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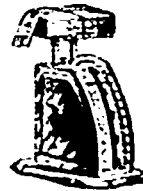
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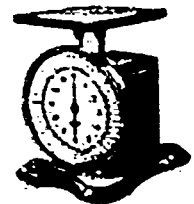
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THE Bookseller and Stationer

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Vol. XXI.

MONTREAL AND TORONTO, CANADA, MARCH, 1905.

No. 3.

FRENCH - CANADIAN BOOKSELLING

ARTICLE II.

The Character of French Literature Sold.

IT is only within the past ten years that French-Canadians may be said to have awakened to the beauty and power of their own literature. This has resulted in what few bookstores there are expanding and finally assuming a fairly flourishing aspect. French-Canadians have been voluminous writers and the entire range of literature has been delved into. Newspapers, both daily and weekly, periodicals and magazines of every description, a fairly typical French-Canadian list of fiction, have had a ready reception. However, when the great bulk of fiction is considered France itself still supplies an increasing demand.

The Extent of the Field

While it might appear that the French-Canadian trade is on the high road to prosperity and is in no danger of running into serious pitfalls, it is nevertheless true that the future presents an almost impossible field to conquer. It is evident that the reading public in the Province of Quebec and parts of the Maritime Provinces show a steady inclination to substitute English literature for French literature in a good many cases. More and more French-Canadians are reading English and they find the varied field opened to them is even more interesting and instructive. Further than this, the few French bookstores have to contend with the same inherent difficulties which confront their English friends. This is mainly seen in the tendency for the public to read the modern newspaper of magazine character and the various racy periodicals. As yet, cut prices and such evils have not been resorted to, owing to the restricted nature of the field. Another serious objection to the propagation of French fiction especially, is the fact that a good deal of literature from France is totally unsuited to the French-Canadian's taste. Another class of literature which very wisely is prohibited by both customs and church is that with any taint of immorality attached. In addition, the church has a list which must not be infringed upon. This excludes any works which in any manner attack or ridicule

the clergy. When the question of price is considered the twenty per cent. duty and heavy freight cause good fiction to be sold at rather an exorbitant figure.

If supply regulates demand then the extent of sales of French literature of every description in Canada may easily be estimated. Montreal contains three regular jobbing houses which dispose of not only the French-Canadian literature, but the importations direct from France. These houses are C. O. Beuchemin & Fils, Granger Freres and Deom Freres. In addition to these there are almost innumerable printers and publishers on a very small scale who reprint French authors' recent works without permission. Even the retail field is limited almost exclusively to Montreal and Quebec. Montreal has some half-dozen fairly prosperous bookstores, and Quebec about the same number. In a few of the other cities scattered throughout the province, English as well as French novels are handled in so-called French bookstores. Montreal stores largely specialize, one dealing extensively with religious works, another with high-class fiction, and still another with popular fiction. With a possible exception of two stores, the stock carried is much less than the smallest English bookstore in Montreal.

French Fiction

Although alleged illicit reprints are flooding the French-Canadian market, direct importations from France are more noticeable on the shelves of the bookstores. These are always paper-bound books, and prices range in popular fiction ten, fifteen and twenty-five cents, and in the better class of fiction at 90c. This scale of prices illustrates where the volume of trade is done. The profit on these lines is in the neighborhood of 25 per cent. The 90c line sells for 70c. in Paris and pays a 20 per cent. duty as well as freight. The 25c. line is 20c. in France and is a collection of old favorite authors. The 10c line is worth 6c. in France and includes a very good class of old fiction.

French publishers usually sell in Canada by catalogue

and a traveler is an exception. It needs good judgment to properly select saleable lines for the trade.

The Class of Fiction

Although French-Canadians are readily picking up recent English novels with avidity, a goodly clientele still favor authors like Bourget, whose "Homme D'Affaires" ("A Business Man"), is well liked. M. Prevost's works, such as "A Lover's Confession" ("La Confession d'un Amant"), "Lettres de Femme," are in a good many families. Alphonse Daudet has endeared himself to all Frenchmen by such favorites as "Sappho," "Rose et Ninette," etc. A France with "Elio" has won a place. Bazin, with a list of over twenty books, and Coppee, with "Les Vrais Riches," as well as Ardel, with "Mon Cousin Guy," etc., are among the leaders.

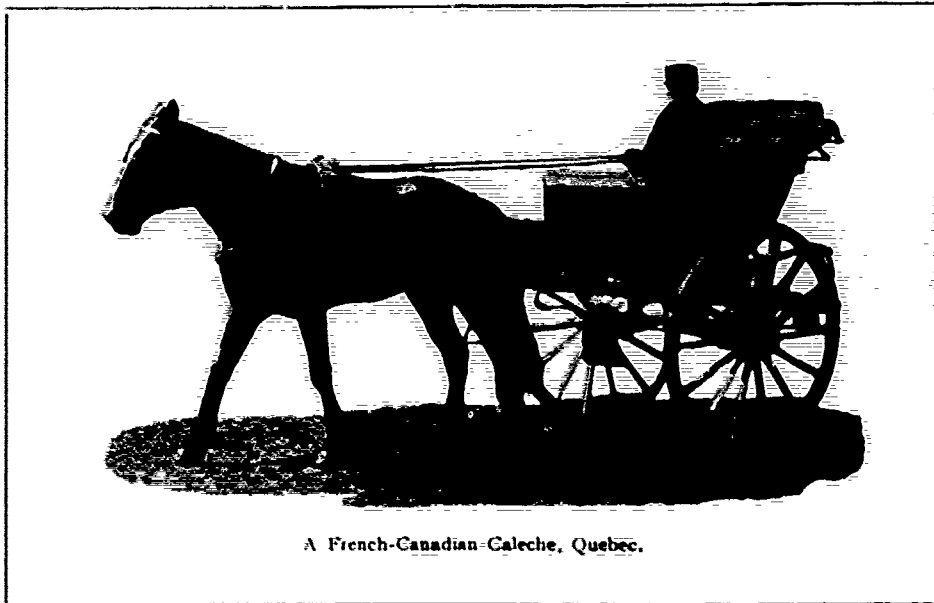
When a recent French novel is wanted, Montreal is regarded by all French-Canadians as the surest place to obtain it. With a possible exception of Three Rivers, St. Hyacinthe and Shethbrooke, the recent French fiction stocks throughout the province is infinitesimal. The bulk of sales is probably on 10, 15 and 25c lines, many of which are French-Canadian reprints. The better class of fiction at 90c., in a book like Bourget's effort on "Di-

monthly magazines, "Lectures pour Tous," for 15c., selling in France at 10c., stands at the head of the list. The sales in Montreal are about 2,000 copies per month. The postage on this monthly magazine is about 5c. and the profit about 20 per cent. This magazine, like all other French magazines, is imported direct from publishers without the intervention of any news company. A new magazine, "Je Sais Tout," the current issue containing 210 pages and 1,000 illustrations, sells at 30c. The postage on this is 10c. per copy. Another 30c. magazine is the monthly "Le Monde Moderne," which sells at 25c. in France. A magazine after the style of the Argosy is "Le Roman Romanesque," monthly, selling at 15c. and costing about 11c. One after the style of The Ladies' Home Journal is "La Femme Illustre," selling at 30c.

The number of these magazines brought into Canada is almost legion, but the best selling general ones are those outlined above. In addition to these a large number of music and comic magazines are imported. "Musica" and "Paris Qui Chante" are the leaders.

The Comic Series

At least an even dozen of this character are sold in



A French-Canadian-Caleche, Quebec.

voice, reaches fairly large figures, one store reporting a sale of over 150 copies.

The French-Canadian Magazines

If Canada has not numerous weeklies or monthlies of a magazine character, French Canada does its share at any rate. There are four weekly magazines published in Montreal, "Le Samedi," et "Le Monde Illustre," some ones retailing at 5c. and costing 4c., stand at the head of the list. They do not compare with "Judge" or "Puck," but have a good sale. "Le Passe Temps" is a weekly journal devoted to music and sells at 5c. "Le Canard," fulfils the popular want for jokes and comics and sells at 1c. In Sunday papers of a magazine character, the French-Canadian population supports three, "The Nationalist," "Le Bulletin" and "Le Croix."

Imported French Magazines

A wealth of magazine literature comes from Paris and reaps a lucrative sale. This is somewhat restricted by the excessive postal rate of 8c. per pound. In popular

more or less numbers, none of the sales ever reaching phenomenal figures. Undoubtedly "Le Rire," "Le Sourire," "Le Pele Mele" and "Le Bon Vivant" are the leaders. They contain the work of the very best French artists and beautifully colored plates, and caricature the modern political and social life in a happy way. They all retail at 5c. and cost 3 1/2c. laid down.

The Future of French-Canadian Trade

As the reading public, which at its best is always limited, grows larger, there is a growing tendency to take up with English fiction, and even now the majority of French bookstores sell English magazines at any rate, and further than this, a vast quantity of modern French fiction is peculiarly unsuited to French trade. Bearing these facts in mind, the future of the French bookstore is none too bright, and unless more progressive methods are used it is doubtful if much progress will take place in this respect.

BOOKS AND THEIR AUTHORS

A. Conan Doyle. "The Return of Sherlock Holmes." Toronto: Morang & Co. Cloth \$1.25.

Sir Arthur Conan Doyle's latest contribution to literature has just come out, and has already met with instantaneous success, both here and on the other side. This series of stories was purchased by Colliers at an enormous price, and was run in their publication as a serial. The Globe of Toronto is at present using the same as a newspaper serial. Morang & Co., Limited, of 90 Wellington street west, Toronto, have procured book-rights for the Canadian side. No doubt every one who has become acquainted with Sherlock Holmes in the past will be glad to meet with him again in this most ingenious collection of detective stories yet published, in which he is the hero. The book preserves all the old-time agility of wit, keenness of insight, and acute sense of analysis of this very fascinating hero. It is well gotten up and well illustrated.



"Sherlock-Holmes." Morang & Co. have issued "The Return of Sherlock Holmes."

A new author has just come before the public in the book known as the "Master Word." The author is a Southern woman, a Mrs. Hammon, who writes of long familiar surroundings with much sympathy and nice insight. The scene of the story is laid in Tennessee. It has two chief characters, the women Margaret and Viry. The problem which the story discusses is the old vexed one of races in the South. Viry is the representative of that class in whom white and black blood are blended, a distinctly two-sided personality. Her position is determined by the stain of black blood, and her whole instincts are dependent upon her white ancestry. The story is a very interesting one, clean and wholesome without morbidness, and with a strong sense of justice. The book sells at \$1.50. Toronto: Morang & Co.

Sheppard Stevens. "The Sign of Triumph." Toronto: The Copp, Clark Co., Limited. Paper 75 cents, cloth \$1.50.

The author has seized on a new and striking period for his story. Nothing in all history is more strange or pathetic than the children's crusades. Following that great movement of mediæval times, it combines the picturesqueness of chivalry with the simple faith and earnestness of children. The novel before us depicts with vividness and sympathy the long and wearisome march of

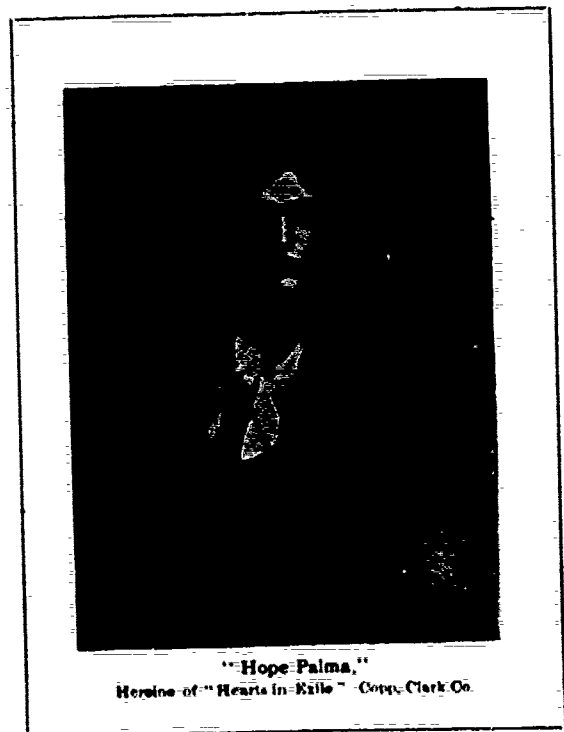
the little Crusaders to Marselles and their embarkation. A real human interest is sustained by the friendship which springs up between the boyish Raoul and the fighting, gaming, but honest and chivalrous Talbot. The incidents relating to Dreux Castle illustrate the character of the time, the feudal rights, and the constant fighting of noble against noble. The illustrations by Harry C. Edwards are of a high order of merit.

Alice Winter. "The Prize to the Hardy." Toronto: McLeod & Allen. Cloth \$1.25, paper 75 cents.

The advent of a new author is always welcomed by the reading public, and particularly is this the case when the story produced is of the quality of the one before us. It is the old story of fortune favoring the brave, but the author puts it up in such an invigorating manner as to carry the reader right with her. It is a cheerful, healthy story of life in the West, in which merit gets its deserts in the end. The deserts in this case is a particularly charming Western girl. The characters are well drawn and well balanced.

Theodore Roberts. "Hemming, the Adventurer." Toronto: The Copp, Clark Co. Paper 75 cents, cloth \$1.50.

This book is vigorous in action and tone. It relates the adventures of the hero, who resigned his commission in the British Army to do war correspondence for a New York syndicate. The scope of the action is very wide.



"Hope Palma," Heroine of "Harris in Exile" - Copp, Clark Co.

Hemming, having won success in Greece, is sent to the West Indies and South America. He wins great fame for his literary work. O'Rourke, whom he meets on his travels, is just the manly character that one likes to

meet. In fact, the author has been very happy in the side characters whom he introduces.

The part of the book which describes the adventures of the hero and his friends in the miniature kingdom of Pernambuco is good. Nowhere is the author's originality displayed to such good effect. The interest of the story is well sustained throughout. As the product of a Canadian writer, this book should meet with great favor. It is illustrated by A. G. Learned.

Hugh McHugh. "You Can Search Me." Toronto: Langton & Hall.

This is the latest of the John Henry books, in which that sophisticated young man seeks to make good the ravages of a trip to Benning's race track by backing a theatrical enterprise. New York jaydom comes in for a rare bit of satire, particularly apropos in view of the coups of Mrs. Chadwick and her ilk. A dinner at the St. Regis with Clara J. will be appreciated by readers who have stacked up against New York's "appetite-killeries" under like circumstances. It might be added that the theatrical enterprise was a success, but leaves John with a certain amount of food for thought.



Mrs. Virna Sheard,

A Canadian Writer. Author of "By The Queen's Grace." Wm. Briggs.

Mr. A. P. Cockburn, who was a member of the first Legislature of Ontario after Confederation and whose personal recollections date back to the days of Lord Elgin, has in the press of William Briggs a volume which is

to appear in April under the title of "The Political Annals of Canada."

Beginning with the year 1608, Mr. Cockburn traces briefly the history of all the successive administrations in Canada, provincial and federal, up to the present time. As a work of reference it should be of particular value, and in personal incidents, especially within Mr. Cockburn's own recollections, it no doubt will be very interesting.

Rev. Dr. Langtry, whose skill in polemical controversy has frequently been put to the proof, has about ready for publication a work on "Higher Criticism," written from the Orthodox standpoint, and handling vigorously the assumptions of Wellhausen and other of the leading critics of the new school.

William Dana Orcutt. "The Flower of Destiny." Chicago: McClurg & Co. Price \$1.25.

A picturesque tale which has for its theme the romantic love story of Napoleon III. and Eugenie. The narrative follows the career of Louis Napoleon from the time of his escape to his triumphal restoration of the empire. The character of Eugenie is brought out in a new and delightful way, and she is made a most fascinating heroine. Mr. Orcutt has written his book in light and charming style, and the volume will be especially distinguished by its decorative scheme in violet—"the flower of destiny" of the Bonapartes. It is illustrated by Charlotte Weber with characteristic decorations in color.

Charles D. Stewart. "The Fugitive Blacksmith." Copp, Clark Co. \$1.50.

This book is decidedly out of the ordinary in plot, scene, character and vigorous hold of the life that now is. Tinery, a quaint and comfortable philosopher, runs the sand house in a railway yard. To him comes Stumpsey and tells the story of his side-partner, Bill, the fugitive blacksmith, and sometimes Tinery tells a story, and between them the reader gets much fun.

The series of critical articles contributed by Professor Cappon, of Queen's University, on "Roberts and the Influences of His Time," to the Canadian Magazine, will, when completed in that periodical, be issued in book form by William Briggs in a handy pocket edition, to sell at 50 cents. There has been a need increasingly felt for a careful study of Canadian poetry, and Professor Cappon happily does not confine himself wholly to dealing with Mr. Roberts and his work, but discusses to some extent the formative influences of our national poetry. If this little volume is favorably received, it may be followed by further studies of other of the Canadian poets.

The Copp, Clark Co., Limited, announce "The Clansman," by Thomas Dixon, jr., author of "The Leopard's Spots." The Clansman is a dramatic love story, which shows Abraham Lincoln as a true friend of the South and reveals the work and spirit of the Ku Klux Klan. It is expected that it will more than repeat the success of the author's previous work. Cloth only, \$1 50.

A Selection of McCLURG'S SPRING BOOKS

Theodore Thomas: A Musical Autobiography.

Edited by GEORGE P. UPSON. Volume I, LIFE WORK; Volume II, CONCERT PROGRAMMES. Each volume with photogravure frontispiece and other portraits and views, large 8vo, gilt top. Boxed, \$6.00 NET; large-paper edition, limited to 100 numbered sets, boxed, \$25.00 NET. (APRIL 5.)
The most important contribution to musical literature brought out in many years

Lahontan's "New Voyages to North America."

An exact reprint of the English edition of 1703. With Introduction, Notes and analytical Index by REUBEN GOLD THWAITES, LL. D., and Bibliography by VICTOR H. PALISIUS. With facsimile maps and illustrations (LIBRARY REPRINTS OF AMERICANA). Two volumes, square 8vo, boxed, \$7.50 NET; large-paper edition, limited to 75 numbered copies, on Brown's hand-made paper, illustrations on Japan, boxed, \$18.00 NET. (FEBRUARY 25.)

The publication of this important work has been several times delayed by the magnitude of the undertaking, but it will undoubtedly be all the more welcome on that account

For the White Christ. A Story of the Days of Charlemagne.

By ROBERT AMES BENNET. With illustrations in full color and other decorations by the Kinneys. 8vo, \$1.50. (MARCH 18)

In largeness of scene and dramatic intensity of action the best comparison for this story may be found in the fine old romances of days gone by. Furthermore, it is almost certain to be called the most beautifully embellished novel of 1905.

The Flower of Destiny. An Episode of the Second Empire.

By WILLIAM DANA ORCUTT. With illustrations by Charlotte Weber, and characteristic decorations in color. 8vo, \$1.25 (APRIL 8)

A picturesque tale, which has for its theme the romantic love-story of Napoleon III. and Eugénie. It is written in a light and charming style, and the book will be especially distinguished by its dainty appearance

Julia.

By KATHARINE TYNAN, author of "The Dear Irish Girl," etc. With frontispiece drawing by George A. Williams. 12mo, \$1.50. (MARCH 11.)

Like "A Daughter of the Fields," and others of Miss Tynan's quiet and delightful stories, this new book brings out the finer traits of Irish character. It is one of the best selling books in England

Religion and Art, and Other Essays.

By Rt. Rev. J. L. SPALDING, Bishop of Peoria. 12mo, \$1.00. (MARCH 11.)

Bishop Spalding's annual contribution to modern thought is always regarded as an addition to permanent literature, as few living essayists surpass him in sound intellectual reasoning and lucid expression.

The Athlete's Garland. A Collection of Verse of Sport and Pastime.

Compiled by WALLACE RICE. 16mo, 80 cents NET (MARCH 25.)

This is the first anthology of the best classical and modern poetry inspired by prowess in outdoor games—from the time of the heroic Greeks down to the present day

(READY IN MAY)

New revised edition of E. W. CLEMENT'S

A Handbook of Modern Japan

With new pictures and new matter. 12mo. \$1.10 NET

This will be the fifth edition of this remarkable volume since its publication in the Fall of 1901. It has successfully sustained competition with innumerable other books that have followed the awakening of interest in the Far East. For this edition Mr. Clement has prepared an additional chapter on the war and many new portraits of the leading figures in the great drama have been added. In this completed form the "Handbook" will justify its title more than ever.

A. C. McCLURG & CO., Publishers. CHICAGO

**MONTHLY REPORT
FROM BOOK CENTRES**

MONTREAL.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal
March 8, 1905

QUIETNESS still reigns in book circles, as absolutely no new fiction is appearing, and none is anticipated till the middle of the month. In addition, while old favorites are selling to some extent, the general public is well stocked with a supply of reading matter for the remainder of what long days are still with us. With the coming of longer days, much present fiction is necessarily relegated to the background and magazines and the very light class of literature are pushed to the front.

The popular books outlined last month still continue in favor, with "The Prospector" at the head of the list. "Dr. Luke of the Labrador" is another good story, which has still retained its popularity. "Beverly of Graustark" is reviving in favor. "God's Good Man" is in the same class.

A story which has created some little furore is "Mrs. Maybrick's Own Story." More than one store reports a healthy quantity of sales. Another new story inclined to sell well is "The Return of Sherlock Holmes," by A. Conan Doyle. It is the same Sherlock, only more so. A few new paper editions, such as "The Records," are doing well.

Department store competition is as bad as ever. All new \$1.25 books are offered on bargain days at 95c, and those works of fiction which have slightly outworn popular fancy are to be had at 69c. One store offered good cloth-bound editions of Henty's books on a Monday at 10c. The price jumped to 19c. on Tuesday. Standard works in large quantities sold as low as 40c. Even then trade was not any too brisk.

Just at this time of the year magazine selling commences with renewed briskness. The posters supplied by some magazines are well utilized. The new English magazine, "The Grand," is meeting with favor.

While the book trade is quiet, stationery and kindred lines are being pushed. Picture post cards are just beginning to have sales adequate to the beauty of the lines on display.

G. E. F.

TORONTO.

Office of BOOKSELLER AND STATIONER,
10 Front Street East, Toronto
March 11, 1905

THE proverbial quietness of January is being largely overcome by the introduction of seasonable novelties.

Booksellers report the sales of books as slow, but they all qualify their remarks with the statement that other lines have been exceptionally good. The fine India paper on which the classics are now being printed, is adding if possible to the popularity of these standard works. However, outside the few new novels, which are selling fairly freely, there is no noticeable movement among books.

Valentines played a bigger part than was expected even in last month's business. There were more of the better class of valentines shown this year than ever before. More dealers were handling them, too, than heretofore. Yet all the stationers who were seen, unite in saying that it was the best season they have ever known.

A good business was done throughout the month in tally cards, dance programmes and playing cards. These accessories have done much to infuse life into business during the otherwise quiet season.

Mr. A. E. Huestis, the secretary of the Canadian Club of Toronto, informs us that he has just secured the following well-known authors to address the Canadian Club: Prof. Walter A. Wyckoff, author of "The Workers," etc., will be the guest of the Club on Monday, March 20. Dr. Wilfred Grenfell, author of the new book, published by Revell Co., "Harvest of the Sea," will speak on April 17, and Norman Duncan, author of "Dr. Luke of the Labrador," will be the guest of the Club on April 24, at the Club's annual meeting.

F. P. M.

WINNIPEG.

Office of BOOKSELLER AND STATIONER,
406 McIntyre Block, Winnipeg, Man.
March 7, 1905

BOOKSELLERS seldom look forward to February book sales with very keen expectations of brisk business, and the general opinion in Winnipeg stores seems to be that business was surprisingly good. Efforts were made by several stores to stimulate trade during a dull book month by advertisements of special sales. A feature of these sales was the offer of standard sets at big reductions and the marking down of a number of popular novels. Results seem to have been satisfactory as the stores were busy.

A feature of the month was the extraordinary demand for "The Virginian," accounted for by the fact that Kirke La Shelle's dramatization of this novel was presented at the "Winnipeg" theatre. This demand was not foreseen and hence was not provided for as it might have been; many customers were disappointed and some profitable sales were lost. "We could easily have sold two or three hundred copies if we could have stocked them in time," remarked one bookseller.

Apart from this brisk demand for "The Virginian" for which there was a special reason, the book of the month was probably "Dr. Luke of the Labrador," the popularity of which shows no signs of abatement. "The Prospector" is still selling well, but it must yield first place to "Doctor Luke." "The Masquerader" and "The Clansman" are also good sellers and "The Prodigal Son" is meeting with a good reception.

Valentines regained something of their old-time popularity this year and Winnipeg stores report the best sales in years. In great measure this popularity may be accounted for by the efforts made to give prominence to high class productions. The silly and vulgar valentine has seen its day, but the popularity last month of the artistic Valentine should encourage retailers to pay more attention in future to a profitable line.

F. R. M.

TO COLONIAL BOOKSELLERS

Before making up your final orders for English Publishers, be sure to secure S. W. Partridge & Co.'s Catalogue and Lists of New Books for the coming Season. S. W. Partridge & Co. can offer specially low rates for really high class productions. For Artistic Bindings, Charming Designs, Exquisite Pictures, you cannot get any better Books than Partridge's.

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WHOSOEVER SHALL OFFEND. By F. Marion Crawford Illustrated. Paper, **.75**
HEARTS IN EXILE. By John Oxenham Paper, **.75**
THE LOVES OF MISS ANNE. By S. R. Crockett Paper, **.75**

THE COPP, CLARK COMPANY, Limited
PUBLISHERS, TORONTO

PUBLISHERS' COLUMN

A NEW story by Norman Duncan is one of the attractive offerings of The Fleming H. Revell Co. for the present month. In "Dr. Grenfell's Parish: The Deep Sea Fisherman," the author of "Doctor Luke" has excelled all his previous works. No doubt it will meet with the favor of his other stories.

Langton & Hall announce for the present month "The Shadow of the Throne," by Frederick W. Hayes, illustrated, and "The Mandarin's Fan," by Fergus Hume. Paper, 75c, cloth, \$1.25.

Among the new publications of The Fleming H. Revell Co. are "The Harvest of the Sea," by Wilfrid L. Greo-fell, M.D., a vivid tale of the deep-sea fisherman's life, "The Mediterranean Traveler," a guide book, and "The Lure of the Labrador Wild," announced last month and now on the market.

McLeod & Allen have brought out a Canadian edition of "The Wanderers," by Dr. Henry C. Rowland. It is reviewed elsewhere.

"The Cornet in Coffee," by Cyrus Townsend Brady, is announced by Langton & Hall. They are also issuing a popular-priced edition of "Quintus Oakes," by Chas. Ross Jackson, to retail at 25c.

A story of the south, entitled "The Master Word," by L. H. Hammond, is meeting with considerable favor. The Canadian edition is issued by Morang & Co. Cloth, \$1.50

The March announcement of Houghton, Mifflin & Company contains "Isidro," by Mary Austin, "The Outlet," by Andy Adams, "A Madcap Cruise," by Oric Bates, "Out of Bondage, and Other Stories," by Rowland E. Robinson.

Mrs. Humphrey Ward's "The Marriage of William Ashe" promises to be one of the best of the Spring out-put of fiction. William Briggs has secured the Canadian market. He reports heavy advance orders. The illustrations of the book are exceptionally fine.

The Copp, Clark Co. are bringing out a paper edition of "Hearts in Exile," by John Oxenham. The cloth edition, issued last Fall, met with good success. Rider Haggard's story, "The Brethren," is also being issued in paper.

Another of Mrs. Alice Hegan Rice's delightful stories is promised for issue by the 20th of April. The American edition will be published by the Century Co., and the Canadian by William Briggs. The title of the new story is "Sandy." The immense popularity of Mrs. Rice's previous books, "Mrs. Wiggs of the Cabbage Patch," and "Lovey Mary," will ensure an immediate market for the new book.

William Briggs has secured the Canadian market for Mr. Allan Raine's story "A Welsh Singer," which has been one of the most popular books of the year in Eng-land, also for the new story entitled "The Rebel Wooling."

by Mr. J. A. Steuart, author of "The Minister of State", also for Mr. J. Oxenham's new novel, "The Gate of the Desert."

A. C. McClurg & Co. offer an attractive Spring list, including "The Flower of Destiny," by William Dana Orcutt, "Letters from an Oregon Ranch," by "Katharine", "An Old Man's Idyll," by Wolcott Johnson, and "From the West to the West," by Abigail Scott Duniway. All will be ready early in April.

McLeod & Allen are offering a limited edition of "The Duke Decides" to retail at 25c.

The lists of Morang & Co. contain the following books "The Master Word," by L. H. Hammond; "Eng-lish Men of Letters Thomas Moore," Sydney Smith.

"The Return of Sherlock Holmes," by Dr. A. Conan Doyle, has revived the interest in the great detective story writer. A review appears in another column. Morang & Co.

A new John Henry book, "You Can Search Me," by Hugh McHugh, is being published by Langton & Hall.

"Theodore Thomas: A Musical Autobiography," edited by George P. Upton. A. C. McClurg & Co. Two volumes \$6.00. Ready April 5.

John W. Luce & Co. offer "Stealthy Steve," by New-ton Newkirk, and "On Going to Church," by Bernard Shaw.

McLeod & Allen include in their list "The Pioneer," by Geraldine Bonner, "The Monk's Treasurer," by George Horton; "The Plum Tree," by David Graham Phillips, and "Hecla Sandwich," by Edward Uffington Valentine. Cloth, \$1.25.

Morang & Co. announce their publication of a book on the "War of 1812," by Jas. Hannay, LL.D., D.C.L., of Fredericton, N.B. The book is a scholarly one, and gives an exceedingly interesting account of the campaigns of 1812, '13, and '14.

"Lady Penelope," Mr. Morley Roberts' new novel of present-day English society, just published by L. C. Page & Company, has already gone into a second edition. The London Bookman reports that it is the second largest seller in England for the past month.

"The Fair Land Tyrol," and "The Black Barque" have just been issued by L. C. Page & Co.

McClure, Phillips & Co. announce "The Golden Flood," by Edwin Lefevre, "Little Stories of Courtship," by Mary Stewart Cutting, and others.

E. P. Dutton & Co. will publish at once "French Songs of Old Canada." The old ballads are printed in the original French, with the tunes to which they were sung. There are also translations into modern English verse. They are also bringing out the first volume of Professor A. H. J. Greenidge's "History of Rome"

The Copp, Clark Co. Limited, are now ready with paper editions of "Whosoever Shall Offend," by F. Marion Crawford, "Hearts in Exile," by John Oxenham, and "The Loves of Miss Anne," by S. R. Crockett, all at 75c.

BOOKSELLER AND STATIONER has inquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a special list kept for the information of inquirers in our various offices throughout Canada and in Great Britain without charge.

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A hand-book of advances of sterling containing decimal currency from one penny to 1,000, outside with a **FLANNEL TABLE** from 20 to 1000 (11ths) per piece of 46 yards, by **R. CAMPBELL** and **J. W. LITTLE**. Cloth, 7c.; leather, \$1.00

The Canadian Customs Tariff.

Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian Treaty, extracts of Canadian customs Act, sterling Exchange, Franco-German Customs, at Canadian Customs values, also a table of the value of francs in English money, Harbor dues, etc., etc. (paper), cloth, Price, 5c.

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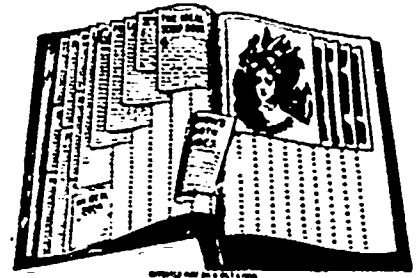
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Published promptly on the second Wednesday of every month.

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nothing to do but put in the time, like to browse around among the books. They will seldom go out without seeing something which appeals to their fancy. A good business may be worked up in this manner, and it will have the additional advantage of being entirely removed from the regular custom.

The opinion of the retail trade is reflected in the "Bookseller and Stationer."

STANDARD AUTHORS.

ONE of the good features in public taste is the undiminished sale of the standard works of fiction. Fifty years and more have passed since the great novels of Dickens appeared, yet they still maintain their supremacy. It is not difficult to see the reason for this. Whether in the humor of Dickens and Thackeray, or the picturesqueness and chivalry of Scott, we always have a moral earnestness, and a truth which appeals to the reader. There seems to be no reason to doubt the continuance of their popularity. They will be read as Shakespeare is read, because they reflect human nature. Other books are read and forgotten, but when a man decides to get together a private library which he can always have beside him, Dickens and Scott and Thackeray are the authors with whom he begins. Particularly elegant library editions of all these authors are to be had and are staple lines to carry.

Watch the advertising pages. They contain good news.

Vol XIV MARCH, 1905. No. 3

NEW ADVERTISEMENTS.

Beagles, J., & Co., London, Eng.
 Davidson Bros., London, Eng.
 DeLille, Fenwick & Co., York, Eng.
 Hawkes-Jackson Co., New York.
 Hoyle, F. Anthony, & Co., London, Eng.
 McClurg, A. C., & Co., Chicago.
 Millar & Laing, Glasgow.
 Partridge, S. W., & Co., London, Eng.

TOURIST TRAVEL.

THE commercial advantages of Summer visitors to a town are now generally recognized. The necessity of an organized effort in this direction is not so well understood. There are few towns, whose natural advantages are so scant that they cannot be made attractive in Summer. If the merchants organized in such an effort, there is no limit to what might be accomplished.

There is no business which profits more from Summer guests than books and stationery. When a visitor is in a town for a few weeks, he is naturally prone to reading new fiction. Novelties of any kind meet in him a ready and eager purchaser. High-class stationery has a good sale. Any one of the countless little notions which go to make up a fancy goods stock may be used to attract the fancy of a stranger.

The maximum of benefit is derived if the dealer makes his store a rendezvous for tourists. Get them into the store and make them feel at home. People who have

SITUATION UNCHANGED REGARDING FRENCH COPYRIGHT.

NOTHING has as yet been done in the way of legal action against any of the alleged transgressors of French authors' rights. The publicity given the question has the effect of restraining and lessening the output, and publishers and printers are hesitating till the question is settled one way or another. There is a feeling that the French author must be protected, but as the question at issue does not involve a serious loss to French publishers, more than one interest avers that active steps will not be taken.

"Bookseller and Stationer" brings the publishers and the trade together.

THE SEASON'S PROSPECTS.

WITH the coming month we may look for a revival of interest in the book trade. The dull season has not been as dull as it usually is, and an early recovery from the lethargy of the past two months is to be expected. A tone of optimism and hope pervades the publishers. They look for increased activity during the coming season. The expansion of the country, which is now in evidence, is sure to cause an activity in business. Greater fields are opened up to the publisher and jobber and increased prosperity to the retailer. Books and nov-

elties respond quickly to the general business conditions. They are among the luxuries, and so suffer first in hard times, and, in turn, reap most in times of prosperity. For this reason, we may fairly look forward to a banner year for publishers and stationers.

The yearly increasing tourist travel in Canada is a rich source of profit to the dealer. Recognizing this, larger stocks of souvenirs and novelties are being laid in this year than ever before. Most of all, the universal feeling of hopefulness in the trade ensures buoyancy and vigor in the Spring and Summer market.

Pre-arranged work prevents eleventh-hour worry.

UNFAIR POSTAL RATES.

THE excessive rates which the British postal authorities levy on magazines coming to Canada was the subject of a remonstrance by Sir Geo. Drummond in the Senate recently. This is no new grievance. The unfairness of the present system has long been felt by Canadian business men. On such matter going to Britain, Canada charges one-half cent per pound. Great Britain charges eight cents per pound for the same class of publications coming from England to Canada. This is out of all proportion to the cost of carriage. It practically prohibits the introduction of English magazines into this country. In their place we have a multitude of American publications, most of which are not only of doubtful literary merit, but of small value to the dealer.

A Montreal bookseller gives some concrete instances of the effect of the present postal charges. The "British Weekly" costs one penny. The postage is one and one-half penny, which brings the cost up to \$2.50 per annum. This cannot be justified by the actual cost of the service. It is to be hoped that the action of the Canadian Senate will have some influence with the British Postmaster-General.

Trade has to be courted to be won.

PICTURE POST CARDS.

SPECIAL attention is given in the present number of The Bookseller and Stationer to picture post cards. They are going to be a big item of business during the coming summer. The custom of sending these pictorial cards has had a big growth in the past few years. When sent to friends who have left home it is a pleasant reminder. When sent by friends on a holiday trip it is a friendly recognition. Its educative influence is considerable. Views of the public buildings and typical scenes of a town do more than anything else to give an idea of the place. In extensive tours, too, it has become the general practice to keep a record of the places visited with picture post cards.

The card albums which are now being displayed add greatly to the zest of collecting. Not only do they provide a handy and attractive receptacle for cards received, but they encourage the collector to add to his assortment. For these reasons, we may look forward to an exceptionally

strong year in this class of goods. It behooves the dealer to make suitable provision for the demand.

"Bookseller and Stationer" keeps its subscribers advised of the season's prospects

NEW YORK STATIONERS ORGANIZE.

TWO hundred of the leading members of the stationery and bookselling trade of New York City met recently at the Hotel St. Denis to dine and discuss the wisdom of forming a New York Stationers' Association. The utmost unanimity prevailed. Besides the advantages of becoming personally acquainted and exchanging views, it was felt that an organization would stamp out many of the evils which are injuring the trade.

After a thorough discussion it was decided to form the New York Stationers' Association. Mr. Theodore L. G. Gerry was elected President. With such a large and influential list of members the Association cannot fail to be a strong and useful body.

When writing to advertisers be sure and mention Bookseller and Stationer. It helps all round.

STORE CHANGES.

NOW is the accepted time for changes in the arrangement for retail stores, as the coming season is at hand, and if these changes are not made in a short time the rush of another season's business will begin, and then the renovation will have to be delayed for several months. The past season has perhaps demonstrated that the store could be arranged to better advantage, or is too small to accommodate the volume of business.

A little careful planning will relieve the first edition, and, in the last, if care is given to the proper classification of the stock and the arrangement of departments, the crowded conditions can be relieved to a great extent, and the capacity of the establishment accordingly increased.

In a good many stores it is recognised that changes are necessary, but through a "penny-wise and pound-foolish" policy procrastination is practised. Let such methods be abandoned.

Now is the time for "fixing up the store." There is a refreshing influence about "cleaning up." A clean, bright store gives brightness to your merchandise, infuses brightness into all who enter the store, and induces them to come again.

If the paint has not the flush of brightness see that the painter gets to work. If the lighting arrangement is not good, throw it out. If the merchandise is right, nothing is more useful than a radiant, brilliant shower of light.

A slight change in the arrangement of the fixtures gives an air of newness to the store, and when doing this don't forget the probable furniture. Have chairs and stools in a condition fit to be used in your own home, even though they cost a little more.

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HERE AND THERE AMONG THE JOBBERS

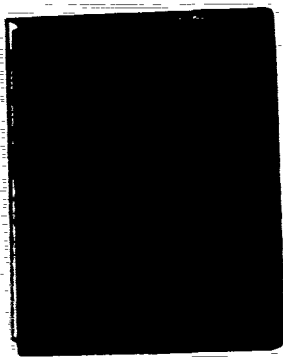
Personal information for the guidance of buyers of stationery and fancy goods, especially procured by "The Monthly Visitor"

It seems almost platitudinal to reiterate in these columns the popularity of Irish linen as a notepaper. I have done that more than once already, but The Copp, Clark Co., Limited, who regard the unqualified success of this pad as a peculiarly signal triumph, again called my attention to it in the monthly round. In my little talk the company informed me that from its inception nearly a quarter of a century ago Irish linen has been attended with unalloyed favor, and has grown with unequivocal strides. "There were the days," remarked the firm, "when some dealers said, 'It's very good, but there are others.' There were others then all right, but where are they now. Irish linen is the patriarch of the industry, the survival of the fittest. It has contested with the best and is still good for a contest. Write that word Irish linen large."

In the matter of scrap books, a tasty assortment is to be seen at the showrooms of The Copp, Clark Co., Limited. There are many lines and numerous make-ups, but the company are now centring their attention principally on five lines, viz., Nos. 6, 7, 11, 21 and 23, which



No. 21.

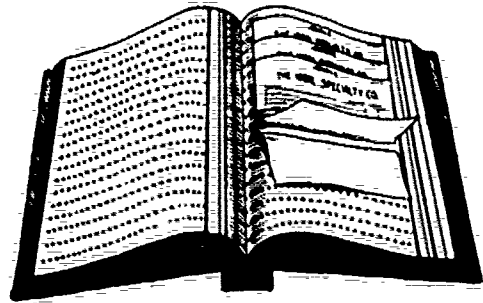


No. 6.

vary from marble sides and leather backs and corners, opening flat, to canvas sides with a stiffer opening. A good quality of paper is used throughout, and all the lines are stubbed for sheet insertions. Nos. 6 and 7 sell at \$1.20 per dozen; No. 11 sells at \$7.20; No. 21 at \$6.00; No. 23 at \$8.40.

The "Ideal" invoice book, a new line which The Brown Bros. control in Canada, is something which every stationer, who desires to keep his commercial department

up to date, will be interested in. It is made on the principal of the "Ideal" scrap book and has the adhesive discs as shown in cut. It can be made to hold any num-



ber of invoices, as it has expansion back; additional leaves can always be procured.

Warwick Brothers & Rutter open their display of import fancy goods on March 15. The top floor of the Queen street warehouse has been prepared specially for the samples and a larger display than ever before is being made. European novelties are shown in the utmost variety, English, French and Italian wares being most in evidence. A striking line of smokers' sets, ash trays, tobacco jars, cigar cases, etc., is on exhibition. Something in the same line are the samples of steins, which are more varied and attractive than ever. Venetian glassware, also, provides a number of pretty and saleable novelties. The display is one which every stationer and fancy goods dealer should make an effort to see, for Warwick Bros & Rutter have certainly sustained their reputation as judges as to what is needed by the Canadian market.

A choice line of perfumery and toilet soaps is shown by Warwick Brothers & Rutter. They carry samples of all the products of the famous Gustav Boehm. With this line of goods is shown atomizers of new and attractive designs. These goods will have a large sale for Autumn and Christmas trade.

It shows commendable enterprise on the part of W. J. Gage & Co. that within three days from the announcement of the new Ontario Cabinet being formed, that they had ready for delivery to the trade a new line of scribbling and exercise books, on the covers being photographs of Premier Whitney and the ten members of the new Cabinet, with a short description of the Government of Ontario on the back. The photo reproductions are very clear and life-like, and it makes a very interesting and timely book.

A new line of passe partout binding is being shown the trade by Buntin, Gillies & Co., Limited, Hamilton. It differs from the ordinary binding in that it is made of cloth instead of paper, and is, consequently, very much stronger. Another good feature of this new line is the coloring, which never scales off, as so often happens in the other kinds. It comes in white and assorted colors and retails at the same price as the paper passe partout. Samples can be had on application.

• • •

Those who have not yet stocked up in Easter cards will do well to attend to this line without delay, as time is short. The Copp, Clark Co., Limited are showing a very extensive line, which includes a great many novelties. Hill's "For the Empire" series are again this year prominent, and a most salable assortment can be chosen at a variety of prices, ranging from 30c to \$3 per dozen. Fancy Easter gifts are numerous, and include designs of chickens, rabbits, butterflies, etc. Each comes in a box and the prices range from 80c to \$5-40 per dozen. There are some fifty different lines in special Easter cards, ranging in price from 30c. to \$3 per dozen. Each comes in an envelope.

• • •

I found The Brown Bros., Limited, very busy in all departments, stock is arriving daily, and the new warehouse is being rapidly filled with the newest and best of everything in the stationery line. The leather goods department is preparing a number of new lines, which will be on the market at a very early date—goods that promise to compare very favorably with anything previously shown in Canada. The leather goods manufacturing plant is being transferred from Adelaide street to Front street, much new machinery is brought in, and this department will be one of the best-equipped on the Continent.

• • •

The Copp, Clark Co., Limited, have on hand a full line of cotton and silk flags for May 24th, and other festive occasions. Dominion Ensign, Union Jack, Scotch, Irish and Stars and Stripes will be in good demand. The

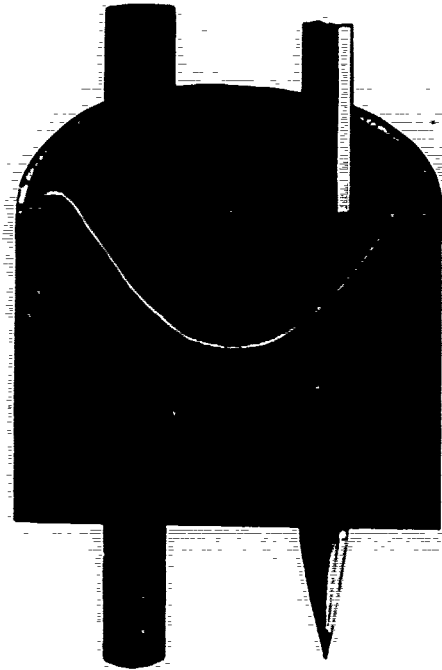
cotton flags are lithographed and rain or sunshine does not affect them.

• • •

Barber & Ellis are now in full running order at their new factory at Brantford, and are turning out great quantities of papeteries, envelopes, etc. We hope to give our readers a description of this finely-equipped factory in a future issue.

• • •

At the end of this month, Young Bros. are leaving their premises at 33 Church street, Toronto, to go into a larger and more convenient building at 107 and 109 Church street. The new location is in every way suited to the requirements of Young Bros., who are about to add many new lines to their already extensive range.



To manufacture goods of merit and occasionally to tell the trade about it, but to hammer away at the merit, is not a bad policy to pursue for getting known as "stand-

Dennison's 1905 Napkin Samples



SHOULD HAVE REACHED YOU

THEY TELL THEIR OWN STORY

HELP US CREATE NEW INTEREST BY EXPLAINING THE VARIED USES TO WHICH CREPE NAPKINS CAN BE PUT

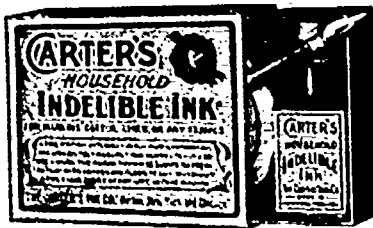
OUR "TABLE DECORATIONS" FOR INSTRUCTIONS.

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PHILADELPHIA,
CHICAGO, ST. LOUIS.

Dennison Manufacturing Co.

Coristine Building,
MONTREAL.

CARTER'S Household Indelible INK



No. 481.

Carter's Household Indelible Ink, with large bottle, ball pointed pen and stretcher.

is a new product for marking cloth, etc. It is easy to use, intensely black and absolutely ineradicable. Dealers are furnished with handsome enamel display cards holding six packages each.

CARTER'S INK ERASER

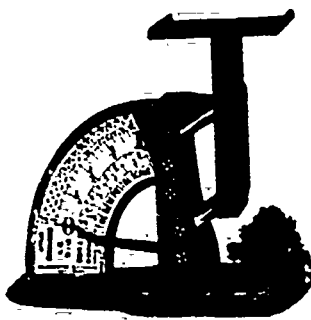
is now put up in larger bottles, packed in a convenient and beautifully decorated box. It works quickly and without injury on cloth and other subjects as well as paper. Further description and best trade prices on application to

THE CARTER'S INK COMPANY

Hoston New York Chicago Montreal



No. 491, with new Style Box.



MADE IN FOUR SIZES

The "SUPERIOR," capacity 4 lbs.	by 1-oz.
The "IDEAL,"	2 - 1 - 1
The "ECONOMY,"	1 - 1 - 1
The "RELIANCE,"	5 oz. - 1 - 1

THE TRINER POSTAL SCALE

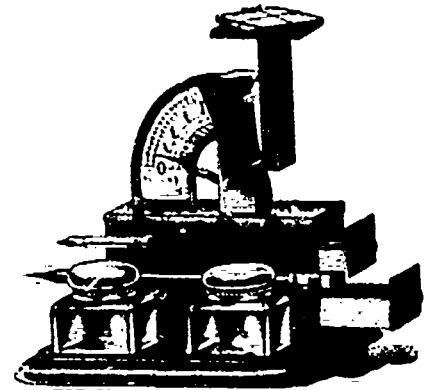
RECORDS INSTANTLY THE EXACT COST, IN CENTS, ON ALL CLASSES OF MAIL MATTER.

Article can be placed anywhere on the platform, yet always show accurate weight. Our successful development of this scientific principle has produced the only perfect postal scale.

They save stamps—Your jobber has them.

Triner Scale & Manfg. Co.,

128-130 S. Clinton St., CHICAGO, Ill., U.S.A.



FAST MAIL

Capacity 1 pound by 1 ounce

Easter Cards Easter Novelties Easter Post Cards

A large variety of designs to choose from—all very beautiful—with appropriate mottoes



Easter Day is April 23rd

SEND FOR CATALOGUE.

Tissue Paper for Decorations
Flat Tissue
Crepe Tissue, Dancing Girl Brand
Crepe Tissue, Bainbridge Brand
ALL SHADES

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

ard" makers This appears to be the attitude of The Copp, Clark Co., Limited, as relating to the manufacture of receipt books. The company is no tyro in this field. It is hardly necessary to mention that Neither are they satisfied to-day with the styles of yesterday, judging from what I was shown. The list of lines which they manufac-



No. 140.

ture ranges in price from 40c. to \$7.80 per doz., but the list is too numerous to mention here. I understand, however, that the company have in preparation a booklet giving full details, which they will circulate amongst their patrons shortly. The Safety fountain pen and pencil holder which The Copp, Clark Co., Limited, are manufacturing and which I am able to illustrate, needs no extensive commendation to bespeak its merits. The company claims that "The Safety" holds the pen and pencil securely, is manufactured of durable leather, does not disfigure the pocket, and does not wear loose. As these



No. 102

ate about the sum total of a pen and pencil holder's virtues, this is no mean claim. "The Safety" sells at \$1.10 per doz. in leather, and at 75c. in American-cloth.

We are showing on this page a cut of the "Grecian Lawn" papeterie, a line that is one of Buntin, Gillies & Co.'s best. The box is neat and attractive and contains 24 sheets white and 24 envelopes, made from an extra quality of light cloth-finished linen paper. The papeteries retail at 25 cents each and may be had in two colors, white and azure.

A great many new customers have been added to the lists of Buntin, Gillies & Co., Limited, since they made the offer to make up and ship, freight prepaid and cases free, a sample order of manufactured stationery to any dealer desiring one. The value of the orders complete is \$15, and they were shipped with the understanding that if the goods did not open up satisfactorily they could be returned at Buntin, Gillies & Co.'s expense.

They are still shipping these orders, and any dealer who has not considered the matter should write at once for particulars.



W. J. Gage & Co. have added to their envelope list two new lines of counters. One is an entirely new size, No. 1, 9 1/4 x 11 1/2. This will be found very useful, as it will hold a letter size tablet, any of the popular magazines, and many other articles which are too large for the ordinary counter. The stationery trade evidently appreciate this line from its sales already. The other new one is their No. 521-3. This is made of glazed parchment in four colors, and is not only lighter and stronger than the ordinary manilla, but is bright and attractive also. This line is supplied either plain or printed, and very special prices are given when bought with-imprint.

Samples and prices of these new lines of counter envelopes will be forwarded on application.

REMOVAL NOTICE

A. W. FABER

Will Remove, about APRIL 1, 1905, to

44-60 East 23rd Street, New York

(Mercantile Building)



Typewriter Ribbons, Pen, Pencil and Typewriter Carbon Duplicators, Stencil Papers and Inks, Hectograph Composition, Hectograph and Rubber Stamping

Agents Wanted Everywhere.

Sold to the Trade Only.
Prices on Application.

MADE IN CANADA.

LET'S GET ACQUAINTED!

AN ACQUAINTANCE WITH

"JAPANESE"

BRAND

WRITING INKS

and MUCILAGE

Will be Profitable for you.

They're Perfect

MADE IN CANADA.

THE COLONIAL INK CO.

PETERBOROUGH, CANADA.

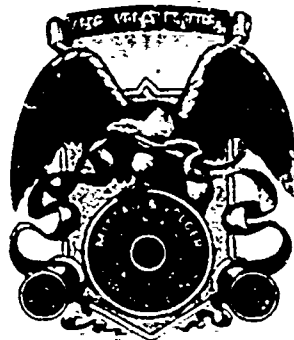
LIMITED

COMPETITION is the FORCEFUL element of invention, but RESOURCEFULNESS is the necessary factor of final success.

THE MERITS OF OUR GOODS ARE ABOVE ALL OTHERS.

Our business is firmly established on the "rocks" contributed by a large mass of satisfied customers.

Our solid foundation is the best testimony as to the excellence of our goods.



We are successful because we really know how.

We would urge you to try our Ribbon and Carbons. You will then recognize the extent of our "resourcefulness."

MITTAG & VOLGER

Sole Manufacturers,
FOR THE TRADE ONLY.

Principal Office and Factory, Park Ridge, N.J.

NEW YORK CITY,
2028 Park Row Building.
CHICAGO, ILL.,
108 La Salle Street.
LONDON, 4 Queen Street
PARIS, 21-Rue Du Temple

<p>This list is for the purpose of placing retailers, manufacturers jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,</p>	<h2 style="margin: 0;">Leading Canadian Accountants and Auditors.</h2>	<p>adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.</p>
<p style="text-align: center;">DAVID HOKKINS, P.C.A. Chartered Accountant, Auditor, Financial Valuator. 77 Wellington Street East, Toronto, Canada.</p>	<p>This Space \$15 a Year.</p>	<p style="text-align: center;">JENKINS & HARDY, Assignees, Chartered Accountants, Estate and Fire Insurance Agents. 184 Toronto Street Toronto. 406 Temple Building, Montreal. 100 William Street, New York.</p>

<p>This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,</p>	<h2 style="margin: 0;">LEGAL CARDS.</h2>	<p>organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature. For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.</p>
<p>TUPPER, PHIPPS & TUPPER, Barristers, Solicitors, Etc. Winnipeg Canada.</p>	<p>ATWATER, DUCLOS & CHAUVIN Advocates Montreal Albert W. Atwater, K. C. Consulting Counsel for City of Montreal Chas. A. Duclos Henry N. Chauvin</p>	<p>BEATTY, BLACKSTOCK, FASKEN, RIDDELL & MAIZE Barristers, Solicitors, Notaries, Etc. Office, Bank of Toronto Tel. Main 3813 Toronto, Ont.</p>
<p>IRWIN & JONES Barristers, etc. H. E. Irwin, K. C. Clerk of the Peace County of York. H. Morton Jones, B. C. L., Solicitors for Equity Fire Insurance Co. Berlin Fire Insurance Co. 24 King St. W. Toronto, Weston, Ont.</p>	<p>W. G. WILSON Barrister, Solicitor, Notary, Conveyancer, etc. Napawan, Ont.</p>	<p>MEWHURN & AMBROSE Barristers, Solicitors, etc. S. C. MEWHURN, E. H. AMBROSE Hamilton, Ont.</p>
<p style="text-align: center;">WM. A. McLEAN Barrister, Solicitor, Etc. Head Office, Guelph, McLean's Block Branch Office, Acton Town Hall Corporation Solicitor, Etc.</p>		

<h2 style="margin: 0;">Educational Department.</h2>	<p>The following institutions for the education of business men's sons and daughters are recommended by this paper:</p>
<h3 style="margin: 0;">St. Margaret's College, Toronto</h3> <p>A Boarding and Day School for Girls Thorough courses in every department Only teachers of the highest educational and professional standing employed GEORGE DICKSON, M.A., Director MRS. GEORGE DICKSON, Lady Principal</p>	<h3 style="margin: 0;">METROPOLITAN</h3> <p>Telegraphy, Shorthand, Commercial, Civil Service, Banking Courses, the Best in Canada. We guarantee to place every competent student. Ask for a list of our students placed during the last three months. One or all courses same price. No restrictions. METROPOLITAN BUSINESS COLLEGE. R. A. FARQUHARSON, B.A., Principal. 44 Bank St., Ottawa, Can.</p>

Successful Advertising - How to Accomplish It
By I. ANGUS MACDONALD
A volume of 400 pages packed full of good stuff for advertisers. Price \$2.00.
Send post paid order receipt of price.
TECHNICAL BOOK DEPARTMENT
MACLEAN PUBLISHING CO. LIMITED, TORONTO

HOTEL DIRECTORY.

<p>NEIL McCARNEY, Prop. THE PROVINCIAL LEADING COMMERCIAL HOTEL Located in Heart of Business Section</p>	<p style="text-align: right;">W. C. McCARNEY, Manager OSANANOQUE, ONT. Ten First-class Sample Rooms.</p>
<p>O. F. BAKER, Prop. HOTEL GRAND First-class accommodation for Commercial Men</p>	<p style="text-align: right;">GALT, ONT.</p>

YOU ARE INTERESTED IN SOMETHING.

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

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

Terms	100 Clippings	\$ 5.00
	250	12.00
	500	22.00
	1000	40.00

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

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

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

The 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.

THE PRIVATE GREETING CARD TRADE.

WE have heard it said that the Canadian stationer has failed to make the best of the possibilities of the private-greeting-card trade. There is no doubt in our mind but that practically the whole of the Christmas card trade will be of the private nature in the future. With a view of securing reliable information on the subject, we requested Mr. Menzies, of Menzies & Co., to give us his view. Mr. Menzies has paid special attention to the private card trade and, doubtless, his suggestions will prove valuable. Mr. Menzies writes as follows:

February 13, 1905

Editor of Bookseller and Stationer, City

Dear Sir,—I gladly avail myself of your request for a few words on the private greeting card business.

Last year towards the end of November, we received many requests from stationers to send along assortments of private card blanks from \$25 up. As ours is an import business, we were unable to accommodate them, and yet amongst these same houses we have heard the complaint that their 1904 card business was not a success, and that they had to carry over stock.

In every case, we find that it is the cheap cards that are unsold. The failure is simply due to the policy that prevails, outside two or three places in Canada, of stocking only inexpensive lines.

With us and the jobbers the cheaper lines have been the most profitable. They find a better market and permit a higher percentage, but the private consumer is getting away from them more every year. He wants something that will look different and better than the advertisement in greeting card form sent out by the local piano dealer or tailor. The man or woman who, having sent out a cheap-looking card, receives handsome ones from his or her friends, blames the dealer, and the next year either purchases elsewhere or is too disgruntled to take it up again.

Moreover, it has been demonstrated pretty thoroughly that, owing to the limited time for selling, and the amount of detail work required, it does not pay the stationer to handle cards selling at less price than \$15 per hundred, unless the quantities are for hundreds or over.

There is only one really profitable way to handle the cheaper blanks, and that is in quantities of from 200 to 1,000, with the idea of selling them to the insurance companies, insurance agents, breweries, and any large manufacturing or other concern that advertises or has customers or agents to be remembered.

The stationer who sends out a good man or goes out himself will soon land enough orders to clear out any amount of stock he figured on selling, and will probably wish that his estimate had not been so conservative; he will also find a call for the expensive card in his branch of the trade. He is not hurting his private trade by doing this, on the contrary, it is this very factor that prompts the private customer to select expensive cards.

The best trade is not confined to the city. We have customers in small towns where one would hardly suspect the presence of a single purchaser of such goods, who place orders for cards that run from \$18 to \$16 per 100. They sometimes order as many as 500 of the highest priced, and what is more, invariably get rid of them at the list prices.

The private card business should be the most profitable branch of every stationer's Christmas business.

If the idea has not caught on in the town, let the dealer go out after it, before the rush season ties him down to the counter.

Yours very faithfully,
T. E. Menzies

PHONOGRAPHIC POST CARDS.

A NEW form of post card which may, perhaps, be destined to cut into the picture post card line, is announced from Vienna, which claims the credit of producing the latest novelty in this direction. It is a phonograph record-maker, which the sender entrusts with his message. Having made his record, he affixes it to a post card of the ordinary size, and despatches it in the usual way, and the receiver puts it into a phonograph and makes it deliver up its message. So far there is no striking novelty in this. There are plenty of business men who talk business letters and memoranda into a phonograph at night in their own houses and post the record to their offices, so that by the aid of another phonograph, and a stenographer to take off the letters and transcribe them, they are ready for signature soon after the office is open for the next day's work. The peculiarity of this Viennese device is that you can send your record for a cent, and what is of even more importance, indulge yourself in the habit of sending and receiving phonograms for the inconsiderable sum of two dollars. That is very cheap. The first practical drawback to the scheme is that most of the communications sent in picture post cards are hardly important or intimate enough to justify even that expenditure, for the privilege of hearing them grunted or squeaked in one's ear. Another objection to this system is that a phonograph at two dollars might hardly have sufficient clearness of enunciation to make one absolutely certain whether the message was "All very ill," or "All very well," or whether an invitation was for "Tuesday, at nine," or "Thursday, to dine." That this confusion would be likely to occur is clear from a recent talking machine case, in which it was demonstrated that the production of really good vocal records is a matter of painful perseverance, and might almost be considered an art in itself.—Stationery Trades Journal

INQUIRIES RELATING TO CANADIAN TRADE.

The Trade and Commerce Department of Ottawa makes the following report:

517. A French publisher wants a Canadian agent to push the sale of his illustrated covers for school books.

518. A French bookseller desires to communicate with like house or agent in Canada.

Persons desiring any of these addresses will please quote the reference number.

SOUVENIR VIEW BOOKS.

DEALERS do not really appreciate the possibilities in souvenir view books. The interest in souvenir view books is a fact of human nature. These view books are popular for the same reason that the poem "Home Sweet Home" is popular. Their interest does not depend upon any fad or craze. They have always been popular and always will be. An edition of souvenir view books is always good stock, provided it is gotten out right. They should, however, be gotten out by a specialist in the line. Mr. MacFarlane quotes on editions of souvenir view books from \$80 up in a variety of styles—half-tone, linotype, collotype, album linotype, and album collotype. He is very glad to submit samples and quotations to enquiring dealers. There are dealers in Canada and the United States who sell as high as 20,000 to 30,000 view books of their locality in a year. Mr. MacFarlane sold a dealer in Spokane, Wash., last month an edition of 22,000 books. This gives an idea how some dealers look upon the souvenir book proposition. He sells editions of this size also for many other cities, even the smallest towns would stand an edition of 500 to 1,000.

FINANCE AND INSURANCE

ANOTHER phenomenally successful year has been added to the records of the Bank of Nova Scotia. Four years before Queen Victoria ascended the throne this bank entered the financial world, and for seventy-two years has been pursuing a successful career. Although its chief business lies in the Eastern Provinces, its branches are now found in every province of the Dominion, and also Newfoundland, the West Indies, and the United States. On a paid-up capital of \$2,000,000 it paid 20 per cent. dividend last year, besides making liberal allowance for sinking and other funds. The reserve fund now stands at \$3,200,000, or 160 per cent. of the capital.

THE Central Canada Loan and Savings Company has celebrated its majority by issuing a very attractive booklet containing its twenty-first annual report, together with interesting facts connected with its business. The report shows that the company is in a very strong position. Besides paying 6 per cent. dividend and 2 per cent. bonus last year, it increased its reserve fund so as to bring it up to 64 per cent. of the paid-up capital.

EXTRACT from a speech of S. J. Johnson, Sioux City: "It seems almost impossible to believe that merchants doing business in what are called the 'wooden towns' of the State carry so little insurance. The excuse for carrying little or no insurance seems to be that the rate of insurance is so high; but suppose it is high, it would be exceedingly cheap to you should you have a fire, and you ought to carry at least sufficient insurance to cover every dollar of your indebtedness and a little besides, so that you would have something on which to start into business again, and not be flat on your back. Insurance is a splendid, good thing, and the man who keeps his stock well covered is a wise man."

NOTES.

The Bank of Toronto has opened a branch in Brantford.

The Sovereign Bank has opened a branch at Rockland, Ontario.

The Acton Vale branch of the Molsons Bank has been closed.

The Traders Bank of Canada has opened a branch at Blind River, Ont.

The Brantford branch of the Bank of Hamilton have moved to more commodious quarters.

The Bank of Montreal has purchased another lot in Montreal with the intention of establishing a new up-town branch.

The Crown Bank of Canada has opened a branch office at Kingston, Ont., under the management of Mr. D. Murray. The bank has been very fortunate in securing

a location for its Kingston office in the heart of the business district, and immediately facing the market square.

The annual meeting of the Canadian Birkbeck Investment and Savings Company was held last month, and showed a satisfactory report. Two half-yearly dividends of 6 per cent. were paid during the year.

The Canada Permanent Mortgage Corporation, at the end of fifty years of business, has attained an enviable position among Canadian financial institutions. The past year shows a marked increase in business and earnings. J. Herbert Mason has been the controlling officer from its inception.

A new Canadian bond company has been organized under the firm name of Wood, Gundy & Co., Toronto. Messrs. Wood & Gundy have been prominently identified with the debenture business for a couple of years, holding the positions of general manager and secretary, respectively, of the Dominion Securities Corporation.

The Dominion Superintendent of Insurance gives notice in The Canada Gazette that the Manitoba Assurance Company has received a license No. 199 for the transaction in Canada of the business of fire insurance. James Gardner Thompson is chief agent of the company in Canada, and the head office in Canada is established at the City of Montreal.

The annual meeting of the National Trust Company was held last month. The report, submitted by Mr. J. W. Flavelle, the president, was in every way satisfactory, showing net profits of \$92,620.90. After provision had been made for increasing the reserve fund by \$30,000, a dividend was declared at the rate of six per cent. per annum.

The Canadian Manufacturers' Association is making a strenuous effort to keep the insurance business in Canada. A special committee has been appointed to cooperate with E. P. Heaton, the manager of the Insurance Bureau. The Bureau will strive to lower the rates by decreasing the losses from fire. Canadian fire losses amount to nearly twenty million dollars annually.

CAPITAL PAID UP, . . . \$1,000,000.	
RESERVE FUND, . . . 1,000,000.	
THE METROPOLITAN BANK.	
DIRECTORS	
E. H. WARDEN, D.D., President	R. J. MOORE, Esq., Vice-President
D. E. THOMSON, Esq., K.C.	HIS HONOR W. MORTIMER CLARK, K.C.
THOS. BRADSHAW, Esq.	JOHN FIRTHBROOK, Esq.
HEAD OFFICE, - TORONTO.	
W. D. BOSS, GENERAL MANAGER.	
GENERAL BANKING BUSINESS TRANSACTION	SAVINGS DEPARTMENT at all Branches. ACCOUNTS SOLICITED Drafts Bought and Sold. Letters of Credit Issued.

The Barber & Ellis Co'y Limited

Office: **35 Alexander St., Toronto**

Factory and Warehouse: **Brantford, Ont.**

Our Envelope Factory is now in good running order. Capacity **greater than before** the fire. Everything in envelopes we are prepared to supply. Our line of Papeteries and Boxed Note Papers is being gradually increased by new and attractive lines, all of our own manufacture.

The Trade is invited to write for samples and prices.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

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

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

Confederation Life ASSOCIATION.

W. H. BEATTY, PRESIDENT.
W. O. MAODONALD, ACTUARY. J. K. MAODONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

THE CANADIAN BANK OF COMMERCE

Paid-up Capital, \$8,700,000
Res., \$3,000,000

HEAD OFFICE: TORONTO, CANADA

HON. GEO. A. COX, Pres. B. E. WALKER, General-Manager
LONDON, ENG. NEW YORK, N.Y.
62 Lombard St., E.C. 16 Exchange Place.
R. Cameron Alexander, Manager Wm Gray and H. H. Walker, Agents

TRAVELLERS' LETTERS OF CREDIT

The Travellers' Letters of Credit issued by this Bank are a great convenience to Travellers. They are available in all parts of the world, and the holder is enabled, without risk or difficulty, to obtain such sums as he requires at any point in his journey.

BANK MONEY ORDERS

AT THE FOLLOWING RATES:

\$5 and under 3 cents
Over \$5 and not exceeding \$10..... 6 cents
" 10 " " 30.....10 cents
" 30 " " 50.....15 cents

These Orders are Payable at Par at any office in Canada of a Chartered Bank, and at the principal-banking points in the United States.

Negotiable at a fixed rate at The Canadian Bank of Commerce, London, Eng.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office **Toronto, Ont.**
Capital - \$1,500,000.00
Assets, over - 3,300,000.00
Annual Income - 5,890,000.00

HON. GEO. A. COX, President.
J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1823

CASH CAPITAL, \$1,000,000.00.
TOTAL ASSETS, \$2,024,096.02.
LOSSES PAID SINCE ORGANIZATION, \$23,886,006.52

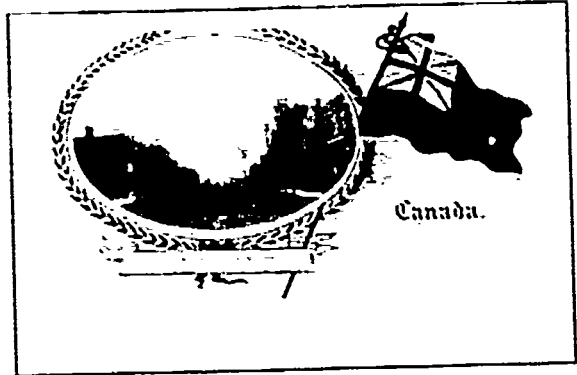
HEAD OFFICE, - BRITISH AMERICA BUILDING, Cor. Front and Scott Sts., Toronto.

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

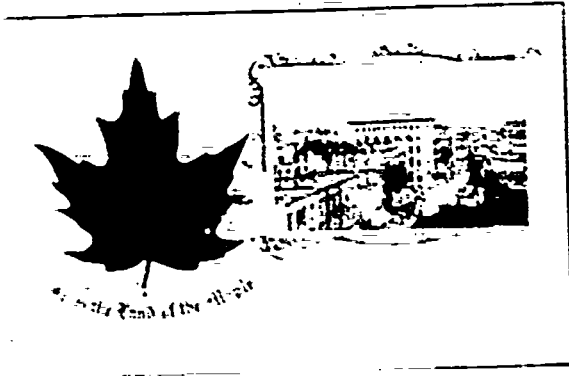
SOUVENIR POST CARDS



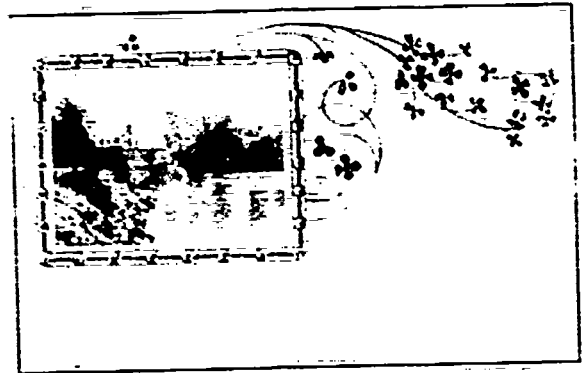
No. 4 HORSE SHOE



No. 5 FLAG



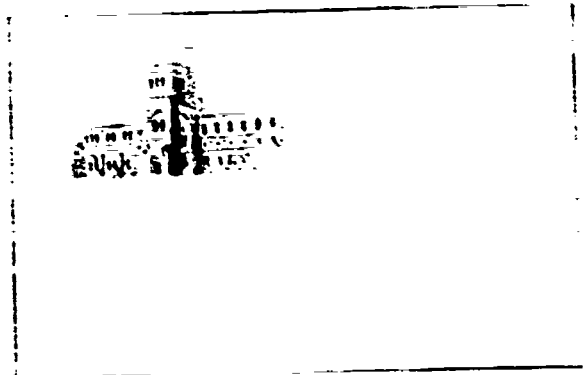
No. 6 MAPLE LEAF



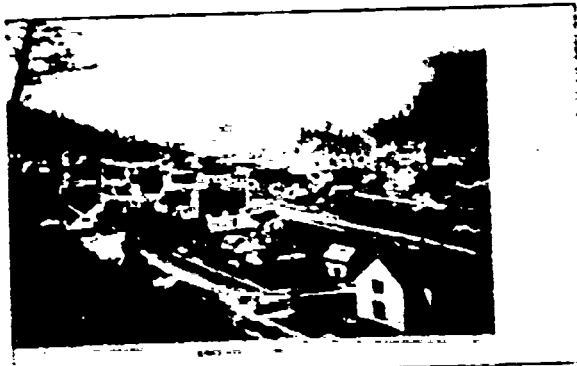
No. 7 FORGET-ME-NOT



No. 8 HALF-TONE



No. 9 CLEAR-CUT



No. 10 HALF-TONE



ADDRESS SIDE

A FEW ILLUSTRATIONS OF OUR NEW DESIGNS. SEND FOR DESCRIPTIVE CIRCULAR AND PRICE LIST

W. J. GAGE & CO., LIMITED, Publishers and Manufacturing Stationers TORONTO

MAINLY ABOUT PICTORIAL POST CARDS

A PROGRESSIVE LONDON HOUSE.

London, Mar 1, 1905.

AMONG the most progressive of the London publishers, Davidson Bros., of Basterfield street, Golden Lane, occupy a prominent place, not only on account of the infinite variety and choice character of their cards, but also because of the phenomenal success they have achieved in a comparatively short time

While making some necessary arrangements with Mr Davidson in connection with advertising space in this number, I took the opportunity of making a few enquiries about the marvellous development of their business.

"About how long have you been publishing postcards?" I asked.

"Not much more than two years," said Mr. Davidson. "It doesn't seem long," he said, with a pleased reminiscent expression, "but you'd be surprised if you knew the quantity of cards we have issued in that period. Why, here's one 'comic,' of which we have sold no less than 500,000. It is one of Tom Browne's, and I think it is the card that made us famous. When we began, we looked round carefully to see if we couldn't bring out something different to other people, something distinctly new, and one of the first artists we engaged was Tom Browne, who's on the staff of 'Punch' now. Later on, we got into contact with Dudley Hardy and John Hassell, for whose cards we have the sole monopoly. We also have the entire rights of Lawson Wood, Will Owen, Ludovic, and other equally good men, so you see the reproductions of their designs place our cards in a unique position.

"In April, two years ago, we issued the first set, and they took so well from the start that our machines never left off work day or night till after Christmas. It was all we could do to turn them out fast enough for our customers."

I was on the point of asking Mr Davidson if they specialized on comics, but he seemed to anticipate my question.

"We have over a thousand different sets now, comprising comics, views, fancy landscapes, actresses and reproductions of famous paintings. We specialized in comics somewhat at first, but our customers wanted other things. In fact, the demand made it impossible to specialize, so we now cater to all the varied tastes of the post card dealers."

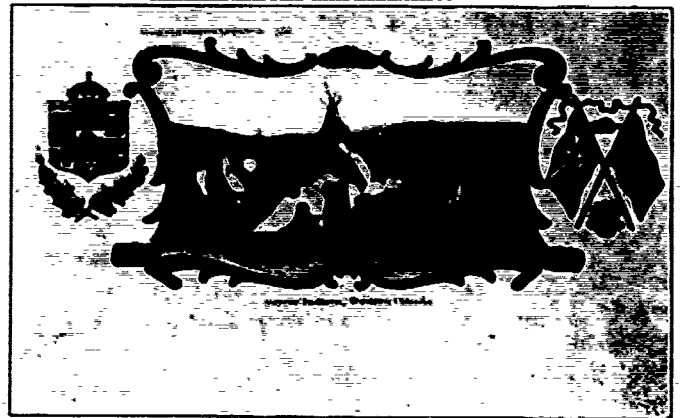
"Where are they produced?" I asked, for I had recollections of "Printed in Bavaria" on more than one "English post card" that had come into my possession.

"Our works are here in England," replied Mr Davidson, "and every post card we have in our catalogue is printed in England."

He had just taken up another sample book that, apparently contained something of more than usual interest and, opening it up, he drew my attention to a beautiful line of calendars. "What do you think of these?" he asked and there was only one reply for me to make. They were mostly floral productions in three folds, known as drop calendars, cut out and embossed. There were

ten numbers measuring 13 inches by 6, published to sell on the Canadian market for 5c. There was also a 10c line of eight numbers measuring 13x8. The designs of these calendars struck me as being particularly beautiful, and the coloring, gilding and embossing gave them a wonderfully rich appearance. Large Canadian orders are expected for these during the coming season, as they are an exceptionally attractive line. "Your Canadian retailers will sell these at 5c. and 10c.," said Mr. Davidson, "and they will be good value at that."

Conversation presently turned on the matter of Christmas cards, and I asked if there was any truth in the rumor that the custom was dying out. I hardly needed to make this enquiry, for I knew from the post office returns that during the Christmas of 1901 more post



Design No. 300. Warwick Bros. & Rutter, Limited

cards and Christmas cards were sent through the post than during any previous Christmas, and Mr Davidson's reply was just what I expected. "Trade was never more firmly established than at present," he said, "and we are preparing for a greater demand than ever for the season of 1905."

Complete sets of samples at Davidson Bros. productions are now in the hands of Copp, Clark & Co., Limited, who control this line for Canada.

J. M. M.

SCOTCH PICTURE POST CARDS.

MILLER & LANG of Glasgow, are publishers of the "National" series of pictorial post cards, amongst which several excellent sets of Scottish scenery stand out prominently. The moonlight views of the "Land of Burns," "Loch Katrine," "Loch Lomond," "The English Lakes," etc., are very attractive, being produced with a permanent gloss finish and rich color resembling an actual photograph. The views of the picturesque Scottish cities of Edinburgh, Inverness, etc., and the colored views of places on the West Highland Railway and the Caledonian Canal are genuine works of art. The color effect is artistically produced and is most

pleasing to the eye. Another series represents favorite sports, that of "Curling" being specially realistic. For lovers of natural history, there is a splendid series of "Bird-Studies" in natural colors. Justice is fully done



Design No. 470 Warwick Bros. & Rutter, Limited.

Flowers of the most delicate tints are very popular. All these can be had in hand colored by expert artists, as well as in black.

Special attention is directed to the comic series, which has proved a leader in the lines. D and F, songs and singers, valentines, M and L and H and V, in series of six each in colors, as well as in black, are the main lines. Prices will be found very reasonable. Some of the caricatures employed deal with nations, weather forecast, leap year, etc.

Bromos, made by Parisian artists, are on view in black and hand colored. Such well-known artists as Reuthinger, Anthony, Stebbing, etc., are used. A line first inaugurated by this firm, and which has proved an enduring novelty, is leather post cards at \$6 per hundred. Quality and finish are guaranteed and the designs are burned, not stamped. There are over thirty-five designs.

Beautiful highly-colored scenes from all parts of the globe are seen in the range of chromos, as well as copies of famous paintings such as the Angelus. The price ranges from \$1.50 to \$3.00 per hundred. The initial card, an exclusive novelty, had sales in December of over 50,000. The high art studies in series and otherwise are doing well. Some copies from Salon, Paris, in nude art are to be had.

to the celebrities of the day, and prominent actresses are represented in a multitude of poses in private life and also in character

• • •

Miller & Lang also publish the jeweled cards which are becoming so popular and they also give special attention to reproducing views, studies, silver prints, etc., from customers' own negatives. Altogether, their series of post cards is a most interesting one.

• • •

THE ILLUSTRATED POST CARD CO.'S NEW LINES.

THE excellence of modern picture post cards is well exemplified by even a casual observation of the lines shown by this firm. Everything conceivable is shown. View post cards, fancy artist cards, comics, bromos, leather post cards, chromos, initial cards, etc., are mingled in a pleasing confusion which delights the eye. It really seems as if the gamut of human endeavor has been explored to furnish material for the various lines and the multi-colored productions shown.

In view cards, Canada is represented from coast to coast. The prominent features of every city and town are illustrated and if by chance, any place is neglected this firm will remedy the deficiency. In the realm of sports, every known Winter and Summer pastime is exemplified in typical scenes. Only the finest and cleverest designs are used, and the prices are regarded as not to be equalled.

Fancy artist and high art cards are revelations which have come to stay. The extent of the line is illustrated by the range of prices from \$1.50 to \$25.00 per hundred. Clement's famous children's series, illustrating various peculiar positions, is very noticeable. The range of artist studies and well-known actresses is another leader.



The illustration of the initial series shows an angel carrying an initial on its shoulders. The letter is in white and the background in blue with the angel in flesh color. This is one of the series of the Illustrated Post Card Company, Montreal.

Display racks, at \$3.00 and \$6.50, are silent salesmen which readily pay for the expenditure. Altogether this

Pictorial Postcards

We assure the trade that we are keeping right up to the times in the way of new views.

During the past year we have added largely to our already large assortment, and will continue to add as ideas and opportunity develop.

OUR NEW COLORED VIEWS OF
Montreal, Quebec and Ottawa

are particularly meritorious.

Albums

We carry a big range and the values are special.

Samples and prices to the trade only on application.

The Picture Post Card Co.

P. O. Box 334, OTTAWA, ONT.

W. G. MacFARLANE

72 Bay Street, - TORONTO.

Souvenir Post Cards

AND

Souvenir View Books

SOUVENIR POST CARDS.

We get contract cards in half-tone, embossed, colotype, and other processes. Our colored processes in *Naturetype* and *Naturelith* are very popular. Let us quote you on editions of your locality. We can make you extremely low quotations. Do not place your order without having first obtained our quotations and samples.

LETTER CARDS. There is going to be a big run on letter cards this year. We can get out a letter card of your town to retail at 5c or 10c, in editions of 1,000 up. Write us for quotations and samples.

FANCY AND COMIC POST CARDS. We have two of the best lines on the market: the Stewart & Wessell and W. & A. K. Johnston. Call at our sample rooms and see our samples. Before placing your orders. If you are not coming to Toronto send for a sample lot of 100 assorted for \$1.75 postpaid. This will enable you to place your order for spring delivery.

1,000 SUBJECTS. We carry stock in about 1,000 subjects in souvenir view post cards, illustrating American and Canadian scenic places. Our All-Canada Cards should interest you.

SOUVENIR VIEW BOOKS.

We get out editions of books in half-tone, luxury type, colotype, and in album style. For the small dealers in the small towns we could get out an edition at as low a price as \$2.00 for a lot of 50. We can quote on anything from this price up to the highest priced styles. The dealers of this country do not appreciate what can be done in souvenir view books. It is a matter that they should look into thoroughly. There are stores that sell as high as \$20.00 or \$30.00 souvenir books of their locality in a year.

BURNT LEATHER POST CARDS. Let us fill your order for burnt leather post cards at \$2.00 per hundred. We will send you 25 samples of different designs at this price from which you could order.

POST CARD RACKS AND POST CARD ALBUMS. We will shortly have at our Sample Rooms samples of post card racks and post card albums. When you come to Toronto, call on us.

N.B. Note that we have removed from Saturday Night Building to larger and more commodious quarters in the Westwood Block at 72 Bay Street. We will now be able to show our lines to advantage, and shall be pleased to receive calls from Booksellers and Stationers, visiting Toronto.

SOMETHING DECIDEDLY NEW IN

SOUVENIR POST CARDS

We have just completed a large edition of **LITHOGRAPHED** Post Cards in seven colors and a gold.

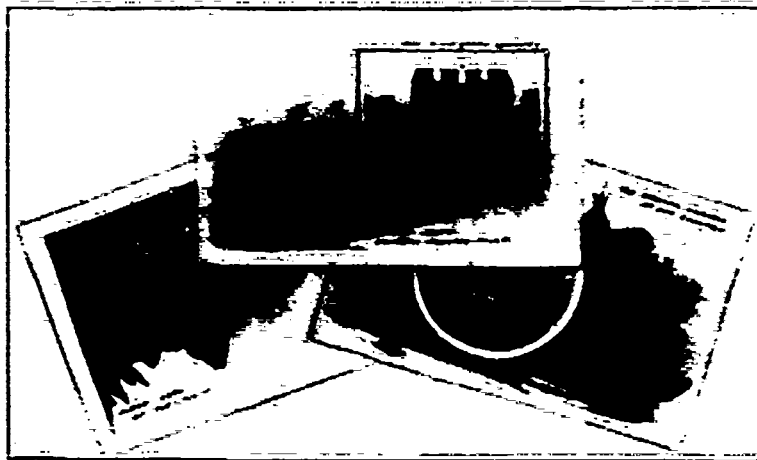
Several designs, each one of which is a little work of art never before attempted in Canada. The local views are set in typical Canadian designs in Canadian Mounted Police, Indians, Buffalos, Wheat, Flags, etc., etc., worked out in their true colors.

You cannot afford to be without this new line.

We have also created a hand-painted applied velvet card that is very popular.

The demand for our burnt leather cards continues to increase.

Sample and prices promptly mailed upon request.



YOUNG BROS.

Manufacturers of Fancy Goods, TORONTO

firm feels confident that an inspection of their line will result in mutual benefit.

PHOTOGRAPHIC POST CARDS OF CELEBRITIES.

A LINE of cards that will doubtless appeal to the Canadian trade is published by J. Beagles & Co., of Little Britain, London, England

This firm have the sole right to reproduce cards from the photographs taken by Ellis & Walery, the famous London photographers, and their selection contains practically the whole of the most prominent people in Great Britain.

The series of cards of members of the British Royal Family should be popular in Canada, it includes our late beloved Queen Victoria, King Edward, Queen Alexandra, Prince and Princess of Wales, the young Princes and Princesses of Wales, and a number of others

The church is represented by some fifty or sixty names of notabilities, who have a world-wide reputation, every denomination is represented and some of the people are very popular in Canada

The political, literary, military and musical fields are well represented, and the list includes many subjects which would find a steady sale in this country. Special attention is paid to pictures of actors and actresses, this list contains practically every English stage celebrity of the present day. The demand for this series has been very heavy, and already a number of them have found their way to Canada.

It is interesting to note that some of the celebrities included in this line have posed for as many as a hundred different photographs. Marie Studholme, Edna May, Ellaline Terris, Maud Jefferies and many others appear in a large number of poses.

The style in which these cards are produced is in keeping with the subjects—every card is a life-like photograph reproduced in silvertype, bromide, photocolor, or colotype. A catalogue, giving full details of these lines, will be sent to any readers of Bookseller and Stationer who make enquiry

NEW LINES OF MONTREAL IMPORT CO.

AFTER an extended tour of Germany and France, Mr. P. Gumlich, of the Montreal Import Company, has returned to Montreal with a collection of picture post cards which, in variety and excellence of finish, exceeds any former season's collection. This firm makes a specialty of view post cards, and the range is claimed to be the latest in the trade. The scenes comprise views from every section of Canada

THE CARDINAL SERIES.

THE Cardinal series of post cards is published by Ferd Anthony Horle & Co., St. John's Lane, London, England, who have set themselves no easy task to live up to their maxim of "Ever to the front." Amongst their most interesting cards are series of English castles and British warships. They are produced in very choice colors and designs, the views of the warships and submarines being especially noteworthy, and a complete series would make a most interesting collection. Messrs. Horle also handle Japanese, Norwegian and Italian post cards, the national characteristics of which make them very popular. This house devotes special attention to hall programettes and embossed cards for concert and other purposes. They have a line of short, stubby programme pencils with tassels attached, that are now very much

in vogue, and these are stocked in five delicate tints. Other tints or colors can be put through to order. A large number of lines of post card albums, ivory boards, enamel boards, etc., etc., are also stocked, and Messrs. Horle wish it known that they will be glad to send quotations and printed matter to any Canadian buyers who are interested in any lines of fancy stationery.

THE W. J. GAGE LINE OF SOUVENIR CARDS.

WE have been shown some of W. J. Gage & Co.'s new designs of post cards for this season. The line is very attractive and a very heavy demand is anticipated. Already the travelers have booked a large number of good orders.

One series is lithographed in four colors and embossed. The designs represent "Maple Leaf," "Flag," "Horseshoe," and "Forget-me-not," with a space on each for printing views of buildings, scenes, etc.

A handsome series of twenty-two prominent views of Canada, beautifully printed in four colors, is another line which will, doubtless, have a very wide popularity.

Gage & Co. are making every effort to keep up with the demand for new subjects in souvenir cards, and are sure to meet with a large measure of success during the coming season.

Descriptive circulars, together with samples, will be sent on application.

THE MACFARLANE LINE OF CARDS.

MRS. W. G. MACFARLANE is removing this month from Saturday Night Building to the Westwood Block, at 72 Bay street, Toronto, where he will have much larger and more commodious accommodation for displaying his various lines of souvenir books and post cards and novelties.

Trade has opened up very briskly this year, and orders booked during January and February have shown a substantial increase over last year. The Stewart & Woolf and W. & A. K. Johnston lines are meeting good favor with the trade, and he expects to do a large business in these lines this year. In souvenir post cards, Mr. Mac-

Music Orders attended to promptly and satisfactorily

Headquarters for all the Standard and Popular English and American Musical Works.

Anglo-Canadian Music Publishers' Association

ASPENDWNS 88-YONCE STREET, TORONTO Limited

The Picture Post Card House of Canada

(Established 15 years)

The Orders Booked

Justify us in believing we have the Right Goods at the Right Prices.

View Post Cards Fancy Post Cards Christmas Post Cards

SAMPLES ON APPLICATION.

The Montreal Import Co., 17 St. John Street, Montreal

Illustrated Post Card Co.

ART PUBLISHERS

185 St. James Street, - - - MONTREAL

PICTURE **C**ARDS
POSTAL **IS OUR SPECIALTY**

WE LEAD in QUALITY,
VARIETY and PRICES.

Local Photos

Special Views made from Local Photos at \$7.00 per thousand.

Stock Cards

Consisting of Views of the principal Cities and Towns in Canada. Types, Sports and Scenes. Sample assortment of 100 cards \$1.00 per hundred, or \$8.00 per thousand.

St. Louis Exhibition Cards

135 designs at \$1.25 per hundred. Cards are in three colors — blue, brown and black.

Initial Cards

As per illustration at \$2.00.

Imitation Bromos

Actresses, Children Series; Scenes, large variety, \$1.50 up.

Chromos

Comic Moonlight Series, Bathing Series, Swiss Scenes, \$1.25 up.

Easter Cards

Very pretty and tasteful, \$1.50 up.

Leather Postals—35 Views

Hand burnt, \$5.50.

Indian Cards

Plain and Jewelled, \$1.25 up.

Bromos

Real Photos from Life—Plain and Hand Coloured—highly artistic, \$3.00 up.

AND MANY OTHER LINES

Post Card Racks

Revolving, with Eagle Top, at \$3 and \$8.50.

Always the latest from our own artists and factory in Europe.

The Ties which Bind Empires

Picture Post Cards

MILLAR & LANG, Darnley and Forth Street, Glasgow, Scotland, beg to remind their friends across the Sea

That they are the LARGEST PUBLISHERS of PICTORIAL POST CARDS in the UNITED KINGDOM;

That they print special editions in Beautiful Colours from customer's silver prints in less than half the time taken by Continental Houses.

WHY, THEREFORE, SEND TO GERMANY for cards which can be had at home equally as good as, if not better than, those of Foreign Manufacture?

A MAXIMUM QUALITY
AT A MINIMUM COST

PRICES :	Per 1,000
1,000 Coloured P.P. Cards from each Silver-Print	32.6
2,000 " " " " " " " "	25.6
3,000 " " " " " " " "	23.-
5,000 " " " " " " " "	22.-
10,000 " " " " " " " "	20.-

Read the Popular Books of the Day

"Business Success," (1/)

By G. G. MILLAR (of Millar & Lang.)

The London Times says of it: "A book giving general principles of conduct, shrewd, experienced and broad-minded."

"What'll the Folk Think?" (1 -)

"A fine appreciation of the Scottish character, and an excellent sense of humor."

MILLAR & LANG

PUBLISHERS

46-48 & 50 Darnley St. and Forth St.
GLASGOW, SCOT.

Farlane is turning a great variety of styles. His line in half tone and in half tone with embossed crests in gold and three colors of provinces, cities, etc., of the Dominion, are still very popular, and large stock orders are being booked. He is also prepared to quote on collotype, and hand colored, autochrome, silver print imitation, and other lines of contact post cards.

Mr. W. G. MacFarlane has added another process to his variety of picture post card styles, a naturoolith. The cards are colored in the tints of nature, and make a very pretty souvenir post card. The naturoolith and naturoolith processes will be very popular this year. They are of home manufacture and are equal to the German imported cards and cost less.

There will be a large demand for pictorial letter cards this season, as they can be sold at 5c and 10c, the prices being between souvenir post cards and souvenir books. It would be worth the while of dealers to look into this matter of letter cards for Spring delivery. Mr. MacFarlane will go extensively into this line.

Mr. MacFarlane is putting in post card racks and post card albums this year, and will be ready shortly to show samples of these

EASTER POSTAL CARDS.

The Copp, Clark Co., Limited, are offering a very attractive line of Easter picture post cards, embossed and plain, with plain and bronze background, all showing appropriate Easter designs.

Young Bros., Toronto, are putting out a very fine line of lithographed postal cards, which have created a big impression wherever shown.

So successful has been the line that fully one-third of the first printing was sold before they were off the press.

NOVEL-READING.

COMMENTING upon Mr. Hall Gaine's protest against the doctrine that the great reading of fiction in these days implies frivolity or decadence, a writer in *The Daily Graphic* says. "There is certainly no reason in the ultimate nature of things why it should do so. The novelist, no less than the poet, may be a seer and an interpreter, with the advantage that his interpretations may be more easily intelligible to the mass of humankind. But it was only the other day that Mr. Thomas Hardy was complaining that the majority of novelists neglect this function of their priesthood, and write without regard to any theory of the relation of man to the universe in which he dwells. If that were so, the excessive popularity of fiction would not be a much more hopeful sign of the times than the excessive popularity of bridge. There are exceptions to the rule, however, and some of the novelists who furnish the exceptions enjoy very large circulations. Their philosophies may in some cases be shallow, but at least they make their readers think, and so long as readers can be found who are willing to think, our apprehensions of national degeneration need not be acute."

LATENT GENIUS.

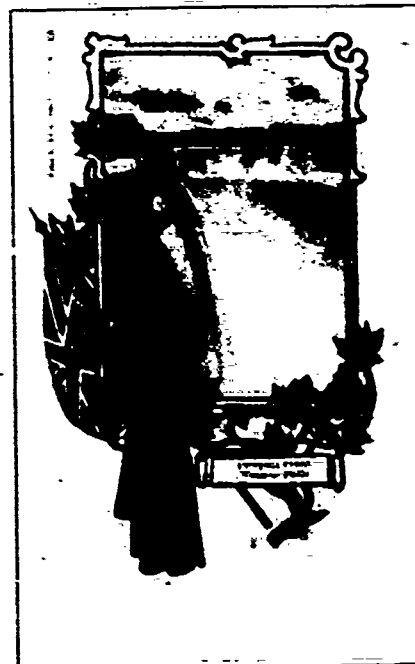
AMONG the curiosities of literature may be classed the following letter received recently by a well-known Toronto publishing house, from a correspondent in Eastern Ontario. "As I have been informed that you are publishers and I am writing to know whether you deal in novels as I am writing one at present and I would like for you to send me your Price list of ten sent novels and upward and oblige me." To reassure the public, it should be said that the publisher, more or less regretfully, declined to enter into arrangements with the would-be author.



PICTURE POST CARDS

The new effects which we have originated this season in Souvenir Post Cards are the choicest designs that will be shown. We are also making a special feature of printing the scenes in colors. Ask for samples and quotations.

TUCK'S FAMOUS
"WRITE AWAY"
Post Cards



are undoubtedly the most successful series of Comic Post Cards published. The sale in Canada is increasing every month. Our new stock is just to hand. Write for samples.

WARWICK BROS. & RUTTER, LIMITED
 WHOLESALE MANUFACTURING STATIONERS - **TORONTO**

THE CARDINAL SERIES

Pictorial Postcards

English Castles, British Warships (produced in England), Real Japanese, Norwegian, etc., Postcards. Japanese Albums and Stamps.

Postcard Albums

FERD. ANTHONY HORLE & CO.
8 St. John's Lane, London

CASH OR THROUGH LONDON SHIPPERS

The "J. B. & Co."
2d. POST CARD SERIES

Real Photographs from life of *Ever Popular Actresses and Stage Celebrities.*
Portraits of every Stage Celebrity from all the Latest Sittings.


Also New Post Card Portraits of *Royalty, Clergy, Political, Musical, Literary, Scientific,* and other Celebrities
in Bromide, Photo-Colour, Silvertone, Hand-Coloured, Jewelled, &c.

Postcard Albums of Every Description, Size and Price.

WRITE FOR CATALOGUE.

J. BEAGLES & CO., 9, 10 and 11 Little Britain, LONDON, E.C.
Telephone B611 Holborn. One Minute from G.P.O.

The D.F. & Co Post Cards



We publish a large range of **VIEW and SUBJECT CARDS,** and also produce for clients **PRIVATE SETS** of **VIEW CARDS** in **Moonlight, Carbon-Gravure, Silver-Gravure, Aluminium-type, Collotype, and Coloured,** from Customers' Copyright Photographs.

Price Lists and quotations on application, mentioning quantities required and enclosing trade card.

Special sample parcels 10 - each net.

Delittle, Fenwick & Co
Post Card Publishers. **YORK.**

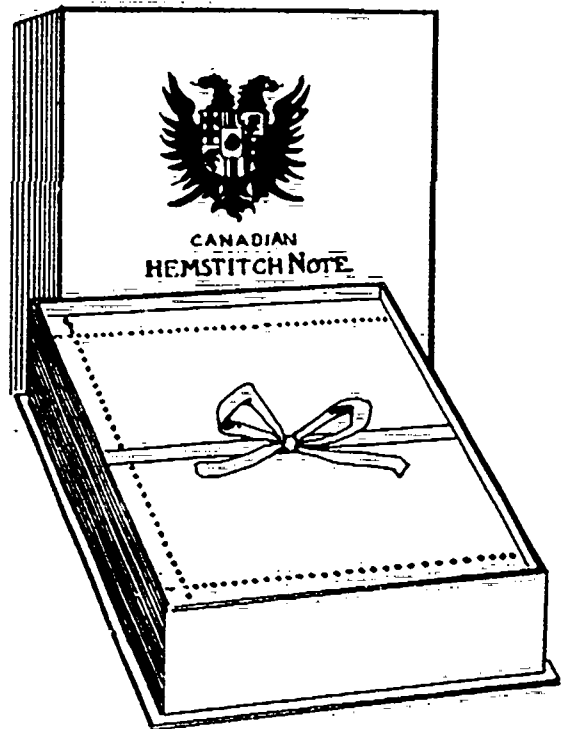
Address: YORK, ENGLAND.

A LONE HAND

AN INNOVATION IN PAPETERIE-
MAKING IN CANADA IS OUR INTRODUCTION TO THE TRADE OF

Canadian Hemstitch Note

WHICH WE PURPOSE MAKING
A SPECIALTY OF



No. 456.

No. 456, Salisbury size, 24 sheets, 24 envelopes to box, tied with ribbon, fine linen paper, in white, blue, and grey colors. Price \$4.00 per doz.

No. 465, Salisbury size, 48 sheets, 48 envelopes, in long box, tied with ribbon, fine linen paper, in white, blue, and grey colors. Price \$5.40 per doz.

THESE ARE ONLY TWO OF A
LARGE LINE WHICH OUR TRAVELLERS
ARE NOW HANDLING
FOR ADVANCE ORDERS.

DO NOT FAIL TO SEE THEM

**THE COPP, CLARK
COMPANY, LIMITED**

NOTES OF THE TRADE.



THE progressive dealer should be always educating his customers to the use of a better quality of stationery. The average person will go along using the cheapest kind of paper and envelopes possible as long as nothing better is offered. But if a high-class paper is shown and displayed in the window it will not be long before a good demand for it springs up. It is often said that you can tell a man by the stationery he uses. If that is so the stationer has much to answer for. A stationer in a town in Western Ontario issued a neat booklet illustrative of the lines of paper he carried. He sent out about a hundred to the people who would be likely to adopt better stationery. The experiment proved successful. No one will use inferior stationery when he, or particularly she, knows that it will have to pass the criticism of some one else.

• • •

Cigar and match cases run in very well with the stationery stock. They are among the numerous articles which have to be shown to be sold. A man very seldom goes into a store with the intention of buying either. But if one is brought to his attention, unobtrusively, the fancy may seize him to have one. If he is a smoker it is just a question of time till this desire comes. A select assortment will bring the day of his purchase so much the sooner. Besides the profit which accrues from a business in these novelties or necessities of the smoker, they add to the general appearance of the stock.

• • •

Every one is looking for novelties now-a-days. Have you tried showing seals and sealing wax in connection with your stationery? It does not cost much money to lay in a little stock of these things. Yet they add a touch of originality, just something out of the common, and that, as we said before, is what the public is seeking. Wax is sold in all colors, which makes it easy to put up an attractive display. Seals, too, may be had in all stages of elaboration. Simple initials and monograms are the commonest, but various devices are sold.

• • •

Too much cannot be said about the necessity of stocking up on pictorial post cards and view books. If properly worked these will prove a lucrative part of the Summer business. The retail dealer has to grasp any prospect like this and make the most of it. There is a large transient trade in the stationery business, and it is necessary to foresee the demand and be ready for it.

• • •

Paper knives, too, provide a very saleable article during the season of new books and magazines. They do not cost much, and most people would feel that they could stand the luxury of one if they were only shown properly. A neat display near the book counter would cause the sale of many of these articles.

H. L. Cruso and Dr. McKenzie have formed a partnership to carry on a stationery, book and drug business at Fort Frances.

T. C. Jack, of the firm of T. C. & E. C. Jack, publishers, Edinburgh and London, was a visitor in Toronto last week. He will handle Morang & Co.'s books in Great Britain hereafter.

We have received from The Charles H. Elliott Co., of Philadelphia, a new catalogue of tally and dinner cards. A great number of lines are enumerated and illustrated and the catalogue cannot fail to be of very great interest to the progressive stationer. Elliott & Co. will send a copy of this catalogue to any of our readers who make application.

A special line of novelties in ladies' hand-bags is being shown by Warwick Brothers & Rutter. A fancy, beaded design will be popular for next season. Swagger bags in fluffed alligator are most attractive. Another bag which is shown contains a miniature watch in the side. Perhaps the newest thing is the vanity bag, containing a tiny mirror, puff and other toilet accessories.

Wm. W. Sanford, of Sanford & Bennett, manufacturers of fountain and stylographic pens, New York, has been making one of his periodical business trips through Ontario and Quebec. He was in Toronto on the 10th inst and in conversation with Bookseller and Stationer reported that his firm's trade in Canada was gradually growing. The firm is preparing to put on the market another new fountain pen which promises to take well.

The Northwest Territories have a new agricultural magazine, The Farm and Ranch Review, published at Calgary. The initial number is a most creditable one, well printed, well illustrated, and containing much matter of great interest to farmers and stockmen. At its recent convention the Territorial Grain Growers' Association adopted the new publication as its official organ, and a goodly percentage of its space is devoted to reports of the able papers and discussions at that gathering.

Owing to the Montreal epidemic of high and seemingly unjust rents, as well as realizing the necessity of more commodious premises, the well known book and stationery firm of Wm. Foster Brown, corner of Mansfield and St. Catherine Sts., Montreal, will remove this spring almost directly opposite to the store now occupied as a dry goods store by Marchand. Many improvements will be seen in Mr. Foster Brown's new store. Bookseller and Stationer trusts to illustrate this store after it has been fitted up and occupied by the above firm.

THE ASSOCIATED PRESS.

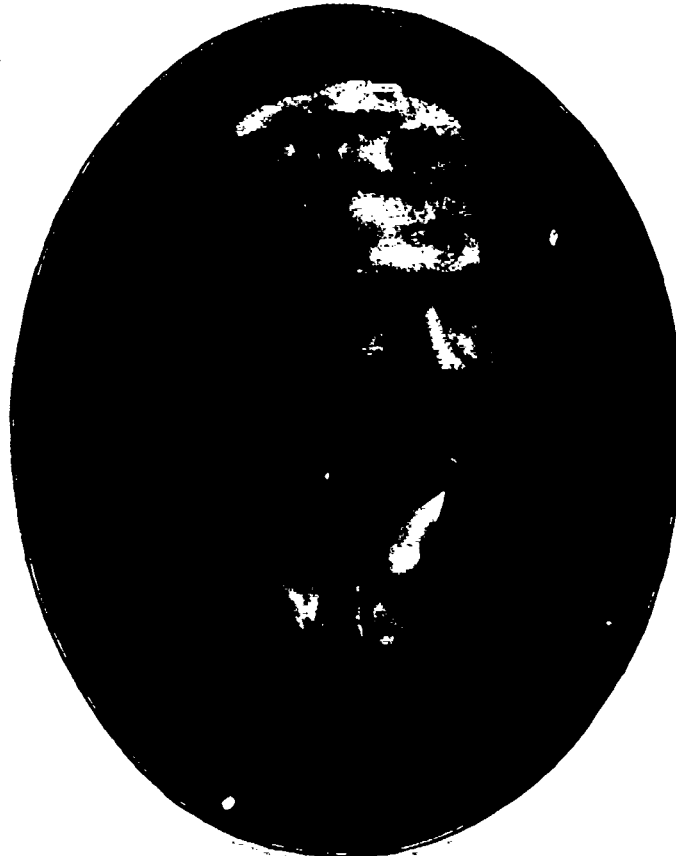
THE wires of the Associated Press that great organization for gathering and spreading the news of the world, form a network across the continent from St. John, N. B., to Seattle, Wash., and from Duluth, Minn., to New Orleans, Galveston, and the City of Mexico. The news it gathers during twenty-four hours, from every part of the world, amounts to thirty-five columns of a newspaper of average size. Seven hundred papers use this service. Melville E. Stone, the vice-president and manager of the Associated Press, has written of the organization, aims, and workings of the association; and the story will run through several issues of The Century. The April number will tell of its operations in Europe, and how its present efficiency was brought about. The present satisfactory conditions abroad were gained only through considerable diplomacy and through Mr. Stone's personal presentation of the matter to the Pope, the President of France, the Emperor of Germany, and the King of Italy.

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THE LATEST MUSIC

CANADIAN music publishers report phenomenally successful business during February and March to date.

This is the season when the retailer stocks up with music that has been tried by the trade in the larger centres and not found wanting. The tie-up on the railroads during February resulted in practical starvation of trade for a fortnight, and the result is that the publishers are fairly swamped with orders at the present time. This, coupled with a healthy demand for music of all kinds, has brought about conditions which are unusual in the music trade of Canada. Of the successful songs of this and last season, one of the best sellers has undoubtedly been Miss Bally's "Time's Roses," which is meeting with phenomenal success and is now being distributed broadcast throughout the country.

"Ben Boy"—Characteristic march and two-step by J. Jeodogus. A bright and catchy two-step, with a suggestion of Oriental color. Whaley, Royce & Co., Toronto.

"Sweet Little Caraboo"—Song music by T. Kelly, words by E. Laska. This song is being featured in Frank Petley's new comic opera, "The Girl and the Bandit," and will become popular on account of its naive and piquant style. Whaley, Royce & Co., Toronto.

"Listen"—Song, music by Frank L. Mori, words by Chifton Bingham, published in D (B to D) and F (D to F). A beautiful little lyric with effective setting, full of originality and suggestive harmonies. This song will prove a welcome addition to any singer's repertoire. Anglo-Canadian Music Co., Toronto.

"Acushla"—Song, words by E. C. Fitzpatrick, music by Walton King, published in F (C to E) and A flat (E to G). From a melodic standpoint, one of the most interesting of this year's songs. There is a charming suggestiveness in the setting, which is in itself ample to recommend it to lovers of high-class songs. Anglo-Canadian Music Co., Toronto.

"My First Indian—Mary Ann McCue"—Song, music by J. Schwartz, words by W. Jerome—one of the song hits of the present season. It has every requisite of a popular ditty. Whaley, Royce & Co., Toronto.

"On a Crocodile"—Song, words by J. O'Dea, music by Kendra & Paley, featured with great success in the new English musical comedy, "The Cingalee." There is just that peculiar rhythm and catchy melody about it that go to make an impression at first hearing and

have brought success to comic opera songs for years. Whaley, Royce & Co., Toronto.

"The Song of the Sword"—song for bass or baritone voice, words by Arthur Chapman, music by Frederick Bevan, published in C (A to C) and D (B to D). This song, which has decided merit, is welcome at a time when there is practically a dearth of first-class bass songs. Perhaps no other recommendation is necessary than the fact that it is by the composer of "The Admiral's Broom." One cannot refrain, however, from commenting on the composer's cleverness in writing for the bass voice. Anglo-Canadian Music Co., Toronto.

"Pal of Mine"—Song, words by B. C. Costello, music by J. S. Nathan. One of the latest offerings in sentimental songs, possessing more than ordinary interest on account of its effective setting, which has just that suggestion of "tears" that have contributed to the success of some of its predecessors. Whaley, Royce & Co., Toronto.

"In All the Lovely Gardens"—Song, music by W. Sanderson, words by E. Teschemacher, published in A flat (E to F) and B flat (F to G). A charming little lyric with a touch of airiness that makes it eminently suitable for an encore number on concert programmes. The song is to be heartily recommended to every lover of first-class songs. Anglo-Canadian Music Co., Toronto.

"The Beautiful Land of Nod"—Song, words by Ella Wheeler Wilcox, music by Edwin Greene, published in D (B to D), E flat (C to E), F (D to F), G (E to G). Perhaps the most ambitious work so far of the composer of that popular lyric, "Sing Me to Sleep." It possesses more interest, however, and is sure to become a popular berceuse. The spirit of Ella Wheeler Wilcox's pretty poem is admirably brought out in the music, which has an exquisite cello obbligato. Whaley, Royce & Co., Toronto.

"King Love"—Song, words by J. A. McDonald, music by Kent Sutton. Another meritorious song for bass voice bound to become popular. It is particularly suited to a robust voice and possesses the requisite degree of swing and go. Anglo-Canadian Music Co., Toronto.

"The Parting Hour"—Waltz, by Fred Bergel. A very tuneful dance number, featured by all the leading orchestras this season. Whaley, Royce & Co., Toronto.

WALL PAPER

A LANDSCAPE FRIEZE.

WHEN the general advance in the artistic effects of wall paper goes the improvement in borders. A feature which is being introduced in friezes is a landscape pattern. At intervals along the border is a tree in conventional form, on a plain background of green, representing a meadow. The trees do not come often enough to dull the picture, nor are they clear enough to attract the eye to the individual picture. It is just the general effect of a scene from nature which is aroused.

Another frieze along similar lines is that of a boat scene. Here, too, it is the whole effect which is sought. The boat is not a real boat nor the sea a real sea, but the

whole pattern is a picturesque representation of a boat on the sea. These ideas should be very popular, as they are a distinct change from the long-established designs.

KNOW YOUR STOCKS

A correspondent writes to an exchange:

"Good male help is the only kind we employ in our paper department. We compel them to become perfectly familiar with the stock and every detail of the business, as herein lies the success or failure of the department.

"The stock must be kept in such a way that any pattern or roll can be found at once, and it must be free from all small lots. We employ our own paper hangers, for the reason that they will do their best to hang it in


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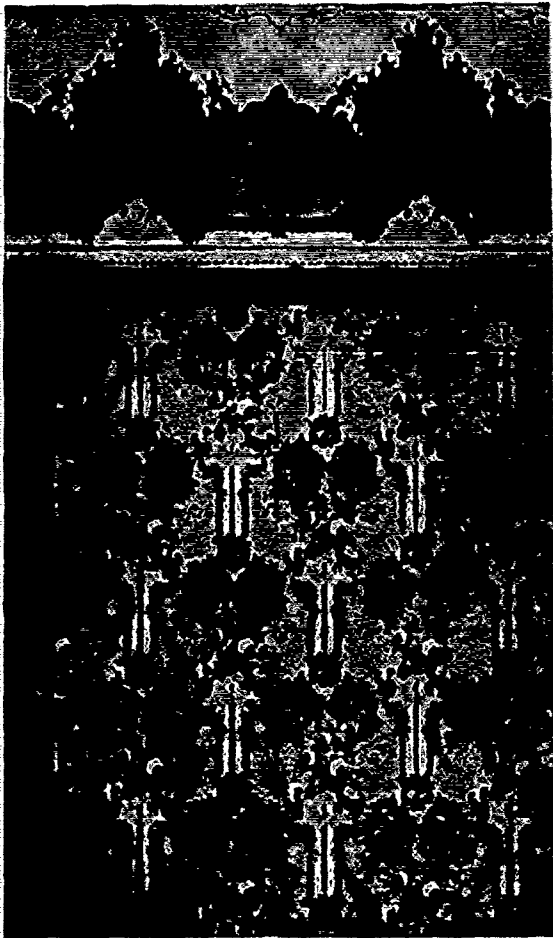
All that are desirable for a Store Sign, rich in appearance and easily read. They are made by us in such a variety of designs that it does not pay you to go without a Sign. Cannot we submit you sketches and name you prices for a proper Sign? Your Store-Front is the best Advertisement. Make it talk to the passer-by.

The Martel-Stewart Co.
681-683-685 Craig St., Montreal

such a way that it will insure us future work, while outsiders often lay pool work on the paper, while they themselves are to blame."

BURLAP.

BURLAP, as a substitute for wall paper, is opposed by physicians on sanitary grounds. The rough surface gathers the dust quickly and provides a breeding place for numberless kinds of germs. This objection is met to some extent by covering the burlap with a coat



A modern example of scroll and floral design in coloring suitable for parlor, hall or dining-room decoration, manufactured by Stauntons Limited, Toronto.

of paint but even then the hairy surface soon becomes dusty. This is an unfortunate defect, as the effect of burlap is exceedingly rich and attractive.

A substitute for burlap is made in Japan, which obviates the difficulty and has the additional merit of being cheap. It is made of pulp and so is free from the hairs which are the chief source of trouble in the original article. The success of the Japanese in the manufacture of matings would lead one to believe that this product will become a noticeable feature in the wall decorations of the future.

TO-CLEAN WALL PAPER.

GREASE spots may be removed from wall paper with comparative ease. Place a piece of rather thin blotting paper of common brown paper over the spot and hold a hot flat-iron against it. The iron should be as hot as possible without scorching the paper. The heat will melt the grease and draw it into the blotter. This

operation should be repeated until the spot has disappeared.

If this will not remove the spot, get a small quantity of sulphuric ether and apply it to the spot with a sponge. This must never be done at night time or near a flame of any kind, as ether is very inflammable.

A SYSTEM OF DECORATION.

THIS month will see a general renovation of house furnishings. Dingy rooms can be made bright and new with a little fresh wall paper. Artistic displays of interior decorations will cause many a person to renew a room or two. Large, leafy and flowered designs in rather subdued colors are being extensively shown. There is something luxurious about them which is attractive.

While it is impossible to give any hard and fast rules for interior decorations, for after all the local conditions of light and the style of woodwork must govern the choice, yet some general principles might be laid down in recommending a system of papering. For the dining room, the most popular thing is a red burlap or unfigured paper up to a high wainscoting, with a light paper ranging from a grey to a yellow, in either case plain, from the wainscoting to the picture moulding. The result is very effective. For the drawing room, the flowered papers mentioned above, or an absolutely plain green-tinted paper, is artistic and correct. For bedrooms, the quiet effects are desirable, whether in figured or plain papers. A general harmony in the interior decorations must be preserved. A light, bright room is in all cases to be desired. The warm effects of some of the flowered papers in red are some of the commendable features of the Spring offerings.

HINTS TO DEALERS.

NEVER show your papers side by side without considering that the effect of one may counteract the effect of the other. Arrange your display artistically. The object of window dressing in some businesses is simply to make a striking display regardless of artistic arrangement. A proper harmony must be considered in wall paper.

Frequent changes are necessary. In the first place you cannot let the paper lose its freshness by leaving it in the bright glare of the sunlight, and secondly you must get variety in this way rather than by showing much at a time. A good plan is to show only two or three good papers at a time. In this case you can show a suitable border and give a fair idea of the appearance of the paper when hung on the wall.

Papers with glossy surfaces present the greatest difficulty in a window display. Be careful not to have the light shine on them so as to produce a glary effect.

Educate your customers up to buying a better class of paper. Every dealer has to keep lines of very cheap paper, but the price forbids any good profit. It is in the higher grade papers that the real profit lies. These grades can be sold in most cases if they are shown in comparison with the poorer qualities. It doesn't require any argument to show the difference between a cheap and a more expensive article. For the better rooms of a house particularly, the better paper can be sold with very little urging.

Great care in buying is necessary to prevent accumulating a lot of old styles and small odds and ends. Keep the stock moving, even if you have to mark down some slow-selling lines very low.

CONDENSED OR "WANT" ADVERTISEMENTS.

MORTGAGE SALE.

UNDER and by virtue of the powers contained in a certain chatel mortgage, which will be produced at the time of sale, there will be offered for sale by public auction by Charles A. Waterman, auctioneer, at the premises lately occupied by Morley & Co., Baker Street, Nelson, British Columbia, on Monday, 27th day of March, 1908, at the hour of 11 o'clock, in the forenoon, the following property, namely: The goods, chattels, stock in trade, stationery, books, wall paper, musical instruments, toys, fancy goods, show cases, safe and shop fixtures situate on the said premises. The vendors value the stock and fixtures at about \$12,000.00. For further particulars, terms and conditions of sale, apply to Wheeler & Wragge, solicitors, Canadian Bank of Commerce Building, Nelson, British Columbia, or to the auctioneer, C. A. Waterman, Nelson, B.C., or to The Thomson Stationery Co., Limited, Vancouver, B.C. Dated the 6th day of December, 1904. (3)

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TORONTO

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

CHARLOTTETOWN.

- 1 "The Prospector," by Ralph Connor. Westminster.
- 2 "God's Good Man," by Marie Corelli Briggs
- 3 "The Madigans," Nicholson
- 4 "The Princess Passes," by Williamson. McLeod & Allen
- 5 "Dr. Luke of the Labrador," by Norman Duncan. Revell
- 6 "Jess & Co." by J. J. Bell. Copp, Clark.

COLLINGWOOD.

- 1 "God's Good Man," by Marie Corelli. Briggs.
- 2 "The Princess Passes," by Williamson. McLeod & Allen.
- 3 "Dr. Luke of the Labrador," by Norman Duncan. Revell.
- 4 "In the Bishop's Carriage," by M. Michelson. McLeod & Allen
- 5 "The Seats of the Mighty," by Parker. Copp, Clark Co.
- 6 "The Right of Way," by Parker. Copp, Clark Co.

GUELPH.

- 1 "God's Good Man," by Marie Corelli. Briggs.
- 2 "Murray's Detective Stories."
- 3 "Dr. Luke of the Labrador," by Norman Duncan. Revell
- 4 "The Man on the Box," by Harold MacGrath. McLeod & Allen.
- 5 "The Prospector," by Ralph Connor. Westminster.
- 6 "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen

HALIFAX.

1. "The Masquerader," by K. C. Thurston. Harpers.
2. "The Prospector," by Ralph Connor. Westminster.
3. "Beatrice of Venice," Max Pemberton. Copp, Clark Co.
4. "The Abbess of Vlaye," by S. J. Weyman. Copp, Clark.
5. "The Truants," by A. E. W. Mason. Bell & Sons
6. "Gabriel Præd's Castle," by Alice Jones.

KINGSTON.

- 1 "The Masquerader," by K. C. Thurston. Harpers.
- 2 "God's Good Man," by Marie Corelli. Briggs.
3. "Dr. Luke of the Labrador," by Norman Duncan. Revell.
4. "The Prospector," by Ralph Connor. Westminster.
5. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
6. "The Princess Passes," by Williamson. McLeod & Allen

MONCTON.

- 1 "God's Good Man" by Marie Corelli Briggs
- 2 "The Prospector" by Ralph Connor Westminster
- 3 "Dr. Luke of the Labrador," by Norman Duncan. Revell.
- 4 "The Man on the Box" by Harold MacGrath. McLeod & Allen.
- 5 "The Prodigal Son" by Hall Caine. Morang.
- 6 "The Clansman" by Dixon. Masson.

OTTAWA.

- 1 "The Prospector," by Ralph Connor. Westminster
- 2 "Dr. Luke of the Labrador," by Norman Duncan. Revell
- 3 "The Prodigal Son" by Hall Caine. Morang.
- 4 "God's Good Man," by Marie Corelli. Briggs.

5. "The Challoners," by E. F. Benson.
- 6 "The Man on the Box," by Harold MacGrath. McLeod & Allen

PORT ARTHUR.

1. "The Loves of Miss Anne," by Crockett.
2. "The Prospector," by Ralph Connor. Westminster.
- 3 "Huldah," by Alice MacGowan. McLeod & Allen.
4. "The Abbess of Vlaye," by S. J. Weyman. Copp, Clark.
- 5 "Black Friday," by F. Isham. McLeod & Allen.
6. "The Man on the Box," by Harold MacGrath. McLeod & Allen.

ST. CATHARINES.

1. "Jess & Co.," by J. J. Bell. Copp, Clark.
2. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
3. "The Prospector," by Ralph Connor. Westminster.
4. "The Loves of Miss Anne," by S. R. Crockett. Copp, Clark.
5. "The Princess Passes," by Williamson. McLeod & Allen.

ST. JOHN.

1. "The Prospector," by Ralph Connor. Westminster.
- 2 "God's Good Man," by Marie Corelli. Briggs.
- 3 "The Masquerader," by K. C. Thurston. Harpers.
4. "The Coming of the King," by Joseph Hocking.
5. "The Princess Passes," by Williamson. McLeod & Allen.
6. "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.

TORONTO.

- 1 "The Masquerader," by K. C. Thurston. Harpers.
2. "The Garden of Allah," by R. Hichens. Stokes Co.
- 3 "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.
4. "The Man on the Box," by Harold MacGrath. McLeod & Allen.
5. "The Sea Wolf," by Jack London. Morang.
6. "God's Good Man," by Marie Corelli. Briggs.

VICTORIA, B.C.

1. "The Masquerader," by K. C. Thurston. Harpers.
2. "Blazed Trail," by White.
- 3 "Double Harness," by Anthony Hope. Copp, Clark Co.
4. "God's Good Man," by Marie Corelli Briggs.
5. "The Prospector," by Ralph Connor. Westminster.
- 6 "Beverly of Graustark," by G. B. McCutcheon. McLeod & Allen.

CANADIAN SUMMARY.

A first place counts 10 points, second place 8, third place 7, fourth place 6, fifth place 5 and sixth place 4.

	Points.
1. "The Prospector," by Ralph Connor	77
2. "God's Good Man," by Marie Corelli	70
3. "The Masquerader," by K. C. Thurston	47
4. "Dr. Luke of the Labrador," by Norman Duncan	41
5. "Beverly of Graustark," by G. B. McCutcheon	32
6. "The Princess Passes," by Williamson	28

NOVELS THAT ARE NOT "PUBLISHED."

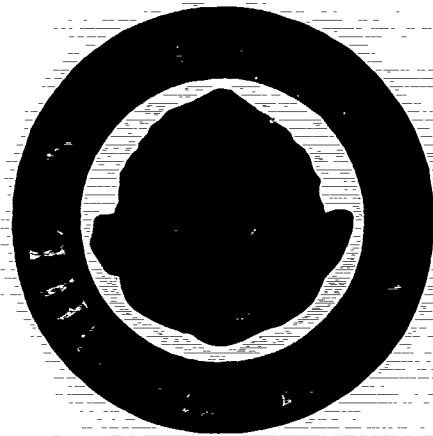
As a matter of fact, a very large number of the novels included in that list of 1,859 said to have been published last year, were never published at all in the proper sense (says J. A. H. in *The Bystander*). A very considerable business is done in London by a class of publishers who gratify the vanities of would-be authors by printing their novels for them at an exorbitant charge, and sending out for review a few bound copies, the remainder being distributed among the friends of the authors or eventually sold to the rag-man. Never a bookseller handles a copy of these inglorious works! In this way some hundreds of novels which go to swell the general list of fiction are not published at all, while no small proportion of the year's output represents novels of which a thousand copies are printed, and perhaps five hundred sold, the unbound sheets of the edition being got rid of as waste paper. In this way the dimensions of the plague are greatly reduced, and I, for one view it without the slightest alarm. On the whole, although much trash is undoubtedly enjoying wide circulation, a book of real merit seldom fails to win its way, and I have a suspicion that, even in the familiar stuff of certain

popular novelists there must be some elements not wholly bad to account for its favor with the general public. Let us remember always that after the literary critics have said their say, the dear, dense, old General Public is the jury that decides all questions of popularity, and in the ultimate result as literary reputations prove, decides them to the approval of even the critics.

ADVERTISING BOOKS.

WALTER BARRETT BROWN, writing in a recent number of *Gunton's Magazine*, has some pertinent remarks to make about book advertising, especially from the publisher's standpoint. After acknowledging that strong objection is made by contemporary writers to advertising literary wares, because a commercial spirit does not seem to comport with the dignity of the profession of letters, he proceeds to show that advertising has become a necessity. "The old conservative publishing houses that long tried to subsist on tradition, have either had to go to the wall or adopt new methods."

"It is a notable fact that the literary man is seldom a good business man. There are, of course, some brilliant



Attractive Display Cases

Thumb Tacks with Plain and College Colors, Numbers, Letters, White Tops for marking on; also German Silver, Brass and Steel. Sell at sight. Good profit. Assortments \$1-\$10. HAWKES-JACKSON CO., Mfrs., 82 DUANE ST., N. Y.

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They come as a boon and a blessing to men, The Pickwick, the Owl, and the Waverley Pen

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'ROB ROY' PENS

HINKS, WELLS & CO. beg. to draw attention to this new series of

TURNED-UP POINTED and other PENS,

made of the same materials, by the same tools, by the same process, and at the same works as the "WAVERLEY" Series of Pens, which HINKS, WELLS & CO. have for 30 years and upwards (prior to September, 1901) manufactured for and supplied to Messrs. Macniven & Cameron, Limited.

1s. 6d. and Gross Boxes Sold by all STATIONERS

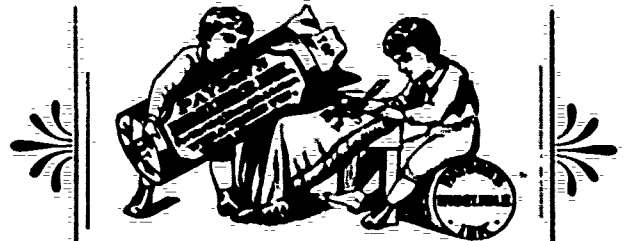
exceptions. In this age of specialization the literary man, particularly as he represents the publishing house, has little time to devote to other matters. The business man has no time to engage in things literary beyond the possibilities of the dilettante. Somewhere along the line, therefore, it is necessary that these two should come together. So the publisher is compelled to organize his literary staff as entirely distinct from his business office yet capable of being worked side by side. To the one the new book is an event of greater or less significance in the literary world; to the other it is a cold commercial proposition, that must be sold for dollars and cents "

Mr. Brown, continuing, propounds two principles, which underlie all advertising, and these he applies to books. First the article to be advertised must be worth selling, and second, the advertising must be consistent with the article to be sold. He refers to such books as "Ben Hur" and "David Harum," which possess superlative merits. Advertising undoubtedly gave the first impetus to their sale, but that sale was maintained because of the quality of the books.

"Any book that is good enough to win the favorable report of the professional readers is practically sure of a sale of 1,500 to 2,000 copies. The factory cost of producing a modern novel, a book that sells at retail for \$1.50, on a run of one thousand copies, is about twenty cents, the publisher receives, on an average, eighty-one cents, but out of the remaining sixty-one cents must come royalties, advertising, office expenses, and incidentals, and lastly, if anything is left, profit. A sale of fifteen hundred copies under normal conditions, enables the publisher to come out even, and generally yields to the author a return of \$150 for his months of labor. Beyond this point, the publisher begins to make a profit, which, of course, was what induced him to attempt the publication of the book, so that, by the time the sales reach 3,000, the house gets a return of \$300 or more. And despite all the sensational advertising, so called, not one in ten novels now being published goes beyond these figures."

Mr. Brown believes, from personal experience, that the value of book advertising does not consist in "booming"

PAYSON'S INDELIBLE INK



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

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

sales, but in getting for a book all the recognition it deserves. "It is anything but just to condemn modern book advertising in general because of the undeniably sensational methods occasionally resorted to. If the principles given above are kept in mind, it will be seen that if the advertising is unworthy, the book is unworthy, and, as a rule, its buyers are composed of those who can be fooled all the time, with perhaps a sprinkling of those who can be fooled part of the time. Legitimate advertising should be worth reading. The prosaic announcements of thirty years ago may have satisfied the readers of thirty years ago, and when it is remembered that there has been a revolution in advertising itself in that time, there is little doubt that book advertising stood in the same relation to general advertising as it does now. And right there is the crux of the whole question. Those who are complaining of present methods, those who hesitate to depart from their cherished traditions would keep book advertising unchanged, just as it was thirty years ago, forgetting that the world has moved onward. This is why the younger and more progressive houses are prosperous, and, indeed, why the authors whose reputations the older houses helped to make are flocking to the more youthful ones, leaving the patriarchs still at the old business of "introducing new authors to the reading public. The experienced authors have acquired some business capacity, and realize that the signature of a long-established house on their title page is of little use, if the house is behind the times at its commercial end and does not sell the books."

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Accountants and Auditors.

Hoskins, David, Toronto.
Jenkins & Hardy, Toronto.

Art Signs.

Martell-Stewart Co., Montreal

Barristers, Solicitors, Etc

Atwater, Duclou & Chauvin, Montreal
Beatty, Blackstock, Fasken, Riddell & Mabee, Toronto
Irwin & Jones, Toronto
Mewburn & Ambrose, Hamilton
Tupper, Phlippen & Tupper, Winnipeg.

Books and Albums

Briggs, William, Toronto.
Brown Bros. Co., Toronto.
Copp, Clark Co., Toronto.
McClurg, A. C., & Co., Chicago
Partridge, S. W., & Co., London, Eng.
Picture Post Card Co., Ottawa.

Blank Books.

Copp, Clark Co., Toronto
Brown Bros., Toronto
Buntin, Gillies & Co., Hamilton
Warwick Bros. & Rutter, Toronto

Calendars, etc

Brown Bros., Toronto
Copp, Clark Co., Toronto
Davidson Bros., London, Eng.
Warwick Bros. & Rutter, Toronto.

Commercial Works.

Morton, Phillips & Co., Montreal

Cross Paper.

Brown Bros., Limited, Toronto
Copp, Clark Co., Toronto
Dennison Mfg. Co., Boston, Mass.

Educational

Metropolitan Business College, Ottawa
St. Margaret's College, Toronto

Fancy Goods.

Copp, Clark Co., Toronto
Warwick Bros. & Rutter, Toronto
Weese, G. A., & Son, Toronto

Financial Institutions and Insurance

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

Fountain Pens

Gage, W. J., Co., Toronto
Warwick Bros. & Rutter, Toronto
Weese, G. A., & Son, Toronto

Glue, Paste and Mucilage.

Colonial Ink Co., Peterborough.
Copp, Clark Co., Toronto.
Dennison Mfg. Co., Boston, Mass.
Higgins, Chas. M., & Co., Brooklyn.

Hotel Directory.

Grand Hotel, Gait
Provincia Hotel, Gananoque

Inks—Indelible.

Brown Bros., Limited, Toronto.
Colonial Ink Co., Peterborough.
Cooper, Dennison & Walkden, London, Eng.
Payson's.

Inks—Writing.

Brown Bros., Limited, Toronto.
Buntin, Gillies & Co., Hamilton and Montreal
Carter Ink Co., Montreal.
Colonial Ink Co., Peterborough, Ont.
Cooper, Dennison & Walkden, London, Eng.
Higgins, Chas. M., & Co., Brooklyn.

Leather Goods

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

Magazines.

Newnes, George, London, Eng.

Music and Musical Instruments.

Anglo-Canadian Music Pub. Ass'n., Toronto
Whaler, Royce & Co., Toronto.

Office Supplies.

Brown Bros., Toronto
Copp, Clark Co., Toronto

Pens

Brandauer, C. & Co., London, Eng.
Brown Bros., Toronto
Cooper, Dennison & Walkden, London, Eng.
Copp, Clark Co., Toronto
Esterbrook Pen Co., New York.
Faber, A. W., New York
Heath, John, London, Eng.
Hinks, Wells & Co., Birmingham, Eng.
MacNiven & Cameron, Edinburgh and Birmingham
Perry & Co., London, Eng.
Warwick Bros. & Rutter, Toronto

Posters

Art Metropole, Toronto
Brown Bros., Limited, Toronto
Copp, Clark Co., Toronto.
McFarlane, Son & Hodgson, Montreal.
Warwick Bros. & Rutter, Toronto.
Waterman, L. E., Co., Montreal

Playing Cards, Picture Cards, Games, etc.

Buntin, Gillies & Co., Hamilton
Copp, Clark Co., Toronto
Goodall, Chas. & Son, London, Eng.
Union Card & Paper Co., Montreal.

Postal Scales.

Triener Scale & Mfg. Co., Chicago.
Pelouze Scale and Mfg. Co., Chicago.

Press Clippings.

Canadian Press Clipping Bureau, Toronto.

Printers.

Weese, G. A., & Son, Toronto.

School Supplies.

Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.

Scrap Books.

Brown Bros., Toronto.

Sealing Wax.

Cooper, Dennison & Walkden, London, Eng.
Waterston, Geo., & Sons, London, Eng.

Souvenir and Picture Post Cards.

Beagles, J., & Co., London, Eng.
Dehille, Fenwick & Co., York, Eng.
Gage, W. J., & Co., Toronto.
Horle, Ferd. Anthony & Co., London, Eng.
Illustrated Post Card Co., Montreal.
MacFarlane, W. G., Toronto
Millar & Lang, Glasgow, Scotland.
Montreal Import Co., Montreal.
Picture Post Card Co., Ottawa, Ont.
Warwick Bros. & Rutter, Toronto.
Weese, G. A., & Son, Toronto.
Young Bros., Toronto.

Stationery.

Barber & Ellis Co., Toronto.
Brown Bros., Toronto.
Buntin, Gillies & Co., Hamilton and Montreal.
Copp, Clark Co., Toronto.
Gage, W. J., Co., Toronto
Warwick Bros. & Rutter, Toronto
Weese, G. A., & Son, Toronto.
Whiting Paper Co., New York.

Tally Cards, etc

Elliott, Chas. H., Co., Philadelphia.

Telephones.

Bell Telephone Co. of Canada

Toilet Paper.

Weese, G. A., & Son, Toronto

Typewriter Supplies.

Colonial Ink Co., Peterborough, Ont.
Mittag & Volger, Park Ridge, N. J.
Standard Supply Co., Montreal

Wallpaper

Stautons Limited, Toronto

Water Color Paints.

American Crayon Co.—A. J. McCrae, Toronto

Wholesale Jobbers.

Weese, G. A., & Son, Toronto.