPER

933 Yonge St. - - Toronto, Ont.

Watch for next Bulletin in Bookseller

FOUND!

The Publishers of Busy Man's, always on the alert for the greatest value possible in the prizes they offer, have happily struck on a genuine "scoop" for the rider who knows and appreciates a good wheel.



MODEL 88, "IMPERIAL"

	Regular	Option
Frame	22-inch	26, 24 and 26-inch
Finish	Black	
Chain	3-16 inch, Black	
Gear	77	72, 80, 87
Handle-bar	No. 20, Adjustable	
Pedals	Rubber 3 1/2-inch	3 1/2-inch or 4 1/2-inch Rat Trap
Crank	7-inch	
Saddle	No. 15	No. 14, 11, 17
Tires	1 1/2-inch Dunlop	1 3/8-inch Dunlop or Hartford single tube
Wheels	28-inch, with striped rims	

This cut shows the "Imperial", Model 88, made by the Canada Cycle & Motor Co., Ltd. Toronto, equipped with Hercules, or New Departure Coaster Brake. See specification for details of its strictly high class ensemble.

This wheel or Ladies' "Imperial", Model 87, (same material and equipment) will be sent to anyone sending only 32 new full-year, paid-in-advance subscriptions to Busy Man's (two six-months or four three-months subscriptions will count as one full-year order).

You may have your choice of any height of frame from 20 in. to 26 in.; any gear from 72 to 87, any of four designs of saddles; 1 1/2 in. or 1 3/8 in. Dunlop or Hartford single tube tires.

This wheel is worth hustling for, and any hustler can win it in a few weeks; only 32 subscriptions make it yours. Fill in the attached slip and send it to us and we will send you a sample copy of Busy Man's Magazine, and order book.

THE BUSY MAN'S MAGAZINE

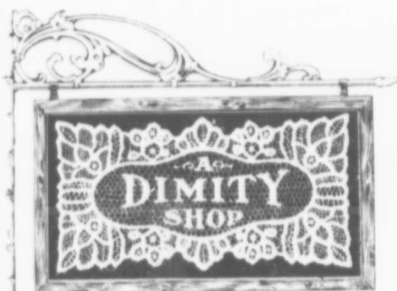
The Busy Man's Magazine,
10 Front Street East,
Toronto, Canada.

Gentlemen: I would like to win one of the Imperial Bicycles you offer for 32 new, paid-in-advance subscriptions to Busy Man's. Please send me sample copy and order book, and I will do my best to win. I agree to report progress once a week.

Name

Street

Place



A SIGN OF WISDOM.

Buntin, Gillies & Co., Limited Hamilton and Montreal

ALL OTHER LINES FADE AWAY IN SIGHT OF THE ONE BEST LINE
Typewriter Ribbons and Carbons

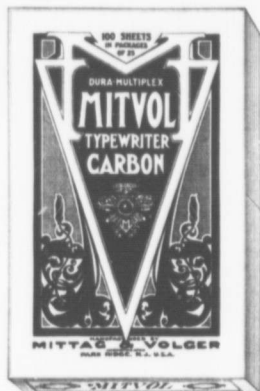


They Produce the Finest Work
They Do the Most Work : :

Results show the *real* value in "our line." Moral: Ours being *richest* in results we give the best value accordingly.

Send for Our New Trade
Catalogue—Just Out

We Suit Every Purpose
We Fill Every Demand



BRANCHES—New York, N.Y., 250 Broadway
Chicago, Ill., 200 Monroe St.
London, 7 & 8 Dyer's Bldg., Holborn, E.C.

AGENCIES—In every part of the world
In every city of prominence

MITTAG & VOLGER, Inc. Sole Manufacturers
for the Trade
Principal Office and Factories, PARK RIDGE, N.J., U.S.A.