

Technical and Bibliographic Notes / Notes techniques et bibliographiques

The Institute has attempted to obtain the best original copy available for filming. Features of this copy which may be bibliographically unique, which may alter any of the images in the reproduction, or which may significantly change the usual method of filming, are checked below.

L'Institut a microfilmé le meilleur exemplaire qu'il lui a été possible de se procurer. Les détails de cet exemplaire qui sont peut-être uniques du point de vue bibliographique, qui peuvent modifier une image reproduite, ou qui peuvent exiger une modification dans la méthode normale de filmage sont indiqués ci-dessous.

- Coloured covers/
Couverture de couleur
- Covers damaged/
Couverture endommagée
- Covers restored and/or laminated/
Couverture restaurée et/ou pelliculée
- Cover title missing/
Le titre de couverture manque
- Coloured maps/
Cartes géographiques en couleur
- Coloured ink (i.e. other than blue or black)/
Encre de couleur (i.e. autre que bleue ou noire)
- Coloured plates and/or illustrations/
Planches et/ou illustrations en couleur
- Bound with other material/
Relié avec d'autres documents
- Tight binding may cause shadows or distortion
along interior margin/
La reliure serrée peut causer de l'ombre ou de la
distorsion le long de la marge intérieure
- Blank leaves added during restoration may appear
within the text. Whenever possible, these have
been omitted from filming/
Il se peut que certaines pages blanches ajoutées
lors d'une restauration apparaissent dans le texte,
mais, lorsque cela était possible, ces pages n'ont
pas été filmées.
- Additional comments:/
Commentaires supplémentaires:

- Coloured pages/
Pages de couleur
- Pages damaged/
Pages endommagées
- Pages restored and/or laminated/
Pages restaurées et/ou pelliculées
- Pages discoloured, stained or foxed/
Pages décolorées, tachetées ou piquées
- Pages detached/
Pages détachées
- Showthrough/
Transparence
- Quality of print varies/
Qualité inégale de l'impression
- Continuous pagination/
Pagination continue
- Includes index(es)/
Comprend un (des) index

Title on header taken from:/
Le titre de l'en-tête provient:

- Title page of issue/
Page de titre de la livraison
- Caption of issue/
Titre de départ de la livraison
- Masthead/
Générique (périodiques) de la livraison

This item is filmed at the reduction ratio checked below/
Ce document est filmé au taux de réduction indiqué ci-dessous.

10X	12X	14X	16X	18X	20X	22X	24X	26X	28X	30X	32X
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

BOOKSELLER & STATIONER

JUNE

OF CANADA

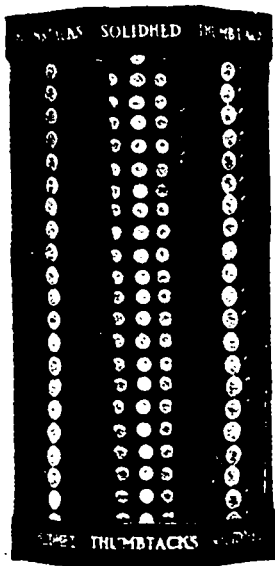
1907

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

MONTREAL

TORONTO

WINNIPEG



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

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



**TWO
ONLY
of the
Many
Varieties
of**

Joseph Gillott's Pens

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

For all particulars, samples for distribution, show cards, etc. apply **JOSEPH GILLOTT & SONS, 87, Gracechurch Street, London, E.C.**

YOU ARE INTERESTED IN SOMETHING.

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

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

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

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

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

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

School Goods

If you have not seen our new series of School Practice Books write us for samples of our Post Card Scribbler and Post Card Exercise Book made up with assorted Canadian Colored view Post Cards. They have been registered at Ottawa and will be protected against imitations. Orders should be placed immediately to ensure supply.

We are showing new lines in

School Bags

Pencil Boxes

Pencil Assortments

Colored Crayons

School Rules

Blotters

And many other lines for the September opening.

Warwick Bros. & Rutter

Wholesale
Manufacturing Stationers

Limited
TORONTO

ALL THE LEADING WHOLESALE

Stationery and Fancy Goods Houses

SELL

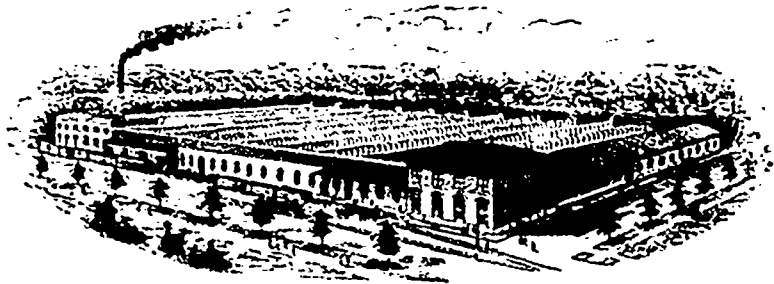
GOODALL'S PLAYING CARDS

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

TELEPHONE 643 FORT HILL

## FIDELITY CARBON PAPER COMPANY

101 Tremont Street, Boston, Mass. Factory at New York



REGISTERED IN U. S. PATENT OFFICE.

*Quality and Price the Inducement. The Kind That Won't Rub Off.*

### NON-SMUT CARBON SAVES TIME AND LABOR

There are many advantages to be gained in using our Non-Smut Carbon. It absolutely will not soil the hands, which grease Carbon does. It thereby acts as a time-saver, eliminating the continual washing of hands. Wears longer—does better work and is considerably cheaper, as the price clearly demonstrates.

BEING A TIME-SAVER ALONE, NOTWITHSTANDING THE EXTREME REDUCTION IN COST, SHOULD COMPEL YOUR IMMEDIATE INVESTIGATION OF THIS.

All sizes to cut.

**BILLING CARBON, PENCIL CARBON, PEN CARBON.** Send for samples and prices

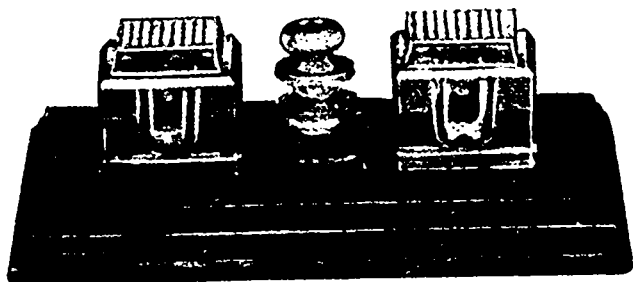
### Non-Smut Carbon

Every sheet absolutely guaranteed to do the work as advertised, or money refunded.

COLORS—Blue, Black, Purple, Red and Green. SIZES— $5\frac{1}{2}$  x 13, 8 x 13 and  $8\frac{1}{2}$  x 11. CARBON PRICE—\$1.00 (box) per 100 Sheets. Prices F.O.B. Boston. We make special quotations in larger quantities and odd sizes. 24 varieties. Write for additional samples. RIBBONS—All colors for all machines, at \$5.00 dozen; 65c. each. Multigraph Ribbons, \$15 per dozen. Ribbons to match Multigraph, \$5.00 per dozen, for all machines.

# OFFICE STATIONERY

Complete New Stock. Every Requirement.



## Ink Stands

Full line, our own make.

## Cash Boxes

Best English make. From 8 to 14 inches.

## Letter Balances

Very fine line—for all weights.

## Waste and Document Baskets

Wicker and Wire—New goods.

## Stationery Cases

## Date Racks

Oak New goods. Own make.

## Copying Presses

Cap, Letter and Railroad sizes:

## Steel Pens

Esterbrook's and all popular makes.

## Account Books

## Memorandum Books

## Loose Leaf Price Books

Our specialty. Exceptionally fine line.

# BROWN BROS. LIMITED

Wholesale and Manufacturing Stationers  
51-53 Wellington St. West, TORONTO

## A. Molling & Co., Hanover

(350 workers employed)

(GERMANY)

17 Stone- and 8 Book-printing machines

## Fine Art Printers

of Children-Toy- and Painting-Books  
Xmas-New-Years- and Valentine-Cards  
Illustrated Postcards, Calendars and Studies

● Chromos, Fancy-Papers, Menus ●  
Show-Cards, Advertising-Cards

CATALOGUES of any description and for every branch  
Large Embossing-Book-binding- and Box-making-Department

First class work ↔ Promptly delivery.

## ENCOURAGE HOME MANUFACTURES!

Send in your orders for

Premium Mucilage.

Lithograms and Lith'm Composition,

Acme Washing Powder for Type and General Purposes,  
Coal Saving and Smoke Consuming Compound.

Above is second to none in quality, and prices right.

Write for Samples and Quotations.

**AULD MUCILAGE COMPANY,**  
17 Bleury St., Montreal.



## After "Berliner" and "Victor"

### The Others Come First.

We manufacture the "Berliner" Gram-O-Phone right in Canada, and we are the sole distributors of the "Victor" Talking Machine in Canada.

These are the two finest talking machines in the world. These are the two fastest selling talking machines in the world.

Also, we manufacture and supply the most varied and extensive assortment of records.

Have a New List Every Month.

If you say so, will put you down to get our "Monthly Bulletin" free of cost.

#### DISTRIBUTORS FOR CANADA.

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

Write your nearest distributor.

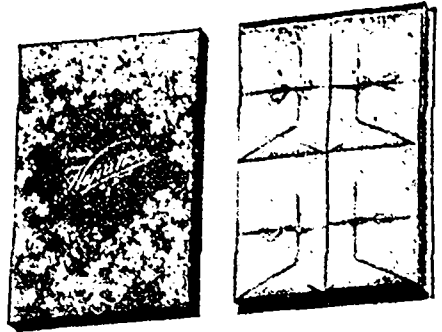
**THE BERLINER GRAM-O-PHONE CO.**  
OF CANADA, LIMITED MONTREAL



BERLIN'S 5286



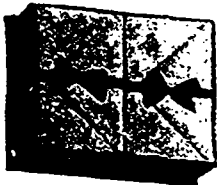
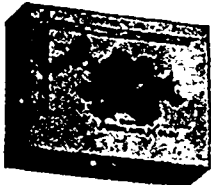
BERLIN'S 5279



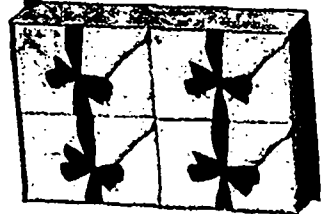
BERLIN'S 5290



BERLIN'S 5291



BERLIN'S 5278



BERLIN'S 5268

## Berlin's Gift Boxes for 1907

**"QUALITY FIRST"—As Usual!**

Variety in plenty. Over two hundred distinctly NEW numbers.

Beauty of design—the work of ARTISTS. Originality in box shapes—wood, silk and paper creations, odd, dainty, unique.

Prices RIGHT, boxes to retail from 25c. to \$10.00.

*To See Them is to Buy—They Appeal*

*Berlin's Spring Staples have "arrived"—150 new and snappy numbers, all fresh and sprightly. To sell 25c. to 50c.*

Make appointments with B. & J. Travelers at your address—or at ours.



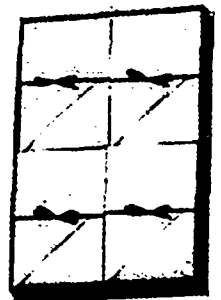
**BERLIN & JONES**

Factory and Sample Rooms:  
547-553 W. 27th Street  
New York, U.S.A.

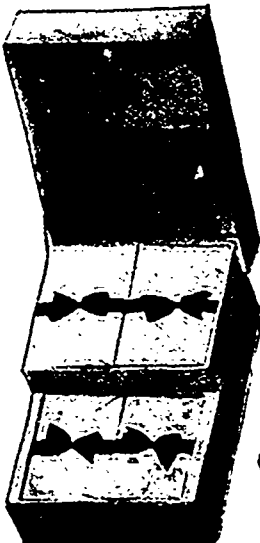
"10 minutes from Broadway," via W. 29th or W. 23rd St.  
Crosstown cars to 11th Ave.

**"BROADWAY SAMPLE ROOM"**

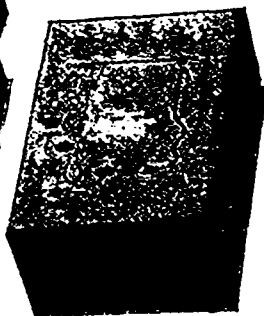
Cable Building, 621 Broadway, corner Houston



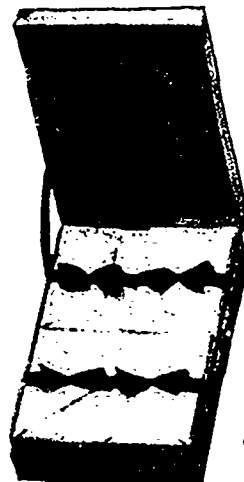
BERLIN'S 5304



BERLIN'S 5316

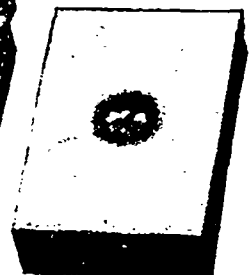


"Presenting every imaginable feature the gift hunter could want, the showing exceeds that of any past season." — *American Stationer.*



BERLIN'S 5306

"The new Berlin Holiday line, about double in size and variety any previous line, by far the strongest ever offered!" — *Geyer's Stationer.*



BOOKSELLER AND STATIONER



# C. F. Rump & Sons

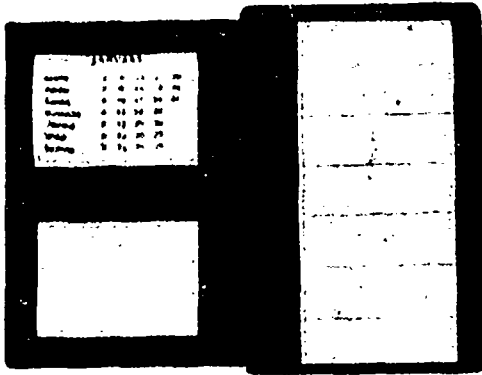
MANUFACTURERS OF

## FINE LEATHER GOODS

STATIONERY SETS, TOURISTS' REQUISITES,  
PLAYING CARD CASES,  
PURSES, CARD and LETTER CASES, Etc.

PHILADELPHIA, U.S.A.

New York Salesroom : - - - 683 and 685 Broadway



### Just Published

#### Farm Live Stock of Great Britain

By ROBERT WALLACE, F.L.S., F.R.S.E., etc.

Professor of Agriculture and Rural Economy in the University of Edinburgh, Author of "Indian Agriculture," "The Rural Economy and Agriculture of Australia and New Zealand," etc., etc.

Fourth Edition, Re-written and Enlarged—making practically a new work. 800 pp. of Text and 200 pp. of Illustrations. Medium 8vo. net £0 16 0.

A Guide to breeders of all classes of Stock and a text-book for Students of Agriculture.

Edinburgh: OLIVER & BOYD  
London, Eng.: GURNEY & JACKSON,  
10 Paternoster Row.

### WAIT FOR THE BIG LINE.

Before you buy your fall stock of

TALLY CARDS  
GUEST CARDS  
CALENDAR PADS

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

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

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

## CLARK BROS. & CO., LIMITED

WINNIPEG

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

Most Complete Stock in Canada for Booksellers and Printers

## CLARK BROS. & CO., LIMITED

WHOLESALE STATIONERS,

WINNIPEG, MAN.

---

# **ANNOUNCEMENT**

---

**T**HE Hillson Company of Boston, the largest house of its kind in America, makes a specialty of supplying high-grade cards, our own make, to jobbers all over the country. We make a great many lines in Linen, which is all the rage at present, solid red cards, solid green cards, in hundreds of designs. All of our ideas are original, and, of course, we have **IMITATORS**, but what successful house has not its **IMITATORS**? Our ideas must be good ones, otherwise they would not be imitated. We positively guarantee that our stock, printing and general get up of our cards is superior to anything offered you by **IMITATORS**. Our prices are no higher. We meet prices in competition with **FAKE-O-GRAPH** lines. If you are a bona-fide jobber in post cards, you will do well to write us for our prices and samples. Our facilities for turning out excellent cards are unexcelled. Our plant is equipped with the latest design Modern Meihle Presses, and we have our own Roughing Machines, our own Pebbling Machines, and we employ the best printers that money will obtain for us, and, in short, we are better equipped than anybody in the country to look after your wants. Write us to-day for samples and literature.

We beg to remain,

Very truly yours,

**THE HILLSON COMPANY, Corp.**

*40 Broad Street,*

**BOSTON, MASS., U.S.A.**

New York Office:  
*Broadway Chambers,  
277 Broadway.*



# SCRIBNER'S PICTURE AND CALENDAR PUBLICATIONS

---

---

## NEW SUBJECTS

---

*Fisher Cartoons (Third Series)*

### **AT THE COUNTRY CLUB**

**4 Pictures, 11 x 16, on mounts 19 x 24 inches**

**Price, \$1.00 each. \$3.50 per set.**

---

*Kimball Cartoons (Third Series). 4 Pictures by  
Alonzo Kimball*

*Pictures of Animals by Philip R. Goodwin. 4 Subjects*

### **"A THOROUGHbred"**

**By Harrison Fisher. Companion to the popular success last season, "Those Bewitching Eyes"**

### **"HAPPY DAYS"**

**is another of Mrs. Wiederseim's clever hits**

**"Single Figures" (5) by Harrison Fisher**

**"Child Life," by Sarah S. Stilwell (4 Subjects)**

**"Everybody Loves Me," "Stung," etc., by Mrs. Wiederseim**

**"The Moose Call," by N. C. Wyeth**

**"Autumn," by A. B. Frost**

---

## CALENDARS

**"The Athletes," by J. C. Leyendecker**

**"The Harrison Fisher" Calendar promises to surpass that of 1907, which was a great success**

---

# THE COPP, CLARK CO., LIMITED

**TORONTO**

**SOLE AGENTS FOR CANADA**

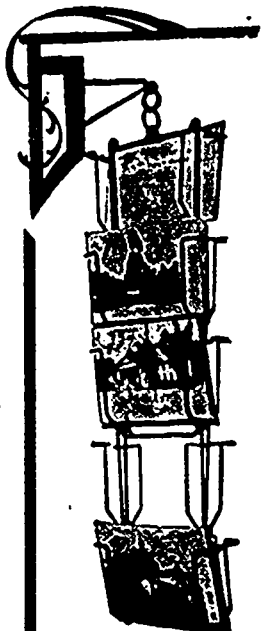
Ask You Jobber

THE "ORIGINAL"

FOR

Going to  
all Corners  
of  
the Earth

Going to  
all Corners  
of  
the Earth



MAY BE  
ORDERED  
OF

WARWICK BROS.  
& RUTTER,  
TORONTO, Ont.

T. C. Allen & Co.  
Halifax

Clark Bros. & Co.  
Winnipeg

Going to  
all Corners  
of  
the Earth

**THE EARLY SUSPENSION POST CARD HOLDER**

Patentee  
EARL J. EARLY  
Patented in Canada, Aug. 14th, 1906

THE CENTRAL OBJECT OF THE POST CARD INDUSTRY.



Pat'd April 3rd 1906

The Holder which all dealers will eventually use.

Patented in  
United States  
Canada  
Great Britain  
France

BEST by  
TEST

NEARLY  
A MILLION  
IN USE

THEY FIT ANYWHERE

THE  
ONLY  
ONE  
WITH  
A  
SLANT  
BASE

MAY BE  
ORDERED  
OF

VALENTINE &  
SONS PUB. CO.,  
LTD.,  
510 Coristine Bldg.,  
MONTREAL



Note how two chains of any desired length of **Early Pocket Links** can be joined back against back to our swivel hooks, forming a swivel arrangement which can be suspended from merely a narrow strip by the use of our adjustable bracket, or from any overhanging object which will permit of it being revolved.

## How to Handle Post Cards Most Profitably

should be a subject of deep interest to you.

### To Display Them Well is the Secret.

Nothing shows them so well as the **Early Holders**. They display full surface of card and at the same time serve as a rack from which to sell.

Stock can be easily removed because of **slant base** which elevates front card. They are perfect adjustable rust-proof pockets. No springs to grip and mutilate the cards.

Made Horizontal and Vertical. Capacity per unit about 45 cards. Each style packed 25 units to the box. 20 boxes to the crate. Price to the trade, **\$4.00 per 100 units**, from your jobber. Trial order of 25 units postpaid for **\$1.25**, from your jobber.

**EARLY "DISPLAY" HOLDERS** are just what is needed for window and store displays, and for home use in beautifying the walls with post cards. They link together in many artistic ways, as shown to right. Many can be held by one tack. Write to your jobber to-day for particulars.



30c. per doz. ; \$3.00 per gross

Copp. Clark Co.,  
Toronto

Thomsen  
Stationery Co.,  
Vancouver

Going to  
all Corners  
of  
the Earth

**JOBBERS :** Write for Our "Ideal" Proposition.  
It is for You Exclusively.

THE EARL J. EARLY NOVELTY CO., 994 Arch St., Philadelphia, U.S.A.  
1936 Market St.

Words of Interest to the Canadian Stationer or His Pen Clerk

*The Story of*  
**Waterman's Ideal Fountain Pen**  
*told in Five Words*

First Word—THE PEN



**E**VERYBODY writes. Almost everybody writes differently. Each has some preference in the selection of a pen. This we recognize.

Therefore, for the man who wishes a stub pen we have a stub pen; a Falcon for the man who likes a Falcon pen; for manifolding we make a stiff pen that writes like a pencil and makes a better copy; for stenographers we have special points, and much of our success has been due to our ability to satisfy stenographers; for bookkeepers we have pens that make fine lines and deposit little ink, so that blotting paper is unnecessary.

In short, pens are made for the finest work and the most delicate shading.

These pens are made in all sizes, and the size of the gold pen determines the price; because, as the pen increases in size the barrel increases in ink-holding capacity and the whole increases in price.

Make your mark with Waterman's Ideal Fountain Pen, whether you want the finest of fine lines or the coarsest of coarse ones. We have a pen to suit your hand. Insist on being satisfied.

Pens are of 14-Kt. gold unaffected by the acid in any ink. Points are tipped with iridium.

Second Word—THE SPOON FEED



**W**HEN the Spoon Feed was first introduced it was the only one of its kind on the market. It was flat and broad. At the present time almost every fountain pen has a flat broad feed. There is no virtue, however, in mere width of rubber. The merit of the Spoon Feed lies in the semi-circular pockets cut into the side, which are not visible ordinarily, and which hold any overflow of ink caused by air pressure or otherwise. This is the feature that is patented. This is the Spoon Feed.

It eliminates the flooding so common to all ordinary fountain pens. It makes it a safe pen for bookkeepers and other careful writers.

The first question is the tick upon which all other makes have tumbled, whereas with the Ideal this proper feed principle has had the effect of making it the Standard of the World. No other feed will give such a perfectly uniform flow of ink, no other pen gives always enough and never too much. This is perfection. Beyond it there is nothing to attain.

It has been said that every man can make of himself what he will, and the experience of many stationers who have applied the principles of good salesmanship to the Ideal Pen has proved that any stationer can make of these goods one of the most profitable lines which he carries; in fact, he can make it a head line instead of a side line.

**SPECIAL INVITATION**

We are always glad to correspond with any stationer who may be on the verge of making a decision in favor of stocking a line of Waterman's Ideal Fountain Pens.

Those now entering the stationery business, or at points where our travellers do not call regularly, are especially requested to send us their names and inquiry for further information.

Third Word—THE CLIP-CAP



**T**HIS Clip is fastened to the cap in such a way as to make it almost a part of the Cap itself.

It enables one to carry a fountain pen in either coat or vest pocket with a positive sense of security. When vests are discarded it is a boon. It will hold your pen securely either inside or outside of your loose summer coat. It will keep the pen from rolling off the desk and dropping to the floor.

Clips add to the cost of the Cap or the pen as follows: German Silver, 25c.; Sterling Silver, 50c.; Rolled Gold, \$1.00; Solid Gold, \$2.00.

The careful writer needs it. The careless one cannot keep a pen without it.

Fourth Word—STYLES



**T**HE plate of pens shown, illustrates gold pen sizes from No. 2 (the smallest) to No. 8 (the largest), and indicates the relative sizes of our cone cap holders, No. 12 to No. 18. These are shown in the most popular styles. Almost every one of the different styles shown is made in all of the sizes illustrated—but the ones shown in the illustrations are only a few of those we carry.

Waterman's Ideal Fountain Pen has come to be regarded by people of good taste as an Ideal gift and, therefore, many presentation styles are manufactured, because a gift should be beautiful as well as useful.

It is an exceptionally appropriate gift from employer to employee, because it will be a convenience to the recipient and a satisfaction to the donor, in that it will save time for both.

Fifth Word—THE BEST WORD IN THE "IDEAL" WORLD



**T**HIS word makes all the difference in the world, because it means the genuine. It enables you to select the best. You will find this word "Ideal" stamped on every Waterman's Ideal Fountain Pen.

It means extra care taken in the process of manufacture; it means the best materials, the widest range of pen points (which is an important matter); it means the most valuable patents in the fountain pen world; it means reliability and satisfaction and the guarantee of exchange until satisfied.

The word "Ideal" is your protection. Look for the word in the world. Almost a quarter century old.

It has been said that every man can make of himself what he will, and the experience of many stationers who have applied the principles of good salesmanship to the Ideal Pen has proved that any stationer can make of these goods one of the most profitable lines which he carries; in fact, he can make it a head line instead of a side line.

**SPECIAL INVITATION**

We are always glad to correspond with any stationer who may be on the verge of making a decision in favor of stocking a line of Waterman's Ideal Fountain Pens.

Those now entering the stationery business, or at points where our travellers do not call regularly, are especially requested to send us their names and inquiry for further information.

HEAD OFFICE

**L. E. Waterman Co. of Canada, Limited, 136 St. James St., Montreal**

**NEW YORK and LONDON**

# “Prosperity Be Thy Page”

—Shakespeare

**B**OUNTEOUS Harvests, Increasing Commerce, Higher Wages—these are what spell that word, pleasing alike to the ear and fancy . . . Prosperity!

And surely this Beloved Country of ours has been blest with this, and in full measure!

But the genius of the Canadian people is such, that it cannot be satisfied with the production and acquisition of Material Things only—the possession of these but gives birth to Higher Hopes, Broader Ambitions, Loftier Ideals. Hence, Culture and Refinement quickly follow in the wake of Prosperity, and—Art—the creation and appreciation of Things Beautiful—is the culminating point of all these, and fitly marks the apex of Prosperity.

The marvellous and ever-increasing demand for the Publications bearing the world-famed imprint the “Easel and Palette” is but another important factor among the many which demonstrate that Prosperity reigns.

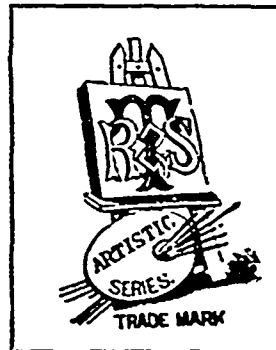
As heretofore, but in even greater measure, have we prepared for the coming year, unparalleled lines in every department of our extensive Art business, embracing, not only the highest quality and original features, but also a wonderful range of special values, calculated to meet every requirement and every purse.

Our representative will visit you at an early date.

To you, and through you to him, we wish “Prosperity.”

PUBLISHERS OF

Christmas and New Year Cards  
 Birthday, Easter and Valentine Lines  
 Picture Postcards  
 Postcards De Luxe  
 Local View Postcards  
 Illustrated Gift and Toy Books  
 Calendars  
 Engravings, Etchings, Photogravures  
 Art Novelties




---



---

## RAPHAEL TUCK & SONS CO.

MONTREAL LIMITED

London

Paris

Berlin

New York

**The Sutcliffe-Edmison Co., Limited**  
**TORONTO, - ONT.**

**Wholesale Fancy Goods, Druggists' Sundries,  
 Dolls, Toys, China and Glassware.**

We are now showing our **Import and Stock** lines for **Fall Trade**, and have the newest, most up-to-date and best money making lines procurable.

It will pay you to inspect our range of goods and prices before placing orders elsewhere. Your **present** requirements in **Summer Novelties, Rubber Balls, Sporting Goods, Japanese Fans, Lanterns, Jap. Screens, Tissue Paper Napkins, Lunch Sets, Carden Sets, Sand Pails, Shovels, etc.**, will receive our prompt attention.

Our **China Department** is now well stocked with new and very neat designs.

**The SUTCLIFFE-EDMISON CO., Limited**  
**76 YORK ST., TORONTO, ONT.**

**PEERLESS**  
BRAND

- Carbon Paper for Typewriters
- Carbon Paper for Order Books
- Carbon Paper for all other purposes
- Ribbons for Typewriters
- Ribbons for Time Clocks
- Ribbons for all other purposes

Absolutely high-class in all respects  
 Manufactured by

**The Carbon Paper and Ribbon Mfg. Co.**  
Limited  
 Office and Factory—34 Adelaide Street West.  
**TORONTO, CANADA**

**A WORK INDISPENSABLE TO EVERY OFFICE.**

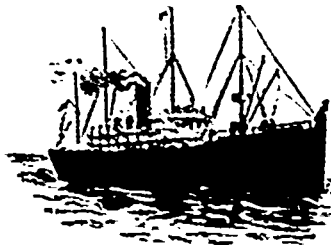
Published in **TWO Volumes**  
 London and Country.

**EXPORT MERCHANT SHIPPERS**

Contents Vol. 1., London Itineraries  
 of City and Suburbs.

Consuls of Foreign States in  
 London  
 Chambers of Commerce in United  
 Kingdom  
 Customs Tariff of the United  
 Kingdom  
 Export Section of LONDON giving  
 names of exporters, arranged in Street  
 order, places of shipment and class of  
 goods shipped.  
 Index to Class of Goods Shipped  
 with names and addresses of Shippers.

Price  
 15 6



41st Year,  
 of  
 Publication

Contents Vol. 2, Provinces.

Shipping and Forwarding  
 Agents, Export Packers, Steam-  
 ship Lines.  
 Export Sections of pro-  
 vinces (separate towns), giving  
 names of exporters, places of  
 shipment and classes of goods  
 shipped.  
 Index to Class of Goods  
 Shipped with names and ad-  
 dresses of Shippers.  
 Trade Mark Section.  
 Manufacturers Trade  
 Directory (Buyers' Guide).

of Great Britain and Ireland

**RELIABLE, COMPACT, EASY  
 OF REFERENCE.**

London: **THE CARTER PUBLISHING CO.,** 15 ST. TURNSTILE,  
 HIGH HOLBORN, W.C.

**Three of a Kind  
 That Can't Be Beaten**

WISE DEALERS WILL STOCK THESE  
 PACKAGES.

**GREAT STICKIST**

is the delight of the consumer  
 and the despair of competitors.  
 It sticks like a car window.



**CARTER'S ARABIN**  
 is a milky white adhesive made  
 of the purest selected gums.

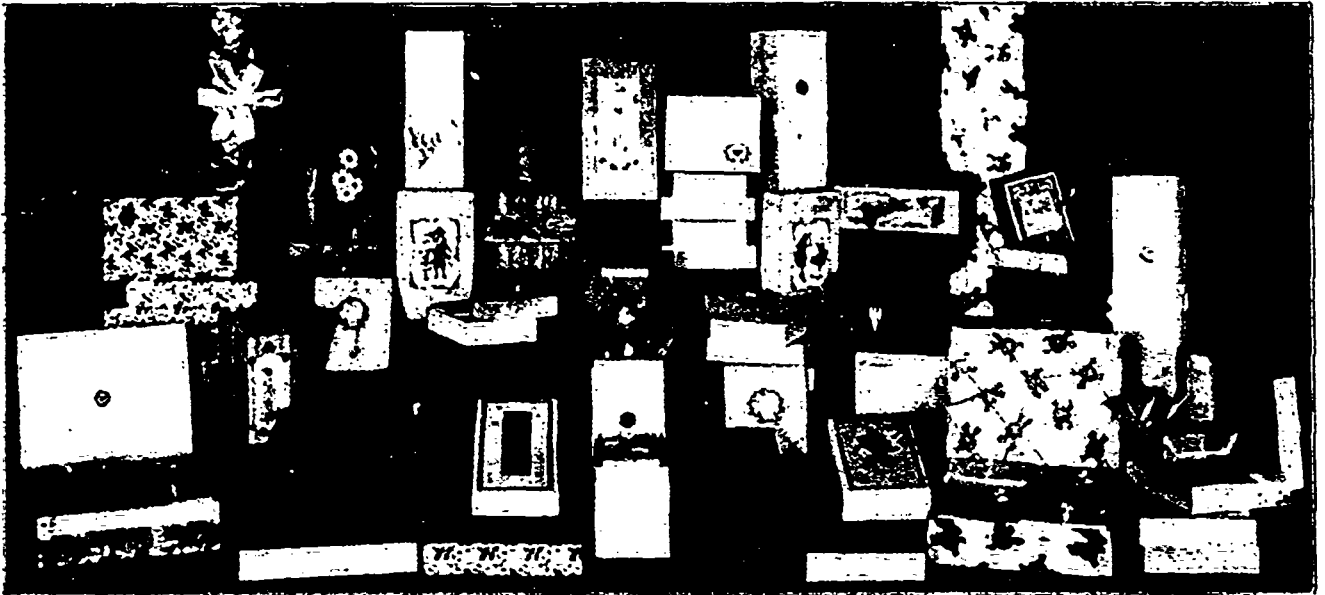
**CARTER'S B. & S.**  
 is a pure gum product for those  
 who want a good but inexpensive  
 adhesive.

**Because They Make  
 Satisfied Customers**



# XMAS FANCY PAPETERIES

## Assortment No. 2



Cost \$15.00, retail for \$32.00. Fifty-six boxes, to retail at from 25c. per box up. Only sold for Fall delivery.

ORDER NOW.

**The Barber & Ellis Co., Limited**

**Toronto**

## SPECIAL COMBINATION OFFER

1 (one) Assortment to a Customer

REGULAR PRICE

|                                    |               |
|------------------------------------|---------------|
| 50 Leather Cards . . . . .         | <b>\$1.25</b> |
| 12 Assr'd Real Fur Teddy Bears . . | <b>.69</b>    |
| 12 Assr'd Pen Wipers, Teddy Bears  | <b>.42</b>    |
| 12 Leather Medals . . . . .        | <b>.30</b>    |
| 12 " Sole, P.C. . . . .            | <b>.30</b>    |
| 12 " Appliquer Flower Sets . . . . | <b>.60</b>    |
| 12 " Mignon Post Cards . . . . .   | <b>.18</b>    |
|                                    | <b>\$3.65</b> |

Delivered free of expense, anywhere in U.S. or Canada, \$2.65, cash with order.

Retail price for this lot, . . . . \$7.66

\$7.66 Retail

\$2.65 Cost you

\$5.01 Your net profit.

We have now (500) varied designs in Hand Burnt and Painted Leather Cards, also a fine line of Artistic Novel and Attractive-Souvenirs.

# LEATHER POST CARD CO.

335 BROADWAY, NEW YORK

# Our Special Fall Number

Goes to Press August 1st

This Special Number affords the best possible medium for advertisers

of all kinds of Stationery Lines, Fancy Goods, Books, Wall Paper, Picture Post Cards, Leather Goods, Musical Instruments, Photo Supplies, etc., to reach the trade in Canada.

We guarantee to place a copy of this number in the hands of every buyer in Canada, wholesale and retail. We spend time and money to make it extremely attractive.

Secure a Choice Position

Ours is the only recognized medium published north of the

International Boundary. We are the official organ of the trade associations and are in direct touch with dealers throughout the country by means of the numerous representatives of the MacLean Publishing Company.

By Reserving Space Early

We are prepared to design advertisements that will draw busi-

ness. Page Space Costs \$25.00. Half-page Space \$15.00. Quarter-page Space \$10.00. For all information address

Bookseller and Stationer of Canada

Toronto

Montreal

Winnipeg

London, Eng.

# THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XXIII.

MONTREAL AND TORONTO, CANADA, JUNE, 1907.

No 6.

## FROM THE EDITOR'S SANCTUM

Bookseller and Stationer wants a correspondent in every city and town in Canada. We already have quite a number but there are still a great many places that we would like to hear from. Regular space rates are paid for accepted correspondence, which should deal exclusively with trade matters. Personals about dealers, locals about store improvements, descriptions of selling schemes—all these things are desirable. We are anxious to fill our paper as full as possible with these trade records and we urge clerks and travelers particularly, to take up this idea.

It is a pleasure for the editor of this paper to receive letters from subscribers, whether they be letters of criticism, letters of commendation or letters of advice. It always helps things along if he realizes that the paper is carefully read. Since last issue several letters have come to hand from various parts of the country, commenting on statements made in that number. It is very gratifying to have these letters and to be able to make use of them. We only hope that more of our readers will favor us with letters from time to time.

W. J. Stephenson, of Wetaskiwin, Alberta, in a very interesting letter, writes: "I was much interested in the article in your editorial column in May issue. An opportunity. Surely the writer of this article must have been looking at the matter from a very limited viewpoint. I do not know whether Ontario booksellers can bring in magazines from U. S. cheaper by express than by mail, but the rate we have to pay in the west is 8 cents per pound, or just double the postal rate on American magazines. If the express companies would make a reasonable rate on magazines we might be able to do as you suggest, but as it is at present, it is out of the question."

Quite a number of vital subjects are discussed in this issue of Bookseller and Stationer and an aggressive stand has been taken every time. This paper intends to put up a fight for the bookseller, whenever his interests are threatened. In return, it is only fair to ask that the us every support. To carry on the struggle we must be informed of all the facts and in

many cases these are in the hands of our readers and should be communicated to us. We need ammunition and it is the dealers' part to give it to us.

Arrangements for the annual convention of the National Association of Stationers and Manufacturers of the United States, to be held in St. Paul, on July 15 and following days, are well in hand. There will be meetings extending over six days, with numerous social functions as well. Canadian stationers are invited to attend this convention, from which much general and practical information is bound to be obtained. Winnipeg and western dealers should be able to reach St. Paul easily.

The committee on hotel accommodations has arranged with the St. Paul hotels for special rates during the convention. Headquarters will be located at Hotel Ryan, Robert and Sixth Sts., where the following rates will obtain: American plan, without bath single, \$3 to \$4.50; double, \$6 to \$8. American plan, with bath, single, \$3.50 to \$6; double, \$7 to \$10. European plan, without bath, single, \$1.50 to \$3; double, \$3 to \$5. European plan, with bath, single, \$2 to \$4.50; double, \$4 to \$8. Special rates are offered by other hotels as well. All communications should be addressed to F. O. Heubner, chairman committee of hotel accommodations, Third and Minnesota Sts., St. Paul, Minn.

The eighth annual calendar show was held at the Colonnade Hotel and the New Bingham Hotel, Philadelphia, during the week of May 20. Some twenty or thirty manufacturers of calendars made exhibits and buyers for the large departmental, drug and stationery stores of Philadelphia, Wilmington, Baltimore, Washington, Trenton, Newark and surrounding territory attended. The week, which is known as "Wanamaker Week," has almost become a convention week for all the leading manufacturers in this line. Might it not be a good idea for Canadian firms, who make exhibits of samples every spring, to arrange to hold these exhibits at the same time each year?



## POSTERS IN THE SHOW WINDOW

A few instances are cited in a recent issue of *Walden's Stationer and Printer*, of an evil custom being turned into a good business proposition by an enterprising bookseller and stationer. The evil custom referred to was the free exhibition in the show window of all manner of bills and posters announcing dances, church picnics, socials, etc.

The idea which occurred to the stationer in question, was to take advantage of announcements of special events to push appropriate lines of goods. In the first place, he refused to put any posters or cards in his window, announcing any special event. Instead, he had a sign constructed of moveable letters, which he hung up on the wall on one side of his window. The sign was headed "Forthcoming Special Events." Then followed the dates and particulars of the coming events in which the citizens were interested.

"It was," says our contemporary, "in fact a bulletin and at once began to attract attention. Then one idea after another suggested itself. The High School senior class was to give a dance and the order for dance orders was given to this stationer. For two or three days previous he had a display calculated to interest all students. The school colors in crepe paper made a very pretty background and floor covering and fountain pens and other school necessities were shown. One side was a display of tally cards and dance orders with an attractive but not too conspicuous sign calling attention to the fact that they supplied the cards for the occasion. Later in the season the baseball team of the school distinguished themselves on the diamond and a photograph of the nine was shown surrounded with baseballs, gloves, bats, masks, etc. One week there were held services in the various churches conducted by a well known revivalist. The announcement board was devoted to the dates, the place

where the preacher would speak and his subjects. The display was appropriately of Bibles, motto cards, etc. The same idea was carried out when a convention of a certain organization was held in the town. Souvenir goods were displayed and sold well and especially attractive was the showing of post-cards, both local and designs of the order. This subject might be continued indefinitely. In the summer time baseball scores were posted; in the winter theatrical attractions were announced. The bulletin was always up to the minute and the manager of the store was enterprising enough to take advantage of it."

This idea is one which might well be copied to some extent by Canadian stationers. The series of articles which have been for some time running in *Bookseller and Stationer*, on the subject of show-card writing, should prove useful in carrying out the bulletin idea. It will not be necessary to go to the expense of a moveable letter sign.

Get a neat frame made, large enough to be easily seen by the passers-by. On the top of this frame paint the words, "Bulletin of Coming Events." Then, as each popular event draws near, put a card in the frame containing dates and particulars of the event. And in the case of any of these events affording an opportunity to push particular lines of goods, see to it that the window is attractively dressed with them. By adopting a scheme of this kind, which costs practically nothing, a great deal of window space can be saved by displaying on the bulletin board, all these miscellaneous posters by which most dealers are postered. In addition to that boon, your show window will receive much more attention from the public, which will be evidenced by increased sales in all departments.

## WHAT TO DO IN JULY

The first of July happens to be one of those holidays which are a boon to the fancy goods trade. It is hardly necessary to point out that by pushful methods business can be doubled on such an occasion. Fire works, Chinese lanterns, flags and such like goods should all be very brisk sellers just before the holiday.

**The Summer Loafer.**

July in most lines of business is a slack month. A good many of the best buyers of every locality go away during July and August, and those who stay at home seem to be too lazy to get out and spend their money. A good transient business in souvenirs and post-cards ought, however, to be striven after next month. Also paper-covered books of the lighter kind should be pushed. The average person wants to loaf around in the summer, and there is nothing on earth which lends itself so readily to the gentle art of summer loafing, as the light, paper-covered novel.

**Hook the Angler.**

Talking of loafing naturally brings to mind a near relation of that art—fishing. July is a fine month to push the sale of all kinds of fishing apparatus. July fishermen for the most part don't mind if they catch any fish or not. When the otherwise rational citizen goes into the fancy goods store, and emerges therefrom armed with a fisherman's outfit, it's a sign that he wants to be left alone on the banks of the "crick"—alone with his airy dreams. It doesn't necessarily signify that he ex-

pects to come home laden with the finny tribe. A certain amount of idleness is good for mankind. If for no other reasons, therefore, the fancy goods man should encourage fishing.

**Baiting the Hook.**

This heading, "baiting the hook," is a metaphorical way of saying "dressing the window." For the window, properly made use of, is a good hook with which to fish for business. A great deal depends upon the bait. A good plan is to seize on the first fine day (we're bound to have more of them from now on) to dress the window in summer garb. Have the floor of the window covered with green tissue paper, and along the front and sides place a few stacks of paper novels, with open books on the top. Inside the frame thus formed, display anything you have in stock, useful for the summer picnic or fishing trip. At the back of the window arrange a row of fishing-poles, and attach a fairly large white show card, with an inscription something like this: "Goin' Fishin'! Get your supplies in this store. While you're inside look over our stock of books for summer reading, and—well, come in, anyway." If a picture of a man fishing can be obtained, and pasted on the card, so much the better. This window arrangement may not appeal to you, but the main thing is to so dress the window, as to wake up in the passer-by, that innate summer "want to go an' fish" feeling, which will result in somewhat of a boost to your summer goods.

**Another Plan.**

Another plan for moving fishing apparatus, which might be adopted by the fancy goods man, is that of offering a prize fishing pole and line, to the catcher of the biggest fish during the season. This plan is followed every year by a Toronto paper, and is found to be good advertising. The prize rod need not be a very expensive one, although it should be good enough not to discredit the store in the eyes of the winner or his friends. The idea is to stir up a little friendly rivalry among the local anglers, and to create new followers of the immortal Izaak. Trade in fishing apparatus will thus be made brisker, and the whole store will benefit by the advertising afforded.

**Stock-taking in July.**

The subject of when to take stock in the book and stationery store is a debatable one. Some prefer one month and some another. Possibly the best rule to follow is to take it when the stock is at its lowest. If at

the same time trade is at its slowest, then we have the ideal time. The merits of July as a stock-taking month are notable. Stocks are usually pretty short and time hangs heavy on the dealer's hands. If he goes over his stock now, he will find a lot of old material lying around in corners, that he can perhaps sacrifice now to advantage.

**Prepare for School Opening.**

Having bought or ordered your school supplies for the coming season, careful plans should be laid during July for the opening. School supplies are usually a profitable line and the children buy pencils, pens, pencil boxes, rulers, scribblers and all the other accessories with great avidity. If you can give your store the atmosphere of being the correct place for the purchase of these supplies, you will have achieved something. We will give dollars for ideas on this subject and will be glad to publish any good ideas in our July number.

---

## THE RETAIL MERCHANT AND HIS SHOW WINDOW

By H. L. Hall, Circulation Manager Business Man's Magazine.

The properly used show window is the best advertising medium within the reach of the retail merchant, and yet, curiously enough, it seems to be the least appreciated of all the means he uses. His show window is his best medium, because it will sell goods for him at a less percentage of cost than any other means at his command. I say that it is the least appreciated because of the fact that it is so very generally neglected. Most retail merchants have not yet learned its true value. Many of them seem to think that it is merely a space which must be filled up with something—it does not really matter what or how. All this is wrong.

Your department store manager appreciates his window space and makes good use of it. If you do not believe that he considers window space valuable, go to him and try to rent one of those he is using. You will soon get a larger idea of its value. The big store even goes to the length of employing an artist who spends all his time and thought in getting up and executing attractive window displays. And these window displays sell goods enough, to make the window dresse, and his big salary a good investment. We called these window trimmers artists, and many of them are nothing less, as an inspection will soon show, but it is not enough that a display shall please the eye. It must sell goods or it is not successful. The big store demands that there shall be a material increase in the sale of a displayed article while it is in the window, and if the increase does not come the fact is chalked up against the window dresser in the records of the manager.

In show windows the acme of achievement is to be found in the big stores on Broadway and State Sts., New York, and there are not lacking those who will whisper that the latter is in the lead. The other extreme is to be found in the window of the little store in a side street, where the sole decorations consist of a smoky lamp or a flaring gas jet and a choice collection of fly-specks. And the latter has just as great a relative value as the former if the merchant did but know it. The advertising agent of your local opera house knows the value of show windows, for he is willing to exchange seats worth money for the privilege of hanging his lithographs in your window, and I cannot conceive of him doing it unless your window has a real value to him—and if to him, why not to you?

The real potential value of a show window lies in the

number of people who will pass it within a given space of time. Its value may be computed on the same basis as that used for the computation of any other means of publicity. Magazines charge so much a line per thousand of circulation. If you buy space in the pages of a magazine you pay for the privilege of exhibiting your announcement in a place where a given number of people will pass. It is up to you to make your announcement in such a manner that these people, or a goodly number of them, will stop to see what you have to say. It is just the same with your show window. No matter what your location, there will be about so many people pass your window each day, and it is your task to make that window catch and hold their attention to such an extent that some of them will feel a want of what you there offer.

Of course the average retail merchant cannot afford to pay a big salary to an exclusive window trimmer, but the chances are that there is some one within reach who can do many times better than he is now doing with the means at his command. It may be his clerk or porter. It may be his wife or daughter. The proper thing to do is to experiment till he finds the right one, and then let that one do his best. Window trimming is an art, but like most other arts it can be studied and acquired. Get out on the street and study other windows. Analyze the ones which appeal to you as being above the average. Learn what it is which makes them better than most of the others. Pick out the good points and emulate them. Pick out the faults and avoid them. I do not mean to advise copying, but we can learn from the mistakes and successes of others without copying.

It is at night when the outside world is dark that your window will look the most attractive. Hence the best time for window display is in the fall and winter, when the evenings are longest. For this reason, too, it follows that one of the first things to be seen to is that the window must be well illuminated. Nothing so surely kills off a window display as poor lights. And at the same time it may be stated that there is no other investment which will pay a merchant so well as good lights throughout the store as well as in the window, but if the lights must be cut down anywhere, let it not be in the windows.

The chief fault of the ordinary window display is crowding. Don't try to put your entire stock in your

windows, but leave room for an effective arrangement of what you do put there. Too much stuff will defeat your purpose, which is to call attention to the items displayed with enough force to make the gazer want to buy. The handsomest and most effective window the writer has seen in a long time was at the same time the simplest. At the season of beautiful window displays—Christmas

this one was easily the best. It was in the window of a shoe store. The back and sides of the window were finished in plain wood of a dark shade, and in the window were three pedestals about fourteen inches high. Over these pedestals were draped three skins, one white, one red and one blue. On the top of each was a single slipper, matching in color the skin under it. In the centre of the window, on a white mat, was placed a single shoe, one of a new pattern. This shoe was marked "Our Marquise Shoe \$3.00." I'll warrant that the display sold that brand of shoes and sold plenty of them.

There is one more point. Do not expect a window display to sell goods indefinitely. Those who pass your place will get tired seeing the same thing day after day. Give them something new to look at once in a while. Let them get into the habit of looking to see what you are going to offer them next. Sooner or later you will catch

the fancy of the regular gazer and sell him, or her, something. If your offerings are made on the basis of attractive prices, make the price a part of the display. In most cases it is well to do this anyway, as the combination of the article and the price together sometimes make an irresistible combination to the vagrant fancy of the window-gazer.

One word more and I am done. Wash your windows—is this an unnecessary suggestion? Not so much so as it might be, as you will see if you will take a walk along any street you like, for I will warrant that you will find at least half the windows you pass would be all the better for a little attention from the porter. It is a big job to wash windows frequently when other work presses, but do not allow yourself to fall into the habit of letting it go till a more convenient season. Even if you do not do it for the benefit of the window display, do it anyway for the sake of the appearance of the store generally. If nothing better is possible, cover the floor of your window with clean paper of a light color. It looks much better than stained and blotched boards. A little attention to your windows will pay well for all the time and trouble it will cost you, as you will soon find out.

## ONTARIO SCHOOL BOOK SITUATION

The fat is in the fire, and the booksellers are liable to be burnt with the sputterings. A contract has been let by the Ontario Government to the Canada Publishing Company, Toronto, for the publication of public school readers, which are to be retailed at lower prices than they were formerly purchased wholesale by the dealers. This means that the booksellers of Ontario will experience a loss on every reader of the stock carried over from last year. It is to be hoped that the quantities of the old stock carried over are very small, or perhaps they will be a total loss. For although under the new contract the subject matter of the readers will be exactly the same as the old, the cover design will be different. This will probably make it hard to dispose of the old books even at the new prices.

Although every dealer interested will probably be already advised of the new prices, for the benefit of those who are not we give below the new prices compared with the old ones:

| First Book        | Old price | New price | Difference |
|-------------------|-----------|-----------|------------|
| Part I .....      | 10 cents  | 5 cents   | 5 cents    |
| First Book        |           |           |            |
| Part II .....     | 15 cents  | 7 cents   | 8 cents    |
| Second Book ..... | 20 cents  | 9 cents   | 11 cents   |
| Third Book .....  | 30 cents  | 13 cents  | 17 cents   |
| Fourth Book ..... | 40 cents  | 15 cents  | 25 cents   |

The contract is for eighteen months only. In the meantime a new set of readers will be compiled. Booksellers would, therefore, do well to be very sparing in their orders for the new books.

One provision of the contract calls for a discount of 25 per cent. to any purchaser of one or more books directly from the publishers. It is unlikely that many people will take advantage of this discount, however, so that the loss in trade will be small on that head.

But the aggregate loss to dealers handling the new books will be very serious indeed. It is to be hoped that the parents of school children will be more liberal in their purchase of other supplies now that their outlay on readers will be so reduced.

Many are the invectives launched against the pub-

lishers for charging such high rates for the readers in former times, when they can now come forward and publish the same books at such ridiculously low prices. Certain sections of the press appear to think that even at the new prices the publishers will wax fat. The fact probably is, however, that only the immense stocks of the old readers known to be at present in the warerooms of the publishers, together with the fully equipped plant which they have for turning out the goods, make the new prices at all possible. The Government may find when it comes to asking for tenders for the publication of the new readers, which are to be compiled, that they have bitten off a great deal more than they can chew.

In all probability the cost of turning out the new set when the subject matter has been prepared, will greatly exceed the present cost, and the Government may experience the chagrin of having to allow higher retail prices to be charged. It will be a pretty kettle of fish for them when they have to tell the people that higher prices will be necessary.

They will have one way out of the difficulty which they may take advantage of, and by doing so appear once more as the benefactors of the parents of public school children. That way, if taken, will be a hard knock for the booksellers. It will be free readers. What matters it that the public has to pay for the readers? The public is apt to think that the books cost them nothing. But in reality, all the public will be paying the schoolbook bills of a part of the public. That will not prevent the benefactors (?) of the public, from urging their claim to public commendation.

These are facts the bookselling trade have to face. The school book trade seems to be in a fair way of being taken altogether out of the hands of the booksellers. Premier Whitney is said to have declared that the new contract would save the people \$60,000 a year. Perhaps this annual saving is necessary in view of the fact that the salaries of all members of the Government have been raised without the direct sanction of the people who pay them. That coincidence, however, may pass unobserved by the "people."

## A BELATED AND DEFECTIVE BOOK LIST

For the convenience of the public libraries of the Province of Ontario or such of them as stand in need of guidance in the choice of contemporaneous literature, the Education Department issues annually, a small pamphlet, containing a selected list of books, recommended by the Ontario Library Association. The list is sub-divided under a number of headings, such as bibliography, reference books, philosophy, religion, sociology, natural science, history, biography, fiction, etc. In the case of each book, the name of the publisher and the price is given.

The idea is an admirable one if only it were properly carried out. But unfortunately the list seems to be prepared in a very slipshod fashion. If the selection of the books is made in as careless a way as the individual titles are frequently recorded, then the sooner the compilation of the list is put into the hands of a competent bookman the better.

The reason advanced for the insertion of the publisher's name and the price opposite each book is that it will enable booksellers to order books for the library when desired. Such irony! Who ever heard of a bookseller ordering books for a library nowadays? But, granted that there may be a few left, their work would be much facilitated if the list were made out with a greater degree of accuracy.

A directory of publishers mentioned, with addresses, would be most useful. Refer to the 1906 list. Here we find the name of Henley, not a very familiar one to the average Canadian bookseller; the Palestine Exploitation Fund, another nebulous concern; Standard Sanitary Manufacturing Co., Jarrold, Stock, Lawrie, Spon, Wiley, all undefined. Why can't these names be recorded in full with a proper address attached?

This is a sin of omission: now for the sins of com-

mission. When a title is listed, it should be listed in such a way as to give the bookseller the least degree of trouble in securing the book. Take, for instance, the very first title in the 1906 list, "Cyclopedia of American Horticulture," by L. H. Bailey. This book is credited to Doubleday, of New York. If we mistake not, the book can be obtained in Canada from the Macmillan Co. of Canada, who have a Canadian edition.

Again, under the list of books devoted to education, there appears "Introduction to Business Organization," by S. E. Sparling, Macmillan, five shillings. The use of English currency (an unnecessary complication) would naturally lead one to suppose that the book was an English book, procurable only in London. In reality, it is an American book, by an American author, and can be purchased in Toronto. The same thing applies to "How to Choose a Farm," which is also an American book, though listed at 7s. 6d.

Books are credited to English publishers and are listed in English currency, when Canadian editions exist. Surely it is not too much to ask that the Canadian publisher be given a little preference in the matter. It would not hurt the compiler of the list to come down from the Education Department and consult with one or two of the local publishers. He might even be given an opportunity to see some of the books he refers to.

Particular care should be taken to have the prices accurate. "The Statesman's Year Book" and "Who's Who," are listed at the old prices, instead of the higher price now obtaining. Such errors spoil the whole list.

Other defects might be pointed out, but these should suffice to show how the usefulness of the list is minimized. Doubtless the people pay for this list and the people should therefore be given an accurate and useful list.

## FURTHER REMARKS ON EXPRESS RATES

Pursuant to a hint conveyed by one of our correspondents, that perhaps big mail order concerns are favored with a special express rate, a representative of Bookseller and Stationer took the matter up with Mr. R. G. Wilson, the Toronto agent of the Canadian Express Company. Mr. Wilson most emphatically denied that anyone had a better rate than other shippers of the same class of merchandise to the same point. He said that a schedule of rates applicable to all shippers was strictly adhered to. This schedule is printed and is free to all. Moreover, Mr. Wilson said, the Railway Commission, having jurisdiction over express rates, rate discrimination in favor of anyone, mail order concern or otherwise, would be a dangerous policy for the express companies to pursue. The companies, according to Mr. Wilson, have from time to time received overtures from mail order concerns, but these had always been turned down.

Dismissing for a moment the question of rate discrimination, the three questions of great importance to booksellers are: (1) Is the existing rate of 8 cents a pound on book packages with a minimum rate of 10 cents, excessive? (2) Could a good case for a reduction of that rate be made out before the Railway Commission? (3) What would be the effect on the bookselling trade, were such a reduction to take place?

Regarding the first question: A comparison of the book rates of the Canadian Express Co. with the general merchandise rates shows the former to be by far the better rate for packages of books weighing three pounds and under. The lowest rate on general merchandise to points out of Toronto is 40 cents per hundred pounds. This

rate per hundred is arrived at on a basis of mileage, and is increased proportionately for a greater mileage, going up to as high as \$13.50 per hundred from Toronto to Vancouver.

The minimum charge under this 40 cents per hundred rate, is 25 cents for packages weighing five pounds and under. This minimum applies to general merchandise for all distances in Canada, except in some instances where the minimum is 30 cents. Thus the lowest rate for expressing a single pound of general merchandise is a little over three times the rate on a single pound of books; one third more than the rate on two pounds of books, and one cent more than the rate on three pounds of books. It follows, therefore, that the shipper of packets of books not exceeding three pounds in weight is better off than the shipper of the same weight of general merchandise. It is cheaper, however, to ship book packages weighing over three pounds as general merchandise, as over that weight the general merchandise rate is much cheaper.

There is another important element entering into this question, and that is, what rate of express charges can a one to three-pound book package stand if a bookseller is to get any profit out of the transaction? Take an ordinary \$1.25 novel. The bookseller, let us say, gets an order for one copy. He writes to a Toronto publisher for it, and it is shipped by express (prepaid). He pays the publisher 88 cents for the book and 10 cents for expressage. There is an apparent margin of 27 cents for his profit on that book. This profit, however, dwindles

down until it can hardly be seen with a microscope, when he begins to figure out the actual cost of that transaction. There is the time taken in writing the order, the letter paper, the stamp, and every other fraction of general store expense which is chargeable to that particular transaction, to be deducted from the margin of 27 cents. So that in the light of actual mercantile value of that book transaction, the rate of express is certainly excessive.

These facts should be taken into consideration by the express companies and the post-office authorities alike.

With regard to the second question, considerable difficulty might be met with, if the matter were brought to the attention of the Railway Commission, in getting together a sufficient number of concrete examples of the injustice of these book rates. The companies could defend the rate on the ground that they are as low as book postage rates, and lower than the rate charged by them for any other class of goods in quantities up to three pounds. It would have to be shown that the booksellers are making too little, or no profit at all, and the companies making too much profit on all these little book transactions. But by organization and businesslike energy the work certainly could be accomplished.

Then in reference to the third question: What would be the effect on the bookselling trade were a reduction to take place? The first effect would be the increased profit on all small book transactions into which enters the cost of express. It would have considerable effect upon the number of such transactions, as increased profit would be an incentive for the booksellers to solicit more of such business. This would help considerably to build up the business of a store as a whole.

A general lowering of express rates would leave country merchants more than ever exposed to mail order competition, which would have to be met by every merchant concerned with increased attention to his own particular field.

The executive of the booksellers' association expect to hold a meeting shortly, when the matter will be taken up and fully discussed. In the meantime it would be advisable for all having views upon this matter to send particulars of them to the secretary of the association, at the Toronto office of Bookseller and Stationer.

Miss Hattie Tweedie, the Moncton, N.B., bookseller, writes: "re express charges: This morning I received 5 books from Toronto, the express on which was 75 cents. These books weigh one and a half pounds each, a total of seven and a half pounds. The express rate is supposed to be 8 cents per pound. In your recent issue of Bookseller you asked for some facts, so I thought this might be of interest. It assuredly interests me."

T. C. Allen & Co., of Halifax, write as follows: "We are exceptionally pleased to see that your paper is taking up the excessive charges now being made by express companies on book packages. We would like to cite our own position.

"As you are aware, our geographical position makes it a matter of from ten days to three weeks for freight shipments to reach us from Toronto, so we are forced to have our supplies of new publications come by express, or else reach us when the demand is practically over. As an instance: A few days ago we had 25 copies of a recent publication by express from Toronto, and the charges amounted to \$1.50, or 6 cents per copy, which is altogether too high. We feel that a reduction of book rates to 1 cent per pound, would not be a loss to express companies, but would in most cases result in their getting more goods for transportation. As it now is the news companies include books with their periodicals and still get the low rates."

## AMERICAN BOOKSELLERS' CONVENTION.

The work of the convention was crystallized in the report of the committee on resolutions, which reads as follows, and was unanimously adopted by the meeting:

Mr. President: Your committee on resolutions beg leave to submit the following report:

Whereas, The members of the American Booksellers' Association assembled together at their seventh annual convention, recognizing the necessity for improving the unsatisfactory conditions prevailing in the retail book business of the United States, now, therefore, be it

Resolved, That we urge the publishers of new copyrighted books to issue all such volumes in the future at a net price based upon the salable value of the books, with an additional charge for postage when mailed.

Resolved, That we request a minimum discount from the advertised price sufficient to cover the cost of transacting business, with a margin of profit in accordance with custom in other branches of mercantile business.

Resolved, That it is desirable to have the net price permanent, except that works of fiction and juvenile books may, if not successful, be sold as remainders one year after publication, and books may be utilized for the "Rebind" trade after two years at a net price to be maintained for at least one year additional.

Resolved, That we recommend that the sliding scale of discount be materially revised, in order to reduce the wide discrepancy in purchasing price between the buyer of small quantities in all classes of literature and the large buyer of a few titles in a special class.

Resolved, That we suggest that the extra discount to the jobber on all books be discontinued except on condition that he shall not use the special reduction in competing with the retail dealer, for whose benefit he has been specially favored.

Resolved, That we think it desirable to still allow to public libraries only the ten per cent. discount upon net books, as at present.

Resolved, That we consider that the established discount allowed to dealers be conditional upon such dealers carrying a stock of books of reasonable size and that a book is understood to be a printed volume bound in covers more substantial than paper.

Resolved, That we deprecate the breaking of the subscription price of periodicals and recommend the abolition of the "Combination" system and commend those publishers who have firmly maintained their publication price.

Resolved, That this association recommend that the booksellers of the United States make an unusual effort on their part to push the sale of such volumes of salable fiction as may be published at a net price with a proper discount.

Resolved, That we recognize, with grateful appreciation, the cordial spirit of co-operation with which so many department store proprietors and their managers have responded to the efforts now being made to prevent the extinction of the new book business, and that all such department store proprietors and managers are cordially invited to ally themselves with the American Booksellers' Association.

Resolved, That these resolutions be sent to the publishers of the United States, and that the president and secretary be directed to explain to them the reasons for the resolutions and to convey to each publisher our grateful appreciation of their efforts in our behalf.

Resolved, That the president and the Postmaster-General be, and are, hereby requested to offer the extension of our domestic letter rate to all the world.

# SHOW CARD WRITING

BY CRAFTSMAN. (Continued from May Number.)

## Out-outs.

When a quantity of cards are to be written, whether small price tickets or full sheets, the card-writer makes a cut-out. This method is illustrated in Figs. G and H in Cut No. 1. The sample card (H) being written, another card of the same size is taken, and lines are ruled on tissue paper or upon transfer paper to represent the exact position of the words on the original card (H), and pasted on it. The spaces showing the position of words or letters are then cut out with a sharp knife. By placing the cut-out over the other cards to be written and using a soft pencil, the spaces cut out are traced readily and quickly, and the card-writer is certain that all of the words will appear in the same position on all of the cards, each having the same slant, besides being also of the same height. The lead pencil marks are erased with a sponge rubber after the card is dry. These lead pencil marks are purposely left on our designs in order to guide the beginner. Under the cut-out (G) there is pasted a dark background to more clearly emphasize the spaces cut in the card.

In our second illustration, Fig. A is another cut-out for a trouser card. Three pens of different sizes were used to write the card. The number 5 was made with a brush. Fig. C is a cut-out for the small price ticket shown over (D).

## Stencils.

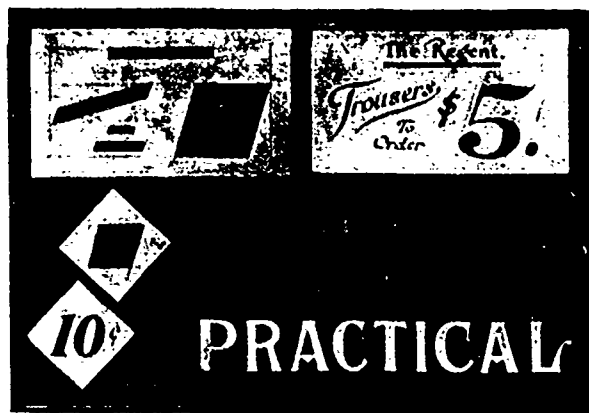
When large quantities of hand-painted cards are desired, the larger letters and designs are usually stenciled and then filled in by hand. Stencils are made as follows: The sample card being first made, some tracing paper is laid over it and the letters desired are traced. This paper is then pasted on a sheet of strong manila paper. With a very sharp knife-point the letters are cut out, as shown in Fig. E. This can be best done by laying the paper on a sheet of cardboard and cutting clean through the paper slightly into the card, thereby avoiding burr edges, which are sure to appear if the knife be dull or the surface used under the stencil-paper



No. 1.

uneven. The entire stencil should receive a thin coat of shellac, not forgetting the inner edges when the cut-out has been made. This will make it durable, preventing the color from soaking into the paper and the stencil brush from injuring the surface, which otherwise would, after some use, absorb much color and cause

blurred lines. A wide, round brush with short bristles is usually the kind required for this work. When a paper stencil is used the color is spread only on the outer surface of the brush by rubbing it perpendicularly across



No. 2.

some smooth surface, then holding the stencil firmly in position with thumb tacks, or with weights if it be large, or with the left hand when small. The brush is tapped gently up and down against the stencil and its work is done.

It leaves a neat faint or dark impression, according to the amount and tint of color applied; besides this, it places the design or letters in the exact position on all the cards. Fig. F shows a card made with stencil (E). After the stencil brush is used all the letters are outlined with a small brush, then filled in.

When large stencils are cut and there are many narrow spaces uncut, like those in the top of (A), (C), (T), and the bottom of (C) and (L), it is advisable to cut narrower strips of paper and to strengthen these weak parts by fastening on these strips with glue or shellac.

## Floral Cards.

Artificial flowers, especially violets, are highly decorative, and can be used to good advantage in making both price tickets and window cards. Gluing one violet, without a stem, in each corner, is in itself a pretty decoration. Two or three violets with stems and one leaf, fastened to a corner of the card by piercing two holes and fastening the stems, and leaf stem, with thin wire, make an agreeable appearance.

## CUTTING PRICES.

"Here y'are now; two packages for two-pence!" yelled a seedy-looking envelope dealer in Holborn.

"Here y'are, this way; two packages for a penny!" howled another envelope dealer, almost hustling his fellow-merchant off the pavement.

Women out shopping noted the difference in prices, and soon bought out the two-for-a-penny man. Then both peddlers drifted round the corner, and the one who had sold no envelopes divided his stock with the other, remarking with a chuckle.

"It works beautifully, old pal, don't it?"

**MONTHLY REPORTS  
FROM TRADE CENTRES**

**MONTREAL.**

**Preparations for Tourist Trade—Popular Songs in Montreal—Personal Mention.**

Office of BOOKSELLER AND STATIONER  
237 McGill Street, Montreal.

June 4, 1907

Montreal bookstores report having had a very good month in nearly all lines. Trade generally seems to be improving. The tourist trade is occupying the attention of the booksellers at present and all preparations are duly under way. Some of the large St. Catherine Street stores are devoting large tables especially to the needs of the tourist. Guide books and views of Montreal and vicinity are selling well. Paper novels from 15c to 65c are also active.

Not many new books have appeared in Montreal during the month. Such few as have been offered, however, are selling well. Louis Joseph Vance's new book, "The Brass Bowl," promises to be very popular. "At the Sign of the Beaver," by Samuel Mathewson Baylis, published by William Briggs, Toronto, is in high favor at present. "The Port of Missing Men," by Meredith Nicholson, published by McLeod & Allen, Toronto, and "The Chronicles of Rebecca," by Kate Douglas Wiggin, published by Briggs, continue to be very popular.

Picture post cards are in excellent demand. Canadian summer scenes are favorites at the present writing. Comic cards are also having a fair share of the trade.

In the stationery lines, Eaton Hurlbut's Hot Pressed Vellum and Whiting's French Chambray continue to be popular in the high class grades for society correspondence.

Wedding and visiting cards are having close attention at retail, as June is pre-eminently the month for weddings. The black, old English style is still to the fore.

The music business in Montreal during the last month has been very good both in departmental and exclusive music stores.

The Jerome H. Remick Co., of Detroit, have brought out a new ballad entitled "Dreaming." They claim that this song will be just as big a success as "Dearie." This same firm have also published "I'd Rather Two-Step than Waltz, Bill." This song at the present time is being sung by many such well known artists as Ethel Levey, Adele Ritchie, Clarice Vance and others. These two music pieces have recently been introduced into Montreal and up to the present writing they are in splendid request. The above mentioned firm have recently bought up the catalogue of Cooper, Kendis & Paley. This last mentioned concern brought out some big hits within the last two years "Cheer up Mary," "A Friend of Mine Told a Friend of Mine," "Deutschland," and Vesta Victoria's song hits "Man, Man," and "Billy Green" are among the best. "Cheer up Mary," especially, took well in Montreal. "Experience," "Meet me at Twilight," and

"My Irish Rosie," used in Charles Frohman's production, "The Lattle Cherub," had phenomenal sales throughout the month of May. Many of the Montreal dealers were unable to supply the demand.

The Delmar Music Co., of Montreal, report good sales for Miss De Long's composition "G. E. M.," a march

and five-step. This piece has been arranged for orchestra by Mr. R. Gruenwald.

Charles K. Harris, the publisher and song writer, New York, has recently written a book entitled "How to Write a Popular Song." In our opinion no one is better able to write on such a subject than Mr. Harris. His first great song hit was "After the Ball," of which 1,500,000 have been sold up to the present. This was followed by many other successes and at present Mr. Harris is recognized the world over as being one of the greatest writers of popular songs.

In dance music the "Egyptian Waltzes," published by Whitmark's, New York, is having a steady sale.

Mr. F. E. Phelan, the St. Catherine Street bookseller, Montreal, recently returned from a two weeks' pleasure trip to Lake Charlebois.

Charles Frederick Duffy, formerly employed in the book store of Mr. A. T. Chapman, Montreal, has been arrested in New York on the charge of stealing \$3,000 from the Dominion Express Company's Agency, which Mr. Chapman conducted at his store.

Mr. E. Daoust, of C. O. Beauchemin & Fils, Montreal, has returned from a two months' trip to France. While abroad, Mr. Daoust laid before a literary society at Paris plans for the extension of French literature in Canada. He has received the support of a leading French publishing house.

The annual meeting of the shareholders of the Watson, Foster Company, Limited, Montreal, was held on Tuesday, the 4th instant, and the following directors were elected for the coming year: Hugh Watson, S. S. Boxer, W. B. Foster, J. H. Gallagher and W. A. Sutherland. At a subsequent meeting the following officers were chosen: Hugh Watson, president; S. S. Boxer, vice-president and manager, and W. A. Sutherland, sec-treasurer.

**TORONTO.**

**Business Dull—Some Store News—Magazine Sales—In Wholesale Circles.**

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

June 10, 1907

Business in Toronto has been somewhat dull lately owing to the disagreeable weather. This has been felt more by the down-town stores, mostly because people do not care to travel far in unpleasant weather. A certain amount of benefit under these conditions accrues to suburban stores.

Post cards are going as lively as ever, but some retailers claim that prices are being cut too much. Some stores are selling pretty good cards, which should go at 2 for 5 cents, for 4 for 5 cents. In the main, however, the trade remains fairly steady at good prices.

H. C. Rymal, Yonge Street, has a very tasty little store. He does an almost exclusively stationery trade, carrying but few magazines, and no books at all. The store has only been open since October last, when it got into the field in time to participate in the Christmas rush. The outlook for the store is very encouraging. The window is tastefully dressed—not overdressed—with high class boxed papeteries and tablets, and engraved wedding stationery and visiting cards. A few post cards frame the sides of the window, and more post cards form an attractive curtain for the top half of the window.

Sutherland, who was compelled to move from his old Yonge Street store a short time ago, to make room for a new building, is now firmly established again. His store is a little further up Yonge Street, on



the other side, at No. 377. The store is larger than the old one, having two spacious show windows. Text books, second hand books, and almost every other kind of book are dealt in by Mr. Sutherland, who also carries a good line of stationery, but no fancy goods or post cards.

There is no alteration so far in the magazine counter trade. One dealer—a lady—thinks that British periodicals will never supplant American periodicals to any extent. Her experience shows very little demand for the British magazines she already carries, except for the cheaper grade of three-cent weeklies. One of the large wholesalers also holds this opinion.

The business of the Methodist Book and Publishing interests during the past year has exceeded that of any former year in its history. This was the finding of the central section of the Book and Publishing Committee, which met recently, with Rev. J. E. Mavety, of Montreal, in the chair. The net profits were also the largest ever accruing from the concern. A certain proportion of the profits will be kept for legitimate extension, and the rest will be devoted to the superannuated ministers' fund, the appropriation this year to that fund being larger than ever before.

A few late spring books are still coming from the publishers, but attention is now being concentrated on the long list of fall publications. Western travelers are expected back shortly. Orders from this field surpass all previous seasons. With the stationers and fancy goods dealers, it is between seasons and there is little activity. Orders for school supplies are reported to be large.

---

ST. JOHN, N.B.

---

**Effect of the Postal Changes on Magazine Sales—Picture Post Card Trade—Backward Season.**

Office of BOOKSELLER AND STATIONER,  
St. John N.B., June 1, 1917.

Owing to the unusually cold and backward weather of the past month, business has been rather quiet among the booksellers and stationers here. It is expected, however, with the advent of warmer weather, trade will pick up, and a good tourist business is looked for.

The new postal regulations have resulted in the subscriptions of some of the newspapers and periodicals being raised. Some of the dealers have advanced the prices of magazines printed in the United States from thirty to fifty per cent., though several are still holding to the old prices.

In conversation with one of the dealers who is still selling at the old rate he said that it was not costing any more to get magazines in here now than it did previous to the increase in rates as the majority of the publications come by express and up to the present time no change has been made in the express charges. Several dealers however have taken advantage of the new postal regulations as an excuse for getting higher prices and as a result there is a howl from the consumer. These dealers are asking 15 cents for magazines that formerly sold at 10 cents. As about 75 per cent. of the magazines sold are American publications, this means quite an increase in the profits. It is predicted that if the new rates are continued it will have the effect of decreasing the sale of United States publications, but is not likely to help out the Canadian, unless the demand creates a source of supply on this side of the border. At present there is almost nothing published in Canada of the class which is most popular and sells most widely.

An official of one of the express companies who was interviewed said that since the new postal laws went into effect they have had a great many more parcels of newspapers and magazines to carry than ever before, as their rates are somewhat less than the postal rates. The bulky American newspapers are now brought here in this way instead of by post. The deliveries are not quite so prompt, but it is contended that the cheaper rates compensate for the slight difference in time.

The demand for picture post cards seems as great as ever and shows no indications of diminishing. Many new lines are being added to the stocks from time to time and the class of cards shown in the bookstores, and those for which there is the greatest demand, are the more artistic colored varieties. The action of the police in seizing a lot of suggestive and obscene cards from a stock displayed in one of the city cigar stores has had a good result and cards of this type are no longer on sale, at least openly. None of the booksellers handled any of these objectionable lines.

The visit here of Rev. C. W. Gordon (Ralph Connor), who lectured in the opera house on May 31, under the auspices of the Marathon Athletic Club, has created quite a demand for the books of this author and several of the booksellers who displayed his works prominently at this time have reaped the harvest of the advertising for his appearance here.

---

WINNIPEG.

---

**Business Fairly Active—A News Wagon—Opening of an Educational Department.**

Office of BOOKSELLER AND STATIONER,  
Room 511 Union Bank Building,  
Winnipeg, May 21, 1917

Spring business has been fairly active with Winnipeg book and stationery stores, although, like all others, they have suffered somewhat from the unseasonable weather. Good window displays and aggressive advertising during the month have helped to stimulate business.

Morris & Taylor, who opened a news stand on Portage Avenue opposite the Free Press a few months ago, have used aggressive methods from the start and during the last month have introduced something decidedly new. They have a news wagon that travels the business streets of the city, carrying papers and magazines. They specialize in Canadian, English and American newspapers.

Russell, Lang & Co. have opened an "educational department" in connection with their new Portage Avenue store devoted to school books and teachers' supplies. On May 23rd they held a reception for teachers and their friends which was attended by about 200 guests. Refreshments were served in the first room which was decorated for the occasion with American Beauty roses. The opening was highly successful.

Dr. Blewett's new philosophical work, "Nature, a Vision of God," has met with a large sale in Winnipeg for a book of this character, owing partly to the fact that the author was, until recently, a citizen of Winnipeg. R. J. Campbell's "New Theology" has met with a ready sale.

Bookseller and Stationer had a call during the month from Mr. Charles C. Gaudet, representing Millar & Lang, of Glasgow. Mr. Gaudet was in Winnipeg calling on the wholesale trade in the interests of the picture post card business.

M. E. Keroack, stationery and fancy goods merchant has sold out to M. Keroack.



# THE BOOKSELLER AND STATIONER and Fancy Goods Review.

Published promptly on the second Wednesday of every month.

## The MacLean Publishing Company, Limited

President, JOHN HAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Saskatchewan, Alberta, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P. E. Island and Newfoundland.

### OFFICES:

#### CANADA—

MONTREAL (Telephone 1244) 222 McGill Street  
 TORONTO (Telephone 2761) 10 Front St. East.  
 St. JOHN, N.B. (J. Hunter White) No. 2 Market Wharf.  
 WINNIPEG (F. K. Murro) Room 511 Union Bank Building.  
 Telephone 375

#### GRAT BRITAIN—

LONDON, ENG. (J. Meredith McKim) 31 Fleet St. E.C.  
 Telephone Central 1299.  
 MANCHESTER, ENG. (H. R. Ashburner) 18 St. Ann St.

#### UNITED STATES—

CHICAGO (J. Roland Kay) Teutonic Building

#### FRANCE—

PARIS, Agence Havas, 6 Place de la Bourse.

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

Code Address: "ADSCRIPT," London; "ADSCRIPT," Canada.

Vol. XXIII.

JUNE, 1907.

No. 6

### PRICES ADVANCING.

The prices of almost every line in the stationery trade are on the advance. Paper and all manufactures of paper are feeling this tightness especially. Not only is the raw material affected, but every process through which it is put adds to the cost. In view of this fact, dealers would do well to purchase staple lines now in quantity before further advances are made. The public, too, should be advised of the conditions and made to pay more for goods.

As one instance of the advanced cost of manufacture, attention might be directed to the new labor conditions in Toronto, from which centre so many of the stationery lines come. Since June 1, the eight-hour day has become the basis of work. Shorter time means less output and yet the same cost. This applies to all lines in which printing, lithographing, binding, etc., enter. Dealers need not therefore be surprised, when they find prices on all these lines advancing.

### AN ADVERTISING FALLACY.

Many advertisers have a somewhat mistaken idea of the functions of advertising. They consider that the mere purchase of space in an advertising medium and the insertion of an advertisement, should forthwith bring them in a great deal of business—in fact enough to justify

them in saying that advertising pays. When their attempt does not have this immediate result, they at once come to the conclusion that advertising does not pay.

A business man, who runs a trial advertisement in a medium for a single insertion, hopes thereby to get replies from every reader of the paper. When only one or two answer, instead of being gratified, he is disappointed. He forgets the dozen or so more, who noted his advertisement, but who, by reason of the indolence of human nature, neglected to reply at once, and gradually forgot about it. There was no second insertion to quicken the memory and no third insertion to stir them up. The effect of the advertisement was lost on them.

Then there is another aspect of the case. Looking from the reader's standpoint, he sees one firm advertising spasmodically and another firm advertising regularly. What is his natural conclusion as to the merits of the two houses? Undoubtedly he will be led, perhaps unconsciously, to attribute greater solidity and progressiveness to the firm which uses space regularly. This is a psychological fact. It means that it pays to advertise regularly, whether the advertiser can trace direct results or not.

Again, an advertiser, who asserts that advertising does not pay, oftentimes has only himself to blame. There is a way to advertise well and there is a way to advertise ill. It is for the advertiser himself to make his publicity tell. Do not be inclined to blame the medium and blame advertising in general. Rather ask if you are obtaining the best possible effects in the composition of your advertisement, both literary and typographical.

Many arguments can be brought forward to support our position. Persistency is needed in advertising as much as in anything else if success is to be obtained. Others have succeeded and it has been through continuous effort. Therefore, before condemning advertising, give it a fair and reasonable trial.

### CHEAPER FICTION.

A movement is on foot in England to provide the public with cheaper fiction. Publishers like Chatto & Windus and Thomas Nelson & Sons are now turning out books at remarkably low prices. This reduction has only been made possible by the use of the latest machinery. Also it only applies to books of some considerable reputation, for which a sure and large demand is to be counted on.

The series of novels now being issued by the Nelsons at seven-pence includes such well-known books as "The Marriage of William Ashle," by Mrs. Ward; "The Intrusions of Peggy," by Anthony Hope; "No. 5 John Street," by Richard Whiteing; "The Battle of the Strong," by Sir Gilbert Parker, etc. These books have been before the public in the more expensive editions for some years and it may be almost taken for granted that, in their new guise, they will have a renewed popularity.

In the United States, we note that one publisher has

actually advanced the price of a current novel to \$1.75, claiming that the increased cost of production demands it.

It will be interesting to note which of these tendencies is going to prevail. We, in Canada, have a general price for current fiction of \$1.25, with an occasional \$1.50 volume. The tendency here during the last few years has been downward.

#### READING THE ADS.

A trade paper cannot wholly exist on the money paid for it by subscribers. If Bookseller and Stationer, for instance, had to depend for its revenue on its subscribers alone, a vastly inferior paper (or no paper at all) would be the inevitable result. The reason we are able to turn out one of the best papers in the stationery trade is because of the support given us by our advertisers. Our advertisers know that we turn out a paper worthy of being carefully read by every man in the trade. It is because of that faith that they advertise with us. Moreover our advertisers understand fully that they are talking to business men when they take space in our advertising columns. Therefore they realize that any proposition they advertise in that space must be sound on the very face of it. Thus it is that only advertising really interesting to the stationery trade, and which is likely to result in mutual profit both to buyer and seller, ever appears in our columns.

We demand high grade advertising. This involves us in a duty to provide editorial and reading matter of the highest grade to match. The result is, Bookseller and Stationer is not produced by any indiscriminate use of the shears and paste brush. We endeavor to be worthy of both our readers and our advertisers. And as we urge upon our advertisers the necessity of advertising only that which appeals to the business man, so let us urge our readers to give more than a mere cursory glance at our advertising columns; for in them are to be found items of the greatest value to every progressive man in the trade.

#### LETTING IT SLIP.

Do you allow any local trade to slip through your fingers? Think it over for a moment! The mail order concern comes in for a great deal of condemnation from all kinds of merchants, including stationers. No doubt the depredations of such concerns are to some extent unavoidable. There is, however, another form of commercial depredation carried on throughout the country which is due to a large extent to the stationers themselves. It can be stopped. We refer to the business of typewriter supplies.

What's the matter with you stationers? Why don't you get out and hustle typewriter supplies? These were the queries put to Bookseller and Stationer the other day by a Toronto manufacturer of these supplies. He said that the great bulk of this profitable line was handled by the typewriter companies, who sent their men all over the country selling direct to the consumer.

Mark that. Any consumer of typewriter supplies in your locality is your customer. He is a citizen as interested as yourself in the prosperity of that community, especially if he is a merchant. He would not like to see you go out of town for any goods which he handles. Neither should you allow him to go outside for his typewriter supplies.

Put the question to him. You can sell him his typewriter supplies just as you can his business stationery. Moreover, you ought to do it. Don't sit behind the counter selling fireworks to the small boy. Let the young lady clerk do that. You get out among your fellow business men and see to it that no agent of a typewriter company or metropolitan stationery concern butts in on your own stamping ground.

"Not very much of that kind of business done in this town," you say. That doesn't matter. What little there is should be done by you. Moreover, there may be more done than you imagine. Jump on the typewriter company's agent and sell the goods yourself.

#### POINTERS FROM CITY STORES.

It will not be long until your salespeople take their vacations, and it would be a good move for you to encourage as many as possible of them to visit the city, if only for a day, and have a look round the big stores. There may be no definite information that you can instruct them to gather, but they are almost sure to pick up some helpful pointers. Among other things they could compare some of your prices with those which these houses are offering, see how stock is kept and displayed, etc.

#### RUSSELL, LANG'S RECEPTION.

In the letter from our Winnipeg correspondent, reference is made to a reception tendered to the local school teachers by Russell, Lang & Co. We have been favored by that progressive firm of booksellers with an invitation card which is very tastefully gotten up in script type.

The occasion of the reception was the opening of the firm's new educational book store on Portage Avenue. The reception took place in the rear end of the store, which is beautifully fitted up in weathered oak. This part of the store is intended for a rest room, where customers may wait for friends, etc. There is also a writing table at one of the windows to accommodate customers wishing to write a letter.

Among the 200 guests who attended the reception were all the highest school officials of Winnipeg.

It is things of this kind which lend a dignity to the bookselling trade, enjoyed by no other kind of retail business. From a business point of view, such a reception is an excellent idea, bringing, as it does, books and book lovers together, and leaving an impression of the store which will be hard to efface. The methods of this progressive western store deserve to be studied by members of the trade in the older parts of the Dominion.

# In Front of the Fro

We never before had such beauties to show our Canadian friends as we have this time. Your little customers and your big ones will all be after our Calendars again this year, and any who didn't buy last

Five and Ten Cent

# CALENDARS

1908

season, will find our 1908 lines too tempting to resist.



Artistic Designs  
Beautiful Colorings  
Profuse Variety

*Be sure you see our full collection*

# DAVIDSON BRO

# Mont, This Season!

Here's where we come up strong. We've a great record behind us, and many seasons testify the success of all our Cards. This isn't mere luck. It's the recognition shown by your customers and others, to

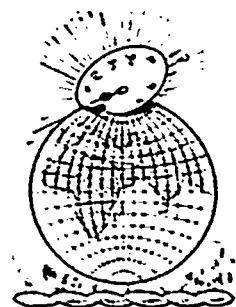
C A R D S

# CHRISTMAS

C A R D S

novel and original ideas carried out in first-class style. Nothing could be more attractive than this season's lines.

Novel Ideas  
 Charming Effects  
 Splendid Values



*Be sure you see our full collection*

# OTHERS,

**BASTERFIELD ST., LONDON**  
**73 FIFTH AVE., NEW YORK**

# Steady Sellers for Summer Sales

---

## E. P. Oppenheim

|                       | Cloth  | Paper |
|-----------------------|--------|-------|
| The Secret, -         | \$1.25 | .75   |
| The Leader, Clo. only | 1.25   |       |

## Joseph Hocking

|                     | Cloth  | Paper |
|---------------------|--------|-------|
| A Strong Man's Vow, | \$1.25 | .75   |
| Woman of Babylon,   | 1.25   |       |

## Antonio Fogazzaro

|                                  |        |
|----------------------------------|--------|
| The Patriot, Clo. only           | \$1.25 |
| Man of The World,<br>Clo. only - | 1.25   |
| The Saint, Clo. only             | 1.25   |

## S. R. Crockett

|                     | Cloth | Paper |
|---------------------|-------|-------|
| Kid McGhie, - -     | 1.25  | .75   |
| Maid Margaret, - -  | 1.50  | .75   |
| Cherry Ribband, - - | 1.50  | .75   |

## John Oxenham

|                                         | Cloth  | Paper |
|-----------------------------------------|--------|-------|
| Rising Fortunes, Clo.<br>only, - -      | \$1.25 |       |
| Giant Circumstance, -                   | 1.50   | .75   |
| White Fire, - -                         | 1.50   | .75   |
| A Princess of Vascovy,<br>Clo. only - - | 1.25   |       |

## Various Authors

|                       | Cloth  | Paper |
|-----------------------|--------|-------|
| The Nether Millstone, | \$1.25 | .75   |
| Check to The King, -  | 1.25   | .75   |
| Prisoners, - -        | 1.50   | .75   |
| The Heart That Knows, | 1.25   | .75   |

---

# The Copp, Clark Co., Limited

Publishers, TORONTO

# NEWS OF THE BOOK WORLD

## MAY BEST SELLERS.

Who said there was no such thing as a Canadian literature? We have successful authors at all events. Scarcely a month passes by but a Canadian author's name is found among the six best sellers. The leader this month is Canadian. Last month it held second place; this month it displaces last month's leader, which has dropped to second place. Another Canadian holds third place this month; it held the same place last month, and was the leader the month before. Then look at the "Doctor"! It has figured extensively both in the United States as well as the Canadian best six. There are more coming! Paralyzed by the unpatriotic tongue which declares we cannot as well grow successful authors as No. 1 hard wheat!

### Canadian Summary.

|                                                  | Points |
|--------------------------------------------------|--------|
| 1. Cruise of the Shining Light, by Norman Duncan | 60     |
| 2. Port of Missing Men, by Meredith Nicholson..  | 57     |
| 3. Lone Furrow, by W. A. Fraser .....            | 35     |
| 4. The Brass Bowl, by L. J. Vance .....          | 32     |
| 4. Running Water, by A. E. W. Mason .....        | 32     |
| 5. Friday the 13th, by Thos. W. Lawson .....     | 31     |
| 6. Dust of Conflict, by H. Bindloss .....        | 21     |

## PUBLISHING ACTIVITIES.

One of the cleverest contributions to contemporaneous Canadian literature is the volume of "Songs of a Sourdough," by Robert W. Service, published by William Briggs. Mr. Service is a dweller in the Yukon, where he is employed by the Canadian Bank of Commerce, and his verse deals with the life in the west. (Cloth, 75c.)

William Briggs has in stock a splendid European Guide Book, by M. D. Frazar, which, at \$1. contains a tremendous lot of valuable information for the tourist.

The Copp, Clark Co. have ready their editions of "The Great Plot," by William le Queux, and "Rising Fortunes," by John Oxenham. The latter book is prettily designed and should have a particularly good sale.

Paper editions of "Prisoners," by Mary Cholmondeley, and "The Second Book of Tobiah," by Una L. Silberrad, are announced as ready by the Copp, Clark Co. An edition of "Benita," by Max Pemberton, and "On Common Ground," by Sydney H. Preston, will be ready by the middle of the month.

E. P. Oppenheim's book, "The Secret," came on the market about the end of May and has been favorably received. Oppenheim is evidently growing in favor. The publishers, the Copp, Clark Co., are to be congratulated on the tasty cover design and general get-up of the book.

About the middle of June, the Copp, Clark Co. will have ready their editions of "The Man who was Dead," by A. W. Marchmont, and "The Nether Millstone," by F. M. White, both good summer sellers.

The Copp, Clark Co. will publish during the summer two powerful novels that should prove good starters for fall trade. One is "The Woman," by Antonio Fogazzaro, the other is "The Shulamite," by Alice and Claude Askew. The latter has been staged in England, where it has created quite a furor. (Cloth, only \$1.25.)

Amongst recent importations of the Copp, Clark Co.

is a supply of "Red Russia," by John Foster Fraser. The book is descriptive of conditions in Russia at the present time and is profusely illustrated with many full page plates.

Since the Copp, Clark Co. were appointed Canadian agents for the White House Cook Book, the sales of this valuable compendium have been largely increased. The trade should remember to secure their supply now from this house.

William Briggs has ready the last work of the late Dr. John Watson (Ian Maclaren), a novel entitled "St. Judes." The story was written shortly before the author's death and had just been corrected during his stay in New York. The book is attractively designed and contains an introduction by "Ralph Connor." (Cloth, only \$1.25.)

"Daft Days," by Neil Munro, author of "John Splendid," will be ready in a few days, appearing with the imprint of William Briggs. (Cloth, \$1.25.)

"Nimrod's Wife" is the title of a handsomely illustrated book by the wife of Ernest Thompson-Seton, Grace Gallatin Seton, which is said to be equally as good as anything he has written. William Briggs publishes the Canadian edition. (\$2 net.)

Paper editions of "Little Esson," by S. R. Crockett, and "Short Cruises," by W. W. Jacobs, are now ready at William Briggs.

The Oxford University Press have ready Canadian editions of "The Long Labrador Trail," by Dillon Wallace, and "Ian of the Oreades," by Wilfrid Campbell. The first edition of the former was sold out on the day of publication, attesting the wonderful hold its author has on the affections of readers in this country.

The Oxford University Press reports large and continuous sales of "The Cruise of the Shining Light," by Norman Duncan.

The Oxford Medical Publications, under the general editorship of Dr. William Osler, are announced for publication this year by the Oxford University Press. The publishers present a series of handbooks written by well-known specialists and designed to embrace the whole range of medicine and surgery as it concerns the daily practice of the profession.

The Macmillan Company of Canada last month published William Stearns Davis' "A Victor of Salamis." Mr. Davis seems to be the legitimate successor of Siemkiewicz. His "A Victor of Salamis" is a continuous narrative of glorious fighting and splendid episodes of action. (\$1.50.)

The Macmillan Company of Canada are the publishers of Horace A. Vachell's powerful novel "Her Son." It is now in its third edition in England.

The Macmillan Company of Canada are publishing a one-volume edition of Winston Spencer Churchill's "Lord Randolph Churchill." The purchaser of the new edition will have the satisfaction of knowing that he possesses the whole book as it originally appeared. (\$2.50 net.)

The Macmillan Company of Canada have published "Vancouver's Discovery of Puget Sound," by Professor Meany, of the University of Washington. It contains forty illustrations, including portraits and reproductions of old engravings. (\$2.50 net.)

The Macmillan Company of Canada issued last month "John Glynn," by Arthur Paterson, a stirring romance of the fight with crime in a nest of hooligans and thieves. (\$1.25.)

The Macmillan Company of Canada will publish this spring Miss Zona Gale's "The Loves of Pelleas and Ettarre," which has had remarkable success in the magazines by reason of its charm and novelty. (\$1.50.)

The Macmillan Company of Canada will publish F. Marion Crawford's "Arethusa" this spring instead of "Prima Donna," as previously announced. (\$1.50.)

"The Voyages of Samuel de Champlain" is the latest volume in the series of "Original Narratives of Early American History." It is edited by W. J. Grant, of Oxford University, who, it will be remembered, is the clever son of the late Principal Grant of Queen's University, Kingston.

McLeod & Allen announce a cheap edition of "The House of a Thousand Candles," by M. Nicholson, in both cloth and paper. The cloth book retails at 50 cents and the paper at 25 cents. The edition is now ready.

For publication during the current month McLeod & Allen have six novels on their list: "The Scarlet Car," by Richard Harding Davis; "The Militants," by Mary Raymond Shipman Andrews; "Three Men and a Maid," by Robert Fraser; "The Slim Princess," by George Ade; "A Winged Victory," by R. M. Lovett, and "The Wind-fall," by Charles Egbert Craddock.

BOOKS OF THE MONTH.

**AT THE SIGN OF THE BEAVER.** By S. M. Baylis Toronto: William Briggs. In this book of short stories and poems Mr. Baylis has added one more contribution to the growing edifice of Canadian literature. The stories deal with Canadian subjects, the scenes of most of them being laid in French Canada. The author makes loyalty to Canadian institutions and Canadian aspirations a prominent feature. The local coloring is excellent and the literary style of more than ordinary merit.

**COMPLETE BOXER.** By "Gunner" James Moir. London: Health and Strength Library. Paper, 1 shilling. A book of instruction in the art of boxing, by the champion heavyweight of the British army. It is illustrated with numerous drawings, showing the principal operations of the science, and seems to be full of instruction for those interested in boxing. There is a list of heavyweight world champions from 1719 to date.

**CONDITIONAL SALES ACTS.** Annotated by Mr. Justice Barron. Toronto: The Carswell Co., Ltd. This is a new edition of a work first published by Judge Barron in 1888, and which has been of great service to the legal fraternity.

**CRUISE OF THE SHINING LIGHT.** By Norman Duncan. Toronto: Henry Frowde. \$1.25. Mr. Duncan is at home on the wild Labrador coast, from which he has drawn the materials of this, his latest story. A subtle atmospheric effect envelops the actors in his simple drama of life as with the skill of necromancy. He has given much loving care to the creation of Nicholas Top—an old salt, who will compare favorably with the best that modern fiction has produced—a paradoxical old rascal who challenges both love and admiration for the noble qualities that form the substratum of his character. The pretty love story of Dannie and Judith is in keeping with the simplicity of the lives of the fisher folk among

whom their lot is cast. The book is pervaded by a deep reverence for religion and a haunting sense of the mystery of nature—the mystery in the hearts of men—and the deeper mystery in the purposes of God.

**GODDESS OF REASON.** By Mary Johnston. Boston: Houghton, Mifflin & Co. Octavo, \$2 net. Postage, 15 cents. The gifted authoress of "To Have and to Hold" here launches out into the field of the poetic drama. The play deals with the days and the scenes of the French Revolution. Its heroine is a girl of noble birth, who has been brought up by fisher folk, her supposed parents. She is adopted as ward by a nobleman and placed in a convent. She escapes in due course from the convent and becomes a leader among the Terrorists—the Goddess of Reason. At last it is discovered that a romantic love has all along existed between the nobleman and his ward.

**GREATEST FACT IN MODERN HISTORY.** By White-law Reid. New York: T. Y. Crowell & Co. Cloth. This is an attractively printed brochure containing an address which was delivered by the American Ambassador to England, before the Senate of Cambridge University, at their solicitation. Mr. Reid graphically and tersely glances over the course of events which led up to, and culminated in, the revolution of the American colonies. The revolution he characterizes as the greatest fact in modern history.

**IN PLAYTIME.**—By H. Maynard Smith. Oxford: B. H. Blackwell. Cloth, 3s. 6d. net. A neat little volume containing nine essays. The author has derived his title from his first chapter, "Essay Writing as an Amusement," in which he defines the true essay as the musings of a quiet mind, written in leisure hours. His themes cover such subjects as "Furnishing a House," "Diaries," "Shopping," "Holidays," and he treats each in a bright manner, introducing many quaint conceits and embellishing his pages with interesting allusions.

**IN THE DAYS OF GOLDSMITH.**—By Tudor Jenks. New York: A. S. Barnes & Co. Cloth, illustrated, \$1.00 net. The latest addition to the Lives of Great Writers Series by the same author, in which have already appeared biographies of Chaucer, Milton, Shakespeare and Scott. The writer treats his Goldsmith in a sympathetic manner, trying to get away from the caricature delineations of earlier biographies, who drew their inspiration from the figure portrayed in Boswell's Johnson.

**KNOTS AND SPLICES.**—By Captain Justus, Cardiff. Glasgow: James Brown & Son. Cloth, 1s. This appears to be a very useful little book, particularly to amateur yachtsmen. It contains a complete exposition of the art of knotting and splicing ropes; each particular knot or splice being illustrated by a diagram. It should be of great value to any one who has much to do with ropes, such as outside scaffold builders, etc.

**LANGFORD OF THE THREE BARS.** By Kate and Virgil D. Boyles. Toronto: William Briggs. Cloth, \$1.25. A story of the wild and woolly west, relating the struggles of the small ranchman with cattle thieves. John Williston who with his pretty daughter Mary operates a small ranch, discovers the retreat of Jesse Black, the chief of the cattle thieves. He communicates with Paul Langford, a powerful ranchman, operating the "Three Bars" ranch. After many adventures the cattle thief is finally killed by one of Langford's men, and the county attorney, Dick Gordon, is free to do his duty properly. Two

# Business Opening

The valuable Book, Stationery and Wall Paper business of C. L. Nelles, Guelph, is now on the market and will be sold at a low price to anyone who has ambition and wants a good thing. By June 15th, stocktaking will have been completed and it is expected to be in the neighborhood of \$10,000. At this figure it is within reach of the majority of the buyers.

**Annual turnover** - 1905, \$25,000  
 " " - 1906, 25,000  
**5 months, Jan-May** - 1907, 12,000

Do you Want it? If so, come and see it.

---

**C. L. NELLES, Guelph, Ont.**

charming love stories run through the book; one between the attorney and the court reporter, and the other between Langford and Mary Williston.

**MAN OF THE WORLD, THE.** By Antonio Fogazzaro. Toronto: The Copp, Clark Co. \$1.25. This book, with its sub-title "The Sinner," is the second in order of three famous books. The author follows up the development of character in Paul Maironi under the social, religious and political conditions of modern Italy. An ascetic by temperament and of a deep religious nature, Maironi finds himself out of touch with these conditions. A domestic cloud envelops him through the insanity of his young wife. Temptation assails him in the person of the beautiful Jeanne Desalle. He seeks safety in retirement and "The Sinner" becomes "The Saint."

**MR. PERKINS OF PORTLAND.** By E. P. Butler. Toronto: The Copp, Clark Co. \$1. The pages of this book are full of fun of a serio-comic type. The vagaries of Mr. Perkins run along one line, that of advertising. His fertile brain seizes upon the most unlikely things and converts them into sources of untold wealth by the Midas-like touch of his advertising genius. To him who reads between the lines the author appears to be poking fun at the gullibility of the great American public. But, then, it is a kindly fun. He laughs with, not at them, and is easily forgiven.

**PRINCESS VIRGINIA.** By C. N. and A. M. Williamson. Toronto: Musson Book Company. Cloth, \$1.25. The love story of a princess of the blood royal and the young Emperor of Rhaetia. The princess, who had lived in seclusion until her twentieth year, determined to win the love of the emperor. Assum-

ing the name of Miss Helen Mowbray, she went with her mother to Rhaetia. By fortunate chance she met the monarch under somewhat remarkable circumstances. Later she was instrumental in saving his life. The outcome, after several trying experiences, was what would naturally be expected.

**SECRET, THE.** By E. P. Oppenheim. Toronto: Copp, Clark Co. Cloth, \$1.25. A secret of international diplomacy, involving England, France and Germany, forms the backbone of this twentieth century romance. How a wealthy young Englishman, living an idle kind of life on his estate, becomes involved in this secret and how, working in conjunction with a man supposed to be dead, he passes through all manner of dangers to save his country, is its main theme. A subsidiary interest is interwoven in the person of a young American woman, who is at first hostile and afterwards friendly to the hero's side in the struggle.

**STRONG MAN'S VOW.** By Joseph Hocking. Toronto: Copp, Clark Co. Cloth, \$1.25. Like all Mr. Hocking's stories, this is intensely interesting, being the history of a vow taken by an ignorant and uncount youth, to marry the beautiful daughter of the Lord of the County. How he rose from his humble position, and how his vow was fulfilled forms the basis of the story, which has an unexpected but happy ending.

**TEXT BOOK OF JU-JUTSU.**—As practised in Japan. By S. K. Uyenishi. London: Health and Strength Library. Cloth, 2s.6d. A book on the art of Japanese wrestling, with all the various operations of attack and defence clearly illustrated with cinematographic pictures.



# Briggs' Newest Books

## St. Jude's

BY IAN MACLAREN

Cloth-only, \$1.25

With Introduction by Ralph Connor

This book was just finished prior to the death of Dr. Watson. It contains work said to be the equal of anything contained in **THE BONNIE BRIER BUSH**.

## Nimrod's Wife

By MRS. THOMPSON SETON

The illustrations in the Seton books are always a chief feature.

The

## New Chronicles of Rebecca

By KATE DOUGLAS WIGGIN

Author of "Rebecca of Sunnybrook Farm"

## Langford of the Three Bars

By KATE BOYLES

A rattling good story. Already one of the six best sellers.

Paper, 75c.; Cloth, \$1.25

## The Daft Days

By NEIL MUNRO,

Cloth-only, \$1.25

Its Author of "John Splendid"

PAPER BOOKS STILL POPULAR

75c.

**Nedra** By Geo. B. McCutcheon

**Jane Gable** By Geo. B. McCutcheon

**Treasure of Heaven** By Corelli

**Sir Nigel** By Doyle

**Scarlet Pimpernel** By Orzy

**White Plumes** By Crockett

## EDWARD H. MILLER

Booksellers' and Stationers' Agent

Having a thorough knowledge of the English market, and having had many years' experience in the Colonies, I am in a position to execute orders for Canadian firms in an intelligent manner. Terms on application.

142 Long Acre, - LONDON, W.C.

## BAEDEKER'S GUIDES

The standard of the world.

Canada (1907 edition) 13 maps, 12 plans.  
United States (1906 edition).  
Great Britain, London and all European Countries.

Send for price-list with discounts to sole Canadian Agent.

**Chapman's Bookstore**

513 St. Catherine St. West, - - - Montreal

**BOOKS.** Out-of-print books supplied. No matter what subject Can supply any book ever published. We have 50,000 rare books.

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

## TELEGRAPH CODES

|                                        |     |        |
|----------------------------------------|-----|--------|
| A B C Code, 5th Edition, English ..... | Net | \$7.00 |
| A B C Code, 5th Edition, Spanish ..... | "   | 8.00   |
| A B C Code, 4th Edition .....          | "   | 5.00   |
| A I Code .....                         | "   | 7.50   |
| Morse & Neal Code .....                | "   | 5.00   |
| Bedford-McNeill Code .....             | "   | 6.00   |

Large and small codes of all kinds. Send for list.  
Discount to the trade only.

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

## BRITISH LANDSCAPE POST CARDS

Finest assortment in Canada  
Lowest possible prices

-WRITE FOR SAMPLES AND QUOTATIONS-

**D. & W. FORREST**

13 ST. JOHN ST., - - - MONTREAL

## English Books Supplied

We are the cheapest and most prompt agents in London for English and all European literature. Write at once for terms, or a trial order will be sufficient for you to test our abilities in this direction.

**THE CONTINENTAL EXPORT COMPANY,**

4, High Street, Bloomsbury, London, W.C., England

WE ANNOUNCE AS READY

## DENATURED OR INDUSTRIAL ALCOHOL

A treatise on the History, Manufacture, Composition, Uses and Possibilities of Industrial Alcohol in the various countries permitting its use, and the laws and regulations governing the same; including the United States, with concise tables, methods, and notes for the use of the Engineer, Chemist, Manufacturers of Alcohol and Alcohol-Making and Using Apparatus, including Alcohol Motors, Engines, Illuminating Lamps, and Heating and Cooking Stoves. By Rufus Frost-Herrick, Consulting Chemist and Chemical-Engineer. 8vo. ix+512 pages, 103 figures. Cloth, \$1.00 net.

**RENOUF PUBLISHING CO.**

Scientific Publishers

61 UNION AVE. - - - MONTREAL

Canadian Agents for JOHN WILEY & SONS, New York

**STATIONERY DEPARTMENT**

**POSTAGE STAMP REFORM.**

Country post-offices in several parts of the United States have recently been the victims of frequent postage stamp robberies. Detection of the thieves by the disposal of the "swag" is almost impossible if they exercise a moderate amount of care. Stamps being the same whether bought in New York or San Francisco, there is no means of telling whether stamps offered for sale have been stolen or honestly come by. To get over this difficulty the U.S. postal authorities propose to localize their stamp issues. That is to say, when stamps are to be sold in Philadelphia, the name of that city will be printed on the stamp, and so on, each locality having its name printed on the stamps sold there.

It is said that the larger cities will have their names woven into the design of the stamp. By this means, a thief who steals a lot of stamps will run great risks in trying to dispose of them in the same locality while it will be almost impossible for him to dispose of them in any other locality.

**SAN FRANCISCO MAIL SERVICE ABANDONED.**

Canadian firms interested in Australian trade should take notice that—at least for the time being—the San Francisco mail steamers have been withdrawn from the New Zealand and Australian trade. This is the first cessation in that service which has been running for some thirty years. All Canadian mails for Australia and New Zealand should be endorsed—"via Vancouver." The Canadian-Australian steamers are scheduled to leave Vancouver on May 24, June 21, July 19, August 10, and September 13. The necessity of prompt attention to Australian correspondence is—even more than ever—accentuated by this rather unexpected announcement.

**FABRIC EFFECTS.**

For some time past the popular dress fabrics have been closely imitated in their texture designs by manufacturers of high-class stationery papers. Not only have these fabric effects been closely copied, but the names by which these dress materials are known have also been assumed by the new paper products, and just as these dress fabrics have won their popularity by virtue of their material beauty, so have these new writing materials won their way into the esteem of all who appreciate dainty stationery.

Buntin, Gillies & Co., Limited, Hamilton, have made fortunate selection of these fabric effects in their Dainty Dutch fabric, Russia Crash, London Cloth, Organdic, Bleached Canvas and Irish Poplin stationery, and so

strongly have these writing materials taken hold of the Canadian market that it has taxed their facilities of production to the limit.

Their new warehouse furnishes ample floor space for additional machinery, and a consequent much larger output than was possible in their late premises, and also permits of more prompt delivery of orders entrusted to their care.

**FREIGHT CONGESTION.**

Many lines of stationery in transit were held up by the trouble in the port of Montreal last month until a working agreement was reached with the longshoremen desiring more pay. The congestion in the port is hard to describe and this was added to by drivers of the cartage companies refusing to work. In cases where lines come through New York the strike at that point added to the confusion and delay. Fortunately these conditions are being rapidly righted and retailers in the future will not have to complain of delayed shipments.

In this connection Mr. E. J. Kastner, manager of the L. E. Waterman Co., Canada, Limited, speaks of the recent arrival of lines of Hardtmuth pencils which will be rushed forward rapidly.

**A FINE HOLIDAY LINE.**

You can't "do" the holiday pap. proposition without viewing the Berlin 1907 line any more than you can do London and skip Westminster. Berlin holiday boxes (Berlin & Jones Company, New York, U.S.A.) have been trade-winners in every past season—they'll be trade-bringers in double measure for 1907.

A combination of years of practical experience and true art instinct have given in the Berlin holiday line over two-hundred numbers, the brightest, sprightliest ever put out—safe and distinctly new finishes of paper, new sizes and cuts in envelopes (the new Berlin pointed flaps among others), box decorations embodying original ideas never presented before, as well as old, unique and dainty boxes of wood, silk, and the newest effects in paper boxes, to retail from 50 cents to \$10 each.

Then there are a hundred or so bright, new staple papereries to retail from 25 cents to 50 cents each; the ever-favored Berlin Colonial papers are naturally in evidence in holiday dress, forming quite a vital part of the showing.

In short, 'tis a collection of holiday papers that will gladden the heart of all cautious dealers and strengthen the fame of "Quality First" papers with all who know what good correspondence papers are.

**VENUS PENCILS**

**THE BEST THE WORLD PRODUCES  
17 DEGREES—SOFTEST TO HARDEST**

SAMPLES AND PARTICULARS ON REQUEST.

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

**VENUS PENCILS**  
CAN NOW BE OBTAINED  
FITTED WITH HEAVY-GILT  
PROTECTORS AND RUBBERS



# The Latest!

# Moving Picture Post Cards

The Moving Picture Post Cards are the latest New York sensation in Picture Post Card Novelties. Twenty-one different subjects now ready.

---

# Puzzle Post Cards

New designs just received -

King Edward and Queen Alexandra.

Sir Wilfrid Laurier and Dominion Parliament Buildings.

Niagara Falls in Winter and Summer.

---

*Write for Samples of our New Lines in Fancy Cards*

---

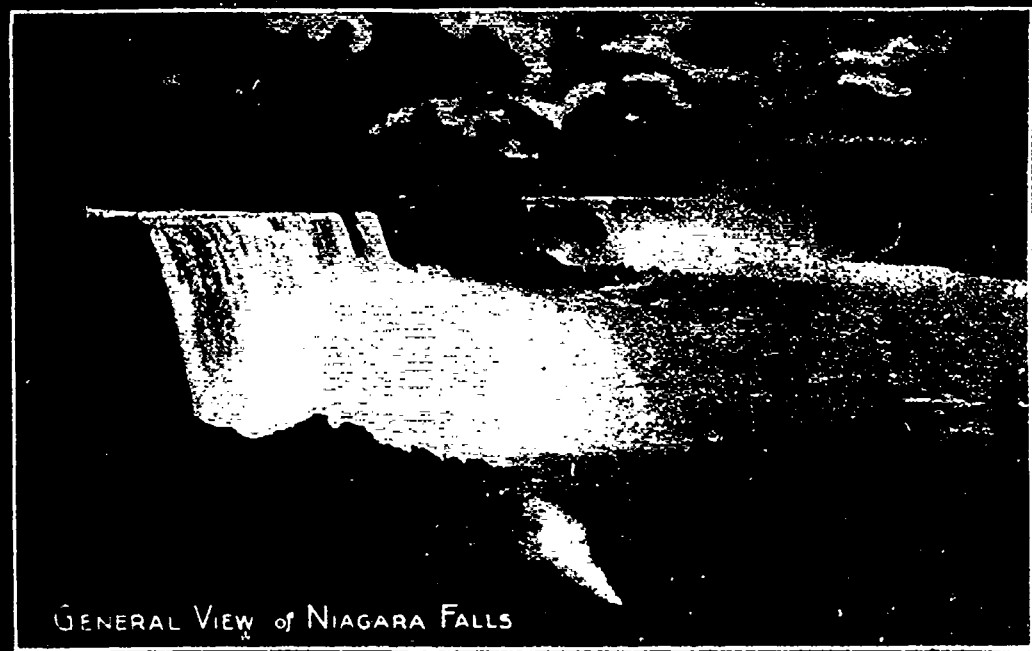
# Warwick Bros. & Rutter

LIMITED

Publishers of  
Picture Post Cards

Toronto

# THE POST CARD SCRIBBLER



GENERAL VIEW of NIAGARA FALLS

THIS BOOK IS REGISTERED & ALL RIGHTS RESERVED

# HERE AND THERE AMONG THE STATIONERS

Items of Interest to the Trade Gathered from Various Sources.

Westwood & Hodge is the name of a new firm of booksellers and stationers who have just commenced business in Moose Jaw, Sask. Doubtless the new store will forge ahead in a manner peculiar to the western bookstore.

D. Cliffe, of Sault Ste. Marie, stationer and printer, suffered a loss by fire during the early part of May.

The stationery business formerly carried on by M. S. Dettlor, at Minnedosa, Man., has been acquired by G. M. Lynch.

Mrs. Kate M. Fisher, of Wingham, Ont., has sold her book and stationery business.

A handsome wall calendar for the balance of 1907 has been received from R. H. Davis & Co., manufacturing stationers, job printers and paper dealers, of Yarmouth, N.S.

Joseph Briggs, Lindsay, dealer in fancy goods and tobaccos, is advertising his business for sale.

Campbell & Glossop, fancy goods merchants, of Huntsville, have given up business.

Everett M. Smith, of St. Stephen, N.B., bookseller and stationer, is dead.

Mr. F. A. Kenny, manager of the San Francisco branch of the Waterman's Ideal Fountain Pen, was in Montreal the last of May. Mr. Kenny is on a holiday tour and visited the eastern headquarters of the L. E. Waterman Company at New York and Boston. He



Teddy Bear Picture.

speaks of the large increase in business in his territory and told of some interesting side lights in the terrible Frisco disaster.

The L. E. Waterman Company of Canada, Limited, 136 E. St. James Street, Montreal, are now in posses-

sion of their enlarged section of their quarters. A separate entrance is provided for reaching the office premises on the first floor.

Mr. Wm. Copp, of the Copp, Clark Company, Limited, Toronto, called on the trade in Montreal the latter part of May.

Our old friend Teddy Bear still seems to hold his own, judging from the many articles made up in his fam-



Teddy Bear Stick-Pin.

iliar form. The Teddy B and Teddy G stick pin is a favorite with the little ones. This is made in gold and silver plate and retails for 10-cents, put up 3 dozen on card and costs \$2.25 per card or \$8 per gross.

There there is a line of 10x12 pictures, in photogravure, which comes in 6 designs, including the popular "How would you like to be my Teddy Bear?". They sell to the trade at 25-cents each and cost the dealer 72 cents per set or \$10 per M.

"Teddy's Week's Work," is the name given to a set of 7 post cards printed in white and green showing our little friend at his day's toil. They sell to the trade at \$5 per M. or 60 cents per 100.

These lines can be had from F. L. Harding Novelty Co., of 318 Broadway, New York, to whom dealers should write for illustrated lists.

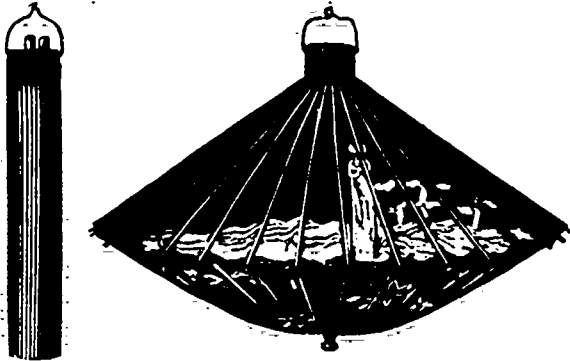
Mr. A. D. MacMullen, of H. M. Caldwell & Co., Boston, and Mr. J. L. Thompson, of Charles Scribner's Sons, New York, were in Toronto recently.

The Berlin & Jones Company have secured 1,200 feet of floor space in the Cable Building, Broadway and Houston Street, New York, where they will have on display after May 20th, the complete "Berlin" line of holiday papeteries, staple papeteries, ream goods, weddings, tablets, papeteries, tally cards and novelties. This sample room will be in charge of Mr. Arthur E. DeWaters and will be open every business day from 8.30 to 5.30.

Buntin, Gillies & Co., Hamilton, are showing forty-two numbers in typewriting papers, comprising a range

of papers suitable to every demand. Each number put up in neat boxes containing 500 sheets.

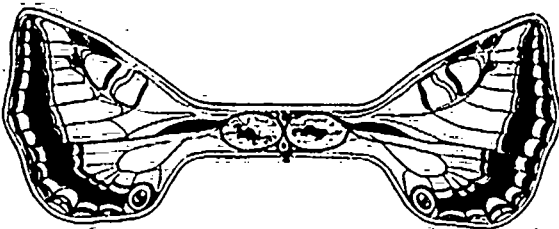
The illustration below shows one of an assortment of new Japanese lanterns for which a big success is almost certain. A good idea of what the lanterns look like is given by the illustration, with the exception, of



Japanese Lanterns.

course, that the beautiful coloring is not shown. The ribs of the lantern are made of bamboo, and when closed, run together, in the form of a bamboo rod. The lantern is opened by pulling the small nob at the bottom. They may be had in three sizes, which in closed form measure 9, 10 and 12 inches, retailing at 25, 35 and 50 cents each. They are being handled by the American News Company, of New York.

The "Swimeesy Buoy" is one of those novelties for the summer trade which will be welcomed by all fancy



Swimeesy Buoy.

goods dealers, particularly by dealers living at or near summer watering places. The buoys are made of especially prepared porous material, and will support on the

water at just the right level, a man of 200 pounds as easily as a small child. Being porous they adjust themselves readily, after being in the water a few minutes, to the weight of the wearer. They impart confidence to the beginner, and enable him to learn to swim quickly, and are invaluable to the swimmer who likes to go long distances. The cut on this page shows the construction of the article. William Briggs, the Toronto publisher, has them for sale.

Buntin, Gillies & Co., Limited, Hamilton, report an active demand for school supplies. Their new scribblers and exercise books with artistic cover designs are having a large sale.

ADDENDA CLASSIFIED LIST, PAGE 48.

Thumb Tacks—

Hawkes-Jackson Company, 82 Duane St., New York

An old Jew pedlar was passing through a West of England hamlet, offering his wares for sale, when a little girl beckoned to him.

"Vell, my lettle tear?" said the old man.

"Please, sir, mother wants to know how you sell your needles?"

"Hundred a penny, my lettle tear."

"Then I'll have a penn'orth. Only mother says you must count 'em out one by one."

"Count 'em? Certainly. Hold out your hand. Now, den. Von, two tree—an' vot might be your age, my lettle tear?"

"Please, sir, I'm ten, sir."

"Ten, eh? Tank you. Ten, eleven, twelve, dirteen—an' what's your mudder's age?"

"Thirty-two, sir."

"Dirty-two, dirty-tree, dirty-four! Fader's age?"

"Fifty-five, sir."

"Fifty-five, fifty-six, fifty-seven! Granfader?"

"No, sir; grandmother."

"Ah! she'll do. Vot's her age?"

"Ninety-seven, sir."

"Tank you. Ninety-seven, ninety-eight, ninety-nine—von hundred needles for von penny. Money? Tank you. Mind you don't lose any needles. Good afternoon, my lettle tear!"

## EVEN AT A GLANCE

all papers do not look the same. The better grades; those with "Hurd's Name on the Box" show their quality then, but the great differences are disclosed when close examinations and use are made. The superiority of our papers is always maintained; for instead of trying to cheapen them in any way, our policy is to keep to or better the quality. The assured satisfaction these goods give the customer should have weight with you.

Crane's Fine Chain-Laid 54 which is now made in White, Blue, Champagne, and Pastel-Pink is very popular. We will be pleased to send samples.

GEO. B. HURD & CO.

Fine Paper Manufacturers

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



Biggest Selection of Post Cards for the Trade, Fancy  
Glaces and Colored Bromos. A Very Good Imitation.  
Colored Series & Children \$1.50 per 100 & \$12.50 per 1000  
Plain Glace Radio \$1.00 per 100 and \$9.00 per 1000  
Black Bromos 60c per 100 and \$5.50 per 1000  
Send postage for samples. Note the prices  
**THE FALICK IMPORT CO.**  
107 St. James St. Montreal

**Pictorial Postcards.** Autotype-chromo, Photo-  
type, and Lithographic  
Coloured, etc.  
Cards made from any Photograph. All orders receive prompt  
and careful attention. Lowest terms.  
**German Postcard Works**  
**Boch & Kirsch-Frankfort M.**  
Several Rewards Established 1872 **GOOD AGENTS WANTED**

Made to order only  
according to instructions  
supplied.

**Picture Post Cards**

Specialties:  
Modern Halotype  
styles.  
Very fine  
make. First  
class Goods  
only

plain and coloured.

Well known for efficiency and  
high-class workmanship.

**Otto Leder**  
Meissen 19 Saxony  
Picture Post Card Manufacturer.  
WHOLESALE EXPORT

**Fine Art Printing Co.**  
Kaufbeuren, Munich, Germany  
Manufacture to order for important buyers,  
as a specialty:

**Postcards**

in Collotype, from 1,000 up-  
wards, per design.  
in Copper-plate Printing,  
from 1,000 upwards, per  
design.  
in Heliotype—combined let-  
terpress and lithographic  
and 61 designs

**Imperial Series  
Postcards**

**To the Trade:**  
Write Quick for Samples and Prices.

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

MONTREAL TREMONTON QUEBEC  
OTTAWA HISTORIC SPORTING  
FISHING HUNTING  
NORTHWEST SCENES

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

**The Picture Postcard Co.**  
P.O. Box 334, OTTAWA, ONT.

ONLY FOR WHOLESALE DEALERS  
AND POST CARD PUBLISHERS

**MARKERT & SOHN**  
Graphic Art Works  
DRESDEN—A. Wintergartenstr. 74

MANUFACTURE:  
**PICTURE POST CARDS**  
MADE AFTER YOUR OWN PHOTOS.

IN A SPECIALTY WE MAKE  
**COLLOTYPE, COLOURED COLLOTYPE,  
DOUBLE TONE, HAND COLORED, GLAZED  
and AUTOTYPE POST CARDS,  
VIEW ALBUMS, ALBUMS**  
Ask for samples and quotations

Telegram-Address  
KUNSTMARKERT,  
DRESDEN

**W. NEUMANN & CO.,** Wasserthorstrasse 42,  
Berlin, S. 42

**High-class Collotype Printers**

SPECIALTY: **Collotype Postcards** TO ORDER

**Hand-coloured Collotype Cards**  
**Double-tone Collotype Cards**

**Glossy Collotype Cards**  
**Photochrom Collotype Cards**

ALL KINDS OF VIEW-ALBUMS AND SAMPLE-SHEETS

**CHEAPEST PRICES** **WHOLESALE AND EXPORT ONLY**

**PICTURE POST CARDS**

**A DISPLAY TO STUDY.**

A display and classification of stock which will prove of interest to every post card dealer are shown in the accompanying picture. Note that signs appear stating exactly what the cards in each section cost. Frame alcoves have been built at small expense, trebling the space available for cards. The Early holders are used here and it is an important feature of the display that the cards in each section slant at same angle, giving the beauty of uniformity which is very important where cards are shown. This is only one of the many adaptations of the Early holders, which are calculated to meet a long felt need more satisfactorily than any other fixture.

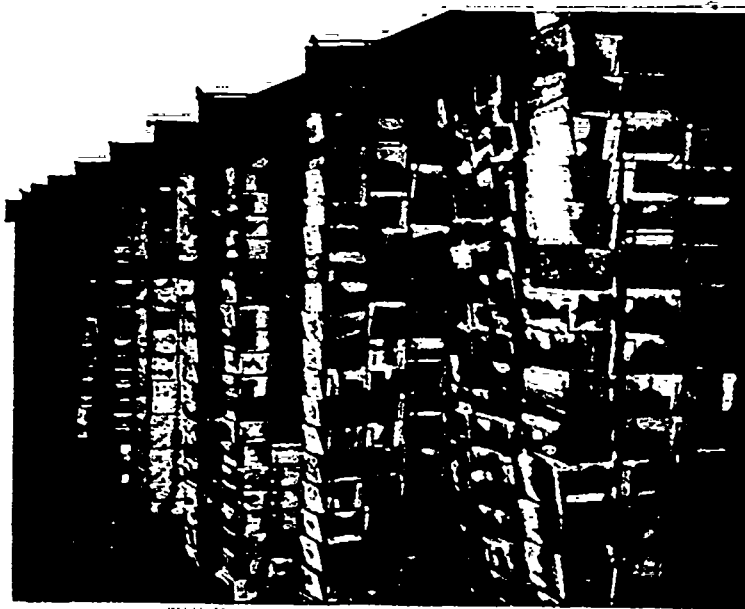
**A POST CARD SCHEME.**

(From the Schemer.)

The universal popularity of the souvenir postal card and the unlimited variety can be turned into cash in many

"It is easy to raise a nice sum of money quickly for any purpose, church, charity, school or lodge, without depending upon your own purse—without the bother and work of getting up socials, entertainments, etc. Our plan is an up-to-the minute business proposition of selling souvenir postal cards, that sell on sight, not only to your acquaintances and those directly interested in your church, school, etc., but to outsiders, whom you could not interest in any other way. If you come and ask for a donation you are likely to meet with a decidedly chilly reception, but if you offer them souvenir postals it's different. Everybody uses post cards, and will certainly buy of you when you give them their money's worth; and still a part of the money goes to your institution. You will be welcome when you call again. People are always looking for handsome souvenirs of local interest.

"If you want to raise a certain sum— we will say, for example, \$25— for any fund, first select a picture of the church, school building or other photo that you consider



ways by the wideawake hustler. They lend themselves to almost any style of selling plan.

Here is a new version of an old scheme— not so very old either, but it has been worked before by several concerns using aluminum calendars and trays, glass paper weights, etc. Post-cards, in my opinion, would do as well, if not better, as they are equally novel and interesting, just as useful and salable, and have not been worked to death. A small five to seven line ad. will do something like this:

How to raise money for your church, school or club. No risks or work. Quick, easy, sure.

Our free booklet and plan tells how. Send for it.

Address—

To those answering your ad. send an eight or more page folder containing something similar to the following:

appropriate, and we will reproduce it on 200 souvenir postals and add other high-grade cards to make up into 200 25-cent packets. Sell these for \$50, send us \$25 any time within thirty days and keep the remaining \$25 for your fund. You can easily sell them in a week or so, as our cards are worth the price asked, and are of so wide a variety as to appeal to all."

This is, of course, only the skeleton of your "spiel," but it is enough to enable you to catch the idea. There is an endless variety of cards to use. Comics would hardly be proper—that is, of the cheap-comics. Still, if you are careful in your selection, a few may be worked in. Always appropriate are the dainty flower and fruit subjects, the high polish song and hymn cards, scenes, favorite quotations, etc. They can be had in the 2 for 5 cents and the 5-cent grades. Include also some 10-cent, 15-cent, 20-cent and higher price cards, although I do not



think it advisable to use too many of these. You could also include other articles before the holidays, such as calendars, old-style holiday cards and ready-made decorations, such as wreaths, vines, fans, paper bells, etc.

Picture post cards copied from photos can be had for about \$1.50 per hundred and up.

On the other cards you will not get a very large per cent. of profit by selling them at one half retail price, but you can be satisfied with a small per cent., as you sell in large lots, and if you place the packets in envelopes, enclose circulars listing other cards, and you should place one card of a set in each packet and then list the entire sets in your circulars. Thus you will get "second orders" without any other cost than the printed matter. And if you wish to go deeper you could offer the agent 25 per cent. of all such future sales within a year if they would send in the addresses of the purchasers of the cards, their occupation and other information that would enable you to intelligently solicit business from them by following up on such names.

You must remember that you are dealing with a better class of people, and it is worth while to do all that you reasonably can to get and hold their trade, as one agent like this, if he can be made to stay by you, is worth a dozen "kid agents," although they are by no means to be despised. They will put many a dollar in your pocket if you get a large number of them working for you.

It will be better, however, to give them 10 or 15-cent packets to sell, as they will go better that way. Some of them may work for a cash commission, but the majority will be drawn by offering suitable premiums, such as watches, dolls, cameras, air guns and other articles appealing to boys and girls. Articles of clothing, etc., have been offered, but I do not think they are as good as those mentioned. Children expect clothes from their parents, as a matter of course, but it is the toys and such like articles, that may be termed child luxuries, that they sometimes ask for in vain. Sometimes it is lack of money to buy, sometimes it is not; but then it is considered as only trash. Still, such articles are dear to the childish heart, and it is up to you to furnish them with these "without costing them a cent" and at a profit to yourself.

#### HOLIDAY LINES READY.

As compared with the old time Christmas cards the lines now shown exhibit a distinct advance in appropriateness and artistic effect. The Valentine and Sons Pub. Co., Ltd., with Canadian headquarters in Montreal and Toronto, have completed their lines of Christmas cards, and a glance through their range proves the above statement. Almost every conceivable design is used and the printing and general get up of the cards is of the best. They are showing a wide variety of designs in lines priced at \$3, \$4.50, \$8, \$12 and \$17 per gross. Some of the best series are classed as hand-painted cards, royal wedgwood, bromide photos, wood veneer, masonic cards, pictorial insects, cards for friends abroad, etc. To see their line is an education in modern holiday cards.

A novel idea employed by this firm is a case assortment of Christmas cards at \$7.50 the case. 27 artistic small boxes, each containing from 6 to 16 of the choicest Christmas cards. This plan aids sales. If desired the small boxes can be bought separately. Prices range from \$2 to \$6.25 per dozen boxes. Another assortment of their standard series Christmas cards is put up in a display counter stand selling at \$1.50. This stand contains four separate compartments and four dozen cards are given.

Many new lines of picture post cards have been added to their range. They are chiefly Canadian subjects. Two new comic sets are entitled "Rules of Golf" and "New Spelling." Their travelers are now showing samples of all the above lines.

#### PINE SHOWING FOR 1907.

Davidson Bros., London, England, are making great progress with their lines of calendars and Xmas cards, and they report that this season's output exceeds anything they have previously done. While there are no striking innovations this year in Xmas cards, a number of new features are nevertheless shown. One very taking line of folding cards has beautifully hand-painted cover, with panel or medallion containing real photos of popular subjects, scenery, animal studies, etc. This line is already one of the chief favorites. A number of new designs are shown in Xmas post cards, and those showing Canadian views are bound to meet with great success. It will be seen by the advertisement in this number that Davidson Bros. are now established in New York, their warehouse being situated at 73 Fifth Avenue.

#### IN NEW PREMISES.

The Illustrated Post Card Company are now in their new premises, 106 Notre Dame street east, opposite Court House, Montreal. All the latest lines and novelties are to be had. At the present time they are manufacturing many of their own cards and have every facility for quick handling of business.

#### REMARKABLE REPRODUCTIONS.

Remarkable results in the reproduction of famous paintings have been secured by Mr. Mortimer Menpes, the English artist, engraver and printer. He has taken a series of ten old masterpieces and has reproduced them so faithfully that it is difficult to remember in looking at them that they are not really oil paintings. The infinite softness, the tones of age, the very cracks in the canvas, are all so exactly copied that one receives from them the same impression as from the original pictures.

The series includes "The Age of Innocence" by Reynolds, "The Prince of Orange" by Van Dyck, "Lady Hamilton" by Romney, "The Laughing Cavalier" by Hals, "Study of Grief" by Greuze, "Mrs. Siddons" by Gainsborough, "Nelly O'Brien" by Reynolds, "The Doge" by Bellini, "An Old Lady" by Rembrandt, "Virgin and Child" Botticelli.

The Macmillan Co., of Canada, are selling these pictures in this country. The size is 24 x 19 inches and each picture is worth \$1. They are so unique as to be readily salable.

#### POSTAL CARD ACTIVITY.

A man in Chicago who makes picture post cards advertises that for one publisher he has printed four million cards since last September. For another he is turning out 50,000 cards seven days a week. That's just what one man is doing for two publishers. Just think of the other men engaged in the business in a wholesale way, and add on the up-to-date Canadian and American retailers getting out local views, and there appears to be a good deal of ginger in the post card business yet.

# VALENTINE'S HOLIDAY LINES

## NOW READY

### Standard Series

Christmas and New Year Cards  
 Private Greeting Cards  
 Christmas and New Year  
 Post Cards  
 Scotch Song Books  
 Irish Song Books  
 Welsh Song Books  
 Birthday Books  
 Children's Toy Books  
 Novellies.

Our samples of Xmas and Private Greeting Cards for the Fall and Holiday trade of 1907 are in the hands of our representatives, who will cover every section of Canada.

The line is easily the largest and most varied in our history and exclusiveness is the keynote. Our cards are above all profitable sellers. If you are not on our calling list send a post-card to our nearest office.

### New Lines in Pictorial Post Cards.

Canadian Rural Life  
 " Farm Life  
 " Child Studies  
 " Animal Studies  
 Happy Memories  
 Happy Days  
 Boys will be Boys  
 Canada's Fair Daughters  
 "New Spelling"  
 "Rules of Golf," etc.

## Standard Series Christmas Cards

The line of Christmas booklets has reached a point of perfection hitherto unattained. Rich and dainty designs appropriate to the season abound. The variety of subjects affords a broad selection.

Prices are \$3, \$4.50, \$8, \$12 and \$17 per gross.

Some of the more important finishes and subjects are classed thus: "Hand Painted Cards," "Bromide Photos," "Royal Wedgewood," "Wood Veneer," and "Pictorial Insets."

Note the new line of Artistic Blotters at \$1 per dozen.

## Special Boxed Lots

Case A  
 Standard Series  
 Christmas Cards  
 \$7.50

Contains twenty-seven fancy boxes, each box containing 6 to 16 cards of very best quality and nicely assorted. Separate boxes can also be ordered, prices ranging from \$2 to \$6.25 per dozen boxes.

Case A-B  
 Standard Series  
 Christmas Cards  
 \$1.50

An ideal counter display stand with four compartments. Four dozen assorted choice Christmas Cards are in this case. The cards sell themselves.

## Standard Series Private Greeting Cards

You can do a profitable trade in this line.

We furnish books free to reliable firms and our range of samples is most extensive, neat and charming. Good profits and right prices. Send for particulars.

# The Valentine & Sons Publishing Co., Ltd.

CORISTINE BLDG., MONTREAL

ADELAIDE STREET EAST, TORONTO

**NOW'S THE TIME  
TO START A PHOTO SUPPLY DEPARTMENT**

**"WELLINGTON"**

Plates, Papers and Films, world-wide in reputation, will get the business.

You don't need to be an expert.

Full particulars are furnished.

Attractive show cards and samples will aid sales.

All unsold goods may be exchanged at end of 30 days.

Stationers are writing us daily.

It's up to you.

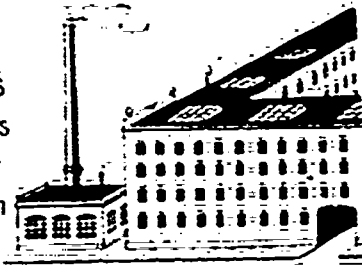
**WARD & COMPANY**

CANADIAN REPRESENTATIVES

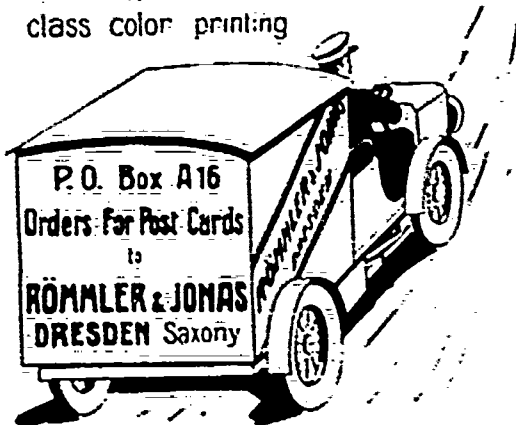
13 ST. JOHN ST.,

MONTREAL

Post Cards  
fine art leaves  
made to order  
and own edition



Call for samples and prices especially of our new America-Japan-Tunis-Egypt-China-Series in high class color printing



**OUR NEW HOME**

**AFFORDS US INCREASED FACILITIES FOR THE MANUFACTURING**

and distribution of picture post-cards. Your interests will be even better provided for. Our facilities are unexcelled.

**HERE ARE THE LATEST TRADE WINNERS, DIRECT FROM OUR FACTORY.**

**FLAG SERIES, LEATHER POST CARDS**

British, French and American Flags-in natural colors heavy embossed velvet, on good quality sheepskin finished in many shades.

Special price, **\$8.00** per 100.

Also the same in Velvet Maple Leaf and Flowers.

**OLD MASTER SERIES**

We have the sole control of this line. These cards are hand painted, framed, with an unbreakable glass, exact copies of famous original paintings.

Special price, **\$4** per 100.

Just off the press—Prince Fushimi, heavily jewelled. **\$1.50** per 100.

**Illustrated Post Card Co.**

New Address 108 Notre Dame St. East  
(Opposite Court House) MONTREAL

**"Sports" Playing Cards**



THE BEST VALUE IN THE MARKET.

ONE OF MANY VARIETIES.

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

SPECIAL CARD FOR WHIST PLAYERS

**Colonial Whist**

LACROSSE DESIGN.

We are headquarters for PLAYING CARDS

MADE IN CANADA.

Style and finish equal to Imported Cards.

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

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

# PHOTO SUPPLY DEPARTMENT

## ADVERTISING SUPPLIES.

The best kind of advertising for photo supplies, as well as for almost everything else, is newspaper advertising. Consider for a moment the condition under which a newspaper advertisement reaches the man for whom it is intended. The reader of a small town daily or weekly usually reserves the perusal of his paper until such time as he can do so without being interrupted by something else. Most newspaper reading is done in the evenings, after supper, when the cares of daily toil have been for a short space set aside. It is read, as a rule, under the most comfortable circumstances; by the fireside in the winter and on the lawn or veranda in the summer.

Being comfortable and free from interruptions, the reader's mind is also receptive. And for this reason, items of news or advertisements which would receive but scant courtesy in a hasty perusal, under such circumstances as have been above alluded to, receive a fair amount of attention. The newspaper advertiser, therefore, reaches the man he is after—the buyer—under the most favorable of conditions. It is even better than a personal interview for this reason. All persons—or pretty nearly all—are prone to argument, and if you apply personally to a man whose mind is neutral upon the subject of your interview, even though he has any amount of leisure at his disposal, he will argue the point and will take a mighty lot of convincing. Particularly is this the case when an attempt is being made to make a sale of an article in which the person canvassed is not interested already. If he is already interested the case assumes a different aspect, and a personal interview, properly conducted, is by no means without its effect.

In the matter of photo supplies, it is comparatively easy to interest those who are amateur photographers in your photo supply department. A well-worded announcement will, in most cases, do the trick. This much is evident from the fact that the amateur needing the goods only wants to find out where they may be had with the least amount of trouble and expense. But in getting after new devotees to the art of photography, and inculcating in them a desire to make photographs, a deal of thought must be given to advertising. The advertising must be of the kind known as "educative." For that kind of advertising nothing can surpass the newspaper. A man must be receptive if he is to be educated to anything, and the newspaper, in the majority of cases, is read at a time and under circumstances which render the readers peculiarly receptive.

It is to be hoped that every reader of Bookseller and Stationer has got out of the stick-in-the-mud state of mind where he is content to sell what is asked for without troubling himself to reach out after the people who don't ask for anything, but who would if only persuaded to do so. This paper has at all times encouraged the use of good advertising, and careful readers of its columns should by now have had considerable advertising experience. They will know what is meant by educative advertising.

Take a generous amount of space, and carry on a general plan of campaign. If it is possible, illustrate your copy with good cuts. Perhaps some of these may be obtained from the jobbers on loan, at the cost of postage or express. It may be possible to get an article written by some local enthusiast, telling of a holiday trip,

the chief feature of which was snap-shooting. If no dealers' names are mentioned, and no allusion is made to the commercial side of the business, it would not be out of the way for the editor of your advertising medium to run this as a piece of legitimate and interesting reading matter. Contemporaneously with such an article, strong persuasive copy should be run in your regular advertising space. The effect of such a combined attack would be very strong indeed.

To make newspaper advertising really effective and well worth the money invested in it, there is nothing like having for a motto "keep hammering." By this means, and frequent changes of copy, your name can become familiar to every reader, and yet every announcement read with interest. Introduce yourself to the newspaper reading public as a dealer in photo supplies, and—keep introduced!

## SELLING SUGGESTIONS.

Now that many readers of Bookseller and Stationer have acted upon the suggestions contained in former numbers and are now in touch with the supplies, it will not be out of place to reiterate some suggestions for reaching the consumer.

First of all there is the store window. This can be made most attractive by the judicious display of stock and more especially by the artistic arrangement of the display cards, supplied by the manufacturers of the various goods. Many of these cards are more or less works of art and undoubtedly attract attention. There is no necessity to devote the whole of the window space to photo supplies. A portion of same will be quite sufficient, if proper taste is used. It is undoubtedly a good thing to give a large portion of window space to this line, for, say, a week or so, in order to draw the attention of the public to the fact that you are in a first-class position to meet their requirements. Then cut the display down to what space can be set aside permanently.

It might also be just as well to place a card hanging up inside the store in a prominent position, where those waiting to be served with other goods will be likely to be attracted. They may not be "snippish" themselves, but will probably have friends who are, and the news that Jones keeps films, etc., will be spread. The customer who has a moment to spare is as a rule inquisitive, and a few photo price lists, as supplied by the wholesale houses, placed on the show case or counter will be sure to be picked up and examined. This most probably goes into the pocket, and having the storekeeper's name and address upon it (applied by a rubber stamp), it is a useful advertisement at once. A permanent one, too, as the list will undoubtedly be taken home and used for reference at some time when required.

The circulation of the small pamphlets and lists supplied by the wholesale houses costs, practically speaking, nothing; therefore, why not place one in each package of photo supplies sold to a customer. In fact, in any parcel where the list is likely to be looked at. There are many customers who have cameras, unknown perhaps to yourself, and the free list always calls forth such a remark: "Oh, I did not know I could get photo supplies here." This has probably obtained for the store one new customer, who has been accustomed to go elsewhere.



# THE TELEPHONE

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

## LONG DISTANCE TELEPHONE SERVICE

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

**THE BELL TELEPHONE COMPANY OF CANADA**

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

**FIRE AND MARINE**

HEAD OFFICE—TORONTO, ONT.

Assets over - - \$3,570,000

Income for 1906, over 3,609,000

HON. GEO. A. COX, President,

W. R. BROCK, Vice President

W. B. MEIKLE, General Manager

C. C. FOSTER, Secretary

## IF YOU SAVE

THOUGH it be only \$1.00 a week, you will soon be on the way to independence and wealth.

In the Savings Department of the METROPOLITAN BANK \$1.00 opens an account. Interest is allowed from date of deposit and compounded every three months.

We'll gladly handle your account and serve you with the same courtesy and efficiency as if you were a large depositor.

## THE METROPOLITAN BANK

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

## British America Assurance Company

A. D. 1833

**FIRE & MARINE**

Head Office, Toronto

BOARD OF DIRECTORS

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

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

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

## IF YOU WANT

the best weekly list of New Books published in Great Britain and Ireland, with titles, sizes, prices and publishers, subscribe to **The Publishers' Circular and Booksellers' Record**, published weekly at St. Dunstan's House, Fetter Lane, London. Post free for 52 weeks for \$2.65, prepaid.

## IF YOU WANT

to obtain out of print and scarce works about Canada, or on any other subject, subscribe to **The Publishers' Circular** (see previous paragraph for particulars). All subscribers have the privilege of a free advertisement of three titles of **Books Wanted** (each title not to exceed 10 words). On an average over 2,000 Books Wanted are advertised for every week in **The Publishers' Circular**.

## IF YOU WANT

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

## Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

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

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

## Confederation Life ASSOCIATION

W. H. BEATTY, President.

W. C. MACDONALD, ACTUARY.

J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, TORONTO, CANADA.

## Wall Paper

Many New and Beautiful Designs for the Fall Trade.

One of the latest and most important developments in Canadian wall paper manufacturing circles, is the varnished tile designs now being turned out. These are the washable goods so extensively used for papering the walls of bathrooms and kitchens. Up to the present time these goods have been imported very largely from the United States, because they were not manufactured in Canada. A duty of 35 per cent. was therefore added to the wholesale price, which naturally resulted in somewhat limited sales. But now the same goods, in all the very latest tile effects, plain and fancy, can be obtained from domestic manufacturers.

### Leatherette Effects.

One of the handsomest lines being shown for the Fall trade, is the embossed leatherette. This line is manufactured in a variety of designs in many of the sombre leather-like tints. Its general appearance is that of fine embossed leather.

### Inlaid Pearl.

Another design which bears a promise of great popularity is the inlaid pearl. The design itself is a conventionalized flower and leaf, on backgrounds of a large variety of beautiful tints. The feature of note about it is that the design is a striking imitation of inlaid pearl.

The tendency is growing stronger year by year to give household surroundings as strong a touch of outdoor nature as is possible. This desire on the part of the public is being catered to by the wall paper factories. One of the latest natural designs is the "forest effect." The design consists of masses of branches and foliage, in dull finish, which gives the impression of a natural woodland scene. It is printed in colors suggestive of the seasons. Closely allied to the forest effect is the "cloud effect" ceiling. This design is a representation of fleecy clouds drifting across the sky. Such an unique and well-carried-out design deserves great popularity.

### Scenic Borders.

The popularity of the Dutch scenic borders in recent years, has amply justified the continuance of that form of border decoration. Among the new borders for the Fall trade, the "Bay of Naples" in conventionalized form is worthy of note. Blue sky, delicate purple mountains, a stretch of blue water, groups of white, sunlit buildings,

and clumps of tall, graceful trees, make a very beautiful and harmonious design.

The requirements of space forbid detailed descriptions of all the high-grade specialties which are now being, or shortly will be, introduced to the trade by travelers. Textile effects, trellis work in silver, silver block effects, silk stripe, shot silk ceilings, motte and lily effects—all deserve great popularity. Worthy of special mention is the "duplex two tone" line. This is an overlay paper of great strength and beauty, printed in an elaborated fleur de lis design in plain gold, upon backgrounds of green and blue shades. The design is a model of chaste simplicity.

### Burlaps.

Imitation burlaps are a very useful design. They are made in all the shades of the genuine article, and, when a comparison was made from a short distance by Bookseller and Stationer, of the real and the imitation, the difference was almost undiscernible.

**STAUNTONS**

New

**Wall Papers**

For 1908

Our 51st OFFERING to THE TRADE  
is nearly READY.

FOR-HIGH-QUALITY OF DESIGNS, EXCELLENCE OF COLOR TREATMENTS, PRICE  
VALUES, IT SURPASSES ALL PREVIOUS SHOWINGS. :: :: :: ::

VALUE IS THE VITAL POINT IN BUSINESS. OUR VALUES ARE UNSQUALIFIEDLY  
THE BEST OBTAINABLE FOR THE MONEY. :: :: :: ::

BETTER HOLD YOUR ORDERS UNTIL YOU  
HAVE EXAMINED THESE EXCEPTIONAL GOODS.

We will soon distribute our new ART CALENDAR for 1907. Send  
your name on a post card and prevent being unintentionally overlooked.  
Mailed ONLY to WALL PAPER DEALERS.

**STAUNTONS LIMITED**

Manufacturers of Superior Wall Papers

**TORONTO**

**PAYSON'S INDELIBLE INK**



Trade supplied by all Leading Wholesale Drug Houses in the Dominion.  
 Received Highest Award Medal and Diploma at Centennial, Philadelphia, 1876; World's Fair, Chicago, 1893, and Province of Quebec Exposition, Montreal, 1897.

**Standard Commercial Works.**

**Mattie's Interest Tables.**  
 At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum, by **NAPOLÉON MATTIE**, 3th Edition. Price, \$3.00.  
**Mattie's Three Per Cent. Interest Tables.**  
 By the same author. On fine toned paper and strongly bound. Price, \$3.00.  
**Hughes' Interest Tables and Book of Days combined.**  
 At 3, 3½, 4, 5, 5½, 6, 7 and 8 per cent. per annum by **CHARLES M. C. HUGHES**. Price, 5.00.  
**Hughes' Supplementary Interest Tables.**  
 Comprising a Special Interest Table for daily balances, showing interest for one thousand days on any amount, rates from ½ per cent. to 3½ per cent., inclusive. Also a table showing interest for one thousand days at 5 per cent., by means of which in connection with Comparative Tables, interest for one thousand days can be obtained at any rate from ½ per cent. to 10 per cent., inclusive, and **COMPARATIVE INTEREST TABLES** for obtaining interest on any rate from ½ per cent. to 10 per cent., inclusive, on the basis of 365 days to the year. In ½ per cent. rates. By **CHARLES M. C. HUGHES**. Price, \$2.00.  
**Hughes' Interest Tables.**  
 At 6 and 7 per cent. per annum (on the basis of 365 days to the year), for one, two, three and four months and days of grace; for use in Discounting and Renewing Promissory Notes. By **CHARLES M. C. HUGHES** (on folded card, 14½ x 9½) strongly bound. Price, \$1.00.  
**Hughes' Savings Bank Interest Tables.**  
 At 2½, 3 or 3½ per cent. each on separate card on the basis of one month, being 172 part of a year; by **CHARLES M. C. HUGHES**. Price, \$1.00.  
**Buchan's Sterling Exchange Tables.**  
 Converting sterling into Canadian currency, and vice versa; advancing by 5ths and 16ths, with other useful tables; by **EWING BUCHAN**. Second Edition. Price, \$1.00.  
**Buchan's Sterling Equivalents and Exchange Tables.**  
 Showing the relative value, according to the rate of discount in London, in Canadian and New York systems of quotations, of bills of exchange drawn at any rate, or having any number of days to run, etc., etc. by **EWING BUCHAN**. Price, \$1.00.  
**Buchan's Par of Exchange (Canadian).**  
 Giving sterling into dollars and cents and vice versa, from £1 upwards, also sterling equivalents, Canada into New York and vice versa; by **EWING BUCHAN**. Price (in sheets, each, 2c.; mounted (on boards), each, 3c.).  
**The Importers' Guide.**  
 A hand-book of advances of sterling costs in decimal currencies from one penny to 1,000 pounds, with a **FLANNEL TABLE**, from 20 to 100 shillings per piece of 46 yards, by **R. CAMPBELL** and **J. W. LITTLE**. Cloth, 5c.; leather, \$1.00.  
**The Canadian Customs Tariff.**  
 Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian customs Act, Sterling Exchange, France, German Bismark, at Canadian Customs values also a table of the value of francs in English money, Harbor Dues, etc., etc. caps to cloth. Price, 5c.

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

755 and 757 Notre-Dame-St., MONTREAL

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

**HOTEL DIRECTORY**

**WINDSOR HOTEL**

HAMILTON, BERMUDA

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

**TOWER HOTEL GEORGETOWN DEMERARA**  
 BRITISH GUIANA.

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

**WOODSIDE BOARDING HOUSE**

Corner of Main and Lamaha Streets  
 GEORGETOWN, DEMERARA.

Cool and airy Bedrooms. Excellent Cuisine Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage Solicited. Manageress, F. COTTAM.

**VICTORIA LODGE**

HAMILTON, BERMUDA

Mrs. J. F. SMITH - Proprietress.

Opposite Victoria Park and Cedar Ave.  
 Private Board \$12 to \$14 per week.  
 Open Nov. 1 Closes in May.

**WINTER RESORT**

**QUEEN'S PARK HOTEL**

PORT OF SPAIN, TRINIDAD, B.W.I.

**JOHN McEWEN**, Manager. For Rates, etc apply Trinidad Shipping and Trading Co., 29 Broadway, New York.

**THE GRAND UNION**

The most popular hotel in

OTTAWA, Ont. **JAMES K. PAISLEY**, Prop.

**DOMINION HOUSE**

**W. H. DURHAM**, Proprietor

RENFREW, ONTARIO.

The most popular Hotel in the Ottawa Valley.

**HALIFAX HOTEL**

HALIFAX, N.S.

**HOTEL IMPERIAL** Large Sample Rooms

Steam Heated and Gas Lit

**GEO. W. WEBSTER**, Prop. Swift Current, Sask

**ACCOUNTANTS AND AUDITORS**

**JENKINS & HARDY**

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

**DAVENPORT, PICKUP & CO.**

Chartered Accountants and Assignees, 122 McIntyre Block and 42 Ashdown Block, Winnipeg, Man. and at Brandon, Man.

**The Topaz Pencil**

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

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

— AND —

**Indelible Copying.**

Write for Samples to

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

**The Special Fall Number**

of

**Bookseller and Stationer**

will be issued on

**Wednesday, August 14th, 1907**

This Number affords the best opportunity for dealers in all sorts of stationery and fancy goods lines to address the Canadian Trade.

Orders for space should be booked early.

**BOY WANTED**

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



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

Write at once to

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

## NEW CANADIAN COPYRIGHTS

Registered at Ottawa during May, 1907.

The Colonial Conference: The Premiers at the Colonial Conference Sitting in the Colonial Office, London. (Picture.) Canada Newspaper Syndicate, Limited, Montreal.

A Trotting Horse. (Picture.) The Toronto Lithographing Company, Limited, Toronto.

Abide With Me. Hymn-anthem for mixed voices with solos. Words by Henry Francis Lyte. Music by Edw. J. Pull, Edwin J. Pull, Toronto.

The Handsome Brave Life Saver. Words by Ed. Rose and Geo. Whiting. Music by Albert Gumble, Jerome H. Remick & Company, New York.

Rockies of the Golden West: Wonderland of Canada. (Book of photographs.) R. H. Trueman, Vancouver.

To a Wee Bird Try'ng to Fly. Song. Words by Mrs. M. E. De Touffe Lauder. Music by Arthur Uvedale. Mrs. M. E. De Touffe Lauder, Toronto.

In the Cause of Freedom. By Arthur W. Marchmont. (Book.) McLeod & Allen, Toronto.

Beaugrand's Guide and Map of Montreal (Book.) Rodolphe Beaugrand, Montreal.

Canada and Newfoundland Gazetteer and Business Directory, 1907-1908. Percival Robert Johnston, Toronto.

Marriage Certificate and Ceremony. (Book.) Thomas A. Watson, Thamesford, Ont.

The Lemon Tree. Words and music by Edward Madden, Jerome H. Remick & Company, New York.

Offertory Sentences. By Albert Ham. Mus. Doc. (Music.) The Anglo-Canadian Music Publishers' Association, Limited, London, England.

Lovell's Compendium for 1907-1908. By Albert Swindlehurst, B.C.J., John Lovell & Son, Limited, Montreal.

Jeu de Cartes contenant 260 Questions et Reponses sur l'Histoire du Canada. Les Cleres de Saint-Viateur, Outremont, Que.

When You See Me With Another Beau. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Old Fashioned Buggy Ride. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Company, New York.

Transactions of the Engineering Society of the University of Toronto. No. 20. 1906-1907. The University of Toronto, Toronto.

Essais sur la Littérature Canadienne. Par l'Abbe Camille Roy. (Livre.) Camille Roy, Quebec.

Farmer's Complete Book-keeper. (Book.) James F. McCuaig, Toronto.

Estevan, Saskatchewan, 12th July, 1906. (Photo.) Maurice J. Pierce, Estevan, Saskatchewan.

Mornin' Ezra, Mornin' Si! Song. Words and music by Jean C. Havez. Lew Dockstader Publishing Company, New York.

Canada, Be Strong. By Grant Balfour. (Poem.) J. M. Grant, Toronto.

Young Canada. (Picture.) Arthur T. Mathews, Montreal.

Spelling Reform Writing Tablet. (Book.) W. J. Gage & Company, Limited, Toronto.

The Empire Flag. Song. Robert Awde, Toronto.

The Westerner. (Drawing.) Walter E. Gunn, Winnipeg.

Historic Group taken at the Colonial Office. (Picture.) The Canada Newspaper Syndicate, Limited, Montreal.

Canada For Me. Song. Words and music by W. A. Philip, William A. Philip, Thorold, Ont.

Captain Bigley. (Photo.) Group of Band of 15th Light Horse. (Photo.) Trooper of 15th Light Horse Regiment. (Photo.) George Ravenstone Backhouse and James Henry Clapham, Calgary, Alberta.

Pondering. Song. Words by Harold Atteridge. Music by Al. W. Brown. Will Rossiter, Chicago.

Rideau King at Newboro Bridge. (Post card.) Atkinson Brothers, Toronto.

Stray Shots From Solomon. By S. Davidson. (Book.) James Acton, Toronto.

The Conditional Sales Acts and Amendments Thereto. By John Augustus Barron, K.C. The Carswell Company, Limited, Toronto.

The Post Card Girl. (Photo.) W. G. MacFarlane, Toronto.

May Queen. Two-step. By Carrie G. Armstrong. The McKeelnie Music Company, Ottawa.

Capitola March. By Pearl Capitola Harriss. Pearl Capitola Code, Ottawa.

The Yellow Bag. (A drama.) By James Ernest Caldwell. (Book.) James Ernest Caldwell, City View, Ont.

Bathing Girl Study. (Photo. No. 1.) Bathing Girl Study. (Photo. No. 2.) Bathing Girl Study. (Photo. No. 3.) Bathing Girl Study. (Photo. No. 4.) Bathing Girl Study. (Photo. No. 5.) Bathing Girl Study. (Photo. No. 6.) Western Girl Study. (Photo. No. 1.) Western Girl Study. (Photo. No. 2.) Western Girl Study. (Photo. No. 3.) Western Girl Study. (Photo. No. 4.) Western Girl Study. (Photo. No. 5.) Western Girl Study. (Photo. No. 6.) W. G. MacFarlane, Toronto.

Canada's Fortieth Birthday. Article published in the Toronto News, Hamilton Herald, Montreal Herald, Kingston Whig, Brantford Expositor, London Advertiser, Woodstock Sentinel Review and Cornwall Guardian. (Temporary copyrights) Frank Veigh, Toronto.

Poems. By Thomas W. Fyles, D.C.L. (Book.) Rev. Thomas W. Fyles, Lewis, Que.

Brain-Storm Song. Words and music by Benjamin Hapgood Burt. Jerome H. Remick & Company, New York.

The Dreams That Never Can Come True. Song. Words by William Hamilton Hayne. Music by J. Ernest Lawrence. J. Ernest Lawrence, Toronto.

Si-Femme Savait! Si-Femme Voulait! et-Femme Contre Intemperance. Par le R. P. Hugolin. (Livre.) Les Syndics Apostoliques des Freres Mineurs de l'Observance ou Freresseins, Montreal.

I've Got a Tickling Sensation Round My Heart For You. (That Can't Be Scratched). Song. Words by Edgar Seldem and Bert Fitzgibbon. Music by Lou Fitzgibbon. There's a Lot of Things That Noah Never Knew. Song. Words by Vincent Bryan. Music by E. Ray Goetz. Daffy-down-dilly. For piano. By G. Leubric Hill. Reincarnation. Song. Words by Vincent Bryan. Music by E. Ray Goetz. Maurice Shapiro, New York.

Curly. March two-step. By Charlotte Blake, Jerome H. Remick & Company, Detroit.

Nearer to Thee. Sacred song. Words by Ellen M. Winter. Music by May Agnew Stephens. May Agnew Stephens, Toronto.

King's Plate. (Photo.) The Panoramic Camera Company of Canada, Toronto.

Roman Economic Conditions to the Close of Republic. (University of Toronto Studies: History and Economics.) By Edmund Henry Oliver, M.A., Ph.D. (Book.) The Librarian of the University of Toronto, Toronto.

Pigs is Pigs. Intermezzo two-step. By Gertrude Dillon Campbell. A Quiet Little Cafe. Song. Words



and music by Clifton Crawford. Jerome H. Remick & Company, Detroit.

Map of the City of Fort William. Duncan-Grantley, Fort William, Ont.

**Interim Copyrights.**

Carte d'Histoire du Canada. M. S. Josephine Proulx, Montreal.

Carte de l'Histoire Sainte. M. S. Josephine Proulx, Montreal.

What It All Meant. (Story.) Mrs. Lloyd. (Story.) The Evolution of Satan. (Story.) Joe and Aileen Brady. (Story.) Arthur Davies, Victoria.

**BEST SELLING BOOKS OF THE MONTH.**

As Reported by Leading Canadian Dealers.

**Belleville.**

1. Dust of Conflict, by Harold Bindloss. McLeod.
2. Port of Missing Men, by Meredith Nicholson. McLeod.
3. The Mystics, by Katherine Thurston. Poole.
4. Captain of the Kansas, by Louis Tracy. McLeod.
5. Whispering Smith, by F. H. Spearman. McLeod.
6. The Doctor, by Ralph Connor. Westminster.

**Calgary.**

1. White Plumes of Navarre, by S. R. Crockett. Briggs.
2. Whispering Smith, by F. H. Spearman. McLeod.
3. The Saint, by A. Fogazzaro. Copp.
4. Friday the 13th, by Thos. W. Lawson. McLeod.
5. First it was Ordained, by Guy Thorne. Musson.
6. Captain of the Kansas, by Louis Tracy. McLeod.

**Charlottetown.**

1. Lone Furrow, by W. A. Fraser. Frowde.
2. Little Esson, by S. R. Crockett. Briggs.
3. Cruise of the Shining Light, by Norman Duncan. Frowde.
4. The Flyers, by G. B. McCutcheon. Briggs.
5. Saints in Society, by M. Baillie Saunders. Copp.
6. The Saint, by A. Fogazzaro. Copp.

**Hamilton.**

1. The Brass Bowl, by L. J. Vance. McLeod.
2. Cruise of the Shining Light, by Norman Duncan. Frowde.
3. Hilma, by W. T. Eldridge. Briggs.
4. Ian of the Orcaes, by Wilfrid Campbell. Revell.
5. The White Cat, by G. F. Burgess. McLeod.
6. Mr. Barnes, American, by A. C. Gunter. Musson.

**Kingston.**

1. Bishop of Cottontown, by J. T. Moore. Winston.
2. Running Water, by A. E. W. Mason. Briggs.
3. Dust of Conflict, by Harold Bindloss. McLeod.
4. The Patriot, by A. Fogazzaro. Copp.
5. Lady May of Dark House, by Mrs. C. N. Williamson.
6. The Mystics, by Katherine Thurston. Poole.

**Moncton.**

1. Cruise of the Shining Light, by Norman Duncan. Frowde.
2. The Brass Bowl, by L. J. Vance. McLeod.
3. The White Cat, by G. F. Burgess. McLeod.
4. Garden of Allah, by Robert Hichens. Briggs.
5. Port of Missing Men, by Meredith Nicholson. McLeod.
6. The Flyers, by G. B. McCutcheon. Briggs.

**Montreal.**

1. New Chronicles of Rebecca, by Kate D. Wiggin. Briggs.
2. Port of Missing Men, by Meredith Nicholson. McLeod.
3. The Brass Bowl, by L. J. Vance. McLeod.

4. Cruise of the Shining Light, by Norman Duncan. Frowde.

5. At the Sign of the Beaver, by Samuel M. Bayliss. Briggs.

6. Dust of Conflict, by Harold Bindloss. McLeod.

**Ottawa.**

1. Growth, by Graham Travers. Musson.
2. Princess Virginia, by C. N. and A. M. Williamson. Musson.
3. Cruise of the Shining Light, by Norman Duncan. Frowde.
4. Lone Furrow, by W. A. Fraser. Frowde.
5. The Secret, by E. P. Oppenheim. Copp.
6. Mr. Barnes, American, by A. C. Gunter. Musson.

**Peterboro'.**

1. Friday the 13th, by Thos. W. Lawson. McLeod.
2. The Doctor, by Ralph Connor. Westminster.
3. Port of Missing Men, by Meredith Nicholson. McLeod.
4. Bob Hampton of Placer, by R. Parrish. Briggs.
5. Tree of Heaven, by R. W. Chambers. McLeod.

**St. Catharines.**

1. Port of Missing Men, by Meredith Nicholson. McLeod.
2. Friday the 13th, by Thos. W. Lawson. McLeod.
3. The Brass Bowl, by L. J. Vance. McLeod.
4. Hilma, by W. T. Eldridge. Briggs.
5. Tides of Barnegat, by F. H. Smith. McLeod.
6. Lady Betty, by C. N. and A. M. Williamson. Musson.

**Stratford.**

1. Cruise of the Shining Light, by Norman Duncan. Frowde.
2. Lone Furrow, by W. A. Fraser. Frowde.
3. Port of Missing Men, by Meredith Nicholson. McLeod.
4. The Mysterious Millionaire, by Nicholas West. Copp.
5. Bob Hampton of Placer, by R. Parrish. Briggs.

**Toronto.**

1. Lonely Lady of Grosvenor Square, by Mrs. De la Pasture. Dutton.
2. The Priest, by Harold Begbie. Briggs.
3. Running Water, by A. E. W. Mason. Briggs.
4. The Imposter, by Harold Bindloss. McLeod.
5. Port of Missing Men, by Meredith Nicholson. McLeod.
6. Memoirs of a Person of Quality, by Ashton Hilliers. Heinemann.

**Vancouver.**

1. Lone Furrow, by W. A. Fraser. Frowde.
2. Half a Rogue, by Harold McGrath. McLeod.
3. Cruise of the Shining Light, by Norman Duncan. Frowde.
4. Port of Missing Men, by Meredith Nicholson. McLeod.
5. Running Water, by A. E. W. Mason. Briggs.
6. The Flyers, by G. B. McCutcheon. Briggs.

**Victoria.**

1. The Man Who Rose Again, by S. Hoëking. Musson.
2. New Chronicles of Rebecca, by Kate D. Wiggin. Briggs.
3. Friday the 13th, by Thos. W. Lawson. McLeod.
4. Running Water, by A. E. W. Mason. Briggs.
5. Cruise of the Shining Light, by Norman Duncan. Frowde.
6. Lone Furrow, by W. A. Fraser. Frowde.

**Winnipeg.**

1. Where the Trail Divides, by Harold Bindloss. Musson.
2. Man Who Rose Again, by S. Hoëking. Musson.
3. The Second Generation, by G. D. Phillips. McLeod.
4. Running Water, by A. E. W. Mason. Briggs.
5. Whispering Smith, by F. H. Spearman. McLeod.

Canadian Summary.

|                                                  | Points |
|--------------------------------------------------|--------|
| 1. Cruise of the Shining Light, by Norman Duncan | 60     |
| 2. Port of Missing Men, by Meredith Nicholson    | 57     |
| 3. Lone Furrow, by W. A. Fraser                  | 38     |
| 4. The Brass Bowl, by L. J. Vance                | 32     |
| 4. Running Water, by A. E. W. Mason              | 32     |
| 5. Friday the 13th, by Thos. W. Lawson           | 31     |
| 6. Dust of Conflict, by H. Bindloss              | 21     |

**CONDENSED OR "WANT" ADVERTISEMENTS**

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

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

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

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

**SITUATIONS VACANT.**

**B**RIGHT, intelligent boy wanted in every town and village in Canada, good pay, besides the gift of a watch for good work. Apply The MacLean Publishing Company, 10 Front St. E., Toronto.

**W**ANTED—Capable salesman to carry my line of pictures, throughout Canada, as a side line; none but those covering large territories need apply. J. H. McCorkle, Cape Elizabeth, Maine. (6)

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

**W**ANTED—Bright young man with experience for stationery and leather goods department. Ryrie Bros., Limited, Toronto. (6)

**AGENTS WANTED.**

**P**RACTICAL books for painters and decorators—The Trade Papers Publishing Co., Ltd., 385 Birkbeck Bank Chambers, London, W.C., England, will make special terms to Canadian Booksellers willing to push books on graining, paint and color mixing, gilding, stencilling, etc. Correspondence solicited. (10)

**Booksellers and Stationers**

will find it profitable to give

**The Busy Man's Magazine**

a prominent place in their magazine displays. The news stand sale is increasing at a phenomenal rate. It is a ready seller, and the profits are large. It needs only to be introduced to be appreciated. Order from your News Company on a fully returnable basis.

**The Busy Man's Magazine**

Montreal, Toronto, Winnipeg, London, Eng.

HIS MARK

**High Grade Printing**  
from the conception of the idea to the finished job—we are now ready to produce in our **NEW PRINTING DEPARTMENT**

With everything new—  
**NEW MANAGER**—from New York City, full of the ideas and methods of the best printers, advertisers and publishers of the States—  
**NEW PRESSES**—the latest products of the press makers—

**NEW TYPE**—the best faces selected from the stocks of leading foundries and a

**NEW RESOLVE**—to make every job a credit to us and to you—we ask for a chance to figure, furnish layouts, dummies, schemes and designs for anything from a letterhead to a catalog—

If you want  
"printing that's different"  
let us hear from you

**MACLEAN PUBLISHING CO. LTD.**  
John Bayne MacLean  
P r e s i d e n t  
10 Front St. East Toronto  
MONTREAL WINNIPEG  
L O N D O N E N G  
**PRINTING DEPT**  
Charles Edward Peabody  
M a n a g e r

his mark

CLASSIFIED LIST OF ADVERTISEMENTS.

**Agencies-Wanted.**

Miller, Edward H., London, Eng.

**Books and Magazines.**

American Code Co., New York.  
 Baker's Book Shop, Birmingham, Eng.  
 Blake's Catholic Publishing House, Toronto  
 Briggs, William, Toronto.  
 Carter Publishing Co., London, Eng.  
 Chapman's Book Store, Montreal.  
 Clark Bros., Winnipeg, Man.  
 Continental Export Co., London, Eng.  
 Copp, Clark Co., Toronto.  
 Morton, Phillips & Co., Montreal.  
 Oliver & Boyd, Edinburgh, Scot.  
 "Publisher's Circular," London, Eng.  
 Renouf Pub. Co., Montreal.

**Blank Books.**

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

**Calendars-Cards.**

Copp, Clark Co., Toronto.  
 Davidson Bros., London, Eng.  
 Menzies & Co., Toronto.  
 Raphael Tuck & Sons Co., New York.

**Carbon Paper.**

Carbon Paper and Ribbon Co., Toronto.  
 Fidelity Carbon Paper Co., Boston, Mass.

**Crape Paper, Etc.**

Dennison Mfg. Co., New York.

**Envelopes.**

Berlin-Jones Envelope Co., New York.

**Fancy Goods.**

Brown Bros., Toronto.  
 Clark Bros., Winnipeg, Man.  
 Copp, Clark Co., Toronto.  
 Sutcliffe-Edmison Co., Limited, Toronto.  
 Warwick Bros. & Rutter, Toronto.  
 Young Bros., Toronto.

**Financial Institutions and Insurance.**

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

**Fine Art Printers.**

Mölling, A., & Co., Hanover, Germany.

**Flags.**

Sutcliffe-Edmison Co., Ltd., Toronto.

**Fountain Pens.**

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

**Glue, Paste and Mucilage.**

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

**Gramophones.**

Berliner Gramophone Co., Montreal.

**Inks-Writing.**

Brown Bros., Limited, Toronto.  
 Carter's Ink Co., Montreal.  
 Higgins, Chas. M., & Co., Brooklyn.  
 Payson's.

**Leather Goods.**

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

**Papers.**

Gage, W. J., Co., Toronto.

**Papeteries.**

Barber & Ellis Co., Toronto.  
 Brown Bros., Ltd., Toronto.  
 Buntin, Gillies & Co., Limited, Hamilton.  
 Copp, Clark Co., Toronto.  
 Hurl, Geo. B., & Co., New York.

**Pens.**

Brown Bros., Toronto.  
 Esterbrook Pen Co., New York.  
 Gillott, Jos., Birmingham, Eng.  
 Heath, John, London.  
 Hinks, Wells & Co., Birmingham, Eng.  
 Macniven & Cameron, Edinburgh and  
 Birmingham.  
 Spencerian Pen Co., Birmingham, Eng.  
 Waterman, L. E., Co., Montreal.

**Pencils.**

American Lead Pencil Co., New York.  
 Brown Bros., Limited, Toronto.  
 Copp, Clark Co., Toronto.

Warwick Bros. & Rutter, Toronto.

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

**Photographic Supplies.**

Ward & Co., Montreal.

**Pictures.**

McCorkle, J., Cape Elizabeth, Me.

**Playing Cards, Games, etc.**

Buntin, Gillies & Co., Hamilton.  
 Copp, Clark Co., Toronto.  
 Goodall, Chas., & Sons, London.  
 Hurst, A. O., Toronto.  
 Union Card & Paper Co., Montreal.

**Postal Scales.**

Pelouze Scale & Mfg. Co., Chicago, Ill.

**School Supplies.**

Buntin, Gillies & Co., Hamilton, Ont.  
 Gage, W. J., Co., Toronto.  
 Warwick Bros. & Rutter, Toronto.

**Souvenir and Picture Post Cards.**

Boch & Kirsch, Frankfurt, Germany.  
 Copp, Clark Co., Toronto.  
 Davidson Bros., London, Eng.  
 Early Novelty Co., Philadelphia, Pa.  
 Elliott Co., Philadelphia, Pa.  
 Fallick Import Co., Montreal.  
 Fine Art Printing Co., Kaufbeuren, Germany  
 Forest, D. & W., Montreal.  
 Hillson & Co., Boston, Mass.  
 Illustrated Post Card Co., Montreal.  
 Leather Post Card Co., New York.  
 Leder, Otto, Saxony, Germany.  
 Markert & Sohn, Dresden, Germany.  
 Menzies & Co., Toronto.  
 Neumann, W., & Co., Berlin, Germany.  
 Picture Post Card Co., Ottawa, Ont.  
 Raphael Tuck & Sons Co., Montreal, New  
 York.  
 Romler & Jonas, Dresden.  
 Tisdale, Jos. H., Philadelphia, Pa.  
 Valentine & Sons Pub. Co., Montreal,  
 Toronto.  
 Warwick Bros. & Rutter, Toronto.

**Tally-Cards.**

Elliott & Co., Philadelphia, Pa.

**Telephones.**

Bell Telephone Co. of Canada, Montreal.

**Typewriter Supplies.**

Carter's Ink Co., Montreal.  
 Mittag & Volger, Park Ridge, N.J.

**Wall Paper.**

Stauntons Limited, Toronto.

INDEX TO ADVERTISERS.

|                                | PAGE                |                                 | PAGE                |                           | PAGE                           |
|--------------------------------|---------------------|---------------------------------|---------------------|---------------------------|--------------------------------|
| Accountants and Auditors       | 44                  | Elliott Co.                     | 4                   | Mittag & Volger           | outside back cover             |
| American Code Co.              | 31                  | Esterbrook Pen Co.              | inside back cover   | Mölling, A., & Co.        | 2                              |
| American Lead Pencil Co.       | 30                  | Fidelity Carbon Paper Co.       | 7                   | Morton, Phillips & Co.    | 44                             |
| Auld Mucilage Co.              | 2                   | Fine Art Printing Co.           | 36                  | Nelles, Chas. L.          | 29                             |
| Baker's Book Shop              | 31                  | Forest, D. & W.                 | 31                  | Neumann, W., & Co.        | 36                             |
| Barber & Ellis Co.             | 11                  | Fallick Import Co.              | 36                  | Oiver & Boyd              | 4                              |
| Bell Telephone Co.             | 42                  | Gillott, Jos.                   | outside front cover | Payson's Indelible Ink    | 44                             |
| Berliner Gramophone Co.        | 2                   | Goodall, Chas., & Sons, Limited | 1                   | Pelouze Scale & Mfg. Co.  | inside back cover              |
| Berlin & Jones Envelope Co.    | 3                   | Hawkes-Jackson Co.              | outside front cover | Picture Post Card Co.     | 36                             |
| Boch & Kirsch                  | 36                  | Heath, John                     | inside back cover   | "Publisher's Circular"    | 43                             |
| Briggs, William                | 31                  | Higgins, Chas. M., & Co.        | outside back cover  | Renouf Publishing Co.     | 31                             |
| British America Assurance Co.  | 42                  | Hillson & Co.                   | 5                   | Romler & Jonas            | 40                             |
| Brown Bros., Limited           | 2                   | Hinks, Wells & Co.              | inside back cover   | Rumpff, C. F., & Sons     | 4                              |
| Buntin, Gillies & Co.          | outside back cover  | Hotel Directory                 | 44                  | Spencerian Steel Pens     | inside back cover              |
| Busy Man's Magazine            | 47                  | Hurd, Geo. B., & Co.            | 35                  | Stauntons Limited         | 43                             |
| Canadian Press Clipping Bureau | outside front cover | Hurst, A. O.                    | 1                   | Sutcliffe-Edmison Co.     | 10                             |
| Carbon Paper & Ribbon Co.      | 10                  | Illustrated Post Card Co.       | 40                  | Tisdale, Jos. H.          | 7                              |
| Carter's Ink Co.               | 10                  | Job Print Dept.                 | 47                  | Tuck, Raphael, & Sons     | 9                              |
| Carter Publishing Co.          | 10                  | Leather Post Card Co.           | 11                  | Union Card and Paper Co.  | 40                             |
| Chapman's Book Store           | 31                  | Leder, Otto                     | 36                  | Valentine & Sons Pub. Co. | 39                             |
| Clark Bros. & Co.              | 4                   | Legal Cards                     | 44                  | Ward & Co.                | 40                             |
| Confederation Life Association | 42                  | Macniven & Cameron              | inside back cover   | Warwick Bros. & Rutter    | inside front cover, 32, 33, 44 |
| Continental Export Co.         | 31                  | Markert & Sohn                  | 36                  | Waterman, L. E., Co.      | 48                             |
| Copp, Clark Co.                | 6, 24               | Metropolitan Bank               | 48                  | Western Assurance Co.     | 48                             |
| Davidson Bros.                 | 24, 25              | Miller, Edward H.               | 31                  |                           |                                |
| Early Novelty Co.              | 7                   |                                 |                     |                           |                                |



**PELOUZE POSTAL SCALES**

Invaluable to the Office, Store and Home  
 They tell instantly the exact cost of postage in cents on all mail matter. Warranted Accurate.  
 Several sizes.  
 NATIONAL, 4 lbs. - \$3.75    STAR, 1-lb. - \$2.00  
 UNION, 2 1/2 lbs. - 3.00    CRESCENT, 1-lb. - 1.50  
 COLUMBIAN, 2 lbs. - 2.50  
 Buy through your Jobber.  
 PELOUZE SCALE & MFG. CO. - Chicago

**"ROB ROY"  
 PENS**

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



Patented  
 This series of Pens is made of the same material, by the same tools, by the same process and at the same Works as the series of 'Waverley' Pens which Hinks, Wells & Co. have for 39 years and upwards (prior to Sept., 1901) manufactured for and supplied to the Proprietors thereof.  
**HINKS, WELLS & Co., Birmingham, Eng.**

Writing and Selling  
 Better Than Ever

**WAVERLEY  
 PENS**

EVERY PEN SELECTED

Sold by the Leading Wholesale Houses

Sample cards and trade price lists sent per return mail.

Macniven & Cameron, Ltd., Waverley Works, Edinburgh

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.

**SPENCERIAN  
 STEEL PENS.**

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

**THE BEST**

Works: BIRMINGHAM, ENGLAND

Imported by all the leading stationers in Canada.

Proprietors: Spencerian Pen Co., New York



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

**HIGGINS' INKS AND ADHESIVES**



The Higgins' Inks and Adhesives are in a class by themselves. They are the best goods that original thought, conscientious workmanship and sustained high ideals can produce. They are largely limited but never equalled. They give unvarying satisfaction to consumers and dealers, and every unit is backed by our absolute guarantee. PRICE LISTS AND DISCOUNTS ON REQUEST.

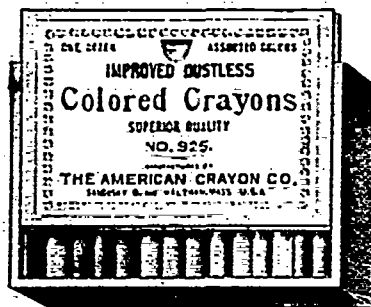
**CHAS. M. HIGGINS & CO., - New York - Chicago - London**  
 Originators and Manufacturers Inks and Adhesives  
 MAIN OFFICE, 271 Ninth St.    BROOKLYN, N.Y., U.S.A.  
 FACTORY, 240, 244 Eighth St.

## School Supplies



Our stock of school requisites including pen and pencil assortments, crayons, water-colors, slates, scribblers, exercise books, etc., etc. is now fully assorted.

The facilities of our new warehouse enable us to make prompt delivery of all orders entrusted to our care.



Examination  
Books  
Examination  
Foolscap



**BUNTIN, GILLIES & CO., Limited**  
HAMILTON, ONTARIO

**H**OW often have you been deceived by misrepresentations, something else "just as good" at half price? So say some of our worthy (?) competitors.

We say there is nothing so **ELITE** as ours, and something much **BETTER** than theirs **ALL THE TIME** at **REASONABLE** prices.

*The merits of our goods are above all others and we protect you as manufacturers for the trade only.*

*"Our Line" Typewriter Ribbons and Carbon Papers truly distinctive.*



Principal Office and Factories  
PARK RIDGE, N.J.

**MITTAG & VOLGER, INC.**

Sole Manufacturers  
for the Trade Only.

NEW YORK CITY Stewart Building, 250 Broadway

LONDON, 4 St. Paul's Churchyard, E.C.

ZURICH, J. G. Muggli

CHICAGO ILL., 200 Monroe Street

PARIS, 51m. Passy-Reille

AMSTERDAM, Bemer & Co.